

Index to Television Digest, 1957: Volume 13

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References are to issues of *Television Digest* with articles pertaining to documents

Directories

Semi-Annual TV Factbooks (Spring-Summer and Fall-Winter) with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.
 Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

Special Supplements and Reports

Proposal to Abandon TV Allocations Table. Full text of FCC proposal, with concurring statement by Comr. Mack, dissenting statement by Comr. Hyde, Bartley & Lee dissenting. (Vol. 13:17).
 Financial Data on Television-Electronics Companies. Statistical summaries of reports of leading publicly-owned companies. Prepared by Edgar N. Greenebaum Jr., financial consultant in electronics. Compiled as of May 1, 1957. (Vol. 13:18).

FCC Request for Specific Proposals for Pay-TV Tests. Inviting comments from interested parties on major questions regarding projected modes of operation (Vol. 13:21).
 FCC Staff Report on Network Broadcasting. Summary and recommendations of report by Network Study Group headed by Roscoe L. Barrow. (Vol. 13:40).

Bound Copies Available

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 5, 1957

"MODULAR DESIGN" TV SETS now marketed by 2 manufacturers, with extension of new production method seen in 1957; "tinkertoy" vs. "PEC" approach (p. 1).

DEMAND FOR AT&T SERVICE higher than ever because of video tape, more programming, closed-circuit events, etc., though few new cities added (p. 2).

CRAVEN PLAN stimulates industry analysis. Educator opposition most violent. Excerpts from Comr. Craven's memorandum to colleagues (p. 3).

MAJOR VHF DECISIONS getting top priority at FCC—including St. Louis, Seattle, Boston, Indianapolis. Court's final word on multiple ownership (p. 4).

TOP-LEVEL CHANGES AT ABC this week include resignations of Stabile, Connolly & Abry. Network v.p. Oliver Treyz promises no more "significant separations" (p. 5).

CONGRESS VACANCIES on TV-regulating Senate Commerce Committee expected to go to Cooper, Thurmond & unnamed Texan; 7 vacancies on House group (p. 6).

"INFLUENCE" PROBE of FCC and other agencies by Small Business subcommittee ends with report which splits Committee along political lines (p. 7).

INDEPENDENT SERVICE bolstered by GE, returning distribution of replacement parts to tube distributors from own branches. RCA reaffirms policy (p. 11).

CONSERVATIVE BUYING by TV-radio dealers foreseen at Chicago furniture marts. High inventories counteract optimism. Color statements more bullish (p. 12).

RECORD PRICE CUTS on industry-wide basis foreshadowed in reductions on 45rpm discs by RCA and Columbia. RCA plans big promotion drive (p. 13).

BUYERS OF COLOR SETS mostly in \$80-\$90 weekly earnings bracket, according to Philadelphia bank. Raymond Rosen & Co. reports sales and goals (p. 10).

1956 STOCK TRANSACTIONS in principal TV-radio-electronics and related issues tabulated, giving sales, price range, net change (p. 15).

MARY PICKFORD ROGERS and husband sell their interests in WSJS-TV, Winston-Salem, to 2/3 owner Gordon Gray; Albuquerque deals cooking (p. 8).

TV NOW "MAJOR MEDIUM" in promoting understanding of American policy abroad, USIA reports; 191 stations used 75 U. S. Govt. programs in 1956 (p. 16).

MODULAR TV DESIGN—TREND FOR '57? First TV sets built around modular components were being given quiet test on consumer market as 1957 began -- with indications that modular design may represent biggest technical innovation in TV this year.

Modular design -- use of prefabricated clusters of components in place of individual components -- is now incorporated in some models of at least 2 makes of TV sets now on market. One Motorola 17-in. receiver, in production for about two months, uses printed circuit chassis into which are plugged 17 modular plates containing equivalent of 127 conventional components. Some Emerson chassis -- intermixed with regular line -- are being built with horizontal deflection circuit composed of 4 "tinkertoy" modules, replacing 40 components.

While modular components can be used in "automated" production line, their use also is regarded as providing alternative to automation. For the modules are purchased complete -- to assembler's specifications -- from the component maker and production workers plug them into printed circuit chassis like tubes. At the Motorola plant, for example, entire modularized TV chassis are assembled by 12 girls -- and there's virtually no chance for error in placement of components.

Quality of modular design equipment is unquestioned -- principle is not a new one, having been used for some time in military and other electronic equipment. Crucial question is economics. Modular components in themselves cost more than the equivalent groups of conventional components -- and basic question is whether the savings in simple assembly will compensate for increased cost.

Most widely publicized form of modular construction is "tinkertoy," developed by Navy & National Bureau of Standards. Leading maker of tinkertoy modules -- tiny cubes consisting of stacked multi-component wafers -- is ACF Electronics in Alexandria, Va., which after a number of false starts is now producing modules in quantity for AM radios as well as some for TV sets.

Headed by Robert L. Henry, credited with being tinkertoy's principal developer at Bureau of Standards, ACF currently is concentrating on standard modules for 5-tube AC-DC radios, in which 2 modules replace all conventional components. ACF retained Howard W. Sams Co. to survey 200 AC-DC 5-tube radios and found that 98% used identical, circuitry -- leading to development of standard radio modules.

Emerson has produced more than 100,000 small radios using tinkertoy modules, according to pres. Benjamin Abrams, who claims there hasn't been single complaint about them. Using ACF modules in portable radios, Motorola reports production of 75,000 modular sets to date with fewer field failures than conventional models.

First TV sets using tinkertoy modules constitute a "test run," according to Abrams. Whether Emerson will move on to "100% tinkertoy" TV sets, he says, depends on answers to 2 questions: (1) How do costs stack up against conventional TV set construction? (2) When will the necessary tinkertoy modules be available?

Ease of chassis assembly will more than make up for higher component costs, says ACF's Henry, in answer to first question. As to second, he says concentration on modules for home radios will occupy ACF's capacity to such extent that the more complex modules required for 100% tinkertoy TV won't be available until 1958.

* * * *

While pros & cons of tinkertoy may still be controversial in the electronics industry, the principle of modular construction itself isn't. Centralab div. of Globe-Union, which produces modular component groups arranged in "plates" of various sizes, says it has already sold 75,000,000 of these prefabricated "Packaged Electronic Circuits" (PEC) to industry. One specialized PEC plate, for example, contains 22 resistors and is used in GM's "autronic eye" automatic headlight dimmer.

Though Motorola uses ACF's tinkertoy modules in its portable radios, it has turned to Centralab for components for its completely modularized TV sets -- the first TV ever to be designed around components. Like tinkertoy modules, PEC plates are simply plugged into printed circuit board and dip-soldered. Unlike tinkertoy, they can be made in infinite variety of sizes and shapes.

"Electronics is a fast-changing art," says Centralab pres. W.S. Parsons, "and if you can't turn around on a dime and get 9¢ change you're out of date." This sums up his argument against tinkertoy approach, which he calls uneconomic and inflexible. He claims PEC plates cost only about 20% more than equivalent standard components -- a differential he says can easily be made up in assembly savings.

Tinkertoy and PEC are but 2 approaches to modular component design -- about which much more will be heard in 1957. While these 2 approaches have marked differences, their partisans use similar arguments: Wiring and insertion of components represent biggest part of TV set assembly; with modules and printed circuit boards, job is made vastly simpler. In effect, the modular component suppliers are saying to the set makers: "The automation is in our plant instead of yours."

AT&T SCRAMBLING TO FILL NETWORK NEEDS: Demands for network facilities from AT&T are growing at such a rate -- due to development of TV tape recorders for west coast use, hiked network programming, increased closed-circuit uses -- that AT&T's facilities may well be strained to the hilt in forthcoming months.

Demand on AT&T to link new TV cities to network circuits hasn't been great, however, for most of last year's 45 new stations were on existing routes, needed merely to be hooked up. Only a few new cities were added -- such as Thomasville, Ga.; Yuma, Ariz.; Decatur, Ala.; Hattiesburg, Miss.

In terms of channel miles, there was substantial increase in 1956 -- from 72,000 to 79,000. Color channel miles now total 71,000.

That AT&T can produce when called upon was never more clearly demonstrated than in its preparations for coverage of Presidential Inauguration Jan. 21. It will use some 60 microwave dishes, borrowing equipment from as far away as Los Angeles, installing 28 mi. of TV cable, etc. NBC is still considering whether to use color, and AT&T has provided 3 color points just in case, at one ball and at two parade locations -- Treasury Bldg. and Lafayette Park.

Canada is in midst of network expansion reminiscent of U.S. a few years ago. Huge jump from Toronto to Winnipeg was accomplished, along with big extension from Saint John, N.B. to Sydney, N.S. Also in the works now are plans to link Sudbury, Sault Ste. Marie & Timmins, Ont.

* * * *

Growth of private links operated by U.S. stations hasn't let up, either. FCC granted links to following in last 6 months: KTVC, Ensign, Kan. from Hutchinson; KICA-TV, Clovis, N.M. from Amarillo; WINK-TV, Ft. Myers, Fla. from Tampa; WCYB-TV, Bristol, Va. from Winston-Salem; KDIX-TV, Dickinson, N.D. from Bismarck; KUMV-TV, Williston, N.D. from Bismarck; KVS0-TV, Ardmore, Okla. from Oklahoma City; KNAC-TV, Ft. Smith, Ark. from Little Rock.

[All foregoing additions and changes will be included in our new map of TV stations and network routes, to be included with forthcoming Spring-Summer edition of our semi-annual TV Factbook.]

TV INDUSTRY EVALUATES THE 'CRAVEN PLAN': There's extremely varied reaction to the "Craven Plan" -- Comr. T.A.M. Craven's proposal to rescind allocation table and consider applications on case-to-case basis (Vol. 12:52). Commission plans to discuss plan Jan. 14; ultimate disposition is still most conjectural.

Most violent opposition engendered, of course, comes from educators -- for plan would make all channels commercial, force schools to compete for CPS with the commercial applicants who can move firmly and quickly.

"It would stop educational TV in its tracks," states Ralph Steetle, exec. director of Joint Council on Educational TV. "If the Commission puts it out for rule-making, our activity will make our work during the 1948-52 freeze look pica-yune. We've just begun to scratch the surface of educational TV, and its performance is exceeding our most optimistic theories. The plan would also put the axe to uhf."

Whether such activity would cut much ice with FCC is another question, for several members of Commission don't agree that educators have made much progress.

Some vhf operators are leery of the proposal, fearing possibility that the introduction of "flexibility" would gradually add stations to reduce their service areas -- even though present engineering standards are retained. Others assert that they're more likely to protect themselves without an allocation table -- because there's always possibility that FCC may adopt a new table with mileage cuts, which might prove to be worse.

Some operators question whether "voluntary" shifts to new vhf channels or new locations can be achieved by "persuasion." Says one: "It just ain't human nature to do any shifting that costs money, particularly if it permits someone to build a co-channel or adjacent-channel station closer to you."

One engineer analyzes plan this way: "If you maintain present engineering standards, I'd like to know where you'd drop in vhf channels in any worthwhile markets. I think they've all been found. I'll bet 100 engineers have been combing the maps for 4 years looking for them."

Several attorneys claim that basic result of plan would be to eliminate educational reservations. They also state that it would eliminate one procedural step -- applicants wouldn't have any rule-making before applying for new channel.

Several attorneys were enthusiastic about proposal -- foreseeing applicants using ingenuity to apply for stations where economics dictate, not where FCC thinks there might be demand. Some visualize use of directional antennas, precision offset, etc., with station assignments on interference-protection basis as in AM -- with considerable increase in potential number of stations. Subject may be broached at meeting of Federal Communications Bar Assn. Jan. 11; several years ago, group took stand in favor of abolishing allocation table.

* * * *

Some people queried for reactions say they don't know precisely what Craven has in mind. Following are excerpts from his 11 recommendations to colleagues:

- (1) "Proclaim a policy which emphasizes that the objective of the Commission

is to preserve TV broadcasting as a free competitive enterprise with a minimum of regulation by Govt. In stating this policy it should be recognized that the Govt. cannot force technical development along specific lines if such development is inconsistent with the basic economics of prudent business..."

(2) Announce that FCC will continue to encourage research and will revise engineering standards & rules in accord with new technical facts.

(3) State affirmatively that it is obvious that 12 vhf channels are insufficient for nationwide competitive TV system.

(4) Announce that present evidence indicates uhf is capable of providing an excellent service. "The improvements which now indicate promise of practical application are automatic repeaters and higher power."

(5) Announce that FCC recognizes research may disclose more efficient uses of vhf. Meanwhile, it won't permit encroachment of vhf "in areas where uhf has been established as the dominant method of TV broadcasting."

(6) Announce that present allocation table will be rescinded and applications will be accepted "in accord with generally accepted sound engineering practice." For the immediate future, existing mileage separations will be maintained, to be changed through rule-making when engineering evidence indicates practicality.

(7) Require all CP-holders to demonstrate good faith or turn in grants.

(8) Encourage TV set makers who operate vhf stations to operate uhf stations from same locations. Same for other vhf operators.

(9) Encourage vhf operators to establish uhf repeaters.

(10) Call industry's attention to requirement of fair & equitable distribution of stations. "It should be reiterated that the Commission's goals and objectives in this regard can be defeated by the premature immediate utilization of too many TV channels in the larger and more attractive markets."

(11) "Announce that in the distribution of TV channel facilities to states & communities, the Commission will take into special consideration the needs of educational institutions...In this connection the educational institutions will be requested to make their needs and plans known to the Commission."

TOP PRIORITY at FCC is being given big-city vhf decisions, and Commission took up St. Louis' Ch. 11, came to no final conclusion—though CBS is still considered front-runner; it won examiner's initial decision last Sept. 6. Also due for decision before long is Seattle's Ch. 7, for which examiner favored KIRO, major stockholder of which is Saul Haas, with Senate Commerce Chairman Magnuson (D-Wash.) holding about 4%. FCC is still expected to give it to KIRO.

Other major cases due for decision before long: Ch. 5, Boston, for which WHDH is currently favored by FCC; Ch. 13, Indianapolis, with Crosley in the lead.

Court of Appeals bowed to Supreme Court this week, carrying out latter's decision on multiple ownership in Storer case. Lower court ruled FCC has no authority to set numerical limit on station ownership. Supreme Court disagreed, sent case back, told Court of Appeals to consider FCC's justification of present specific limits and whether FCC is arbitrary in regarding 1% ownership of a station in counting holdings by a single owner.

In this week's decision, Judges Prettyman, Miller & Bazelon stated that "our attention has not been drawn to any matters which outweigh [FCC's judgment as to specific numbers] based on 'accumulating insight.'" Regarding "1% rule," they said: "Petitioner's attack . . . fails because (1) petitioner has not shown that any injury has resulted or will certainly result therefrom; (2) petitioner can always apply to the Commission for relief from any hardship; and (3) under the 'one percent rule,' interests of less than that amount 'need [not] be considered,' but interests of more than that amount do not necessarily constitute 'control.'"

Following up recent allocations change, FCC authorized WINT, Waterloo, Ind. (Ch. 15) to change its designation to Ft. Wayne. Commission set for rule-making a petition to assign Ch. 2 to Longview, Wash., combining it with conflicting proposal to assign it to Vancouver. It also proposed to shift WROM-TV's Ch. 9 from Rome, Ga. to Chattanooga. Commission received petition from WMTM, Moultrie, Ga. to add Ch. 8 to town.

Protest on "economic injury" basis was filed by KULA-TV, Honolulu (Ch. 4) against grant of KHVH-TV (Ch. 13) to Henry Kaiser organization. KULA-TV said that city couldn't support 4th station, stated that 4 stations in larger and more prosperous Phoenix showed combined loss of \$450,000 in 1955.

Unusual protest filed, in AM case, came from west coast broadcaster John Poole, against grant of 740-kc, 1-kw, to Q Bestg. Co. (Frank Barc), in Phoenix. Poole states that his and Barc's applications were competitive; that they agreed to merge and get grant; that Commission happened to grant Barc's application before FCC received amendment reflecting merger; that Barc has since refused to honor agreement.

Eloquent argument for more contributions of kines and films to Armed Forces TV is lead story in Jan. 5 *Billboard*. Datelined Thule, Greenland, it details the tremendous importance troops in such isolated bases attach to TV—how each new incoming batch of filmed programming is anxiously awaited, how TV stars are biggest celebrities to the troops, how Greenland-based airmen and even their relatives are anxious to repay contributing sponsors "with sales and goodwill."

Personal Notes: James E. Denning elected NBC v.p. in charge of talent and program contract administration; Thomas W. Sarnoff elected v.p. for production and business affairs, Pacific division; Richard H. Graham, v.p., law, Pacific div. . . . Leonard H. Goldenson, AB-PT pres., elected broadcasting industry representative on Advertising Council board . . . John F. Meagher, NARTB radio v.p., elected a director of American Heart Assn.; he has served as chairman of its radio committee for last 3 years . . . Charles Quentin, chief engineer of KRNT-TV & KRNT, Des Moines, named engineering director of parent Cowles Bestg. Co. . . . Edward D. Taddei, exec. v.p. of Triangle's WNHC-TV & WNHC, New Haven, named gen. mgr., succeeding Aldo DeDominicis, who remains as consultant . . . Truman B. Hinkle, ex-majority owner & gen. mgr. of radio KRAM, Las Vegas, named gen. mgr. of KSHO-TV, same city . . . Frank E. Fitzsimonds, ex-exec. v.p. of KFYZ-TV, Bismarck, N. D., named mgr. of KBMB-TV, same city . . . Robert T. Schlinkert promoted to asst. gen. mgr. of WKRC-TV, Cincinnati, continuing his duties as gen. sales mgr. . . . James M. Sirmons, gen. mgr. of CBS Radio operations dept., promoted to asst. director of labor relations, CBS Inc. . . . Roland H. McClure promoted to mgr. of Los Angeles office, CBS Radio Spot Sales . . . John T. Curry Jr. promoted to mgr. of station services, Radio Advertising Bureau . . . Robert W. Miller promoted to sales mgr. of KOOL-TV, Phoenix . . . Clayton A. Roehl promoted to program director of WWTW, Cadillac, Mich. . . . Barry Zorthian, ex-CBS, serving last 5 years as Voice of America overseas correspondent, promoted to VOA program mgr., replacing Gene King, resigned.

Jack Poppele, ex-director of Voice of America, is pres. of new Green Mountain Enterprises, planning to open "Santa's Land" recreation park in Putney, Vt., is also considering purchase of interest in radio stations. His associates in park venture are Charles F. Gannon, ex-Benton & Bowles, and Charles Crawford, ex-U. S. Steel. Capitalization is \$200,000; organizers plan to retain 62%, sell 38%. Poppele said he was prompted to go into project after evaluating tremendous growth of recreation expenditures and leisure time. Project will feature closed-circuit radio—with commercials.

Frederick B. Thornton, BBC's North American representative, was made an Officer of the Order of the British Empire in New Year's Honors List of Queen Elizabeth II. Also included in the list of 2000 cited was John Morris, controller of BBC's cultural Third Program, who was made Commander of the Order of the British Empire.

Raymond Dorrington Bangay, foreign mgr. of British Marconi, retired this week after more than 54 years with the company. Well known in U. S. as radio pioneer, he represented Marconi in this country from 1902 to 1907, helping in the installation of many radio stations, including first U. S. coastal station at Babylon, N. Y.

Thad H. Brown Jr., NARTB's TV v.p., appointed co-chairman of advisory committee of Presidential Inaugural Ball Committee, and co-chairman of protocol committee for Governors' Reception at the inauguration.

James W. Blackburn, partner of station brokers Blackburn-Hamilton Co., now convalescing at his home, 9 Radcliffe Road, Alexandria, Va., following hospitalization for occlusion.

Frederick W. Ford, former chief of FCC Hearing Div., now at Justice Dept., promoted to asst. deputy attorney general.

Frank Pace Jr., excc. v.p. of General Dynamics and former Secretary of Army, elected to board of Loew's Inc.

Martin Agronsky, ABC Washington commentator, signs contract to join NBC in next few months.

MORE ABC TOP LEVEL CHANGES: James A. Stabile resigned this week as v.p. & gen. counsel, joins NBC in talent & program operations; he's succeeded by Mortimer Weinbach, v.p. in charge of labor relations. James H. Connolly resigns as v.p. in charge of KGO-TV, San Francisco, succeeded by v.p. John H. Mitchell, ex-gen. mgr. of ABC's WBKB, Chicago, later head of WABC-TV, N. Y., recently special asst. to AB-PT pres. Leonard Goldenson; Mitchell left for new post Jan. 4. Charles Abry, TV network national sales mgr., also resigns this week, his duties taken over by Slocum Chapin, v.p. in charge of TV network sales.

These changes, states Oliver Treyz, recently named v.p. in charge of TV network, mean the "organization is now shaken down to the point where it's unlikely that there will be any more significant separations from now on, and we can proceed with building and strengthening our organization in depth."

Series of ABC executive defections and shifts began with resignation of Robert E. Kintner as ABC pres.; he joined NBC this week as its 5th exec. v.p. After him, came resignations of v.p.'s Ernest Lee Jahnce and Geraldine B. Zorbaugh, his special assts.; then Harold L. Morgan, v.p. & controller, who quit to join McCann-Erickson; then Robert F. Lewine, v.p. in charge of programming & talent, now NBC v.p., program dept., who was succeeded by James T. Aubrey, ex-CBS Hollywood mgr. of network programs.

FCC Comr. Rosel H. Hyde's planned trip to Mexico City to sign bilateral radio agreement Jan. 8 has been postponed, Mexican Govt. stating delay is due to translation of agreement from English to Spanish. Mid-Jan. meeting is now likely.

Two new examiners being appointed by FCC: Charles Frederick, from Office of Opinions & Review; Millard F. French, from Renewal & Transfer Div. Latter previously was an examiner, left Commission for brief period.

Obituary

Lawrence M. Klee, 42, TV-radio scenarist who often turned out as many as 15 stories a week, died Jan. 1 of heart attack at home in Westport, Conn. He created *Man Against Crime* and *The Line-Up* TV series, wrote scripts for *Mr. and Mrs. North*, *The Fat Man*, *The Chase*, *The Clock*. He wrote narration for *The Roosevelt Story*, feature-length film on late President's life, won citations for wartime work with War & Treasury Depts. Surviving are his widow, a daughter and a son.

Michael H. Sloman, former chairman of Mumm, Mullay & Nichols, Columbus, O., died Jan. 1 in White Cross Hospital there after long illness. Before joining agency in 1954 he was marketing director for Monsanto Chemical Co. and had been gen. mgr. of Detergents Inc. before it was bought by Monsanto. Surviving are his widow, 2 sons, 2 daughters and 10 grandchildren.

Eugene Gaughn, 52, AT&T public relations studies mgr., died of heart attack Jan. 1 at his home in Yonkers, N. Y. He joined N. Y. Telephone Co. in 1928 following graduation from Syracuse U, later forming its public relations dept. in N. Y. City. Survivors are his widow, brother & sister.

Joseph R. Hamlen, 75, head of Boston office of Albert Frank-Guenther Law Inc., having joined agency in 1929 as a v.p., and served as asst. to chairman of American Red Cross during World War I, died Jan. 3 at Mass. General Hospital after brief illness. Surviving are his widow, 3 sons and brother.

Mrs. Frederick A. Miller, 89, pres. of *South Bend Tribune* (WSBT-TV & WBST) since her husband's death in 1949, died Dec. 27. She is survived by her nephew, Franklin D. Church, *Tribune* publisher.

CONGRESS' organizational session this week marked beginning of the end of the "quiet season" for TV industry and FCC on Capitol Hill—with 85th Congress expected to be one which again will delve deeply into TV scene. Coincidental with Congress' opening week, House Small Business Committee issued report on its investigation of regulatory agencies, including FCC (see p. 7). Next month, House Judiciary Committee and Senate Commerce Committee are expected to issue reports on their respective TV investigations—with both inquiries likely to continue in some form during 85th Congress.

First Congressional activities likely to have some effect on TV will be the filling of vacancies on the committees charged with responsibility for overseeing FCC. Senate Commerce Committee's openings may be filled next week; those on House Committee may not be filled until end of month or later.

Senate Commerce Committee, again headed by Sen. Magnuson (D-Wash.), has one Republican & 2 Democratic vacancies. Post formerly held by Sen. Duff (R-Pa.) is expected to go to Sen. Cooper (R-Ky.), who was on Committee for 2 years during his previous service in Senate. Vacancy created by resignation of Sen. Wofford (D-S. C.) is due to revert to Sen. Thurmond (D-S. C.), who sat on Committee until he resigned to run for election. Post of Sen. Daniel (D-Tex.), who quit to become governor of Texas, may well go to another Texan—the Senate successor to Daniel (if he is a Democrat). It's even conceivable that majority leader Lyndon Johnson (D-Tex.), a former Commerce Committee member, might take the Committee seat himself.

House Commerce Committee, to be headed by Rep. Harris

(D-Ark.), has 4 Democratic & 3 Republican vacancies. Due to deaths of former Chairman Priest (D-Tenn.) & Rep. Granahan (D-Pa.) and fact that Reps. Klein (D-N. Y.) & Carlyle (D-N. C.) did not run for reelection, Rep. John Bell Williams (D-Miss.)—who was fifth ranking majority member last session—has been thrust quite suddenly into position of importance as second ranking majority member. Only defeated Democratic member of Committee is Rep. Hayworth (D-Mich.). Most recently appointed member is Rep. Rhodes (D-Pa.), named last summer to succeed the late Rep. Granahan. There's strong possibility that freshman Rep. J. Carlton Loser (D-Tenn.), Rep. Priest's successor in House, may get one of the Committee vacancies.

On Republican side, Rep. Wolverton (R-N. J.), again will be ranking member, with Rep. O'Hara (R-Minn.) elevated to No. 2 due to death of Rep. Hinshaw (R-Cal.). In addition to Hinshaw, GOP members to be replaced are Dolliver (Ia.), who was defeated, and Richard W. Hoffman (Ill.), retired.

On Rep. Celler's Judiciary anti-trust subcommittee, uhf operators lost a strong advocate in Rep. Quigley (D-Pa.), who was defeated.

First bill which directly deals with TV was thrown into hopper during first day of 85th Congress by Rep. O'Hara. His HR-365—a copy of bill he also introduced last April (HR-10542)—would prohibit FCC from establishing numerical limit on TV station ownership, and would prohibit ownership by any one entity of TV stations which in the aggregate provide service to areas comprising more than 25% of U. S. population. It's identical to S-3859, introduced in last Congress by Sen. Bricker (R-O.), who is expected to introduce similar measure in Senate this month.

Single programming code for TV industry moved step closer this week when members of big Alliance of TV Film Producers formally adopted NARTB's TV code and were admitted to affiliate subscription as climax of several months of negotiations (Vol. 12:19, 25). Alliance is responsible for 75% of all films shown on TV. Maurice Morton, v.p. of McCadden Productions, is chairman of Alliance's ethics committee, which conducted negotiations, and will also serve as liaison with Code headquarters. A representative of Alliance will sit as a non-voting member of code review board at meetings when TV film production problems are scheduled for review. Alliance members will use code as a "guide book in producing all future product and are authorized by the Board to include in their films a special seal indicating voluntary compliance with the NARTB code provisions." NARTB added that "The seal will not remove the responsibility of the broadcasters to preview film product before scheduling, but it does proffer assurances that special care has been taken in the original production."

NARTB had 2119 members as of Jan. 1, comprising 320 TV stations, 1354 AM stations, 328 FM stations, 3 TV networks, 4 radio networks. In year-end statement, pres. Harold E. Fellows commented: "The estimated 1,481,570,000 home hours viewed each week by the public represents probably the most significant advance in TV in 1956. TV viewing now occupies more time than any single activity except working or sleeping for the average viewer."

NARTB's TV code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets Jan. 15-16 at Waldorf-Astoria Hotel, N. Y., will devote special attention to "several subscribers whose policies appear to be in substantial disparity with the Code's commercial recommendations."

Earl Godwin Memorial Award, honoring NBC's dean of Washington commentators who died at 75 last Sept., was established this week by NBC. It provides for 6-month duty as an NBC correspondent in country to be chosen by recipient, for outstanding radio news reporting by employe of NBC affiliate. NBC also set up Earl Godwin scholarship award at a school of journalism for deserving undergraduate, with details to be announced later. Judges of the annual Earl Godwin Memorial Award: Davidson Taylor, NBC v.p. in charge of news & public affairs; Wm. R. McAndrew, NBC director of news; H. V. Kaltenborn, dean of NBC news commentators; Sol Taishoff, editor-publisher of *Broadcasting-Telecasting* and pres. of Sigma Delta Chi; Wayne Richardson, AP, pres. of Overseas Press Club; Edward Barrett, dean of Columbia U School of Journalism and ex-Asst. Secretary of State for Public Affairs; Ben J. Grant, pres. of National Press Club; Herbert Bayard Swope, writer and ex-editor of old *New York World*.

Annual dinner of Federal Communications Bar Assn., scheduled for Jan. 11 at Sheraton-Park Hotel, Washington, will have Neville Miller as master of ceremonies, feature entertainment by BMI performers: singers Eddy Arnold and Betty Johnson, jazz violinist Joe Venuti, jazz harpist Paul Chertok.

Ban on radio broadcasts of municipal proceedings, to avoid "mike fright," was voted in New Year resolution by city councilmen of Gloversville, N. Y. Council also wanted to protect itself from public disclosure of politically-embarassing poor grammar, sponsor of resolution said.

TV-radio news staff jobs are fourth career choice of Ohio U School of Journalism students. Poll of 70 students showed 75.5% preferred work on dailies. Other top job preferences are weeklies and house organs, followed by TV-radio—because it's a "growing field"—and magazines.

PROBE of "influence" at FCC and other regulatory agencies by Rep. Evins' Small Business subcommittee ended this week with limp and scantily documented little report that divided the full Committee along political lines—6 Democrats for, 5 Republicans against. To nobody's surprise, this week's report (House Report 2967) urged that chairmen of such agencies as FCC & FTC be elected by members, rather than appointed by President, and that these agencies be exempted from present requirement that appropriations requests and communications to Congress regarding legislation be approved by Budget Bureau.

This is the investigation which started last March with charge by Evins that FCC admitted that the networks had "power to hire and fire" Commission employes (Vol. 12:11)—and then fizzled when subpoenaed books of CBS & NBC failed to produce any mink coat scandals. The Tennessee Democrat stirred up a little additional publicity last October when he charged that networks and others were trying to suppress his subcommittee's report (Vol. 12:42). Majority report is similar to the one-man report he released at that time.

With regard to FCC, it quotes some uhf operators' complaints and Sen. Bricker's "network monopoly" report as well as some of the testimony before Rep. Celler's anti-trust subcommittee, and draws this conclusion:

"Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small businessman and competition in the communications industry, the record is eloquent on the factual showing that

it has not prevented the establishment and growth of monopolistic industries [sic] in that industry."

Committee's Republican members raised numerous objections to the report, summing them up thus: "The report is a running narrative of opinions and conclusions; it implies that many legislative enactments have succeeded because members of Congress have bowed to the will of opponents of regulatory agencies; it implies wrongdoing on the part of high govt. officials without proving such implications; it relies on stories and rumors of former and disgruntled employes of regulatory agencies; it shows strong personal bias in connection with certain govt. officials; it portrays well-defined prejudices with respect to the laws and operations of regulatory agencies; and for a report of the Select Committee on Small Business of the House of Representatives it certainly contains only slight emphasis on the problems of small business."

First live TV-radio coverage of Maryland legislative proceedings was authorized this week by Senate & House of Delegates at Annapolis. Senate voted 16-10 to concur with earlier action by House giving regular press privileges on floor to TV-radio reporters and equipment. TV filming of special floor events had been permitted on occasion previously. Radio newsmen were allowed to sit at press tables, but only with pads & pencils. Main objections to extension of privileges came from Sens. Joseph Bertorelli and Philip Goodman, former members of Baltimore city council, who said some members tried to monopolize cameras & mikes.

Radio station sales reported this week: WPET, Greensboro, N. C. by Wayne M. Nelson (also owner of WHIP, Mooresville, N. C. and WAYN, Rockingham, N. C.) for \$125,000 to Guilford Advertising, Inc., headed by Hugh E. Holder, N. Y. CBS announcer. WFPR, Hammond, Ind. by Cyril W. Reddoch & Ralph L. Hooks, who own KREH, Oakdale, La. (Reddoch also owning 50% of KDLA, Deridder, La), for \$52,500 to Airweb Inc; Airweb principals (1/3 each) are John E. Judd, mgr. of WEND, Baton Rouge, and Baton Rouge businessmen Robert S. Boeker & Jesse L. Webb Sr. KWIK, Pocatello, Ida. one-time CP holder for Ch. 6, by Pocatello TV Corp. (Robert S. Howard, pres.) for \$33,000, plus \$9600 5-year building lease, to operators of radio KOIL, Omaha, Neb. (Don W. Burden & John D. Buehler, principal owners). WTWB, Auburndale, Fla. by R. E. Hughes for \$50,000 to Tampa petroleum products dealer L. M. Hughey. WFPR broker was Paul H. Chapman Co.

Radio station sales approved by FCC this week: KALI, Pasadena, by Henry Fritzen to H. Scott Killgore group for \$302,536 (Vol. 12:37). WYZE, Atlanta, by Greater South Bestg. Co. Inc. (P. H. Whitcraft, pres.) to new Atlanta Bestg. Co., headed by Bill McRae, v.p. of local Clarke Brown rep office (Vol. 12:47). WTAG, Ashland, O. by Ashland Bestg. Corp. (R. S. Burke, pres.) to Radio Ashland Inc. (Charles D. Calhoun, 55% owner) for \$112,500 (Vol. 12:49). KWBE, Beatrice, Neb. by Blue Valley Bestg. Co. (Merle G. Jones, pres.) to gen. mgr. Gordon C. Pentz (75%) and sales mgr. Wm. R. Boyce (25%) for \$96,250 (Vol. 12:49). KFRB, Fairbanks, Alaska by Wm. J. Wagner to Fairbanks Radio Bcstrs. Inc. (R. D. Byers, pres.) for \$80,000. He's already disposed of radio stations in Anchorage, Ketchikan & Seward, Alaska and expects to sell KIFW, Sitka. Plans are to retain KINY-TV, Juneau (Ch. 8) & KINY and 6% of KTVA, Anchorage (Ch. 11) & KTVF, Fairbanks (Ch. 11).

New studios and office space for Tampa's WTVT (Ch. 13) adjoining current structure will more than double size of station's facility, exec. v.p.-mgr. P. A. (Bud) Sugg announced.

Neither snow, cold nor wind—not to mention lack of FCC authorization—deterred community volunteers from installing vhf satellite equipment atop Omak Mountain to bring TV to Okanogan County, Wash., according to Jan. 3 *Congressional Record*. Saga of blizzards, 30-ft. drifts, far-below-zero temperatures & 100-mi. gales in year-long job, financed by \$15-per-family fees, is told in *Okanogan Independent* article inserted in *Congressional Record* by Rep. Walt Horan, Wenatchee Republican whose 8-county district also includes Okanogan. A supporter of such booster installations despite FCC objections, Horan said story shows why "every American should be assisted in every way to enjoy" TV. Account in *Record* says that "FCC inspected our installation and actually commended us on our effort since there was no interference," and that satellites are being built for Oroville, Tonasket, Riverside, Omak, Okanogan and Malott.

Trans-Community TV Network Inc., formed to supply community antenna systems with network kines & film (Vol. 12:24) has been purchased for reported \$500,000 by International Closed Circuit TV Inc., 9756 Wilshire Blvd., Beverly Hills, Cal. Latter's officers: Carl Leserman, pres.; Wm. H. Husted, v.p.; Wm. R. Burlingham, secy.-treas. Leserman was co-founder and is still minority stockholder of International Telceter Corp., developers of a pay-TV system, now controlled by Paramount Pictures.

Power & height increases: WDSU-TV, New Orleans (Ch. 6), now operating from new 972-ft. tower at Chalmette, La.; WFRV-TV, Green Bay, Wis. (Ch. 5) operating from 999-ft. tower 3 mi. SE of DePere; KGGM-TV, Albuquerque (Ch. 13), has increased ERP to 89.1-kw.

Television Zoomar Corp. (Jack Pegler, pres.) reports orders from all networks and 20 individual stations for its 2 1/2-16-in. 3.9-speed Universal Zoomar lens; in last 2 years, also, 140 of the 2 1/2-7-in. 2.9-speed Zoomars have been sold to the networks and to 135 stations in U. S. and abroad.

Texas Bar Assn. has appointed special committee to study question of permitting cameras and microphones in courtrooms, with first meeting scheduled Feb. 15-16 in Austin.

ONETIME MOVIE STARS Mary Pickford Rogers and her husband Buddy Rogers have optioned their one-third interest in WSJS-TV, Winston-Salem, N. C. (Ch. 12) to Gordon Gray's Piedmont Publishing Co. (66 $\frac{2}{3}$ %)—and deal's details are expected to be disclosed by Feb. 1 when Mr. & Mrs. Rogers are due to return from Mexico. Coincidentally, it was learned that ex-movie star Robert Montgomery, now devoting full time to his NBC-TV *Robert Montgomery Presents*, had made passes at acquiring KOB-TV, Albuquerque, N. M. (Ch. 4) with radio KOB from co-owners Time Inc. and ex-FCC chairman Wayne Coy who must sell as result of recent Time Inc. purchase of the Consolidated (Bitner) group of 3 TV-AM stations (Vol. 12:51-52).

Mary Pickford and Buddy Rogers own 18 $\frac{1}{3}$ % & 15% respectively of WSJS-TV, having co-founded it with Gray, publisher of *Winston-Salem Journal* and *Twin City Sentinel*, owner of radio WSJS, ex-pres. of U of North Carolina, presently Asst. Secy. of Defense in charge of foreign aid. The movie people were originally rival applicants for Ch. 12 in Winston-Salem and got the stock ownership in an agreement to consolidate and expedite establishment of the station, which started in Sept. 1953 and is operated by exec. v.p. Harold Essex. Amount to be paid for their share is undisclosed.

In Albuquerque this week, Montgomery group did not show up, was understood to be out of running. But there were other bidders on hand in advance of Jan. 5 KOB board meeting, called to review bids. In the city were Weston Pullen, the Time Inc. executive who recently negotiated the \$15,750,000 Bitner station purchases; Wayne Coy, now up and about and recovering nicely from a slight coronary attack which had him hospitalized for a while after his return from NBC convention in Miami Beach last month; and various parties with various proposals to

purchase the stations. Coy, incidentally, is due to move from Albuquerque to Indianapolis, in his home state, as exec. officer of Time's newly acquired WFBM-TV & WFBM.

One bid is understood to be in neighborhood of \$1,500,000 for the properties purchased by Time Inc., along with Coy, for \$900,000 (that included \$300,000 net quick assets) in 1952—Time Inc.'s first venture into TV-radio station ownership (Vol. 8:9, 16, 17, 22).

Bidding strongly for KOB-TV & KOB were the Jack N. Berkman-John J. Laux interests, represented by Louis Berkman (for his brother, who was ill), Laux and Fred Weber, the latter onetime Mutual gen. mgr. and now v.p. of the Berkman-Laux "Friendly Group." It consists of the highly successful WSTV-TV, Steubenville, O. (Ch. 9) with WSTV; the recently acquired KWSM-TV, Joplin, Mo. (Ch. 12), purchased with KWSM for \$591,000 and now bearing call letters KODE-TV & KODE (Vol. 12:39, 44); radios WPIT, Pittsburgh and WBMS, Boston. They also hold CP for off-air WFPG-TV, Atlantic City (call now assigned: WHTO-TV), pioneer Ch. 46 uhf station which foundered on economic rocks when Philadelphia vhfs went to higher powers, and they have FCC applications pending to purchase radios WPAR, Parkersburg, W. Va. and WBLK, Clarksburg, W. Va. with latter's CP for Ch. 12.

In Albuquerque, also, KOAT-TV (Ch. 7), ABC affiliate without AM adjunct, is being sold to group that includes Clinton McKinnon, owner of 20% of KVOA-TV, Tucson (Ch. 4), a former Democratic Congressman from California and ex-publisher of old *San Diego Journal* and former *Los Angeles News* (Vol. 12:51).

Note: Not many movie people have been identified with TV station ownership, though Bob Hope still owns 39% of KOA-TV, Denver; Gene Autry controls KOOL-TV, Phoenix and owns 48% of KOPO-TV, Tucson; Ronald Colman owns 9.2% of KEYT, Santa Barbara, Cal., about to be sold (Vol. 12:52); Jimmy Stewart owned 9.16% of KGUL-TV, Galveston, Tex., recently sold (Vol. 12:19, 28).

KBST-TV, Big Spring, Tex. (Ch. 4) is being leased to W. D. (Dub) Rogers' KDUB-TV, Lubbock (Ch. 13), for \$300,000 for 5 years (\$5000 monthly for 60 months) with KDUB-TV also acquiring option to buy 50% of stock, along with program and sales control, for \$147,448.87 when lease is up. Plan is to expand KBST-TV operation from 8 to 17 hours daily, carrying CBS network and other KDUB-TV programs as well as local shows, in same manner as KDUB-TV's affiliated KPAR-TV, Sweetwater-Abilene (Ch. 12) operates. Cost of operating KBST-TV in conjunction with KDUB-TV & KPAR-TV is estimated at \$357,000 yearly, with probable revenues running \$525,000. KBST-TV is to meet payments on outstanding obligations, replace electronic gear when required, maintain building & tower and pay all taxes; KDUB-TV is to take over contracts covering film, AT&T and Pearson rep. KBST-TV had been running into difficulty, operating with skeleton staff 8 hours daily. Dec. 12 balance sheet filed with application lists \$139,713 in notes due, largest being \$89,956 to GE. It lists \$2550 deficit and \$2538 operating loss, has \$271,879 fixed assets out of \$325,099 total assets. Combined KDUB-TV, radio KDUB & KPAR-TV Nov. 30 balance sheet shows earned surplus of \$136,285; it has \$900,759 invested in broadcasting properties and \$179,359 in current assets (\$128,393 accounts receivable) out of \$1,138,458 total assets.

Final disposition of \$60,000,000 Wm. Randolph Hearst estate, allocating nearly \$44,000,000 to charitable trust, was approved Dec. 20 by Los Angeles Superior Court. Hearst holdings include WBAL-TV & WBAL, Baltimore; WISN-TV & WISN, Milwaukee; WCAE, Pittsburgh.

Printers' Ink Publications Corp. is new organization formed to continue publication of weekly *Printers' Ink Magazine* "and to engage in other publishing activities and projects." It's change of plans for *Printers' Ink*, which last Oct. announced formation of non-profit Printers' Ink Foundation to take over the magazine (Vol. 12:39-40). Under new arrangement, Printers' Ink Foundation will be minority stockholder in Printers' Ink Publications Corp., will not participate in its management or publication activities, but will confine itself to adv. & marketing research. Officers of new company: pres. & chairman of exec. committee, Richard W. Lawrence Jr.; v.p., Eldridge Peterson, publisher of *Printers' Ink*; v.p.-treas., J. S. Heilman; v.p. in charge of adv., Gove Compton; v.p. in charge of new publications & projects, Harold E. Green, exec. editor of *Printers' Ink*; secy. & editor, Carroll J. Swan.

Edward Lamb has sold his *Erie Dispatch* for \$2,000,000 to competitor *Erie Times*, said move was dictated by "inescapable economic laws." He retains WICU (Ch. 12) and radio WIKK. Both are afternoon newspapers, and *Times* announced it would start new *Erie Morning News* Jan. 7. *Dispatch* stated that it had suffered "losses of such magnitude that it is impossible to continue to absorb them." *Times* principals George J. & John J. Mead are also stockholders of WSEE, Erie (Ch. 35), which has interlocking ownership with WNAO-TV, Raleigh, N. C. (Ch. 28). FCC has held up renewal of WICU pending decision on charges Lamb falsely testified that he never had any Communist associations; examiner recommended renewal of license (Vol. 11:50) and Commission is expected to issue final decision shortly.

Network Accounts: Dave Garroway's highly successful *Today*, which some critics contended at outset wouldn't last, celebrates its 5th birthday Jan. 14—a rousing commercial and artistic success on NBC-TV. The 7-9 a.m. show, said NBC, had brought in \$30,492,000 worth of billings from 264 advertisers, of whom 134 were new to network TV. Last year it billed \$7,000,000, and already has \$4,041,000 on the books for 1957. Its peak year was 1954, with \$10,000,000. It currently accounts for 41% of combined *Today-Home-Tonight* billings . . . Camels and Colgate-Palmolive to sponsor *Mr. Adams and Eve* comedy series on CBS-TV starting Jan. 11, Fri. 9-9:30 p.m., thru Wm. Esty Co. . . . Pittsburgh Plate Glass Co. to sponsor Fri. 11-11:15 a.m. segment of *Garry Moore Show* on CBS-TV starting Jan. 11, thru Maxon Inc. . . . Vitamin Corp. of America to sponsor one-third of *Steve Allen Show* on NBC-TV Sun. 8-9 p.m. on Jan. 20, Feb. 17, March 3 and March 31, thru BBDO . . . Viceroy cigarettes to sponsor alt. 15-min. segments of National Basketball League games on NBC-TV starting Jan. 15, thru Ted Bates & Co. . . . Chesterfields renews *Dragnet* for 78 more shows on NBC-TV, Thu. 8:30-9 p.m., thru Cunningham & Walsh.

Rate increases: WGR-TV, Buffalo, Jan. 1 raised base hour from \$950 to \$1025, min. \$170 to \$190. WHEN-TV, Syracuse, Jan. 1 raised hour from \$850 to \$1000, min. \$200 to \$250. KVOS-TV, Bellingham, Wash. has raised hour from \$350 to \$435, min. \$70 to \$108, but accounts limited to U. S. distribution are discounted to previous rate card with \$300 base hour, \$60 min. WMBV-TV, Marinette-Green Bay has raised hour from \$250 to \$300, min. \$50 to \$60. Spot increases: KRLD-TV, Dallas, has raised min. from \$225 to \$300. WTRI, Albany, N. Y. Jan. 1 raised min. from \$60 to \$75. Note: KPHO-TV, Phoenix, base hour remains \$450—the \$360 hour reported last week (Vol. 12:51) is local rate only.

NBC had most successful year in its history in 1956, with sales volume up 22% from 1955, according to year-end review. Total of 251 advertisers used NBC-TV in 1956, which also saw completion of a \$12,800,000 color facilities expansion program. For 1957, a \$3,500,000 color expansion program has been authorized. Number of TV affiliates grew from 193 to 201 during 1957, with 132 affiliates equipped to rebroadcast network programs in color, 49 for local color transmission.

Two new radio quiz games offering prizes aggregating more than \$1,500,000 per year in cash and merchandise, are planned by Mutual for 1957. The programs are *Million Dollar Quiz*, to be broadcast for 10 min. in morning and afternoon 6 days a week, and 25-min. *National Championship Quiz*, 5 evenings each week. Formats are still to be worked out, but plans are to have listeners participate by identifying sounds from clues provided on programs. Programs will be tested this month on WJOC, Jamestown, N.Y.

RKO Teleradio Pictures reports \$5,600,000 gain in 1956 gross time sales by o-&o stations over last fiscal year, chairman Thomas F. O'Neil saying 6 TV stations showed "substantial" increase in national spot & local billings, while 7 radio stations averaged 12% gain.

WKNB-TV, New Britain-Hartford, Jan. 3 changed rep from Bolling to NBC Spot Sales. On Jan. 14, station changes call letters to WNBC—formerly assigned to NBC's N. Y. radio station, now WRCA.

Independent KMGM-TV, Minneapolis, which features MGM movie library, within 6 months has raised its top hour rate from \$450 to \$1500.

Net revenues of WCBS-TV, New York for 1956 were 19% above 1955, compared to 15% rise in 1955, according to gen. mgr. Sam Cook Digges.

Telecasting Notes: "A record \$90,000,000 in telefilm production has been allocated by Hollywood producers for 1957, a hike of \$10,000,000 over last year's total," reports Jan. 2 *Variety* on basis of its own survey of coast TV film studios. Article says 68 sponsored series are on the slate, as opposed to 60 each in 1955 & 1956, with 21 scheduled for syndication, against 25 in 1956, and 16 will be shot without sponsor or syndication outlet, as opposed to 20 in 1956 . . . Columbia Pictures' Screen Gems announced lineup of 18 new TV film series for 1957-58 series, involving investment of more than \$1,000,000 in production & planning . . . TPA announces 8 half-hour TV film series scheduled for production in first half of 1957, with budget of more than \$10,500,000 . . . Hal Roach Studios' year-end report shows total 1956 production of \$4,867,000 vs. \$9,450,000 in 1955 . . . Warner Bros. announces it will more than triple its TV film production schedule early in 1957—which will include one 30-min. & two 60-min. shows for ABC-TV. First show for ABC will be *Amazon Trader*, 30-min. series to be filmed in Amazon jungle . . . Paddy Chayefsky and American Psychiatric Assn. will collaborate on filmed TV program series for next season . . . Comic strip artist and TV guest star Al Capp will do script and artwork for 5-min. animated comedy-mystery series in 195 episodes to be produced and released by RKO TV in 1957 . . . Bob Hope says he may quit TV—having lost \$93,000 on his first 3 NBC-TV *Chevy Shows* this season by exceeding budgets which were contracted in advance . . . For a readable, understandable explanation of major rating systems, see "Ratings: Who, How, When & Where" in Jan. 2 *Variety*.

Withdrawing a feature film from its TV package 5 days before scheduled showing on New York's WCBS-TV, Associated Artists Productions revealed this week that it planned to remake "The Maltese Falcon" as a theatrical movie as one of the first projects of new entertainment combine set up by its parent PRM Inc. last October (Vol. 12:43). "Maltese Falcon" motion picture in AAP's Warner Bros. package was slated for Jan. 8 showing on WCBS-TV. AAP pres. Eliot Hyman said his contracts with TV stations provided that any film could be withdrawn on 60 days' notice, and that about 25 other films may be recalled. He said 60-day requirement was waived by WCBS-TV at AAP's request.

NBC spectaculars and special one-shot shows are enjoying their greatest success this season—averaging higher audience ratings than either of the first 2 seasons of spectaculars—network announced this week. NBC reported that its nighttime spectaculars and specials this fall are averaging "42% higher ratings than the average of all nighttime shows scheduled on a regular basis on all 3 networks." All NBC special shows, including spectaculars, have shown 18% rating improvement this season over last season's specials, NBC added, noting that 40% of the 69 spectaculars it presented in last 3 seasons have received "top ten" Nielsen ratings.

Translator in Madras, Ore. (Ch. 74) has Adler transmitter due shortly, plans start in 2 weeks carrying programs of KOIN-TV, Portland, Ore., reports E. M. Bone, pres. of grantee Jefferson County TV Inc.

Managers of ABC-owned stations meet with network officials Jan. 15-18 at Miami Beach's Balmoral Hotel, followed by 2-day meeting of board of governors of ABC-TV Affiliates Assn. in same hotel.

First shutdown of community TV antenna system because of translator operation in same community ended TV Cable Systems Inc. service at Bishop, Cal. Dec. 26.

Washington Airspace Panel met Jan. 1, but deferred all TV tower actions to later meetings.

Color Trends & Briefs: Who are the buyers of color TVs? Not necessarily the carriage trade, it seems, for First Pennsylvania Banking & Trust Co., handling most TV-appliance credit paper in the Philadelphia area, reports that an analysis of credit status of color set purchases shows that about 90% of the sets financed are for "average type workmen of today with a salary range from \$80 to \$90 per week." Adds John Reilley, v.p. of big Philadelphia bank now among those financing color set purchases at 10% down and 36 months to pay (Vol. 12:34): "We have had no repossessions to date and our collection dept. tells me we have had no delinquencies occasioned by service complaints."

Raymond Rosen & Co. pres. Thomas F. Joyce, tub-thumping for color as enthusiastically as ever, at open house for dealers this week told them that his firm's 1957 color goal is 25,000 sets (\$15,000,000 billings), and reported that during last 18 months it sold between 8000 & 9000 RCA 21-in. color sets in its jobber area. The 25,000 would represent 10% of RCA's 1957 production & sales goal as enunciated by Gen. Sarnoff last week (Vol. 12:52).

"Man-made roadblocks" are being removed from color's progress, said Joyce, and while RCA lost some \$14,000,000 (about \$6,900,000 after taxes) on all its color operations in 1956, it fully expects to earn a profit in 1957. Selling well over its area quota, Raymond Rosen & Co. has own color specialist staff of 11, who do considerable in-home demonstrations and trials, and this week it announced plan whereby TV-radio-appliance salesmen themselves can buy color sets for their own homes for \$50 down (including full service policy) and may liquidate balance with commissions in color set sales. Rosen firm also plans 1957 dealer prizes of deluxe air trips to Paris & Rome.

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Analyzing color's slow progress in Dec. 30 column, N. Y. Times TV-radio columnist Jack Gould concludes that receiver price must drop to \$200-\$250 to be "truly competitive" with black-&-white and that programming emphasis must be placed on quality rather than quantity. He termed price reduction to \$500 an "accomplishment of no small magnitude" but said premise that "Cadillac trade" would buy at that price seems out of date. He urged RCA-NBC to concentrate programming in terms of color, without major concern for black-&-white rendition and to curtail quantity. "With the money thus saved," he said, "there could be more experimentation in doing shows in terms of color alone, with costumes, scenery and lighting all planned for their value in tints. For those who have seen color at its finest . . . the efforts of RCA must be commended; those concerns that propose merely to sit around and cash in after RCA has coped with the economic headaches of pioneering are hardly adding to their own stature."

One of heaviest network color schedules yet is lined up for Jan. 13-19 week—18¾ hours—15¼ NBC-TV, 3½ CBS-TV. On Jan. 19, NBC-TV has 2½ solid hours.

Network Color Schedules
(January 6-19, 1957)

- Jan. 6—NBC: *Alcoa Hour*, 9-10 p.m.
- Jan. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
- Jan. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- Jan. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 12—NBC: *Perry Como Show*, 8-9 p.m.
- Jan. 13—NBC: *NBC-TV Opera Theatre*, "War and Peace," 1:30-4 p.m.; *The Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 10-11 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 19—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "Jerry Lewis Show," 9-10 p.m.; *Ernie Kovacs Show*, 10-10:30 p.m.

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Orestes H. Caldwell, dean of the technical trade editors, who retired several years ago as editor of *Tele-Tech*, was member of the original Federal Radio Commission in 1927, founded McGraw-Hill's old *Radio Retailing* and *Electronics* magazines, in 1943 issued a "season pass" to his "Walden Woods TV Theatre" at Cos Cob, Conn., where he still resides; he had the first black-&-white set in town and offered "showings every evening by appointment." Now, he has updated the pass (in color) to invite viewing of nightly color shows, and he writes us:

"Color TV seems to me inevitable as the ultimate medium. After 15 months of viewing, our family continues increasingly enthusiastic. Set (big RCA) has given little or no trouble. Camera mismatching is sometimes irritating, as flesh-tints change between shots of same scene. And careful color-tuning is needed for each performance-period—also at intervals as set warms up. But color compares with b-&-w as a modern streamliner to a covered wagon. We go back to b-&-w with shudders and regrets. Color—s'wonderful."

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All-time best showcase of color was New Year's Day Tournament of Roses Parade from Pasadena on NBC-TV, including exceptionally effective and unobtrusive commercials for Minute Maid and Florists' Telegraph Delivery Assn. Particularly noteworthy was almost perfect balance among cameras, scarcely any variation. *Chicago Tribune* on Jan. 2 published full page of color pictures of parade, shooting them directly from monitor at WNBQ. Tribune TV columnist termed telecast "possibly the most persuasive argument yet in behalf of color TV."

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ADVERTISING AGENCIES: Thomas R. Santaeroce, ex-Ruppert Brewery, elected Compton Adv. v.p. in charge of west coast operations, San Francisco . . . Mrs. Elinor Fahrenholz promoted to TV-radio director of Cunningham & Walsh Chicago office . . . Trent Christman, ex-KONA-TV, Honolulu, elected TV-radio v.p. of Holst, Cummings & Myers Ltd., Honolulu, succeeding James Wahl, now in charge of new service & development dept. . . Stephen R. Wilhelm resigns as v.p.-gen. mgr. of Foote, Cone & Belding's Texas operations to devote full time to his publishing and TV-radio interests, which include exclusive rights to files of Texas Rangers series . . . Jack M. Bristow, BBDO v.p., named mgr. of Cleveland office, succeeding Elmore E. Haring, retired . . . David Kaigler, ex-gen. mgr.

of WPFH, Wilmington, Del., joins W. S. Roberts Inc., Philadelphia, as TV-radio v.p.

Edward H. Weiss & Co. is new name of Weiss & Geller Inc., with new offices at 360 No. Michigan Ave., Chicago. Name was changed, said pres. Edward H. Weiss, to clear up confusion between his agency and Weiss & Geller of N. Y. He explained that he and Max Geller founded the company in 1938, and 3 years later Weiss & Geller became 2 separate companies, one in N. Y. and the other in Chicago, both retaining original names. Since then, said Weiss, there has been no relation between the 2 companies. Adding to confusion is fact that Chicago agency operates a N. Y. office at 460 Park Ave.

GE, RCA BOOST INDEPENDENT SERVICE ROLE: Reassurance for the independent service industry that its importance would not be minimized in any build-up of factory service came this week in statements by GE and RCA. For the former, it apparently represented a reversal of policy; for latter, strong reaffirmation of existing policy.

GE took 2 major actions: (1) Removed distribution of TV replacement parts from GE Supply Co. branches, and returned it to its franchised tube distributors. (2) Established training program for qualified independent servicemen, to handle service "on all makes of receivers and on the many electronic items which the home of tomorrow will contain." The training program will be backed by GE's national advertising in support of independent servicemen.

GE gave no official explanation for its actions, which seemed to run contrary to its previously-announced plans to establish factory service branches in markets where adequate independent service was unobtainable (Vol. 12:34). But there was considerable speculation that the storm of opposition from service organizations had forced GE to modify its program. There was no clear indication, however, that GE planned outright abandonment of its factory service plans.

"Our national product service advertising campaign in Life and the Saturday Evening Post has been discontinued," announced J.H. Miller, mgr. of product service for GE's appliance & TV receiver div., in formal statement released Jan. 3. "In addition, we have taken steps to insure that any ad mats supplied to our distributors and dealers for local newspaper advertising will not contain expressions which can be interpreted by independent servicemen as derogatory to them."

More than 95 out of every 100 service calls made on GE's TV sets in 1956 were handled by independent service dealers, said Miller. "In the vast majority of markets throughout the United States," he said, "our distributors have appointed, and we expect will continue to appoint, independent service organizations as the authorized stations for the repair of GE's TV receivers."

Service training for dealers, to be conducted by franchised GE tube distributors, will include detailed courses on accounting and business training, merchandising techniques and technical proficiency, said J.E. Thompson, mgr. of GE tube sales to distributors. He said that local seminars would be conducted "in response to many dealer requests generated by a recent exploratory program."

GE has established service school at its Syracuse facilities for both color and black-&-white, he said, adding: "Any service dealer who successfully completes the training we will offer, and who measures up to other requirements as established by our franchised tube distributors, will have the opportunity to be identified as a member of this national network, and to capitalize on the prestige that will result."

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RCA's statement was issued day after GE's announcement, took form of open letter to servicing industry from pres. Frank M. Folsom. After recalling that the \$2.8 billion volume achieved last year by servicing represented about 25% of entire electronics industry's \$11 billion-plus gross income, he reaffirmed these policies:

(1) RCA will continue to make available to servicing profession the information and knowledge it acquires in its own operations.

(2) "Independent service organizations must have equal opportunity to compete with RCA factory service for consumer service arrangements on RCA Victor TV sets. It is our further belief that in any plan under which the original price of the TV receiver includes service through the warranty period, dealers must have full freedom to provide their own service or provide the service through independent service organizations or RCA factory service. In the exercise of this choice, the dealer must not be restricted to 'captive service.'"

(3) Service organization program for procuring replacement parts and other material "on a basis that is fair and competitive with the independent service dealers" will be continued and expanded.

(4) All RCA distributors will continue to make all repair and replacement parts available to the service industry.

(5) Support for independent service industry will continue to be recognized as integral parts of RCA advertising programs and promotions.

Folsom also reviewed RCA's help to servicemen, saying that more than 90% of all RCA Victor TV sets are maintained by independent service technicians, less than 10% by RCA Service Co. He said RCA's technical "know-how" was made available to 175,000 servicemen through 3500 seminars and training sessions in 247 cities. Since introduction of color TV, he said, RCA has conducted 2000 color clinics in more than 150 cities for more than 100,000 service technicians.

CONSERVATIVE BUYING FORESEEN AT MARTS: TV trade goes to market in Chicago for 2 weeks starting Jan. 7 in an extremely cautious mood -- with any temptation to be overly optimistic about 1957 counteracted by shrinking profits and high inventories. The result is almost certain to be reflected in conservative buying by dealers who want to watch market trends in first half of year before committing themselves. If by June conditions in TV have improved, look for big buying at midyear marts.

Portable sets will get a big play at TV display spaces, concentrated almost entirely on 11th floor of Merchandise Mart. But the higher-priced, higher-profit models aren't going to be shoved into the background by any means. Some receiver makers are dropping in only higher-priced units in their lines, notably portable-conscious GE. (For list of new models announced this week, see p. 13.)

Can higher-end units stage a comeback? Can consumer attitudes be reshaped to give greater emphasis to 21-in. table models and consoles as replacement items? Set makers will depend for the answers to a great extent on the dealers, who are presumed to know their markets and customers best of all. This interchange of information at grass roots has been, and still is, a fundamental factor in the semi-annual marts -- as important, in some ways, as the orders themselves.

Attitude of dealers towards color will be watched closely by manufacturers. Lukewarm attitude of many dealers has long been regarded as weakest link in color merchandising structure, but recent evidence indicates a gradual thawing on the part of many. We shall hear more about this subject at NARDA convention Jan. 13-15 at Chicago's Conrad Hilton Hotel. It's recalled that Sylvester L. (Pat) Weaver Jr., then NBC chairman, took dealers to task for their attitude towards color in banquet address at NARDA convention last year (Vol. 12:3).

Some of the bearishness about color seems to have evaporated in recent statements by manufacturers themselves. Though neither could be described as anti-color in past, both Admiral pres. Ross D. Siragusa and Motorola pres. Robert W. Galvin have lately come up with far more bullish statements than any time in last 2 years.

Siragusa estimates color sales in 1957 at 500,000 (Vol. 12:52), and this week Galvin, addressing his first distributor convention as Motorola president, forecast 1957 color sales would be "more than double" the 150,000 sold in 1956.

"Motorola is producing and moving color sets daily," said Galvin. "We can build to the market demand as it grows. I expect that our production will be in the thousands during the winter months." (Other news of Motorola convention on p. 13.)

Production: Black-&-white TV output in 1956 was estimated unofficially by RETMA at 7,385,000, compared with 7,756,521 in 1955 and 7,346,715 in 1954. RETMA gave no estimate of color output in 1956, but other industry sources have placed it in the neighborhood of 150,000. Reflecting plant shutdowns and holiday layoffs, TV output fell to 89,319 in week ended Dec. 28, final week of 1956, compared with 98,357 in preceding week and 76,694 in corresponding week of 1955. Radio production in all of 1956 was estimated at 13,985,000 (5,065,000 auto), as against 14,528,777 (6,863,676 auto) in 1955 and 10,400,530 (4,124,460 auto) in 1954. Radio output in final week was 269,410 (145,456 auto), compared with 335,011 (197,019 auto) in preceding week and 248,941 (127,972 auto) in corresponding week year ago.

Topics & Trends of TV Trade: New round of phono record price cuts on industry-wide basis seems certain, following actions this week of RCA Victor and Columbia in cutting prices of 45rpm records, effective Jan. 7. It's recalled that RCA Victor set off similar industry-wide price reductions 2 years ago with cuts of up to 30% on 10 & 12-in. LP records (Vol. 11:1).

RCA's "original cast" extended-play albums were reduced from \$4.98 to \$2.98, while 3 and 4-pocket EP albums were cut from \$3.98 to \$2.98; 2-pocket albums, \$2.98 to \$2.49; single pockets, \$1.49 to \$1.29. Lawrence W. Kanaga, v.p.-gen. mgr. of RCA Victor record div., also said that a special offer in Jan. will enable distributors and dealers to recover any markdowns that the price adjustments may require them to make on current inventories. He did not spell out details.

Columbia matched RCA's cuts in the single and double-pocket albums, but did not reduce list prices on \$4.98 and \$3.98 albums. In addition, it cut back dealer discount on EPs to 38%.

Kanaga said RCA will spend more than \$1,000,000 this year to promote 45rpm records, particularly EPs. He said RCA intends to "saturate every American communication medium with the EP price reduction story."

RCA is also pushing 45s through its home instrument div., which is giving heavy emphasis to 45-only phonographs. Purchasers of those phonos will be able to buy 10 Harry Belafonte records, listing at \$14.90, for \$5.

Note: Phono record industry is currently riding crest of its biggest boom, with retail sales in 1956 estimated at \$265,000,000, or \$30,000,000 above 1955. Expected new wave of price cuts could push 1957 sales above \$300,000,000, in opinion of some record manufacturers.

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Hoffman Electronics' new line, introduced this week at distributor conventions in Los Angeles and Chicago, fulfills the "Something New" that pres. H. L. Hoffman recently stated was needed in industry (Vol. 12:49). Its line of 12 basic black-&-white models utilizes "Dyna-Touch" tuning and "BeamRider" wireless remote control for automatic selection of stations. "BeamRider" consists of a miniature transmitter which can be used up to 25 feet away from set, and a miniature receiver which is plugged into the back of all sets equipped with "Dyna-Touch" tuning. Also introduced were 3 color sets—21-in. table model at \$595, 21-in. open-face console, \$695, and 21-in. "lo-boy" console at \$775. Full black-&-white line: 14-in. portable, \$130; 17-in. table, \$160; 21-in. tables, \$190 & \$230; 21-in. consoles, \$240, \$280, \$350 (2), \$370 & \$380; 24-in. consoles, \$390 & \$395. Hoffman also introduced 2 new solar-powered radios at \$75 & \$150; they have solar battery pack composed of silicon solar cells. In absence of sunlight, an incandescent light can serve to operate the radio.

Motorola anticipates 10% increase in 1957 volume over the \$220,000,000 sales of 1956, with sights on \$400,000,000 in 1960, pres. Robert W. Galvin told distributors convention in Miami Beach this week. He also indicated that Motorola is interested in adding new electronic products, possibly recording and amplification devices, and other electronic components. He said he expected Motorola's TV sales to increase next year, "although this may be contrary to the general industry trend." He predicted industry-wide TV sales of 6,800,000 in 1957, slightly down from 1956 levels, with portables accounting for about 2,500,000 of the total. Motorola introduced 11 new TV models, including two 17-in. portables incorporating 110-degree wide-angle tube, and 8 new radios. The TV models: 14-in. portables, \$120, \$140, \$150 & \$160; two 17-in. portables, no prices announced; 21-in. consolettes, \$270 & \$290; 21-in. open-face consoles, \$250, \$270 & \$340.

Of interest to TV market specialists is Census Bureau's report on American population and its characteristics as of Jan. 1, 1957: Total population, 169,000,000, up 2,800,000 from Jan. 1, 1956; 100 women to 98 men; 6 out of 10 families own homes; metropolitan populations growing 4 times as fast as other areas, with 96,200,000 living in metropolitan areas as of Jan. 1; 70% of suburbanites are married; 3,500,000 children reached school age of 6 in year ended July 1; another 2,600,000 reached high school age, 2,300,000 reached college age; fastest natural increase—subtracting deaths from births—is in south, which also has heaviest migration rate; children under 5 number 18,700,000; persons 65 and over number 14,400,000.

Decline in TV production in 1956 to 7,300,000 (from record 7,756,521 in 1955) was more than matched by automotive industry, whose combined auto-truck production in 1956 of estimated 6,909,000 was 27% below 1955's record 9,132,335. In fact, according to authoritative *Ward's Automotive Reports*, combined auto-truck output in 1956 did not even come up to auto-only production of 7,942,132 in 1955. It all points up anew the curious production parallels between TV and auto industries in last several years; when TV is on increase, so is auto, and vice versa—though last year auto manufacturers experienced far greater slump than TV.

Westinghouse claims broad bandwidth in its new TV sets, asst. TV-radio gen. mgr. Gilbert Larson saying they have 22% more width than average of major competitors' sets, many of which he said were below 3 mc. He said no other manufacturer has a complete line with bandwidth of Westinghouse's, which is "substantially above 3 mc." Other features of the 8 new basic models to be shown at Chicago furniture marts starting Jan. 7 include push-bar power tuning and optional chairside remote control unit. New line comprises 21-in. table models, \$180, \$210 & \$240; 21-in. open-face consoles, \$210, \$240, \$270, \$280, \$320.

Emerson's new models, introduced this week, feature 14 & 17-in. "Port-O-Rama" TV-radio portables, with jack for phono attachment. Emerson already has an 8½-in. "Port-O-Rama" at \$125—and this week added a 14-in. version at \$148, and 17-in. at \$158. In addition, Emerson introduced conventional 14-in. portable at \$128; 17-in. portable, \$144; 21-in. table model, \$168; 21-in. consolettes, \$188; four 21-in. consoles, all open list. Also introduced were a table and clock radio, each \$20; portable radios, \$30, \$44 & \$68.

Olympic Radio's TV sales in 1956 were up 22% from 1955, sales v.p. Morton M. Schwartz attributing increase to concentration on high-end units, including 3-way combinations, and expanded distribution. It's introducing a new 17-in. portable at \$130 at Chicago furniture marts.

Sports-minded Motorola added Bob Feller, the ace Cleveland pitcher who recently announced his retirement, to its youth promotion team, joining Otto Graham, the ex-Cleveland Browns quarterback. Both will tour this year on behalf of Motorola products.

Paramount Pictures Corp. is negotiating to buy Dot Records, Hollywood, which in 5 years since founding in 1951 by pres. Randolph C. Wood in Gallatin, Tenn. (with capital of \$1000), has become a major record manufacturer, selling more than 1,000,000 records a month.

DuMont's 4 new TV sets, to be introduced at Chicago furniture marts starting Jan. 7, comprise 21-in. consolettes at \$230 & \$270; 21-in. open face console, \$260; 24-in. open-face console, \$100. All have top-front controls.

Admiral's only addition to its TV line will be a 21-in. "lo-boy" console at \$300, to be shown at Chicago marts.

Bill to repeal excise tax on phonograph records (H.R. 219) was introduced Jan. 3 by Rep. Herlong (D-Fla.).

Trade Personals: John Cougnec, v.p. & operations mgr. of RCA Victor of Argentina, elected pres., succeeding Gerald Murray, retired . . . Max E. Markell promoted to mgr. of equipment sales, RCA components div. . . B. D. Bachin named eastern regional mgr. of RCA Service Co. technical products service dept., in series of promotions; M. E. Wheaton, mideast, Philadelphia; C. L. Sweeney, southeast, Atlanta; W. W. Gilreath, southwest, Dallas; E. D. Van Duyne, west central, Kansas City; F. W. Hamre, central, Chicago; H. M. Madison, west, Hollywood; H. E. Frisbie, east central, Cleveland . . . George C. Sziklai, ex-RCA and holder of 110 electronics patents, joins Westinghouse electronic tube div., Elmira, N. Y., as technical asst. to Richard T. Orth, v.p. & gen. mgr. . . C. V. Phillips promoted to mgr. of dealer relations of GE's appliance & TV receiver div., Louisville; J. E. Wiegel appointed mgr. of Great Lakes region; P. H. Weil, eastern-southern region . . . Wm. G. Urbon promoted to mgr. of employe relations, GE technical products dept. . . David F. Upton promoted to purchasing director of Whirlpool-Seeger's St. Joseph, Mich. div., succeeding M. R. Denison, retired; Robert Willemin, chief patent attorney, elected corporate secy., succeeding Edward C. Cudmore, continuing as controller and asst. treas. . . Stephen Strohman promoted to asst. operations mgr. of all Capitol Records branches, headquartering in Los Angeles . . . Russell B. Gallagher promoted to mgr. of Philco insurance & real estate . . . Herbert J. Zeller, Motorola design director, received 1956 "Design in Hardwoods" award from Fine Hardwoods Assn. for Motorola's TV & hi-fi phono combination design.

Obituary

Adolph Ullman, 73, founder-pres. of Northeastern Distributors Inc., Zenith's outlet in Boston, died Dec. 31 in Hollywood, Fla., where he was spending winter. He was chairman of policy committee of National Electric Wholesalers Assn. and was primarily responsible for establishment of executive training courses sponsored by NEWA at Harvard. He taught wholesaling courses at Boston U, lectured on merchandising at Harvard and MIT. During Korean war he served on National Production Authority's advisory committee for TV-radio-appliances.

Huge electrical industry merger this week brought together Thomas A. Edison Inc. and McGraw Electric into a single company with annual sales of more than \$250,000,000 for products including small home appliances, electronic instruments, small fuses and line of public utility equipment. Under terms of merger, McGraw stock was split 2 for 1, and Edison shareholders will receive one share of McGraw for each share of Edison common. Day before merger was announced Jan. 3, McGraw stock closed at 80, Edison at 40. New firm will be known as McGraw-Edison, with Charles Edison becoming chairman, Max McGraw pres. & chief executive officer. Note: Interesting footnote to deal was provided by Mr. McGraw, who said he first proposed the merger in 1928 to the late inventor Thomas Edison when both companies were making electric toasters. Discussions broke off when Edison got busy with synthetic rubber experiments, were revived recently when McGraw met Charles Edison for first time.

Charles E. Saltzman, ex-v.p. of the N. Y. Stock Exchange, who has just been named a general partner of Goldman, Sachs & Co., is a son of the late Gen. Charles McK. Saltzman, one of the early chairmen of the old Federal Radio Commission (1929-32), named to that post when he retired as chief of Army Signal Corps. The younger Saltzman, West Pointer and Rhodes scholar, was a war-time brigadier general and after World War II served as Asst. Secy. of State for Occupied Areas.

DISTRIBUTOR NOTES: Sylvania appoints Century-Elcon Co., Minneapolis, replacing Sterling Electric Co. . . . Philco appoints Hardware Products Inc., Sterling, Ill. (A. W. Wheeler, pres.) and Saginaw Distributors Inc., Saginaw, Mich. (Lloyd Beaver, pres.) . . . Olympic Radio appoints Peerless Electric Supply Co. Inc., 122 So. Meridian St., Indianapolis . . . Brightman Distributing Co., St. Louis (Admiral) appoints Bernard Erlich as sales v.p. . . . Philco Distributors Inc., Detroit, moves to 2500 E. Grand Blvd. . . . Admiral appoints Southern New England Distributing Corp., 2976 Main St., Hartford, Conn. (Wm. E. Thibadeau Jr., pres.); Orgill Bros. Arkansas Co., Admiral outlet in Little Rock, extends territory to include Ft. Smith, Ark. and adjoining Okla. counties.

Television-Electronics Fund Inc. has asked proxies for Jan. 17 stockholders meeting to authorize increasing board of directors from 8 to 12 and to elect as additional directors: Raymond Olson, pres., Mutual Trust Life Insurance Co.; Gardner H. Stern, pres., Hillman's Inc. (retail foods); Robert D. Michels and Sturtevant Hinman, v.p.'s & directors, Television Shares Management Corp.; also to elect to board Matthew W. Powers, v.p., Great Central Insurance Co., since last April 5 acting director elected by board to fill vacancy caused by resignation of Charles D. James.

Admiral sales in 1956 were about 10% below 1955's \$202,000,000, pres. Ross D. Siragusa told stockholders, adding that earnings were also lower by unspecified amount. He blamed further reduction in govt. billings and sharp drop in TV sales of Canadian subsidiary for decline in volume. Domestic TV sales exceeded 1955 in units, but were down in dollars, he added. Industry's TV inventory at year's end indicates "tough" first quarter, he said. Admiral's own inventories were described as "of more nearly normal" proportions, though up from year ago.

Ampex Corp., whose videotape recorder was big hit of NARTB convention last April and has been selling briskly ever since, reports earnings of \$29,000 (4¢ per share on 721,754 common shares outstanding) on sales of \$5,717,000 in 6 months ended Oct. 31, compared with net loss of \$24,000 on \$4,043,000 in corresponding 1955 period, when there were 528,740 shares outstanding.

General Dynamics, industrial giant which numbers Stromberg-Carlson among its subsidiaries, had sales of more than \$1 billion in 1956, first time in its history that it has exceeded that figure. John J. Hopkins, pres. & treas., predicted that 1957 sales would be well over \$1 billion. General Dynamics earned \$21,254,386 (\$4.23 per common share) on sales of \$687,274,182 in 1955.

Over-the-horizon uhf tropospheric "scatter" transmission could be inaugurated soon as a regular service as far as equipment availability is concerned, manufacturers told FCC this week in response to Commission's request for comments on "the state of the art" (Vol. 12:19). But there was no agreement among those who replied as to whether scatter fixed circuits should share bands above 940-mc with various conventional transmission systems or how much scatter will be used—and nobody wanted to venture a guess or opinion as to how it compares with conventional systems with respect to efficient use of the spectrum. Those saying equipment is ready were RCA, Federal Telecommunication Labs (IT&T) and Eitel-McCullough Inc. Urging more study were National Committee for Utilities Radio, Central Committee on Radio Facilities of the American Petroleum Institute & Aeronautical Radio Inc. Motorola and Federal opposed sharing frequencies with conventional services, but RCA saw no objection. RETMA decided not to submit comments, since "this is a matter particularly suited to the individual."

TV was "a major and powerful medium" in promoting understanding of American policy abroad in 1956, new U. S. Information Agency director Arthur Larson reported this week in year-end review. He said 58 new foreign TV stations went into operation in 1956, bringing Free World total to 191, as compared with 133 in Dec. 1955. To keep pace with overseas development, USIA created and distributed more than 75 original TV programs abroad in 1956, including one report on American election process which was requested by and used by a Warsaw station—first use of USIA's TV material behind Iron Curtain. Larson commented: "TV abroad has emerged from its development stage and is now a major and powerful method of telling America's story to foreign peoples. TV programs are now viewed by as many as 5 out of 10 adults in some countries. Reaching into their living rooms, the programs are received under the most favorable conditions and become a regular habit in the daily lives of overseas audiences." Basic TV series of USIA was *Report from America*, made available in 7 languages. In addition, it filmed "current events documentary" weekly in separate versions for TV stations in Western Europe, Latin America and Far East, and stepped up production of special events programming and adaptations of programs seen by American audiences.

Applications for 2 TV stations and 5 translator stations were filed with FCC this week, bringing total pending to 134 for stations (26 uhf) and 31 for translators. Station applications were for Fargo, N. D., Ch. 11, by New York real estate man Marvin Kratter, and for Logan, Utah, Ch. 12, by radio KVNU. Translator applications: for Nogales, Ariz., Ch. 70 & 74, by Santa Cruz County Supervisors, to rebroadcast programs of KOPO-TV & KVOA-TV, Tucson; for Needles, Cal., Ch. 72, by non-profit Needles Community TV Club, to rebroadcast KLRJ-TV, Henderson, Nev.; for Pagosa Springs, Colo., Ch. 74, by La Plata Electric Assn., to rebroadcast KOB-TV, Albuquerque; for La Grande, Ore., Ch. 70, by non-profit Grande Ronde TV Assn., to rebroadcast KHQ-TV, Spokane. [For details, see *TV Addenda 23-Z* herewith.]

TV doesn't hurt children's eyes if common sense viewing habits are followed, British Ministry of Education concluded Dec. 30 after special surveys. In report, *The Health of the School Child*, Dr. Mary Rowland Hughes found that "TV headaches" were on increase among children attending eye clinics. But she said they usually watched screens from angles while sitting on floor, or sat too long in stuffy darkened rooms. Dr. Hughes said TV would have no injurious effect if children sat at eye level at least 6 ft. from and directly in front of screens. Dr. Margaret Foxwell recommended that they confine viewing to regular children's programs—not watch TV indiscriminately at any time.

TV news has long way to go to catch up with radio's mobility, *Newsweek* says in Jan. 7 roundup. Magazine states that TV newscasters need producers, writers, cameramen, whereas radio newsmen can go on air "practically solo"; that TV on-the-spot coverage is slowed by heavy & "still imperfect" equipment; that intercontinental live TV isn't yet in sight; that tape won't be available for mobile units for several years.

TV on a bus, along with electric razors, coffee, soft drinks, card tables and foam rubber cushions, is offered Chicago-Park Forest commuters by South Suburban Safety Lines for proposed new non-stop 31-mi. run. Special \$26,000 bus, air-conditioned, carpeted and decorated with mural, will have reserved seats and premium fares.

Japan will have 1,000,000 TVs by end of 1957, Kyodo News Service (Tokyo) estimated this week. Current estimate of sets is about 275,000.

Precedental movies-to-TV suit against James C. Petrillo's American Federation of Musicians was filed this week by Republic Pictures in Los Angeles Federal Court. Asking treble damages of \$6,000,000, Republic charged that the fees it has to pay union's trust fund before it can release movies to TV constitute restraint of trade, violating Sherman and Clayton Acts. AFM requires producers to pay 5% of gross revenues from TV showing of movies into trust fund. In addition, according to Republic's complaint, it is required to pay re-recording fees of \$25-\$75 to each musician who worked on film, regardless of whether new sound track is made. Studio asked court to declare trust fund agreement illegal and to void separate agreement prohibiting use of movies on TV without union's consent. Republic claimed it was "coerced and compelled by economic necessity" into signing the agreements and had paid \$826,810 into AFM trust fund and suffered damages of \$2,000,000.

Slander by Fulton Lewis Jr. is alleged in \$500,000 suit filed Dec. 31 in Baltimore against commentator, MBS and 3 Maryland stations by Mrs. Pearl A. Wanamaker, Washington state supt. of public instruction who was defeated for re-election. She claimed she was exposed to "public hatred & ridicule" in Lewis broadcast Jan. 6, 1956, which was carried by WCMB, Baltimore; WBOC, Salisbury, and WJEJ, Hagerstown. Mrs. Wanamaker, who earlier sued KVI, Seattle, for \$250,000 for same broadcast, said Lewis falsely linked her with Communist associations in connection with White House Conference on Education.

Total newspaper lineage fell 2.4% in Nov. from same 1955 month, according to Media Records, which noted ad declines in all categories except retail, up .9%, and general, unchanged. But Media reported overall gain of 2.6% for 11 months compared with corresponding period year earlier, while ANPA's Bureau of Advertising put 11-month national lineage rise at 2.8% for new record. Media showed these Nov. declines: automotive, 18.1% (9.7% for 11 months); retail dept. stores, 1.7%; financial, 3.2%; total display, 1.2%; classified, 7%.

CBS Foundation Inc. this week established 8 annual fellowships at Columbia U to enable staff employes of CBS news & public affairs dept., their owned stations, affiliates and all college-operated stations to study for one year to meet "their growing responsibilities in electronics journalism." Fellowships, starting in fall of 1957, will average about \$8000 each, will cover tuition, transportation and maintenance.

Accepting long-standing invitation, FCC commissioners and top staff members toured RCA Princeton, N. J. labs Jan. 4. Visit was said to be for "general educational purposes."

1957 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1957 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM Stations by Frequencies, AM & FM Applications by States & Frequencies pending as of Jan. 1, AM & FM Stations alphabetically by Call Letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 5 or more are placed by Jan. 14, cost \$5.00 each; single copies \$7.50.

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OF THE VISUAL BROADCASTING AND
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Television Digest
JAN 14 1957
with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 2

SUMMARY-INDEX OF THE WEEK'S NEWS — January 12, 1957

BIG REPLACEMENT MARKET, increase in portable demand indicated in new tabulation; sets-in-use estimated at 41,465,000, total production 49,935,000 (p. 1).

FCC & JUSTICE DEPT. jurisdiction in anti-trust is subject of Commission letter to Magnuson, bill by Celler. New members on Congress committees (p. 2).

HUBBARD'S KSTP-TV BUYS KOB-TV, Albuquerque (KOB) for \$1,500,000. Reports on 6 other station sales. FCC approvals include Binghamton uhf CP to Gannett (p. 5).

SATELLITE construction increasing, 3 reporting target dates — Ephrata, Wash.; Greenfield, Mass.; Reliance, S. D. Other upcoming stations (p. 7).

MULTIPLE OWNERSHIP debated at FCC, no conclusions reached. Barrow's network study group favors tighter rules but says any action should be deferred (p. 8).

VERY LITTLE BUYING at winter marts as set makers try to push higher-end units, retailers seek cut-price deals. RCA modifies franchise agreement (p. 11).

DEPT. STORE MERCHANDISING regarded by TV manufacturers as ideal vehicle for higher-end units. Emerson plans special TV line for dept. stores (p. 12).

"LET FREEDOM RING" is all-out, year-long public service project at WBZ-TV, Boston. Conceived by mgr. Franklin Tooke, \$50,000 appropriated (p. 9).

PILOT CLOSED-CIRCUIT school TV project in Hagerstown, Md., now teaching 11 courses to 4000 pupils in 8 schools; 40 manufacturers donate gear (p. 10).

CLOSED-CIRCUIT LANDMARKS: Biggest purchase of projection TV equipment, by Teleprompter (p. 16); world's largest closed TV system at Penn Station, N. Y. (p. 15).

INDEX TO TV DEVELOPMENTS OF 1956: Our Annual Index to the TV news of last year, the only compilation of its kind in the industry -- and a mighty handy fact-finding source -- is included herewith to all subscribers. Our 8th edition, it runs 8 pages. It doesn't cover everything, naturally, but we have attempted to pick out events you may want to refer to from time to time.

Use of this Index presupposes that you have maintained your file of 1956 Newsletters, Supplements, Special Reports and Factbooks. We're now preparing bound volumes of our 1956 output, and we can still take orders at \$25 per copy.

Note: Going into mails about Feb. 1 and mid-Feb., respectively, to those subscribing to them, will be our 1957 AM-FM Station Directory and the Spring-Summer edition of our semi-annual Factbook (No. 24) -- standard references of the industry. Both mean the start of new series of weekly Addenda for full-service subscribers -- reporting station applications, CPs, changes in facilities and ownership, etc.

MANSFIELD OUTLINES SHAPE OF 1957 TV MARKET: Minimum replacement market of at least 2,400,000 sets, plus a steadily growing demand for portables which could result in sale of nearly 3,000,000 units (mainly as second sets), can be foreseen as the big 1957 market trends. Basis for these auguries is new statistical table prepared by Frank W. Mansfield, Sylvania market research director, for inclusion in Spring-Summer edition of our TV Factbook.

New table by the RETMA statistical director presents updated quarterly information from 1954-56 on sets produced and sold by distributors and dealers, and on number of sets scrapped -- by screen size. In addition, 11-year cumulative data on sets-in-use, also by screen size, are given. Portables are included as a separate category for the first time.

Mansfield estimates 41,465,000 sets-in-use as of Jan. 1, with 49,935,000 sets produced since TV's inception, 8,471,000 scrapped. His sets-in-use total represents increase of 4,365,000 since Jan. 1, 1956, and includes 159,000 color sets, of which he estimates 120,000 were sold to public in 1956 alone.

The 1957 replacement minimum can be deduced from estimate that 8.7% of all sets-in-use (or 3,607,455) are 15-in. and under. From that total should be subtracted the 1,192,000 receivers which Mansfield estimates are portables under 15-

in., leaving total of about 2,400,000. The portables represent purchases in last 2 years and cannot be regarded as candidates for replacement market in 1957. It should be emphasized, however, that this is a rock-bottom estimate. Actually, the replacement market easily could tap many of the 17-in. sets-in-use, which Mansfield estimates represent 28.7% of total (or 11,900,455 units).

Table shows 1,592,000 portables in use as of Jan. 1, comprising 1,192,000 sets 15-in. and under, 400,000 over 15-in. (in other words, exclusively 17-in.). Of total, 1,335,000 were estimated to have been sold to public in 1956 -- 955,000 of 15-in. and under. At that rate of expansion, many market men visualize sales of 2,500,000-3,000,000 portables in 1957.

NEW CONGRESS — AND ANTI-TRUST ANGLES: Applicability of anti-trust laws to TV -- and particularly the networks -- seems certain to emerge as major field for further investigation, and perhaps even legislation, in the new 85th Congress.

As Congress organized itself this week, the question of Justice Dept. vs. FCC jurisdiction cropped up on both sides of Capitol Hill -- an issue which had been explored in both Senate and House TV investigations last year and a significant aspect of pending Justice Dept. civil anti-trust suit against RCA-NBC (Vol. 12:49).

Asking Congress to state flatly that Justice Dept. has undisputed power to prosecute regulated industries for anti-trust violations, Rep. Celler (D-N.Y.) re-introduced his "primacy of free enterprise" bill, which he first threw into hopper last year after his anti-trust subcommittee's hearings on aviation industry and before the TV hearings. Bill applies to all govt. regulatory agencies which might conceivably be regarded as "insulating" regulated industries from Justice Dept. prosecution. Its applicability to TV is evident in this statement made by Celler when he introduced the legislation (HR-2142):

"This bill should make it clear to the courts that it is the intention of Congress that suits brought by the U.S. to prevent or to punish activities declared to be illegal by the anti-trust laws should not be stayed or barred on the ground that any other agency of the Govt. also has jurisdiction over the activities challenged by the Attorney General."

FCC gave its views on anti-trust issues in a letter to Chairman Magnuson (D-Wash.) of Commerce Committee, released this week by Committee. Letter answered series of questions on anti-trust jurisdiction raised by Senator last summer.

Conceding "the possibility of overlapping areas of responsibility" of FCC and Justice Dept., Commission said such overlap won't necessarily impair work of either agency, "assuming a proper liaison exists." FCC saw no necessity for any legislation, took attitude that best procedure would be to "adhere to the status quo" while constantly trying to improve FCC-Justice Dept. liaison.

Do FCC actions carry implication of "immunity" from anti-trust prosecution? An FCC grant, Commission's letter said, "cannot and does not insulate that transaction from further challenge by the Dept. of Justice under the anti-trust laws."

In regard to rule-making actions, FCC took different position: "Such action, while not precluding the Dept. of Justice from adopting a contrary position in an action under the anti-trust laws, might make the successful prosecution of such an action more difficult." Covered by FCC rules are such practices as network option time, must buys, multiple ownership -- all announced subjects of Justice Dept. investigation with an eye to possible anti-trust prosecution.

The FCC views were endorsed by all Commissioners except Doerfer, who was reported as absent, and Bartley, listed as "unable to approve this letter." Bartley didn't set down separate views, and when asked he told us he was in basic disagreement with majority position, pointing to his dissent in NBC-Westinghouse decision -- in which he expressed fear that FCC approval of transfer might prevent Justice Dept. from taking "effective action" to enforce anti-trust laws (Vol. 11:53).

Committees which will air TV problems and legislation on Capitol Hill have yet to hold organizational meetings -- but most vacancies were filled this week:

Senate Commerce Committee (Magnuson, chairman) -- Sen. Ervin (D-N.C.) was reassigned to Judiciary Committee and his post filled by new Sen. Lausche (D-O.),

who was governor of Ohio when FCC Chairman McConnaughey was practicing law in Columbus. Sen. Thurmond (D-S.C.) was appointed to his old post on Committee, held for a short time in last Congress by his erstwhile Senatorial successor Sen. Wofford. Sen. Cotton (R-N.H.) was named to fill the one Republican post vacant -- formerly held by Sen. Duff (R-Pa.), defeated in election.

Another Democratic vacancy on Committee will be created Jan. 15, effective date of Sen. Daniel's resignation to become governor of Texas. Sen. Pastore (D-R.I.) is expected again to head communications subcommittee, which will have one Democratic opening due to reassignment of Sen. Ervin.

House Commerce Committee (Harris, chairman) -- Democrats filled their five vacancies, but at week's end Republicans hadn't completed their committee assignments. New Democratic members of House Interstate & Foreign Commerce Committee:

Rep. Leo W. O'Brien (N.Y.), former Albany TV-radio commentator and newspaperman, a director and 4% owner of WCDA (Ch. 41) & WROW, Albany, and WCDB, Hagaman, N.Y. (Ch. 29), stations controlled by Lowell Thomas group; Rep. John E. Moss (Cal.), who last session was chairman of House information subcommittee which held extensive hearings on news practices of govt. agencies; Rep. John D. Dingell (Mich.); Rep. John Jarman (Okla.); Rep. J. Carlton Loser (Tenn.), freshman successor in Congress to the late Rep. Priest (D-Tenn.), former chairman of the Committee.

* * * *

Serving notice he'll continue his fight to bring networks under direct FCC control, Sen. Bricker (R-O.) reintroduced his bill to authorize Commission to license and regulate networks (S-376). Other significant TV bills introduced:

Bill to ban subscription TV (HR-586), reintroduced by Rep. Celler.

Resolution authorizing investigation of "false, fraudulent, misleading and deceptive advertising by radio or TV" by House Commerce Committee (H. Res. 26), introduced by Rep. Dollinger (D-N.Y.), member of that Committee's transportation & communications subcommittee. His proposed inquiry would determine extent of false advertising and investigate what FCC and stations are doing to combat it.

Two bills to encourage uhf by reducing excise tax on vhf-uhf receivers -- both identical to legislation introduced in last Congress. Measure by Sen. Long (D-La.) would allow manufacturers a \$7 tax credit for every all-channel set produced (S-167). Bill introduced by Rep. Kearns (R-Pa.) would cut manufacturers' excise tax to \$5 for all TV sets capable of receiving at least 50 uhf channels and all vhf channels, retaining present 10% rate for all other receivers (HR-2009).

Note: Excise tax subcommittee of House Ways & Means Committee, which will issue its report Mon. Jan. 14, isn't expected to recommend excise tax relief for all-channel sets, though it won't slam the door on possibility of later action.

For other bills introduced in Congress, see below.

All news media will be barred Jan. 20 when President Eisenhower takes oath of office in White House. Decision to make Sunday ceremony private was announced Jan. 9 by press secy. James C. Hagerty, who said coverage requests from govt. officials as well as TV, radio and press reporters & photographers had "gotten out of hand." Previously Hagerty had agreed to pooled coverage of actual oath-taking prior to public inauguration Jan. 21. Ban was protested immediately by White House News Photographers Assn., which said no other President in photographic history of U. S. had been sworn in privately.

Bills to legalize low-power TV boosters and vhf translators which don't interfere with other services were introduced this week by Reps. Berry (R-S.D.) & Don Magnuson (D-Wash.). Designated HR-1913 & HR-2225, they're identical to bills introduced by Berry, Magnuson and others in last Congress.

TV news recruit: Gov. Clement of Tenn. received TV news card in ceremony at State Capitol, presented by T. B. Baker Jr., exec. v.p. of WLAC-TV, Nashville. Card was designed by NARTB for use of TV newsmen.

Threats by Sesac to prosecute backwoods tourist court in Maine for music copyright violations inspired bill (HR-673) by Rep. Hale (R-Me.) to amend title 17 of U. S. Code. Measure provides "that reception of radio or TV programs or the playing of phonographic records in hotels shall not constitute public performances for profit." Hale says Sesac notified operators of small motel, where guests can hear recordings in lobby, that they were violating music licensing requirements, subject to penalties up to \$5000, by not paying minimum \$25 fee for use of copyrighted music in public room.

Televising of sessions of House of Representatives and of House committees would be permitted under terms of 2 resolutions (H. Res. 31 & 32) introduced this week by Rep. Martha Griffiths (D-Mich.). In last Congress, she introduced bill providing for televising of House committee sessions.

WFIL-TV, Philadelphia, program series entitled *Benjamin Franklin, the Compleat Man* would be preserved in archives of Library of Congress under terms of House Resolution 40, introduced this week by Rep. James (R-Pa.).

Personal Notes: Robert D. Levitt, v.p.-gen. mgr. of NBC subsidiary California National Productions, elected pres., succeeding Alan W. Livingston, now v.p. in charge of TV programming originating from west coast . . . Samuel Marx, ex-TCF-TV (20th Century-Fox), joins MGM as executive in charge of all TV production, reporting to Charles (Bud) Barry, v.p. in charge of TV operations . . . James T. Aubrey Jr., ex-gen. mgr. of CBS-TV's KNXT, Hollywood, who joined ABC-TV in Dec., elected v.p. in charge of programming & talent . . . Eugene C. Wyatt, account executive with ABC-TV from 1948-51, recently pres. of Midstate Inc., Dickson, Tenn. distributor of heaters & air conditioners, returns to ABC-TV as national program sales mgr.; he has recovered fully from broken back which had him bedridden nearly 3 years . . . Adolph L. Seton, asst. director of ABC press information, transfers to adv. & sales promotion dept. as mgr. of on-the-air promotions; David Rooney is promoted to assist him . . . Courtenay Jamison appointed head of new TvB production dept., reporting to Gordon Hellmann, director of sales promotion . . . Ogden Bowman, with NBC for 25 years, promoted to supervisor of technical operations, WRCA-TV, N. Y., reporting to John H. Reidel, mgr. of studio technical operations . . . Harry A. Woodman, retiring Feb. 1 as NBC traffic coordinator after 30 years with NBC, was honored at party given by associates Jan. 11 in Radio City . . . Robert M. Hoffman promoted to new post of director of promotion & planning, WOR-TV & WOR, N. Y.; Robert J. Sullivan continues as adv. director . . . Charles W. (Chad) Mason promoted to adv. & sales promotion mgr. of WSUN-TV & WSUN, St. Petersburg . . . Oscar Elder, ex-NARTB, serving last 2 years with Robert K. Richards Assoc. public relations firm in Washington, named director of press information for Radio Advertising Bureau, N. Y., effective Feb. 1 . . . Ralph Radetsky, ex-Ford Foundation, N. Y., named station mgr. of KOA-TV, Denver . . . Dale Hart, ex-KARK-TV, Little

Rock, named program mgr. of KOTV, Tulsa . . . Larry Menkin, ex-NBC, ABC & DuMont, joins Ziv-TV program dept. as writer-producer on *West Point* series . . . J. W. Knodel moves up to exec. v.p. of Avery-Knodel Inc.; David H. Sandeberg and Charles C. Coleman elected v.p.'s . . . Miss Clare Leonelli, ex-ABC, joins Adam Young Inc. as mgr. of new traffic dept. . . . H. Duncan Peckham Jr., ex-engineering director of WSPA-TV & WSPA, Spartanburg, S. C., named western district sales engineering mgr. of Standard Electronics Corp. (transmitting equipment), headquartering in San Francisco . . . Joseph Miller promoted to gen. sales mgr. of radio KFMB, San Diego . . . John B. O'Connor, ex-GE, joins national sales dept. of TNT Tele-Sessions Inc. . . . W. Donald Roberts, ex-director of ABC Radio central div., forms own rep firm, W. Donald Roberts Co., 203 No. Wabash St., Chicago, confining activities to local low-power radio stations in 7-state area . . . James E. Anderson, ex-Atlas Film Corp., appointed mid-west operations director of Hal Roach Studios commercial div., now headquartering at 221 No. LaSalle St., Chicago . . . Louis B. Weitzman, ex-ABC, named asst. promotion mgr. of ANPA's Bureau of Advertising . . . George J. Abrams, Revlon adv. v.p., named chairman of ANA TV-radio service committee . . . Thomas M. Jones promoted to managing editor of *Printers' Ink*, succeeding Carroll J. Swan, now editor; W. Richard Bruner, news editor, assumes additional duties of asst. managing editor . . . Harold Cohen resigns as ABC business affairs director to join Ashley-Steiner Inc. as agent & negotiator of talent contracts . . . Ewald Berger promoted to operations director of KCCC-TV & radio KXOA, Sacramento.

Obituary

John Joseph Brosnan, 62, asst. treas. of IT&T since 1932, with company 46 years, died Jan. 5 at North Shore Hospital, Manhasset, L. I., following heart attack. Surviving are his widow and 2 sons.

ADVERTISING AGENCIES: Sidney Matthew Weiss, exec. v.p. of Lewin, Williams & Saylor, elected pres., succeeding founder A. W. Lewin, who continues as chairman; Walter T. Pollock, senior v.p., succeeds Weiss as exec. v.p. . . . Ken R. Dyke, onetime NBC v.p., appointed v.p. of Young & Rubicam international div., reporting to Harry Enders, v.p. & director of div.; Richard Penn named mgr. of international div. . . . Alan Sidnam promoted to an exec. v.p. of Benton & Bowles; Wm. R. Hesse promoted to a senior v.p. . . . Judson J. Irish appointed senior v.p. & member of exec. committee, Ogilvy, Benson & Mather . . . David J. Gillespie, Kenyon & Eckhardt v.p., appointed mgr. of Detroit office.

New officers of Federal Communications Bar Assn., elected Jan. 11: George S. Smith, pres.; Wm. C. Koplovitz, 1st v.p.; Leonard H. Marks, 2nd v.p.; Norman E. Jorgensen, secy.; J. Roger Wollenberg, asst. secy.; David S. Stevens, treas.; Harold Mott & Verne R. Young, 3-year terms on exec. committee. Foregoing was slate proposed by nominating committee; "insurgent" group backed Robert M. Booth for 2nd v.p. but was defeated.

Health improved: Hugh A. L. Halff, pres. of WOAI-TV, San Antonio (WOAI), seriously ill for many months, reported by v.p.-gen. mgr. James M. Gaines as "coming along quite nicely now." William Fay, pres. of WROC-TV, Rochester (formerly WHAM-TV), has recovered from mild cardiac occlusion and is contemplating vacation trip.

Kenneth W. Miller, engineering asst. to FCC Comr. Robert T. Bartley, becomes U. S. Supervisor of Conelrad Feb. 15, replacing Ralph J. Renton, now chief of technical research div. Miller is succeeded by Horace E. Slone, from Office of Opinions & Review.

Brig. Gen. David Sarnoff, RCA chairman and chairman of National Security Training Commission, swears in 100,000th Army Reserve inductee on NBC-TV's *Today* Jan. 15, 8:45 a.m.

Radio-TV Correspondents Assn., organization of broadcast newsmen assigned to Congressional galleries, elects these officers: exec. committee chairman, Robert F. Hurlough, MBS, succeeding Joseph McCaffrey, McCaffrey Reports; vice-chairman, Edward P. Morgan, ABC; secy., Julian Goodman, NBC; treas., Lewis Shollenberger, CBS; delegates-at-large, Bryce W. Burke, UP Movietone News; Ann M. Corrick, Corrick Productions; Leslie W. Higbie, Les Higbie Associates. Organization's annual banquet honoring President is scheduled March 23 at Washington's Sheraton-Park Hotel; President Eisenhower has not yet replied to invitation.

Navy's highest civilian award—Distinguished Public Service Medal—was presented Jan. 7 to pres. James C. Copley of Copley Press Inc., owner of KCOP, Los Angeles, in ceremony aboard aircraft carrier Lexington at San Diego. Citation recognized Copley's "long & tireless devotion" to problems requiring "civilian understanding and cooperation."

Attention: Station Owners

We have the records of several top-flight TV executives—management, sales, programming—seeking new connections. Though we're not in the job placement business, these are men whom we know personally and can recommend. We'll be glad to put bona fide inquirers in touch with them.

BID OF \$1,500,000 for KOB-TV, Albuquerque, N. M. (Ch. 4), along with radio KOB (50-kw D, 25-kw N, 770 kc, NBC), negotiated in Miami by St. Paul TV pioneer Stanley E. Hubbard through broker Howard Stark, turned out to be the successful one—even as various other bidders appeared on the Albuquerque scene Jan. 5 to learn decision of board of directors controlled by co-owners Time Inc. and ex-FCC chairman Wayne Coy.

KSTP Inc., licensee of KSTP-TV, St. Paul (Ch. 5), with radio KSTP, and 23% stockholder of KWK-TV, St. Louis (Ch. 4), will pay cash for the stations, borrowing approximately \$800,000 at 5½% from Mellon Bank, Pittsburgh, and drawing remainder from own reserves. KSTP Inc. takes over guaranteed net quick assets of \$100,000, so that purchase price actually is \$1,400,000.

Radio station is reputed to be most profitable of the 2 operations, though TV has been in the black. Hubbard decided on purchase after his St. Paul manager Kenneth Hance and son Stanley Jr., KSTP Inc. mgr. of research and development, conducted survey in cooperation with U of Minnesota economists. They concluded that Albuquerque is the "fastest growing market in the country," should rank 84th within 5 years. Hubbard also said his company (for stockholdings, see *TV Factbook No. 23*, p. 138) is intent on procuring the full allowable limit of station ownership (5 vhf, 2 uhf).

Wayne Coy comes out of deal, forced by recent Time Inc. purchase of Bitner group (Vol. 12:51-52 & Vol. 13:1), with substantial capital gain and can stay with Time Inc. in executive capacity, presumably at newly acquired Indianapolis station, if he wishes. But it's understood Mrs. Coy is urging him to quit working as result of recent illnesses, including heart attack only 2 weeks ago. He owns half interest in the stations, for which Time Inc. paid \$900,000 (including \$300,000 net quick assets) in 1952, and he is understood to have practically paid up his borrowings from Time Inc.

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Still more station deals, minor by comparison, were concluded or in the making this week. Also in Albuquerque, KOAT-TV (Ch. 7) definitely has been sold for \$800,000 to ex-California Congressman Clinton D. McKinnon, 25% owner of KVOA-TV & KVOA, Tucson, by A. M. Caldwell-Walter Stiles group (Vol. 12:50), and McKinnon plans to take charge of the ABC-TV outlet, non-AM affiliated. He is paying present owners \$12,500 cash and \$156,000 in 5-year 2½% debentures, and assumes \$716,000 in obligations

Radio station sales and transfers reported this week: KHON, Honolulu, to Shirley Louise Mendelson, ex-Santa Monica Pontiac agency owner, for \$75,000 in compliance with court order after station went bankrupt. WTWB, Auburndale, Fla. by R. E. Hughes for \$50,000 to Mike Hughey. WAGR, Lumberton, N. C. by Southeastern Bestg. Corp. (Hector McLean, pres.) for \$50,000 to D. M. Shaver & Albert E. Kahn. Paul Chapman Co. was broker for WTWB and WAGR sales.

Two radio station sales approved by FCC this week: WFTC, Kinston, N. C. by Kinston Bestg. Co. (Thomas F. Hewlett, pres.) to Connie B. Gay's Town & Country World Wide Productions for \$145,000 (Vol. 12:49). WHRV, Ann Arbor, Mich. by Huron Valley Bestrs. Inc. (Richard A. Connell Sr., 52%) to M W Bestg. (Charles H. Mayne, 80%) for \$110,000 (Vol. 12:49).

Robert Lawrence Productions, N. Y. TV film commercial producers, has acquired Loucks & Norling Studios, a leading maker of industrial films.

less \$74,630 in cash and accounts receivable as of Nov. 30, 1956. Transfer papers were filed with FCC this week.

In Corpus Christi, Tex. KDVO-TV (Ch. 22), uhf pioneer caught in squeeze of vhfs KRIS-TV (NBC) and KSIX (CBS), is being sold by Gabriel Lozano's Coastal Bend TV Co. to local business group headed by E. J. Healey and Hubert J. Schmidt. They're paying \$73,300 cash, assume \$100,000 indebtedness, agree to pay additional \$21,000 to 14 stockholders (\$1500 each) within 4 years.

In Bakersfield, Cal., 40-month-old KERO-TV (Ch. 10) is being sold for total of \$2,150,000 by owners headed by Gene DeYoung (51% stockholder) to Wrather-Alvarez Broadcasting Inc., operator of KFMB-TV, San Diego (Ch. 8), owned 39% each by Helen Maria Alvarez and Jack Wrather and 22% by Edward Petry & Co. Price compares with the \$3,150,000 that Alvarez-Wrather paid John Kennedy for the San Diego station early in 1953, later that year selling Petry firm 22% for \$633,300.

In Lafayette, Ind., WFAM-TV (Ch. 59) has been sold with radio WASK to 4 co-equal partners for "considerably less than \$500,000." Seller is founder O. E. Richardson, onetime Western Electric broadcast equipment salesman, and buyers are local businessmen Henry Rosenthal, clothier, who has helped Richardson run the uhf outlet; E. Joseph Bannon, banker; Jack M. Drysdale, of Fauber Construction Co.; Albert Huth, tax expert and secy.-treas. of National Homes, largest maker of prefabricated houses.

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Transfers approved by FCC this week included CP for WINR-TV, Binghamton, N. Y. (Ch. 40) with radio WINR to *Binghamton Press* (Gannett) for \$165,000 (Vol. 12:46). An earlier sale to Peter Bordes and Joseph L. Rosenmiller for same amount (Vol. 12:36) was cancelled. Gannett newspapers also own half-time WHEC-TV, Rochester (Ch. 10) with radio WHEC; WDAN-TV, Danville, Ill. (Ch. 24) with WDAN; and radios WENY, Elmira, and WHDL, Olean, N. Y.

Transfer of KALB-TV, Alexandria, La. (Ch. 5) to new Lanford Telecasting Co. was also approved by FCC in \$333,155 deal (Vol. 12:49). T. B. Lanford reduces his holdings to 51% and Wm. L. Fox, sales mgr. of KFMB-TV, San Diego, gets 49% "limited" stock interest under option granted members of his family when their radio KSYL, Alexandria, dropped Ch. 5 application to clear way for KALB-TV grant. Jack O. Gross, onetime owner of KFMB-TV, San Diego, which he sold with KFMB for about \$925,000 to John Kennedy in 1950, is financing the Fox stock purchases, retaining option to buy 245 of Fox's 490 shares within 2-4 years. Fox pays \$49,000 for the 490 shares and loans station \$114,245.

Chesapeake Industries is not negotiating sale of Pathe Labs film processing subsidiary to Technicolor Inc., Chesapeake pres. Wm. C. MacMillen Jr. stating: "We have had no discussions in recent years with any official of Technicolor about Technicolor's possible purchase of Pathe Labs." Earlier, unidentified Technicolor spokesman was quoted as saying negotiations were in progress, but "nothing definite has been concluded."

Transfer of CFPA-TV, Port Arthur, Ont. (Ch. 2) from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd. (Dougall interests) for undisclosed sum was recommended by CBC Board of Governors at Jan. 4 meeting in Vancouver, B. C. It also recommended power hike to 28-kw.

American Research Bureau opens new headquarters of expanded advertiser service dept. at 341 Madison Ave., N. Y. (Lorin S. Myers, mgr.), all other N. Y. sales and service operations remaining at 551 Fifth Ave.

Circulation topped 5,000,000 for first time with Jan. 5 issue, *TV Guide* reports. Magazine has 44 regional editions.

Telecasting Notes: As furor over ratings, pro & con—but mostly con—reaches crescendo in the industry, *Time Magazine* takes a look at them in Jan. 14 issue with 2-page story critical of TV's dependence on their "tyranny." *Time* explains basic differences in operation of the 4 major rating systems, doesn't attempt to debunk ratings as indicator of show's popularity . . . Ratings are "TV's way of counting the house," says *Time*, adding: "By this alone, rating systems [work] the most ruthless tyranny in a nervous industry that looks to its audience for leadership instead of providing its own. As big-time TV enters its second decade, the ratings are more powerful, feared, hated—and needed—than ever before. The sponsor has always demanded omens that his money is well spent. With the money going ever faster (a weekday half-hour show can now cost a sponsor close to \$3,000,000 for a 39-week season), he demands swifter omens of how his investment is faring" . . . ABC-TV's 1957-58 look will be unveiled to advertisers and agencies Feb. 13 in special preview of program schedule at Waldorf-Astoria, N. Y. . . Theatrical Enterprises Inc., producers of live programs, and Official Films enter sports programming through production-distribution deal for *Golf with the Champions*, series of 39 half-hour films . . . Almost simultaneously with its movie theatre opening in New York this week, CBC will present TV premiere of film "Oedipus Rex" Jan. 16, 10-11:30 p.m., starring 1955 Stratford (Ont.) Festival cast . . . Transcripts of *Meet the Press* telecasts, in printed form, will be made available to viewers by NBC-TV as result of popular demand . . . The unpredictable Judy Garland has cancelled her 90-min. CBS-TV show scheduled for Feb. 25, according to network; Miss Garland denied she had "walked out," said

proposed script outline submitted by CBS was unsuitable . . . Offering \$100,000 bonus for every perfect 300 game scored on air, WOR-TV Jan. 19 premieres weekly Sat. 10:30-11:30 p.m. live *East vs. West Bowling Championships* . . . Mike Wallace, highly popular m.c. of *Night Beat* interview show on New York's WABD, reportedly has agreed on terms of contract with ABC-TV . . . NBC's host for new-format *Tonight* (Vol. 12:50-51) is Jack Lescoulie, who moves on from 5 years with Dave Garroway on *Today* to handle remote pickups & commercials in 11:15 p.m.-1 a.m. slot beginning Jan. 28. Columnists picked for *Tonight* are Hy Gardner, Bob Considine & Earl Wilson in N. Y.; Irv Kupcinet in Chicago; Paul Coates & Vernon Scott in Los Angeles . . . Pre-Broadway tryout on TV is scheduled for musical drama, "The Ballad of Baby Doe," which will be presented in 60-min. version on ABC-TV's *Omnibus* next month with cast of 100 and symphony orchestra; New York stage opening is planned for next fall.

TV stimulates book-reading by children, according to juvenile authority Nancy Larrick, education director of Random House children's books. Writing in Jan. 6 *Washington Post & Times Herald*, she reports that children's book sales have more than doubled in 8 years; that Teen-Age Book Club has 600,000 members, up 30% in year; that 175,000 Children's Book Club members buy 6 hard covers per year. Big reason for upturn, she states, is that interests aroused by TV are "natural springboard to further reading"—particularly in non-fiction, such as natural science & history. *Disneyland*, for example, leaves children "wondering about things which have been suggested but not spelled out."

Has BBC's highbrow programming significantly "elevated" British cultural tastes? Refuting a belief which has attained considerable currency in U. S., an American educational broadcaster says there's absolutely no evidence that it has. Newly published comprehensive study of TV-radio in United Kingdom, *British Broadcasting* (U of Minnesota Press, 475pp., \$6) by Burton Paulu, mgr. of U of Minnesota's KUOM and pres. of National Assn. of Educational Broadcasters, goes into question in detail, citing statistics by BBC, ITA and independent sources, comes up with this analysis: "The most important conclusion to be drawn from all these data is that the standards of discrimination among listeners and viewers in the United Kingdom were no higher after 30 years of monopoly operation by the BBC than they are in the United States with its competitive system of broadcasting . . . Surely there is no evidence that the BBC was conspicuously more successful than American radio and TV in building audiences for quality programs . . . It is not possible to prove that a monopoly like the BBC can raise the level of public culture any more successfully than can a competitive commercial system like that of the United States." Dr. Paulu did basic research for the volume—a comprehensive history, description and appraisal of British broadcasting—as a Fulbright scholar in London in 1953-54 at time of Parliament debate over commercial TV.

Sunspot effects on TV-radio are subject of long feature article by Jerry Bishop in Jan. 8 *Wall St. Journal*. Near greatest activity in history of sunspot recording, the solar eruptions are beginning to produce phenomenal TV-DX reports—though biggest impact, of course, is on communications employing frequencies below TV band.

British commercial program contractor Associated-Rediffusion, which provides weekday programs for London ITA station, reported last week it is finally operating in the black. It said in annual report that it lost over \$10,000,000 in the 22 months ending Sept. 30, 1956.

A quaint British TV tradition bows to public demand Feb. 16 when ban on telecasting from 6 to 7 p.m. will be abolished by Govt. Period was reserved to encourage school children to finish homework without distraction and to permit parents to get younger children to bed before evening's TV fare began. By popular demand, Govt. now also has abolished rules that weekday programs must not start before 9 a.m. or finish after 11 p.m. and that morning telecasting be limited to 2 hours. However, it refused to modify its ban on Sunday telecasting before 2 p.m. and during 6:15-7:25 p.m. Commenting on end of the 6-7 p.m. "break," *New York Times'* Jack Gould wrote Jan. 6: "The passing of the quiet hour must be mourned, if only from afar. Somehow it was just a little comforting to realize that at least in one place in the world there was a broadcaster who believed he might be performing the maximum public service by not broadcasting at all."

Viewer protests about TV commercials—about lack of them, that is—are giving Panama Govt. a big headache. According to UP, Panama's daily newspapers received "hundreds of protests" since U. S. Armed Forces TV stations in Canal Zone cut out commercials at request of Panama Govt., which complained that they were competing with local radio stations. Dispatch quotes letters to newspapers blasting military authorities for "abject surrender" to Panama Govt. and complaining that viewers' "inalienable right" to see commercials is being violated. Ban on commercials was instituted when Panama residents began purchasing TV sets to view the programs intended for American military personnel in Canal Zone. An estimated 2000 Panamanians now have TV sets.

Overseas spot news by voice, supplementing film coverage, will feature CBS-TV's *World News Roundup* which debuts Sun. Jan. 13, 3:30-4 p.m. Eric Sevareid is anchor man for weekly show built on reporter-on-scene format of CBS Radio's morning *World News Roundup*.

SATELLITES AND SEMI-SATELLITES are prominent among stations under construction—3 of them due this spring, according to reports from grantees—in Ephrata, Wash.; Greenfield, Mass.; Reliance, S. D. Here's latest on them:

KBAS-TV, Ephrata, Wash. (Ch. 43), planned as satellite of KIMA-TV, Yakima (Ch. 29) has changed target to Feb. 1 for test patterns, Feb. 15 for programming, reports Tom Bostic, v.p.-gen. mgr. of KIMA-TV. It has transmitter building ready for 1-kw RCA unit, now on hand. Fisher 100-ft. tower also is ready for 5-bay RCA antenna due Jan. 12. KIMA-TV also operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3), and holds CP for Ch. 8 satellite in Walla Walla, expected to start in 1957. Howard Hammond, from radio KIMA, will be chief engineer of KBAS-TV. KIMA-TV rep is Weed.

WRLP, Greenfield, Mass. (Ch. 58), to be semi-satellite of WWLP, Springfield (Ch. 22), is ready to "start shoveling snow" and start building, as soon as FCC grants shift to Ch. 32 and move to new site near Shelburne Falls, reports WWLP mgr. Wm. L. Putnam. FCC reports station awaits Airspace Panel clearance. WRLP target now is April 10 for test patterns, April 20 for programming—contingent on assignment of Ch. 32. It plans to use 12-kw RCA transmitter, 620-ft. Ideco tower. Wallace I. Green, ex-WWLP program director, will be WRLP station mgr. WWLP plans to raise base hour from \$600 to \$700 when WRLP begins. Rep is Hollingbery. †

KPLO, Reliance, S. D. (Ch. 6), planned as semi-satellite of KELO-TV, Sioux Falls, S. D. (Ch. 11), which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), expects to be on air in early spring, reports principal N. L. Bentson. Transmitter hasn't been ordered, but construction plans call for 40x80-ft. Butler steel building to house entire operation on Medicine Butte, where it will build 700-ft. tower. KELO-TV base hour is \$425. Rep is H-R Television Inc.

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Following are reports from upcoming conventional stations, Canadian grantees, translators, etc.:

KVIT, Santa Fe, N. M. (Ch. 2) has been delayed in construction of power line to mountain transmitter site and now has March target, reports Larry Boggs for owner Video Independent Theatres, southwest chain. VIT also owns 12½% of KWTW, Oklahoma City (Ch. 9), holds CP for KSPS, Hot Springs, Ark. (Ch. 9), is applicant for Sioux Falls, S. D. and Elk City, Okla. It has ordered transmitter from Sarkes Tarzian, and will use 400-ft. Andrews tower. Miss Judith Lawton, ex-KOAT-TV, Albuquerque, has been named gen. mgr., plans to open Santa Fe office

Broadcast papers to be delivered Jan. 25 during Jan. 21-25 winter meeting of AIEE at Sheraton-McAlpin Hotel, N. Y.: color TV switching systems, by Edward Pores, NBC; color lenticular film recording, R. D. Kell, RCA; color TV picture reproducers, Peter C. Goldmark, CBS; translators & satellites, Edward Galuska, Adler Communications Labs; transistorized TV camera with miniature vidicon, Leslie E. Flory, RCA; control of TV-FM receiver radiation, Richard J. Farber, Hazeltine; automatic TV program control, A. C. Angus, GE.

NARTB served notice it will participate in April FCC hearings on frequency allocations above 890 mc, to protect frequencies used for STL, TV remote pickups and inter-city relays. NARTB has mailed all its station members a questionnaire asking number of frequencies they use above 890 mc, plans for future use, cost of common carriers vs. private links, etc.

in mid-Jan. KSPS, Hot Springs, is still working on road to mountain site, plans June 30 test patterns. It has ordered 250-watt Tarzian transmitter, starts work on 200-ft. Andrews tower in March, will employ Prodelin antenna. Marvin Hull, ex-KHBG, Okmulgee, Okla., will be KSPS gen. mgr. Reps not chosen.

WPSD-TV, Paducah, Ky. (Ch. 6), planning start next spring, has ordered 10-kw RCA transmitter, 6-bay superturnstile antenna, 500-ft. Ideco tower, will build on 8.6-acre site at south edge of town—reports v.p.-gen. mgr. E. J. Paxton Jr. for grantee *Paducah Sun-Democrat*. Rep will be Pearson.

KUTA, Salt Lake City (Ch. 7 educational), granted U of Utah Dec. 12, expects to order 5-kw RCA transmitter, plans Sept. 1 programming start, reports consultant C. Richard Evans, ex-KGMB-TV, Honolulu, due to become mgr. when station gets on air. Rex Campbell has been named acting director-producer, pending return of Keith Engar, now on year's leave of absence.

CKRN-TV, Rouyn, Que. (Ch. 4) has ordered 35-kw Canadian GE transmitter for delivery in spring, will use 660-ft. Stainless tower, plans Sept. 2 programming, writes pres.-gen. mgr. David A. Gourde. Licensee Northern Radio Inc. also operates Quebec radios CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CKLS, LaSarre. Base hour not reported. Reps will be Weed and Joseph Hardy & Co.

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Havre, Mont. translator K73AG (Ch. 73) has been on equipment tests since Dec. 3, but awaits official approval to rebroadcast network programs of KFBB-TV, Great Falls, Mont.—to be picked up via K82AB (Ch. 82), its other translator unit, located on mountain 15 mi. S of Havre, reports Pearl Garceau of Hill County T-V Club.

Translator K70AI, Prineville, Ore. (Ch. 70), began operation Dec. 31, repeating programs of KOIN-TV, Portland, reports Ed Endicott, one of directors of Ochoco Telecasters Inc. Target for their other repeater K76AA (Ch. 76), due to carry KLOR, Portland, is indefinite.

Change of call letters to WNBC from WKNB-TV, for its newly acquired Ch. 30 station in New Britain-Hartford, will be marked by NBC Jan. 14 with 20-min. salute on WRCA-TV, N. Y. and WNBC, 10-min. ceremony on WNBC only, talks by area mayors, luncheon for 200 agency and civic leaders, etc.

Standard Electronics reports order for 10-kw amplifier to be shipped Jan. 25 to WORA-TV, Mayaguez, P. R. (Ch. 5), planning to use its 500-watt Gates unit as driver to boost power to 29.5-kw visual ERP.

Now officially a Ft. Wayne station, WINT (Ch. 15), formerly Waterloo, Ind., is planning new building to house TV and radio WANE, with goal of May completion.

"Commercial use" of educational TV is cited by Jan. 8 *Wall Street Journal*, which lists 6 examples: KQED, San Francisco, and KUHT, Houston, ran how-to-play piano series underwritten by local dealers—and sold pianos. WTTW, Chicago, telecasts how-to-invest series supported by score of financial houses, which get thousands of requests for investment literature. John Hancock Mutual Life Insurance Co. made \$44,550 grant to WGBH-TV, Boston, and Harvard Medical School for *The Facts of Medicine* series. WCET, Cincinnati, signs companies at \$1500 each for series aimed at upgrading supervisory personnel. Emerson Electric Mfg. Co. partly paid for mathematics course on KETC, St. Louis, which trained 100 employes on company time.

Requests for farm broadcast promotion kits have come to NARTB from more than 300 TV and radio stations in preparation for Farm Broadcasting Day Feb. 2.

MULTIPLE OWNERSHIP got an airing at FCC Jan. 11—with no conclusions—but may be brought up again in about a month. Probably most significant development was fact that Roscoe Barrow's network study group came up with recommendation that rules be tightened, if anything, but that status quo really should be maintained until group completes its work.

Barrow told Commission that network-station relationships and multiple ownership are closely interwoven—the multiple owners getting better break on affiliations, rates, film buying, etc.—thus should be considered as a whole.

Commissioners tossed their philosophies around, but no clear trend emerged. Comr. Lee submitted for discussion a formula based roughly on population, didn't press for its adoption. He suggested that each owner be limited to 3 TV stations in top 15 markets, 3 in next 35, 3 in markets beyond those. If licensee owns less than maximum permitted in first category, he said, perhaps he should be allowed more in smaller markets. Maximum he suggested was 15 stations—if the entity owned none in first 50 markets. This was the only new formula broached. Few observers predict any substantial revision of rules in visible future.

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Some other top subjects may not get decided this month, for several commissioners will be out of town from time to time. Comr. Bartley will be gone Jan. 21-31 for inspection of Hawaiian Conelrad and Coast Guard rescue operations. Comr. Hyde expects to go to Mexico City almost any time to sign radio agreement. Comr. Lee will deliver speech in Hollywood, Fla. Jan. 29. And there may

be other absences. Chairman McConnaughey spoke at Miami Beach this week, discussing his philosophy of govt. before local Committee of 100.

However, Commission will dig into the big allocations problem Jan. 14. It will be a heavy debate. We still think a couple deintermixed cities will emerge from it, ultimately if not immediately (Vol. 12:52). Federal Communications Bar Assn., at meeting Jan. 11, tabled proposal to adopt resolution in favor of abolishing allocations table—a la Craven plan (Vol. 13:1).

If Commission decides to leave Ch. 9 in Elmira, N. Y., instead of finalizing its proposal to remove it, the applicants there plan to be ready for a grant. This week, they filed with FCC an agreement whereby all but WTVE (Ch. 24) have dropped out, leaving WTVE free for grant to shift. WTVE will set itself up with 2586 shares, TV Associates (WELM, et al.) having option to acquire 1000, Veterans Broadcasting Co. (WVET-TV, Rochester) an option for 586. Gannett's WENY-*Star-Gazette*, not set for hearing with the others, has also dropped out.

There were no CPs granted this week, though one cancelled uhf grant wanted back in. WOTV, Richmond (Ch. 29) filed for reinstatement, principal John G. Johnson stating he had been too busy working with TV Allocations Study Organization (TASO) to give grant proper attention.

Commission finalized one allocations change, shifting Ch. 13 from Arecibo to Aguadilla, P. R. It received these requests for changes: (1) From WTPA, Harrisburg (Ch. 71), to shift Ch. 33 from Reading, substituting Ch. 69 for Ch. 48 in State College. (2) From KOTA-TV, Rapid City, S. D. (Ch. 3), to shift Ch. 4 from North Platte to Hay Springs, Neb., replacing it with Ch. 9.

Interplanetary legal code—"metalaw"—must be developed for space travelers, Andrew G. Haley of Washington law firm of Haley, Doty & Wollenberg says in Jan. 9 *Washington Post & Times Herald* interview. Article observes that Haley, former pres. of American Rocket Society & Aerojet Engineering Corp., big rocket-making firm, "has progressed space-consciously by leaps & bounds" since he was asst. gen. counsel of old Federal Radio Commission. Similar interview in Dec. 29 *New Yorker* gives Haley's argument that "it's obvious that some very touchy problems will be coming up and that an international formulation of space laws must be evolved." *New Yorker* advises readers to "be assured that he is no dreamer."

Magazines need "excitement" to survive in face of TV competition and rising publishing costs, Jan. 11 *Tide* says in obituary editorial on *Collier's*, *Woman's Home Companion* and *Town Journal* (Vol. 12:50-52). It states that mass circulation isn't answer; that magazines must add new merchandising methods for advertisers, new editorial concepts for readers, follow business publications into "specialization of a sort." *Tide* supports editorial with detailed "autopsy," including 1936-1956 Crowell-Collier chronology.

Monthly TV business magazine, *TV Availabilities*, published by Richard Railton Co. of San Francisco, and specializing in listings and specifications of local TV shows in which national advertisers may buy partic. sponsorships, was purchased this week by *Billboard*. Starting in Feb., editorial content of *TV Availabilities* will be incorporated into *Billboard's* monthly TV merchandising reprint, to be renamed *Billboard's TV Availabilities*.

Allen Ludden, mgr. of program planning & development for NBC Radio, is author of *Plain Talk for Women Under 21!* New book of advice on social problems is companion to *Plain Talk for Men Under 21!* which Ludden published last year.

Definition of "good music" became central issue Jan. 11 at FCC hearing on protested sale of radios WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures, parent of MBS (Vol. 12:47-48). Lawrence M. C. Smith of Philadelphia, stockholder in stations, told FCC counsel P. W. Valicenti that RKO ownership would rob Capital of unique "good music" service. But there was little agreement by witnesses on what term meant. Raymond S. Green, gen. mgr. of WFLN-FM, Philadelphia, pres. of Good Music Inc., testified it was "concert music." Paul Hume of *Washington Post & Times Herald* said he thought it is "permanent music." Glenn Dillard Gunn of old *Washington Times Herald* thought it was anything "in which the professional critic engages himself." Hearing is expected to run several weeks.

FM "Concert Network," with outlets in New York, Boston, Providence, Albany and Ridgefield & Hartford, Conn., is planned by General Broadcasting Corp., headed by T. Mitchell Hastings Jr., Boston FM radio manufacturer. Currently testing is Hastings' WFMX, New York, which plans to defray radio programming expenses by multiplexing its broadcast signal with functional music for stores and other public places. With transmitter in Pierre Hotel, WFMX is managed by Walter Wiehl, ex-WABF (FM), New York, and uses equipment from the late Maj. Edward H. Armstrong's experimental FM station in Alpine, N. J. Ridgefield station, WFMQ, is currently being constructed and will be managed by Capt. W. G. H. Finch, who formerly operated New York's WGHF (FM).

"Advertising Benefits You" is TV theme of 1-min. public service spot promoting Advertising Week Feb. 10-16. Financed by CBS, NBC & ABC, co-sponsored by Advertising Federation of America & Advertising Assn. of the West, spot produced under supervision of Cunningham & Walsh includes 20-sec. animation and film of dancer Cynthia Scott of *Hit Parade* with narration by Cy Harrice.

AMBITIOUS AND LAUDABLE year-long project, "Let Freedom Ring," inaugurated Jan. 1 by Westinghouse's WBZ-TV, Boston, shows promise of becoming another award-winning series. With initial appropriation of \$50,000, station has this aim, as expressed by mgr. Franklin A. Tooke:

"It is our hope at WBZ-TV that we can sell the idea for 365 days that freedom is not a sometime thing. We want to point up in the days to come what it means to enjoy this freedom, what it means to our way of life and the jeopardy it is in if we become complacent and accept it as something that is and always will be. In effect, WBZ-TV wants to be the leader in a movement to cause a resurgence of appreciation in down-to-earth basic freedom, that which has made our land the most envied spot on Earth."

Tooke conceived project last fall when he toured Europe and inspected operations of Radio Free Europe. "Freedom is never really in its proper perspective," he says, "until one has a chance to view conditions where it does not exist."

Effort will be made to get theme across throughout entire telecasting day—with special programs, remotes, news, music, jingles, promotion, publicity & advertising. Each month will have own theme—e.g., Jan. "Call to Freedom," Feb. "Architects of Freedom," March "The Golden Door" (immigration), etc. Three \$1000 awards will be presented to staff members making greatest contributions.

Though project is essence of public service, WBZ-TV is taking no "purist" attitude about commercialization, will welcome sponsors—indeed believes advertisers will vie for some of the programs.

Backing effort to the hilt, Westinghouse Broadcasting Co. pres. Donald H. McGannon states: "Freedom cannot be accepted, merely taken for granted. World events today show in dramatic fashion that vigilance, appreciation and work are needed if freedom is to be perpetuated. My hope is that through the efforts of WBZ-TV others will join in such a project to make it a nationwide venture instead of one that is localized."

WBZ-TV is the only WBC station to pursue project initially, but others will be encouraged to follow suit. Station has prepared 85pp. brochure for guidance of staff, offers it to other interested stations.

Mass media musn't replace parents in education of children, Pope Pius XII warned Jan. 6 in Epiphany Day radio address from Vatican City to Italian Assn. for Protection of Maternity & Infancy. He said TV, radio & press were parts of "growing invasion of some methods of thought diffusion, useful perhaps for mature and sane adults, but unsuitable to the innocent souls of children." Pontiff blamed much of juvenile delinquency on society in which "malevolent interests" tried to assume "influence of the father and mother."

TV newsmen can cover courts by taking notes "in any form" which doesn't disturb proceedings, 3-judge appeals court in San Bernardino, Cal. ruled this week, upholding right of KFMB-TV, San Diego, to use stenographer & stenotypist. Decision upset ban by Superior Judge John A. Hewicker on extra note-taking by helpers working with KFMB-TV newscaster Harold Keen at kidnap trial.

ANA to publish new 248pp. book Jan. 22, *Advertising at the Point of Purchase*, a reference guide to policies, procedures and ideas of more than 150 leading advertisers in 20 product groups, including TV-radio manufacturers, available for \$6.95 from publishers McGraw-Hill Book Co. Inc., 330 W. 42nd St., N. Y.

Predictions for TV-radio in 1957, from *Advertising Age*: Sets—82% of U. S. homes with at least one set, 10% with 2 or more. Color sets—500,000-1,000,000, "depending on how many manufacturers get aboard the bandwagon." Color programming—"Much better, with more film series in color." Programming—Fatalities high, more westerns, slightly more film. Costs—Program costs up as much as 15% due to sharply rising film production costs; time costs up 8-9%. Movies—"Every local station will use pictures as the backbone of programming, and network affiliates will use them as option time-fillers . . . ABC will carry several a week, CBS & NBC will use them occasionally and film networks, on a limited scale will be created." Agencies—"Higher percentages of total dollars will go into TV until the average in most agencies reaches or exceeds 50%." Agencies will fail in their attempt to exercise more control over programs, because they will find "that control is permanently vested in the talent." Radio—"It is possible that one or 2 radio networks will withdraw or modify their structure to include only top stations." Good grosses & nets will continue for independent stations, many of which will grow more automatic in their operation.

NBC owned stations will aim for 15% increase in public service activities in 1957. "Impact Public Service" program, using saturation techniques of seasonal advertisers, will concentrate full TV-radio resources on single community projects, according to v.p. Thomas B. McFadden of NBC owned stations and spot sales. He said plan, designed to keep pace with anticipated general expansion of stations, includes interview & feature shows, spot announcements, personal appearances by TV-radio personalities in behalf of community causes. Already in works are campaigns for N. Y. Police Dept. by WRCA-TV & WRCA; San Francisco Symphony by KNBC; highway safety by KRCA, Los Angeles; Women's Medical College & Hospital by WRCV-TV & WRCV, Philadelphia.

Families which lack telephones do more viewing than those with phones, Pulse reported last week, concluding that polls based on telephone interviews alone underestimate audience size. Dr. Sidney Roslow, Pulse director, said Mon.-through-Fri. survey in Oct. showed 7 a.m.-midnight sets-in-use in non-phone homes averaged 28.4 compared with 23.6 in phone homes—a difference of 20%. Number of 8 a.m.-noon non-phone sets-in-use was 38% higher; noon-5 p.m., 51% higher. Differences in evening hours were less marked, but home-phone viewers used sets more than non-phone audience only during 7-8 a.m. & 11:45 p.m.-midnight.

"Mrs. America's Own Showroom" titles new Petry report, recently released, urging auto manufacturers to invest more heavily in daytime spot TV as means of reaching women. Report states that more than a third of nation's drivers are women, says their role in influencing auto purchases is increasing, and cites recent Nielsen studies showing that more than 7 out of 10 TV homes watch daytime TV on weekdays.

National Board of Fire Underwriters, following special TvB presentation, will test spot TV for first time, using 10 top markets for message that most Americans are underinsured. Test will use 3 spots a week for 13 weeks starting in March in N. Y., Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, St. Louis & Washington. Agency is J. M. Mathes Inc.

Hungarian refugees counted heavily on Radio Free Europe for news in their homeland, Austrian Institute for Market & Opinion Research said last week, reporting that 96% listened to western broadcasts, 79% to RFE. Survey showed British stations were first choice of 30% of refugees, Voice of America and other U. S. stations preferred by 29%.

Network Color Schedules
(January 13-26, 1957)

BIGGEST closed-circuit TV teaching project—the 5-year Washington County, Md. experiment, sponsored jointly by RETMA, Ford Foundation and local Board of Education (Vol. 12:25-26, 33, 37)—has taken second step forward with inclusion of 7 new courses in TV curriculum.

Project started Sept. 11, with 6 elementary schools and 2 secondary schools in Hagerstown linked by cable, the teaching being confined to high school general science, geometry, U. S. history & senior English. Elementary school program began last month—including primary reading & arithmetic, fourth grade social studies, fifth grade arithmetic, sixth grade science, elementary art & music. Approximately 4000 pupils now are receiving some televised instruction. Entire Washington County school system will eventually be tied together by 6-channel cable.

All equipment for experiment is being donated by manufacturers, under direction of RETMA task force headed by RCA's L. L. Lewis, who this week issued progress report to participating equipment makers, noting that more than 40 manufacturers are supporting the project. Manufacturers not making equipment needed by project were invited to donate money, to be used to purchase equipment not readily available as contributions. RETMA listed these manufacturers as donors of equipment now being used in Hagerstown:

Adler Electronics, Admiral, Amplitel, Andrew Corp., Belden Mfg., Bell & Howell, Blonder-Tongue, Century Lighting, Chesapeake & Potomac Telephone Co. (AT&T), Collins Radio, Community Engineering Corp., Conrac, Dage, Diamond Power, DuMont, Eastman Kodak, Electro-Voice, Emerson Radio, GE, General Cement Mfg., GPL, Graflex, Hoffman Electronics, Jerrold, Kay Lab, Kliegl, P. R. Mallory, Motorola, Packard-Bell, Paillard Products, Philco, RCA, Shure Bros., Spencer-Kennedy, Sylvania, Tektronix, Television Utilities Corp., Times Wire & Cable, Transvision, Tung-Sol, Westinghouse.

RETMA task force, which is directing industry participation in project, includes, in addition to Chairman Lewis: John Howland, Dage; Max H. Kraus, Jerrold; W. I. McCord, Diamond Power; W. J. Morlock, GE; K. F. Peterson, DuMont; Richard T. Silberman, Kay Lab; Norman Wicks, GPL.

Progress report to the public will be delivered Jan. 16 at luncheon given by Hagerstown Chamber of Commerce.

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No action to reduce AT&T rates for network service is warranted, FCC told Chairman Magnuson (D-Wash.) of Senate Commerce Committee in letter answering his request for comments on testimony last year by North Dakota broadcaster John W. Boler (KCJB-TV & KCJB, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck) about AT&T rates. Said Chairman McConnaughey: "Based upon our reviews and analyses of [AT&T] studies and the level of earnings indicated thereby, we have concluded that we would not be warranted at this time in instituting formal action on our own motion looking toward downward adjustments in the over-all level of rates applicable to the service."

TvB's advertising forecast for 1957, released this week in address by pres. Norman E. Cash to Dallas Advertising Club, estimates \$1.475 billion will be spent on TV this year—generally coinciding with views of other industry experts and our own estimates (Vol. 12:52). Figure includes only time, talent & production costs. TvB estimates \$720,000,000 will be spent in network, \$389,000,000 spot, \$366,000,000 local—network up 12% over 1956, spot up 20%, local up 36%.

ANA schedules one-day workshop Jan. 24 at Hotel Plaza, N. Y., to discuss co-op ad trends. Elmer Ward Jr., Palm Beach Co., is program chairman.

- Jan. 13—NBC: *NBC-TV Opera Theatre*, "War and Peace," 1:30-4 p.m.; *The Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 10-11 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 19—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "Jerry Lewis Show," 9-10 p.m.; *Ernie Kovacs Show*, 10-10:30 p.m.
- Jan. 20—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *Alcoa Hour*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Jan. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 26—NBC: *Perry Como Show*, 8-9 p.m.

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Using Anscochrome film, WCKT, Miami, shot Orange Bowl Festival events about 8 p.m., had film on air 3 hours later. Year ago (Vol. 12:8), KOMO-TV, Seattle, pioneered fast Anscochrome processing. Van Praag Productions, Miami, shot 30-min. color film of Orange Bowl Festival highlights, available to stations, clubs, schools, etc., from Orange Bowl Committee, 615 S.W. Second Ave., Miami.

"Color TV for You?" titles article in Jan. 7 *N. Y. Herald-Tribune*—a question-answer feature with performer Jinx Falkenburg and Irving Sarnoff, exec. v.p. of Bruno-N. Y., RCA distributor. Sarnoff reports he's selling 500 color sets a week, discusses price, servicing, tuning, quality, etc.

All-glass round color tubes—same price and performance as present metal-coned—will be produced by RCA, starting mid-1957, both types to be available thereafter. Perfection of sealing technique, using new glass flux, made production possible, according to Douglas Y. Smith, tube div. v.p.-gen. mgr.

"Emmy" award nominations of Academy of TV Arts & Sciences will be carried by NBC-TV in 90-min. colorcast Feb. 16. Award presentations will also be on NBC-TV March 16. Academy has signed 3-year agreement with NBC-TV for televising of nominations and awards.

Color set sales in Kansas City totaled 1206 as of Nov. 30, a gain of 248 in month, according to city's Electric Assn.; WBTV, Charlotte, N. C., reports 687 color sets "have passed through Charlotte distributor channels as of Dec. 20."

"Two sets in one" theme of compatibility is illustrated by new RCA flashing display for dealers. Cardboard full-size replica of color set shows black-&-white picture 5 seconds, then color for 5.

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Christmas ban on "Martin Luther" film by WGN-TV, Chicago (Vol. 12:51), was made final Jan. 8 despite demands by Protestant groups that *Chicago Tribune* station reschedule it. Announcing decision at meeting of clergymen who had protested that "pressure" by Roman Catholics caused original cancellation of showing, WGN-TV v.p.-gen. mgr. Ward L. Quaal said station "in good faith" wanted to "prevent further misunderstandings, ill will or controversies."

CAPSULE VIEW OF MARTS — MOSTLY LOOKING: There was very little buying, but plenty of looking at big winter furniture marts this week in Chicago. Specifically, TV set makers were looking for customers for their higher-end units, many distributors (including old Crosley-Bendix wholesalers) were looking for new franchises and plenty of retailers were looking for price-cutting "deals" on top-heavy TV inventories.

Higher-priced table models and consoles received unusually prominent display by the TV manufacturers -- even at expense of up-&-coming portables, whose success in 1957 seems assured (but possibly not to the lofty sales levels envisioned by some of more exuberant set makers). Sales pitches on higher-end models were direct and to the point: higher prices mean higher profits.

How successful their approaches were may not be judged for some time. If immediate sales orders were the criteria, not much success could be reported. Set makers generally said that orders at marts for higher-end merchandise were lowest in several years. But they cautioned against jumping to conclusions on basis of orders at marts, saying that many dealers will buy from their local distributors later.

RCA and Motorola displayed portables with 110-degree tubes, but drew mixed reaction from dealers. Some expressed opinions that the narrower, slightly lighter-weight cabinets would be a plus factor in portable sales. Others contended that there was little discernible difference between sets using 90 & 110-degree tubes, that only by placing them side by side in store is the difference noticeable. And that, they figure, might hurt sales of conventional bread-&-butter 90-degree sets. RCA's 17-in. portable is priced at \$170. Motorola will probably put a \$180 price tag on its set when shipments start in March.

Retailers had eyes on heavy factory inventories in pursuing price-cut deals. Many retailers, not all known as notorious price-cutters, were asking -- and in some cases getting -- as much as 50% off list for quantity purchases. Some set makers took big losses to unload portable inventories; others resisted all approaches.

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Zenith sales v.p. Leonard C. Truesdell, at Merchandise Mart news conference, said TV industry is headed for greater stability as result of drop-outs among set makers, added that greater profits could be realized by those remaining.

"Many of the drop-outs were fringe manufacturers who contributed nothing to the TV business," he said. "Those who left the TV business were unable to keep pace with changed conditions, and I say 'good riddance'."

He predicted widespread TV price increases as soon as inventories are cut down, saying TV sets are priced "at least 10% too low in today's market." He added that Zenith's experience in pushing higher-priced sets in 1956 showed it can be done by industry as a whole, without sacrificing unit sales.

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RCA's Distribution Changes: Another top manufacturer has modified its distributor franchise agreement in effort to give wholesalers more protection against abrupt terminations. RCA pres. Frank M. Folsom announced Jan. 11 that RCA is adding provision in its agreement requiring company to give at least 6 months notice of intent to terminate a distributor appointment, with distributors retaining right to cancel at any time. Unlike recently-signed Whirlpool-Seeger and Philco agreements, which are each for one year (Vol. 12:49, 52), RCA's contracts will continue for indefinite period. RCA also pledged to repurchase from any terminated distributor all RCA merchandise at cost -- a provision which Whirlpool also included in its contract, but which Philco did not. RCA said its modification had been under study for about 18 months and had no connection with the Senate Small Business Committee's projected investigation of TV-radio-appliance distribution (Vol.12:42-43). RCA also announced

formation this week of a panel of independent RCA distributors as means of improving product-marketing liaison and for exchange of market information. Martin F. Bennett, RCA merchandising v.p., was appointed coordinator of the panel, which will have representation from all 8 geographical regions in RCA's marketing setup.

Production: TV output got off to expected sluggish start in first week of year, totaling 75,919 week ended Jan. 4, which included New Year's Day holiday. It compared with 89,319 in final week of 1956 and was way down from 156,397 in first week year ago. Radio production totaled 194,768 (102,561 auto) week ended Jan. 4, compared with 269,410 (145,456 auto) preceding week, 244,675 (116,295) same 1956 week.

Topics & Trends of TV Trade: Emerson Radio's plans to introduce a new line of TV receivers under Jefferson-Travis label for dept. stores and key retail accounts, disclosed this week by pres. Benjamin Abrams, illustrate the new importance TV manufacturers are attaching to dept. stores and specialty shops as big-volume retail outlets. At midwinter furniture marts in Chicago and at convention of big National Retail Dry Goods Assn. in N. Y., there was much talk about expanding TV-radio sections in dept. stores as particularly valuable outlets for big-ticket merchandise.

Though many dept. stores in last few years have refrained from pushing TV because it failed to provide them with 33% profit margin regarded as traditional for hard goods operations in dept. stores, some set makers have been able to show many dept. stores how big volume can make up for average 22-27% margin.

For most part, manufacturers generally regard dept. stores as better outlets for higher-end TV units than regular TV-radio-appliance stores. Their reasoning—and it's supported by some statistical documentation—is that consumers with charge accounts are more susceptible to "trade-up" salesmanship than those buying for price alone at discount houses or regular retail stores.

Note: Emerson did not reveal details of its forthcoming Jefferson-Travis line. Jefferson-Travis Inc., originally manufacturers of marine radio equipment, was purchased years ago by Emerson; it's now an Emerson manufacturing subsidiary, primarily for production of wood cabinets.

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Westinghouse has placed full line of TV-radio-appliances in about 40 Montgomery Ward stores in last few months, with emphasis on west coast outlets. Spokesman said all merchandise bears Westinghouse label. Wells-Gardner continues as prime private label TV supplier to Montgomery Ward.

Stromberg-Carlson, now out of TV while remaining in radio and hi-fi, reports 20% increase in employment and payroll during 1956 as result of expansion in electronics and communications. It had 7100 employes at year's end, up 1200 from 1955, with payroll more than \$31,000,000.

Magnavox introduced 4 new hi-fi radio-phono consoles at Merchandise Mart this week—2 at \$325 & \$380, other 2 with open lists. Three are available as phonos only, at \$160 & \$250, one open list.

Purchase of Dot Records by Paramount Pictures (Vol. 13:1) was finalized this week, price undisclosed. Paramount pres. Barney Balaban said that Randy Wood will continue as Dot president, will become a Paramount v.p.

Address by Magnavox pres. Frank Freimann to N. Y. Society of Security Analysts Dec. 20 (Vol. 12:51-52) has been reprinted by Magnavox in free illustrated booklet.

British TV sales at retail totaled 1,236,000 in first 11 months of 1956, up 3% from same 1955 period, reports British Radio Equipment Manufacturers Assn. Govt. estimates sets-in-use exceeded 6,500,000 as of Jan. 1.

More trade prophecies for 1957: Packard-Bell pres. Robert S. Bell predicts 7,400,000 monochrome sales at retail this year, comments: "There is an ever-increasing opportunity for sales and profit advancement in 1957. To mention a few—color TV and its future impact upon the home in providing a new element of home entertainment; black-&-white TV with emphasis on a wider variety of programs; the tremendous increase in the sale of hi-fi instruments for lifelike reproduction of music and voice; and the advancement of the radio with smaller transistor models and miniature tube portables with excellent tonal reproduction from a 'pocket-size package.'"

Sylvania to sponsor 300 service clinics throughout country starting Jan. 31 to demonstrate new TV chassis using 110-degree tube. Clinics will be conducted by district managers for dealers and independent service personnel. Sylvania was first to market set (17-in.) incorporating 110-degree tube (Vol. 12:50), also is making first production run of RCA's 17-in. 110-degree portables under RCA label. RCA is expected to start production of own 110-degree sets in Feb.

Sears, Roebuck's new spring-summer catalog, out this week, devotes 4 pages to TV, still offers no color sets. On black-&-white sets, 17-in. portable and 17-in. table are each increased by \$5; 21-in. & 24-in. console, reduced by \$10; 24-in. console, up \$10; 21 & 24-in. tables, unchanged. Pacific Mercury and Warwick are prime Sears TV suppliers, under Silvertone label.

More than half of Switzerland's TV sets are imported, reports *Radio Organisation*, published by Swiss Radio & TV Concessionaires' Union. Of the 16,664 licensed TVs in Switzerland as of July 31, it reports, 4358 were Swiss-made. Of the imports, 5787 came from West Germany, 4229 from Netherlands, 1653 from U. S., 159 from Italy, 59 from Britain, 9 from Austria, 410 from other countries.

Capitol Records cut prices on its 45rpm extended-play albums this week, following similar reductions by RCA Victor and Columbia last week (Vol. 13:1). Four-pocket albums were reduced from \$5.74 to \$4.98; 3-pocket, \$4.40 to \$3.98; 2-pocket, \$2.93 to \$2.49; single-pocket, \$1.47 to \$1.29.

RCA's 7 new radios include a 6-transistor portable at \$50—reduction of \$15 from RCA's previous transistorized radio. Other models: table radios, \$20, \$22 & \$25; clocks, \$28, \$30 & \$35.

Radio Condenser Co. suit against Oak Mfg. Co., charging patent infringement on push-button tuner components for radios, was dismissed this week in Chicago Federal Court without prejudice or cost to either party.

Sylvania's first "Promotion of the Month" offering is free \$24.95 TV hospitality cart with purchase of any table set with "halolight."

Snyder Mfg. Co., big manufacturer of antennas, moves west coast offices to 152 W. Pico Blvd., Los Angeles (Milton Schindler, mgr.).

Trade Personals: Garth Heisig promoted to director of Motorola TV engineering; Karl Horn, from Motorola of Canada subsidiary, named chief TV engineer . . . Robert G. Furlong resigns as mgr. of Philco's North Atlantic div. to become national marketing mgr. of DuMont receiver div. . . . John Frawley appointed mgr. of DuMont central div., Chicago, in charge of newly formed marketing distribution region; George Hakim, mgr. of western div., Los Angeles . . . Randolph M. Duncan promoted to mgr. of GE's receiving tube plant in Owensboro, Ky. . . . Wm. L. Parkinson, planning study mgr. of GE's appliance & TV receiver div., named mgr. of product service, housewares & radio receiver div., Bridgeport, Conn. . . . David L. McDonald appointed corporate adv. mgr. of Westinghouse . . . Robert Sackman, v.p. & mgr. of Ampex Corp. instrument div., named gen. mgr. of parent company . . . G. W. Wallin, ex-Motorola & Webster-Chicago, serving since 1955 as exec. v.p. of Bell & Howell's electronic products div. (hi-fi), elected pres. . . . Wm. H. Graham, gen. mgr. of Magnavox TV-radio-phono manufacturing subsidiaries Magnavox Co. of Tenn. and Jefferson City Cabinet Corp., elected a v.p. . . . L. C. Jesty, an IRE Fellow who directed TV research group at Marconi Research Labs in London and a member of British delegation in recent CCIR tour of U. S., joins Sylvania-Thorn Colour TV Labs Ltd., Enfield, Middlesex, in charge of color TV research . . . Franklin P. Hinman promoted to operations mgr. of Westinghouse CR and power tube departments, Elmira, N. Y. . . . James Moore joins RCA information department, Camden, replacing Wm. Ross, now with public relations dept. of International Paper Co.; other recent additions to RCA information dept. include Al Smedley, from Fairchild Publications bureau in Philadelphia, and Tom Fitzgerald, transferred from RCA Service Co. . . . Lawrence A. King resigns as pres. & gen. mgr. of Rola Co., a Muter subsidiary . . . James M. Martin named southwestern district mgr. for Stromberg-Carlson radios & phonos, Houston . . . Jon Jolly, ex-CBS-Hytron, named eastern regional sales mgr. of Motorola's semiconductor products div. . . . Arthur Schwartz promoted to director of adv. & sales promotion, Columbia Records . . .

ELECTRONICS PERSONALS: Dr. W. R. G. Baker, GE v.p., reappointed treas. of IRE; Haraden Pratt, secy.; Donald G. Fink, Philco director of research, editor; they were also appointed directors, along with Alfred N. Goldsmith, editor emeritus; A. W. Graf of Graf, Nierman & Burmeister law firm; Wm. R. Hewlett, Hewlett-Packard v.p. . . . Maj. Gen. Francis H. Lanahan, retired deputy director of Army logistics, elected pres. of Federal Electric Corp., field service & maintenance subsidiary of IT&T which he joined in April 1955 as v.p. & gen. mgr. . . . Carl G. Holschuh appointed pres.-gen. mgr., Dr. Carl A. Frische exec. v.p., Sperry Gyroscope div., Sperry Rand Corp. . . . Charles H. Godschall, mgr. of tooling & tool engineering of Philco govt. & industrial div., presented with Distinguished Service Award Jan. 10 by Asst. Navy Secy. Fogler for "outstanding service" in developing "new & advanced anti-submarine weapon"; he was awarded same medal by Army in 1943 . . . Andrew T. Fischer, ex-sales mgr. of RCA computer div., named marketing director of Logistics Research Inc., Redondo Beach, Cal. computer manufacturers . . . Dr. Oliver G. Haywood, ex-mgr. of Waltham Labs div. of Sylvania, named v.p. of electronics & avionics div. of Emerson Electric Mfg. Co., St. Louis . . . Fred B. Ortman, retired chairman of Gladding, McBean & Co., named assoc. director of Stanford Research Institute, headquartering at lab in So. Pasadena, Cal. . . . Robert M. Wopat, research & engineering v.p. of Automatic Electric Co., subsidiary of General Telephone Corp., elected pres. of General Telephone's new electronic research subsidiary, General Tele-

Paul Wexler, ex-v.p. of Columbia Records, forms own record manufacturing firm, Cabot Music Corp., 116 Central Park South, N. Y. . . . David Fisher, ex-Symphonic Radio, named merchandise mgr., Sonic Industries . . . J. Richard Krapfel, from Chicago district sales office, promoted to product sales mgr. of electronic components, Sylvania parts div., Warren, Pa. . . . Thomas Mack resigns as gen. mgr. of Capitol Records custom service dept. to join Dot Records, now owned by Paramount Pictures, as director of album repertoire.

Obituary

Joseph F. Moscato, 44, supt. of Quam-Nichols plant in Chicago, died of heart attack Jan. 9. Survivors are his widow, mother, 2 brothers, 4 sisters.

DISTRIBUTOR NOTES: Sylvania to open factory branch in Chicago regional sales office in suburban Melrose Park, Ill., replacing Remco Inc.; Thomas P. Ryan, Sylvania central regional sales mgr., will be in charge of new branch . . . Admiral appoints Southern Wholesalers Inc., 333 So. Farish St., Jackson, Miss. (S. D. Camper, pres.), replacing Orgill Bros., which remains as Admiral distributor in Memphis & Little Rock, and Brown-Roberts Hardware & Supply Co., Alexandria, La. . . . DuMont appoints Sydlee Electronic Supply Co., 453 Worthington St., Springfield, Mass. (Clifford Drafahl, pres.) and Penn Appliance Distributors Inc., 825 So. 26th St., Harrisburg, Pa. (Elmer A. Groeme Sr., pres.) . . . Olympic Radio appoints J. N. Ceazen Co., Los Angeles, replacing own factory branch . . . Whirlpool-Seeger appoints Radio & Appliance Distributors Inc., E. Hartford, Conn. (Louis K. Roth, pres.), replacing Roskin Distributors Inc. . . . Sentinel Radio appoints Shepherd Electric Co., Baltimore (Charles C. Vogel Jr., pres.), replacing Video Electronics Supply Co. . . . American Wholesalers Inc., Washington (Motorola) appoints S. C. Abbamonte merchandising & sales mgr. . . . Lehigh Valley Distributors Inc., Hazleton, Pa. (Motorola) promotes James K. Walker to exec. v.p. . . . DuMont appoints Neyhart's Inc., 141 W. 3rd St., Williamsport, Pa. (H. Merrill Winner, pres.).

phone Laboratories Inc., 1033 W. Van Buren St., Chicago . . . Donald M. Christie promoted to asst. mgr. of DuMont Labs govt. div. . . . Patrick H. Dowling named mgr. of Washington office of Stanford Research Institute, succeeding George T. Hayes, appointed asst. director of physical science div. in Menlo Park, Cal.

High-level RCA executive engineering changes this week: Dr. C. B. Jolliffe, v.p. & technical director, named mgr. of new special systems & development dept., covering military work. Dr. Douglas H. Ewing, v.p. in charge of RCA Princeton Labs, becomes RCA v.p. for research & engineering, reporting to Dr. E. W. Engstrom, senior exec. v.p. Dr. James Hillier is named general manager of Princeton Labs, succeeded as chief engineer of commercial electronic products by Dr. George H. Brown, director of systems research at Princeton. Humboldt W. Leverenz, director of physical & chemical research at Princeton, becomes asst. director of research there. Robert O. Vaughan is appointed to new post of mgr., west coast marketing programs, defense electronics products, rejoining RCA after 5 years in private business. Dr. Jolliffe's new dept. will cover "planning and development of broad electronic systems for future military needs," according to Theodore A. Smith, exec. v.p., defense electronic products. Others named to the dept.: A. W. Vance, chief systems engineer; G. L. Dimmick, chief development engineer; A. C. Gay, mgr., products engineering; Dr. E. W. Pritchard, administrative engineer.

Financial & Trade Notes: Officers - & - directors stock transactions reported to SEC for Nov.: Admiral—Ross D. Siragusa bought 6500 personally, 1000 thru trusts, holds 260,867 personally, 70,808 in trust; John B. Huarisa bought 2000, holds 101,731. American Bosch Arma—Wm. S. Wasserman sold 924 through trust, holds 17,100 personally, 4734 in trust. American Electronics—Clifton W. Reed sold 200, holds 5500. AT&T—James F. Bell bought 112, holds 1237. Emerson Radio—Max Abrams bought 1500, holds 83,209 personally, 6655 in trust, 63,801 in foundations; Harold Goldberg bought 200 Emerson Radio, holds 500. General Dynamics—Joseph T. McNarney sold 3000, holds 513. GE—James M. Crawford bought 2736, sold 600, holds 6370 personally, 300 for wife; Wm. F. Herod bought 292, holds 8789; John D. Lockton bought 3000 GE, holds 5019. Hoffman Electronics—C. E. Underwood bought 1000, holds 3500. Lear Inc.—Albert C. Keske sold 500, holds 907; Albert A. Rorison bought 300, holds 563. Minneapolis-Honeywell—T. McDonald bought 500, holds 4000; A. M. Wilson bought 1000, holds 4407 personally, 300 in trust; J. J. Wilson sold 400, holds 85,680. Paramount Pictures—Y. Frank Freeman bought 500, holds 5200. Philco—Wm. Fulton Kurtz bought 300 thru trust, holds 500 in trust. Skiatron—John H. Laub bought 1500, holds 2800; Arthur Levey bought 10,000, sold 190; holds 454,581. Sylvania—Howard L. Richardson bought 198, holds 773. Tung-Sol—George W. Keown bought 200, holds 850; Jean E. Witbeck bought 100, holds 3751. Whirlpool-Seeger—Donald D. Alexander sold 1200, holds 10,800.

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Group Securities Inc., mutual fund offering shares in various groupings, reports that its Electronics & Electrical Equipment Share Group had net assets of \$2,919,335 market value as of Nov. 30, 1956 compared with \$2,641,545 year earlier. Holdings in that category, with market values as of closing Nov. 30, 1956 (1955 comparisons in parentheses): 5600 Admiral, \$75,600 (4800 & \$106,200); 3400 Allis-Chalmers, \$104,550 (1700 & \$114,750); 4500 Bendix Aviation, \$253,125 (2400 & \$136,200); 6600 CBS "A," \$193,875 (5100 & \$130,687); 5500 Cornell-Dubilier, \$137,500 (3500 & \$126,875); 3000 Cutler-Hammer, \$187,875 (1500 & \$116,625); 5500 General Electric, \$325,875 (2500 & \$134,375); 7000 IT&T, \$207,375 (5000 & \$141,250); 1000 McGraw Electric, \$69,625 (1500 & \$74,625); 4000 Motorola, \$158,000 (4000 & \$191,000); 10,000 Norden-Ketay, \$76,250 (10,000 & \$126,250); 6060 Philco, \$100,748 (5500 & \$178,750); 4000 RCA, \$144,000 (2500 & \$114,687); 7000 Sperry Rand, \$154,000 (6500 & \$165,750); 4400 Square D, \$127,050 (3000 & \$153,375); 4500 Sylvania, \$209,812 (3500 & \$157,062); 1500 Westinghouse, \$76,875 (2000 & \$118,500); 2500 Zenith, \$263,125 (1700 & \$225,250); other assets, \$54,075 (\$65,507). Dropped during year: 3700 Raytheon, \$63,825 as of Nov. 30, 1955.

AT&T had net income of \$617,200,000 (\$10.75 per share on 57,423,000 common shares outstanding) in 1956, compared with \$546,045,367 (\$10.77 on 50,705,669 shares) in 1955. For quarter ended Dec. 31, net income was \$163,520,000 (\$2.60) vs. \$143,772,730 (\$2.79) in same '55 period.

Kay Lab's 1956 sales exceeded \$3,000,000, more than double 1955 volume, and outlook for 1957 is so encouraging that \$250,000 addition to San Diego plant is being constructed, with occupancy set for April, reports pres. LaMotte T. Cohu.

Decca Records sales in 1956 approximated \$26,000,000, compared with \$22,610,809 in 1955, stated pres. Milton R. Rackmil. Earnings were equivalent to about \$2.75 per share, as against \$2.37 in 1955, he said.

Trav-Ler Radio had net loss of \$42,000 on sales of \$5,960,000 in 6 months ended Oct. 31, compared with net loss of \$7000 on \$7,826,000 in corresponding 1955 period.

Signs of the TV times: "The experience gained from your company's initial activity in the TV field warrants substantial expansion," writes Warner Bros. pres. Jack L. Warner in annual report received by stockholders this week. "The series of *Cheyenne* and *Conflict* pictures produced for weekly showing over the ABC-TV network have achieved high ratings among the nation's network shows. They will be continued, and additional series now are in the planning stage." PRM Inc. (Lou Chesler, Eliot Hyman, et al) paid Warner Bros. \$21,000,000 for over 700 pre-Dec. 31, 1949 features for TV release (Vol. 12:9), on which profit after taxes and expenses amounted to \$15,295,000 (\$6.16 per share); pictures were carried on the books at nominal values, Warner reported, and Commissioner of Internal Revenue ruled profit is taxable on capital gains basis. PRM Inc. note for \$5,000,000 was negotiated with First National Bank of Boston, New York Trust Co., Guarantee Trust Co. of N. Y. Warner Bros. net profit for year ended Aug. 31, 1956, followed trends recently noted in motion picture industry generally (Vol. 12:52): On income that went up slightly to \$77,419,000 from \$76,991,000 in preceding fiscal year, net profit from operations, exclusive of the \$15,295,000 profit from sale of old films, fell to \$2,098,000 (84¢ per share on 2,482,247 shares) from \$4,002,000 (\$1.61 on 2,474,271 shares) in preceding year. Note: New TV film studio offices, including 26 editing rooms and 26 suites accomodating producer, director, unit mgr., writer & secy., will be provided by Warner Bros. in 2-story \$600,000 building on Burbank, Cal. lot. Construction of expanded facilities starts in Feb.

Walt Disney Productions' income from TV rose to \$6,996,890 in fiscal year ended Sept. 29, compared with \$4,444,378 in preceding fiscal year, it's revealed in annual report showing consolidated over-all earnings of \$2,623,541 (\$2.01 per share on 1,305,680 common shares outstanding) on gross income of \$27,565,394. They compare with net profit of \$1,352,576 (\$1.04) on gross income of \$24,638,652 in preceding fiscal year. Film rentals declined to \$15,054,742 from \$17,670,083, publications, character merchandising, music and other activities, \$5,513,762 vs. \$1,097,705. Disneyland Park had accumulated retained earnings of \$617,929 after deducting \$887,692 pre-operating expense, \$2,304,029 depreciation, \$649,400 provision for income tax.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1956 were \$33,107,016 and net income was \$1,085,047 (\$2.01 on 512,390 shares of common outstanding) vs. \$34,955,172 & \$1,809,002 (\$3.41) for preceding fiscal year. Unexpectedly slow growth of color TV sets, which use 3 times as many capacitors as black-&-white, was one of reasons cited by pres. Octave Blake in annual report as retarding factor in sales & earnings, plus recession in automotive industry, but he stated recent component price increases should have "beneficial effect" in next year. Among recent developments are automation machines for making capacitors, increased production of printed wiring panels, new tantalum electrolytic capacitor which contains no electrolyte, new line of subminiature aluminum electrolytic capacitors. Proxy statement for Jan. 23 annual meeting discloses \$106,039 as fiscal year's remuneration to pres. Blake, holder of 37,512 shares of common, which includes half the 7139 shares held by estate of I. O. Blake in which Octave Blake has half interest; first v.p. Wm. Dubilier holds 222 shares, exec. v.p. Haim Bcyer 2060, exec. v.p. Paul McK. Deeley 61.

Television-Electronics Fund reports net assets of \$138,209,373 as of Dec. 31, equal to \$11.79 per share (on 11,724,172 shares outstanding) after giving effect to 55.7¢ per share capital gains distribution Nov. 30. Net assets Dec. 31, 1955 were \$116,730,597 (\$11.55 on 10,107,667 shares).

Electronics Reports: World's largest closed-circuit TV system will be put into operation Feb. 16 at New York's Pennsylvania Railroad Station as part of new semi-automatic ticket sales and reservation system designed to speed up ticket purchases by 90%.

New TV system, built and installed by Dage TV div. of Thompson Products Inc., will use 105 TV cameras and 101 14-in. monitors hooked to unique TV switchboard. Railroad will rent TV gear from Dage for 3 years at cost of \$400,000, after which it has privilege of purchasing it for additional \$1.

Here's how system will work: Each of 16 ticket counters will be equipped with TV monitor visible to ticket clerk and customer, with loudspeaker built into counter top. Behind ticket counters, 38 cameras will be trained on bank of "availability boards," which will show space available on any train leaving Penn Station for period of 2-16 weeks ahead. When customer asks for reservation on a particular train, ticket clerk dials 2-digit number which tunes his receiver to the proper availability board.

After ascertaining which spaces are available, ticket clerk dials another number, and reservation clerk's face appears on screen. He is told what reservations the customer wants; he takes proper tickets from file and places them in facsimile machine which reproduces them on printer alongside counter clerk, who sells them to the customer. Somewhat similar procedure is followed on telephone reservations by 72 clerks, each equipped with TV monitor and Tel-Autograph machine.

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Program to relieve engineer shortage—"the biggest problem in the electronics and automation industry during 1957"—was proposed last week by Daystrom pres. Thomas Roy Jones. His 5-point plan: (1) Better utilization of present engineering personnel by relieving them of non-engineering duties. (2) Joint military-civilian clearing house for engineering information. (3) Better liaison between military & civilian engineering groups "to get the maximum mileage from the money and efforts spent on engineering research." (4) Increased industry support of scientific curriculum in secondary schools. (5) Incorporation of scientific studies, on voluntary basis, as part of nation's military training program.

ORRadio Industries Inc., Opelika, Ala. manufacturer of "Irish" label magnetic recording tape, earned \$85,986 on sales of \$1,046,411 in 9 months ended Nov. 30, compared with \$64,293 on \$654,851 in corresponding period of preceding fiscal year. In letter to stockholders, pres. John H. Orr predicted even bigger year in 1957, saying "we have doubled our 1957 winter-spring advertising budget."

Penn-Texas Corp., giant industrial parent of Hallcrafters, bought 3100 additional shares of Fairbanks, Morse & Co. during Dec., bringing direct holdings to 388,600 shares, or 28% of total common stock outstanding. It's regarded as prelude to new proxy battle for control of Fairbanks, Morse next March.

Norden-Ketay Corp. reports, for 10 months ended Oct. 30, net loss of \$782,763 before credit of \$358,743 representing reduction of accruals for determination of income taxes in prior years. Sales were \$18,057,225 in first 10 months, for which no direct comparisons with 1955 are available.

First 2-way city bus radio system will be tested this spring by Rochester, N. Y. Transit Corp., using 25 Stromberg-Carlson transceivers. If trial is successful, 300-bus fleet will be equipped.

Merchant ship navigating instruments produced by Belock Instrument Corp. have been added to line of RCA communications products dept.

New annual IRE prize—W. R. G. Baker Award for best papers published in IRE's *Transactions*—has 3 joint 1957 winners. Carrying certificates and cash income from fund donated to IRE by Dr. W. R. G. Baker, GE v.p. and RETMA pres., award goes to R. J. Kircher, Hughes Aircraft, for "Properties of Junction Transistors" in July-Aug. 1955 issue, and to R. L. Trent & D. R. Fewer, Bell Labs, for papers on transistor amplifiers in 2 succeeding issues. Browder J. Thompson Memorial Prize for authors under 30 has been awarded to D. A. Buck, of MIT, for "The Cryotron—A Superconductive Computer Component" in April 1956 *Proceedings of the IRE*.

Sightmaster Corp., onetime TV manufacturer which now makes fuses and hi-fi equipment, has acquired Mutual Electronic Industries Corp., producers of electronic cable, panel equipment and triaxial connectors. Agreement involved exchange of 486,000 shares of Sightmaster common and 1012 shares of preferred for \$495,000 of Mutual debentures and 200,000 shares of its common stock. Mutual will be operated by Sightmaster as subsidiary, concentrating operations at Mutual's 45,000-sq. ft. plant formerly occupied by Empire Coil Co. Both companies are located in New Rochelle, N. Y.

Science scholarship training for servicemen & civilian employes of armed forces is provided in \$3,500,000 measure (HR-560) introduced by Rep. Bennett (D-Fla.). Program is intended to help Army, Navy & Air Force fill needs for scientists, engineers, technicians and other skilled personnel.

Collins Radio is cancelling orders for anti-collision aircraft radars worth more than \$10,000,000 because of technical problems of developing equipment. Company has notified airlines that research will continue, but that present equipment won't meet requirements.

Electronic air cleaning equipment for commercial buildings will be marketed by Minneapolis-Honeywell beginning in Feb. John E. Haines, commercial div. v.p., estimates such equipment for buildings & homes will reach \$90,000,000 volume in 5 years.

Sylvania took options recently on 150-acre site at Andover, Mass. for proposed new 150,000 sq. ft. center for Sylvania-Corning Nuclear Corp. work on development & production of nuclear fuel elements & components (Vol. 12:46). Operations are scheduled for early 1958.

New edition of *RCA Receiving Tube Manual* covering basic theory and application information is available from RCA tube distributors or from Tube Div., Harrison, N. J.

Texas Instruments has cut price of vhf transistors from \$20 to \$10 each for 100 or more. GE has reduced 15 transistors used in radios & phonos 9-17%.

Royal McBee Corp. has acquired 25% interest in Tally Register Corp., Seattle electronics research & development firm.

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George Haydu, ex-partner in Haydu Bros. tube makers, now pres. of Haydu Electronics Products Inc. (components), appointed administrative director of N. J. Governor's Committee on Hungarian Refugee Relief; Haydu is native of Hungary, became U. S. citizen more than 30 years ago.

Howard W. Sams, Indianapolis publisher of technical information on electronics, named this week one of "the 10 best-dressed men in Indiana" by Indiana Retail Men's Wear Assn.

Robert C. Sprague, chairman of Sprague Electric, re-appointed chairman of Federal Reserve Bank of Boston and Federal Reserve agent of the bank.

LANDMARK in growth of projection TV as nationwide medium for business and sales meetings, etc., was recorded this week as newest entity in the field—Teleprompter Corp.—announced biggest equipment purchase deal to date, involving “well in excess of \$1,000,000” in GPL equipment.

At same time, GPL announced development of new portable projection TV system for clubs, hotels, theatres, claiming pictures approximately 4 times brighter than its earlier portable projectors. New model PB-611A is said to give “highest quality televised picture up to 15x20-ft.”

Teleprompter’s new group communications div., formed from the old Sheraton Closed Circuit TV which it acquired last month (Vol. 12:49) has contracted for initial group of 100 of the new GPL projection units, with more to come later. First deliveries are scheduled next week. In addition, Teleprompter becomes only national distributor of GPL projection systems and related items.

Teleprompter pres. Irving Kahn said with delivery of units his company “will immediately commence full-scale network operation in the group communications field,” setting up the production units on order in hotels, theatres, auditoriums, arenas, eac. Projection units will be quartered in Western Union headquarters throughout the company and be serviced and maintained by RCA Service Co. and Teleprompter personnel. Kahn predicted that Teleprompter’s closed-circuit operation “will represent a multi-million dollar enterprise within the next few years.”

Another recent big purchase of projection TV equipment was deal by Fanshawe Lindsley’s new Closedcircuit Telecasting System for 40 RCA color projection units which throw 4½x6-ft. picture (Vol. 12:49).

[New, up-to-date lists of closed-circuit TV producers, syndicators and equipment manufacturers will be featured in our forthcoming 1957 Spring-Summer *TV Factbook*, to be published in mid-Feb.].

Two applications for TV stations and 4 for translator stations were filed with FCC this week, bringing total pending to 131 for stations (27 uhf) and 35 for translators. Station applications were: (1) For Baton Rouge, La., Ch. 18, by group headed by attorney Louis J. Prejean, 2% owner of local WAFB-TV & WAFB and including former WAFB-TV sales mgr. Ron Litteral and advertising man Charles W. Lamar Jr., who owns WPFA-TV, Pensacola, Fla. & 46.2% of KTAG-TV, Lake Charles, La. (2) For Provo, Utah, Ch. 11, by Jack A. Burnett, exec. v.p.-gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu, who recently applied for Ch. 9 in Ogden, Utah. Week’s 4 translator applications were all filed by Idaho Power Co.—for Brownlee Power Plant Camp, Ore., Ch. 72 & 76, and for Oxbow Power Plant Camp, Ore., Ch. 70 & 74, both to rebroadcast programs of KBOI-TV & KIDO-TV, Boise. [For details see *TV Addenda 24-A herewith*.]

First use of videotape as pre-recorded substitute for live program is scheduled for Feb. 25 on CBS-TV by *Arthur Godfrey’s Talent Scouts*. Godfrey, who will leave in Feb. on 5-week African hunting trip, pre-recorded his first *Talent Scouts* show Jan. 8, will record the 4 other Monday 30-min. shows at rate of one a week. CBS-TV has been using Ampex videotape recorder for west coast rebroadcasts of several shows, including *Talent Scouts*, for last few weeks, is gradually expanding use of the recorders.

Albert Lasker Medical Journalism Awards for TV-radio, newspapers & magazines close entries Feb. 11. The 3 awards by Mary Lasker Foundation are being increased from \$1000 to \$2000 each.

Public had view of mail-handling techniques in Brooklyn General Post Office this week, through closed-circuit TV pickups fed to 3 monitors in lobby.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 24, Spring-Summer edition of the TV-electronics industries’ first and most widely used and quoted “almanac,” will be off the presses about Feb. 15. New handy edge index will make it more convenient than ever—providing ready and quick access to its wealth of basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of all networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set & tube manufacturers, TV-radio attorneys, engineers & consultants, electronic labs, etc. Among new features will be Sets-in-Use section, including Advertising Research Foundation’s county-by-county TV household estimates. Included with each *Factbook* is revised copy of our 29x43-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 25, cost \$1.50 each; single copies, \$4.50.

Quoteworthy quotes: “These [*Omnibus* lecture-demonstrations on music and dance] are really wonderful educational TV shows and I hope something is being done to preserve them for classroom use. It seems to me that [Leonard] Bernstein’s 3 or 4 essays and Miss [Agnes] de Mille’s 2 could form the basis for a course in music and dance all by themselves. In any case, while educational broadcasters are still floundering about wondering how to take the curse of the classroom off their broadcasts, these programs should provide an excellent course in instruction.”—John Crosby, New York Herald Tribune Syndicate. [Note: Filmed portions of past *Omnibus* programs are being syndicated to educational stations by Educational TV & Radio Center, but kines of the live shows—including Bernstein and de Mille lectures—haven’t been offered.]

Homes & jobs for 1000 refugees from Hungary have been offered by Penn-Texas Corp. at score of U. S. plants, but red tape in international aid program has permitted placement of only about 20, according to Scripps-Howard. Story Jan. 5 by Dick Preston reports Penn-Texas, parent of Hallicrafters headed by Leopold Silberstein, himself a refugee from Hitler Germany, proposed joint sponsorship of Hungarians with non-sectarian International Rescue Committee. But IRC refugee quotas, limited to 5%, filled up with other commitments here. President’s Committee on Hungarian Refugee Relief then stepped in to work with religious agencies, which have bulk of quotas, to try to meet Penn-Texas offer.

TV alibi failed in Arlington, Va. Circuit Court Jan. 8 when jury convicted Chester C. White of \$2000 armed robbery. White asserted he was watching Washington Senators baseball game in tavern at time of crime, but Senators’ sports announcer Bob Wolff testified that game wasn’t telecast that day.

Public will pay more to attend opera than to see baseball within 20 years, NBC pres. Robert W. Sarnoff says in Jan. *Theatre Arts Magaine*. He details story of NBC Opera Company on TV and on sell-out 47-city tour, points out concert-goers already spend more for tickets than baseball fans, sees opera as becoming bigger than either.

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JAN 22 1957

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 3

SUMMARY-INDEX OF THE WEEK'S NEWS — January 19, 1957

FCC VOTES TENTATIVELY to deintermix Peoria & Springfield, let Hartford alone, add Ch. 12 to New Orleans. CBS favored for St. Louis, airline for Miami (p. 1).

BURNS SUCCEEDS FOLSOM as president of RCA, emphasizing management responsibilities; Folsom heads executive committee (p. 2).

PHILCO ANTI-TRUST SUIT charges "patent pool" monopoly by RCA, GE, AT&T, asks \$150,000,000 treble damages, ban on package licensing (pp. 2 & 7).

EDWARD LAMB'S WICU, Erie, due for renewal, FCC instructing staff to write decision finding communist-association charges unproved (p. 3).

TV IN 76.1% OF HOMES as of last Aug., indicating current saturation of about 78%. ARF study also shows 5.5% multiple-set households (pp. 4 & 7).

PROTOTYPE SCHOOL-TV project now feeds 56 half-hour sessions to 8 schools in Hagerstown, Md. on 3-channel cable in RETMA-supported 5-year experiment (p. 4).

HIGH TV UNIT SALES foreseen by many NARDA dealers for 1957, with progressively warmer attitude toward color. Reassurances given on factory servicing (p. 10).

SEVERAL DuMONT RESIGNATIONS inspire rumors company plans to quit TV production or merge. Pres. David Schultz says intention is to stay in TV (p. 12).

DEFENSE ELECTRONICS procurement to rise in fiscal 1958 due to 35% step-up in missiles; \$2.733 billion spent for electronics in fiscal '56 (p. 13).

DROPOUTS OF CONTESTANTS presage vhf grants in Port Arthur, Tex.; Laurel, Miss.; Casper, Wyo. KHUM, Eureka, Cal., gets Ch. 13; 4 translator CPs (p. 6).

FIRST NEW STARTER in 6 weeks is San Antonio's KONO-TV (Ch. 12), joining city's three others. Reports on other upcoming stations (p. 6).

AMPEX VIDEOTAPE deliveries postponed to Nov. for "improvements." NBC-TV to begin first coast-to-coast taped show; networks to tape Inauguration (p. 8).

FCC MOVES ON ALLOCATIONS, ST. LOUIS & MIAMI CPs: This was a big week for FCC, as it took big bite into tough deintermixture cases, St. Louis & Miami vhf hearing cases and the Edward Lamb decision (p. 3).

In deintermixture, action was most decisive yet. Though decisions voted are still tentative, comprising instructions to staff and supposed to be confidential, they become known quickly. Here's what Commission voted, with final consideration due to come Feb. 5: Move Ch. 8 from Peoria to Rock Island; move Ch. 2 from Springfield, Ill. to St. Louis & Terre Haute; keep Ch. 3 in Hartford; add Ch. 12 to New Orleans, also to Beaumont-Port Arthur, Tex.; add Ch. 3 to Lake Charles, La., Ch. 11 to Houma, La. At same time, Commission told staff to come up with "appropriate document" to shift St. Louis' KTVI from Ch. 36 to Ch. 2. It also would amend conditional CP of WMAY-TV, Springfield, from Ch. 2 to Ch. 36, and the conditional CP of WIRL-TV, Peoria, from Ch. 8 to a uhf channel. Commission discussed Comr. Craven's proposal for dropping fixed allocation table (Vol. 13:1), came to no conclusion.

Votes were said to be 4-3 on Peoria & Hartford, 5-2 on Springfield, 6-1 on New Orleans. With 2 of the cases so close, it's not inconceivable that final decision could bring reverses, but that's considered unlikely.

Everyone is trying to read into this week's votes portents for action on other deintermixture cases Feb. 5 -- and consensus seems to be that Commission isn't disposed to shift operating vhf stations in Madison, Evansville & Fresno to uhf. Addition of vhf channels, where proposed, is quite probable.

Springfield-St. Louis case is one of most ticklish. Though FCC desires to turn Ch. 2 over to KTVI, it's aware that this might be difficult or impossible without giving other applicants crack at the multi-million-dollar channel. It has directed gen. counsel Warren Baker to study the problem.

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Turning to final vhf decisions Jan. 16, Commission mustered 4 votes to give St. Louis' Ch. 11 to CBS, instructed staff to draw up decision that way. It also

counted 4 votes in favor of Public Service TV Inc. (National Airlines) for Miami's Ch. 10 -- but it decided to hold up that one pending study of legality of airline owning a TV station. Commission is being careful in the case because a lot of Congressional opposition to the airline has been expressed. Sen. Monroney (D-Okla.) had asked Commission to hold up case; Sen. Magnuson (D-Wash.) has indicated disapproval; so have Sen. Smathers (D-Fla.) and Rep. Celler (D-N.Y.) -- but betting is the airline will still wind up with the CP.

Nothing big or controversial is expected to be taken up by Commission until Feb. 5 -- what with Comr. Bartley off to Hawaii, others in and out of town.

Commission will get into as many deintermixture cases as staff can work up when it convenes Feb. 5. First are expected to be Fresno, Evansville, Madison, Vail Mills and Elmira. In each case, FCC has proposed to delete a vhf channel.

RCA PICKS MANAGEMENT SPECIALIST AS PRESIDENT: RCA's selection of John Lawrence Burns as president, reporting March 1 to succeed Frank M. Folsom who becomes chairman of executive committee, stresses the growth and proliferation of RCA in recent years. For Burns is a management specialist, having served since 1941 with management consulting firm of Booz, Allen & Hamilton, of which he's a senior partner.

A versatile engineer, 48 years old, Burns is native of Watertown, Mass., was graduated from Northeastern U with E.E. degree, obtained master's and doctor's degrees in metallurgy at Harvard. He taught 3 years at Lehigh U, joined Republic Steel in 1934, became a Booz, Allen & Hamilton partner in 1941.

Though not primarily identified with electronics industry, Burns has had long association with RCA -- having directed management studies for it for 10 years. Nor is he any stranger to large organizations, since his firm has conducted studies for 1/3 of country's largest corporations, covering 350 lines of business.

Burns is married, father of 2 children, lives in Greenwich, Conn.

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Folsom's elevation to chairman of executive committee comes at his own request, RCA chairman Brig. Gen. David Sarnoff stated, noting that Folsom reaches the retirement age of 65 years in 2 years. "He asked that his successor as president be selected at this time," Gen. Sarnoff said, "to permit an orderly transition in management." It's known, too, that the recent death of Folsom's wife has profoundly affected his plans. The Sarnoff-Folsom relationship has been extraordinarily felicitous -- characterized by high mutual respect for each other's talents. Formerly v.p. of Montgomery Ward, then exec. v.p. of Goldblatt Bros., Chicago, Folsom joined RCA Victor Div. in 1944, became RCA pres. Dec. 3, 1948. After retirement in 1959, he'll continue in consulting capacity for 5 years.

Commenting further on Burns' selection, Gen. Sarnoff stated: "In the past 10 years RCA's business has grown from an annual volume of \$236,000,000 to \$1.25 billion. This growth has increased the complexity of the company's activities. Our rate of growth is such that each of our executives is carrying many times his responsibilities of even 5 years ago and the requirements continue to increase.

"Mr. Burns' years of experience in solving the organization and related problems that accompany business growth will prove invaluable as RCA continues to advance. Working with Mr. Burns, Mr. Folsom and I will concentrate on the company's major objectives, policies and programs during the period ahead which we believe will be the greatest in the history of the electronics industry."

PHILCO SUIT AGAINST RCA, GE, AT&T: Philco's \$150,000,000 treble-damage anti-trust action against RCA, GE & AT&T -- filed this week in Philadelphia Federal Court -- is based on 2 pending Federal anti-trust suits against RCA, and its outcome is intertwined with success of protracted govt. litigation.

Aimed principally at RCA patent pool "package" licensing of sets, tubes and commercial electronics equipment, 60-page complaint follows line of Justice Dept.'s Nov. 1954 action against RCA patent practices, still pending in Federal Court (Vol. 10:47). Among specific charges in Philco brief is allegation that on April 29, 1946, Brig. Gen. David Sarnoff, then chairman-pres. of RCA, "secretly intervened to prevent GE from executing a royalty-free cross-license on patents with Philco," and

that refusals by Westinghouse (named as co-conspirator but not defendant) and AT&T to grant Philco separate licenses "were likewise the result of agreement with RCA."

Philco and Zenith are the only major TV-radio manufacturers which aren't RCA licensees, Philco having failed to renew its RCA license which expired in 1954. Zenith has been involved in patent litigation with RCA since 1945.

Suit was filed in name of Philco Corp. and its subsidiary Lansdale Tube Co., against the 3 main defendants and AT&T subsidiaries Western Electric and Bell Labs. In the complaint, Philco reveals it paid \$20,893,228 to RCA in patent royalties from 1940 through 1954. It also alleges that RCA received approximately \$40,000,000 in royalties from its patent pool in 1954, of which about half represented royalties on sets and receiving tubes. RCA pool comprises 12,700 patents, it says. As did Govt. in 1954 suit, Philco asks that RCA package licensing be banned.

RCA's color activities are cited by Philco in substantial part of complaint. Says Philco: "RCA's persistence in offering its color TV sets for sale, despite the fact that they are not perfected, and persistence that RCA has pioneered and developed the compatible color TV system, has substantially lessened Philco's sales of black-&-white TV sets, with consequent loss of profits. [RCA] has used, and is using, its monopoly position as the licensor of the electronic communications industry to eliminate Philco's competition in color TV by charging unreasonable low prices for its approach to color TV sets and picture tubes..."

Philco suit goes beyond patents, touching on alleged activities by RCA subsidiary NBC. In section presumably based on recent govt. anti-trust suit charging RCA-NBC with coercing Westinghouse into selling its Philadelphia TV-radio stations (KYW-TV & KYW) to NBC (Vol. 12:49), complaint accuses RCA of "compelling Philco to sell its TV broadcasting station in Philadelphia, WPTZ [later KYW-TV, now WRCV-TV]."

NBC threatened to withdraw network affiliation in favor of Westinghouse (which then was applicant for Philadelphia's Ch. 17), according to Philco charge, and as a result Philco sold WPTZ to Westinghouse in May 1953 "for a price substantially less than the properties were worth." Westinghouse paid \$8,500,000 for the Philadelphia outlet, setting new TV station price record at the time (Vol. 9:8,22).

RCA flatly denied all charges made by Philco in its suit, stating that "the obvious purpose and intent of the litigation was to throttle development of color TV by reiteration of unfounded charges made in other undecided cases involving RCA."

Since Philco's RCA patent license expired at end of 1954, said RCA, "Philco professed to be negotiating in good faith with RCA for a renewal of its license under RCA patents, which they are currently using, including those used in color TV." RCA statement added: "Although Philco claims in its litigation to have developed a color system of its own, the public has yet to see any such color set. Only RCA has had the courage and faith in color TV to spend \$100,000,000 in pioneering and development to bring it to the American people." GE & AT&T declined comment.

[For highlights of Philco complaint, see p. 7.]

LAMB DUE FOR VINDICATION ON RED CHARGE: Celebrated Edward Lamb communist-charge case is all over but the shouting, FCC this week having instructed staff to draft decision to renew his license for WICU, Erie, Pa. (Ch. 12). Reportedly, vote was 5-1-1, with Comr. Lee dissenting, Comr. Doerfer abstaining. Latter, who induced Commission to start proceedings originally, long ago said he'd refrain from voting.

Final decision is yet to be written, voted and publicly released -- but the chances of change from this week's vote are virtually nil. Vote was supposed to be confidential, but it leaked, and Scripps-Howard newspapers reported the action on Jan. 18. Public announcement could come in 4-8 weeks.

Begun early in 1954, with hearing that started Sept. 1954, case was ill-fated, bizarre. Basically, Lamb was charged with having lied to the Commission when he testified he never knowingly associated with communists.

Consensus of those who followed case closely was that FCC never should have started proceedings; that it had been carried away in burst of anti-communist feelings at the time; that its case was far too weak and vague from the first.

An interesting angle was examiner Herbert Sharfman's initial decision,

which recommended renewal (Vol. 11:50). It was a remarkable document, discursive, concluding that "there is no proof that Lamb personally engaged in any subversive activity [or] called for the importation of communism in the United States and the destruction of American institutions..."

With renewal presumably assured, there's new speculation that Lamb will sell WICU & radio WIKK. He's said to have once placed price of \$6,000,000 on his Erie TV-radio-newspaper holdings. Selling newspaper for \$2,000,000 recently, he said he'd retain broadcasting properties (Vol. 13:1).

78% OF ALL U.S. HOUSEHOLDS HAVE TV SETS: On basis of Advertising Research Foundation report this week that 37,410,000, or 76.1% of the nation's 49,150,000 households, had one or more TV set as of Aug. 1956, it's proper to estimate a 78% saturation as of Jan. 1, 1957. Frank W. Mansfield, Sylvania market research director and a member of ARF board, says high TV scrappage (Vol. 13:2) and the rapid rate at which new households are being formed make it highly doubtful that more than a 2% gain has been made in national TV penetration since last Aug.

ARF report is based on Census Bureau's Current Population Survey, is third in series of such reports. The first, released in Sept. 1955, revealed that 32,100,000, or 2 out of every 3 households, had a TV set as of June 1955 (Vol. 11:34); ARF subsequently projected this report into county-by-county estimates, which were published by Television Digest as a Special Report of April 28, 1956. The second report, released last Aug., showed that 35,000,000 homes, or 73% of all households, were TV-equipped as of March 1956 (Vol. 12:31); this, too, was subsequently broken down by ARF into county-by-county estimates, published as a Special Report Sept. 29.

Details of latest ARF report, giving TV and non-TV households for U.S. as a whole and by regions, number of one-set and multiple-set households, location of home (urban vs. rural), etc. are on p. 7. Census Bureau will release additional details soon, though ARF says no decision has been reached on county-by-county data.

Big untapped market potential in 1957 is underscored by new ARF report, which shows that 11,740,000 households are without TV. Assuming that 97% of nation's homes are within TV signal range, that leaves a sizeable market for initial TV set sales -- to say nothing of the vast replacement and second-set market potential.

PROVISION FOR TV should be included in plans for all future public school construction. This recommendation will be made in report by former Los Angeles Supt. of Schools Alexander Jerry Stoddard, based on year's study of TV's use in education, financed by Ford Foundation's Fund for the Advancement of Education. So said FAE treas. John K. Weiss at Hagerstown, Md. meetings called this week to give educators, manufacturers and press a progress report on biggest closed-circuit TV teaching test. In this light, the RETMA-FAE-backed Washington County, Md. 5-year experiment (Vol. 12:25-26) takes on added significance as prototype for hundreds, or perhaps thousands, of similar installations in the future. What guests at the demonstrations saw was an ingenious project combining human and electronic resources, where TV is now used every hour of the school day as a material part of the curriculum—and where the problem of equipment shortages is finally being licked.

Linked by 3-channel closed-circuit cable are 2 high schools, 6 elementary schools, library, museum and Board of Education's studio building. In 2 years, all 48 schools in Washington County will be linked by 6-channel cable. Some 56 half-hours of televised instruction are currently being given weekly.

Instruction currently originates in 2 studios in Board's TV building, and a third studio is being equipped for experimental TV techniques. Telcasts may also be originated from library, museum or from city's 2 high schools. Studios now have about a dozen vidicon cameras, professional lighting equipment, etc.—donated by equipment

manufacturers through RETMA task force. Schools have 138 receivers, but equipment makers were told that most immediate equipment need is for 100 more, to achieve desired ratio of one test for each 15-20 pupils.

Cameras have been donated by Dage, Diamond Power, GE, GPL, Kay Lab & RCA. Receivers—mostly 21-in., but including some 24-in.—were contributed by Admiral, DuMont, Emerson, GE, Hoffman, Motorola, Packard-Bell, RCA, Sylvania, Transvision, Westinghouse, 1 to 25 each.

Impressed by demonstrations of new teaching techniques developed for TV in this prototype installation, manufacturers at Jan. 17 session were particularly interested in Weiss' advice that they consider equipment contributions to the project as investment in research & development rather than public relations—for Hagerstown experiment is testing ground for the peculiar requirements of closed-circuit school TV.

Cautiously sizing up progress of TV teaching to date, Washington County Board of Education made this statement: "After 4 months of televised instruction, certain effects are noticeable. The faith of personnel in the great potential of TV for improving the quality of instruction has been strengthened. It is evident that a school system can plan and effectively carry on an extensive program of televised instruction in all areas of the curriculum on a daily basis . . . It would be a mistake to assume at this stage that sufficient evidence has already been gathered to justify any claims or discard long-held beliefs about education. By the end of the school year 1956-1957, when the closed-circuit TV project will have been in progress for one-fifth of the total time, it will be possible to evaluate in meaningful ways . . ."

Personal Notes: Charles R. Abry, ex-national sales mgr. of ABC-TV, joins NBC-TV as eastern sales mgr., succeeding John Dodge, who now handles special assignments for Wm. R. Goodheart Jr., v.p. for TV network sales . . . Tom Chauncey, exec. v.p.-gen. mgr. of KOOL-TV & KOOL, Phoenix, elected pres., succeeding Gene Autry, who moves up to chairman; Chauncey also continues as managing director of KOPO-TV & KOPO, Tucson . . . George C. Lenfest, technical operations supervisor for WRCA, N. Y., appointed operations mgr. of NBC's uhf WBUF, Buffalo, succeeding Alfred E. Jackson, now consultant for NBC in London; Joseph P. (Pat) Higgins promoted to director of news, community service & special events at WBUF, replacing Jack L. Begon, resigned . . . Art Mortensen, mgr. of radio KFMB, San Diego, becomes gen. mgr. of KERO-TV, Bakersfield, when transfer to owners of KFMB-TV, San Diego (Wrather-Alvarez) is consummated, Gene De-Young remaining exec. director . . . Paul G. Brines, gen. mgr. of WSJV & WTRC, Elkhart, Ind., elected a v.p. of parent Truth Publishing Co. . . . Charles A. Batson, WIS-TV, Columbia, S. C., elected pres. of S. C. TV-Radio Broadcasters Assn.; he's first TV representative elected to post, succeeding James Coggins, WKDK, Newberry . . . John D. Keating, pres.-gen. mgr. of KONA-TV, Honolulu, elected pres. of Hawaiian Assn. of TV-Radio Broadcasters . . . Robert Savage promoted to operations director, Albert Sanders to exec. sales mgr., WMAZ-TV, Macon; Elmo Simmons named national sales mgr., Thomas Snellgrove local sales mgr. . . . Robert Norris promoted to operations director of KTVX, Muskogee-Tulsa, replacing Ben January, resigned; Wm. Swanson promoted to commercial mgr. . . . Wm. Dix promoted to asst. gen. mgr. in charge of sales, WOR-TV, N. Y.; Ivan Reiner promoted to program director . . . James Schroeder, ex-radio KSEM, Moses Lake, Wash., named sales mgr. of KBAS-TV, Ephrata, Wash. (Ch. 43), due in Feb.; Howard Hammond, ex-radio KIMA, Yakima, Wash., named chief engineer . . . Lew Jeffrey promoted to program mgr. of KMTV, Omaha . . . Nelson H. Futch promoted to adv. promotion mgr. of *TV Guide*, replacing Morton E. Grossman, resigned . . . Lawrence Turet upped to promotion director of WITI-TV, Milwaukee, succeeding Leon Dolnick, transferred to sales dept. . . . Arthur J. Miller, gen. mgr. of Pathe Labs east

coast operations, elected a v.p. . . . Roland H. McClure promoted to mgr. of CBS Radio Spot Sales, Los Angeles, succeeding Jack Woolley, on leave on special Govt. assignment . . . Sidney White joins Warner Bros. publicity dept. in charge of all TV-radio information . . . Bob Flanigan, ex-WOR, N. Y., and NBC sales, Chicago, joins Storer radio sales headquarters in N. Y. . . . Frank D. Jacoby, ex-NBC & BBDO, joins Metropolitan Educational TV Assn. as production director, supervising new studio in Carnegie Endowment International Center, 345 E. 46th St., N. Y. . . . Norman Cousins, editor of *Saturday Review*, appointed to 5-year term on board of Educational TV & Radio Center, Ann Arbor, Mich. . . . George M. Cahan promoted to exec. producer of NBC subsidiary California National Productions, Hollywood, reporting to Robert Cinader, director of program planning & development.

Leonard H. Goldenson, pres. of AB-PT, receives 1956 March of Dimes Humanitarian Award at testimonial dinner Feb. 18 in Waldorf-Astoria, N. Y., "for his long-time devotion to human welfare activities."

Frank Stanton, CBS pres., elected to Commerce Dept. Business Advisory Council, along with AT&T pres. Frederick Kappel and Whirlpool-Seeger pres. Elisha Gray II.

Brig. Gen. David Sarnoff, RCA chairman, addresses Minneapolis Junior Chamber of Commerce Jan. 24 on "Facing the Facts of World Communism."

Obituary

Thomas D. Connolly, 58, CBS-TV program sales mgr. since 1950, died Jan. 14 of a heart attack in White Plains, N. Y., near his home at Rye. He joined CBS sales promotion staff in 1939, became director of program promotion in 1940 and asst. mgr. of network program sales in 1948, and was mgr. of radio program sales & director of radio program promotion before his appointment as TV program sales mgr. He received M.A. degree in 1920 from Harvard, from which he graduated magna cum laude with A.B. in 1919. Surviving are his widow, a son, a daughter, his father, 4 sisters, 3 grandchildren.

Sir Cecil Graves, 64, British broadcasting pioneer who rose from announcer to deputy director of BBC and was joint director general in 1942-43, died Jan. 12 in Scotland.

Radio station sales reported this week: WLOF, Orlando, 37% by John W. Kluge for \$130,662 to Harris H. Thomson, who increases holdings from 15% to 52%. WKBR, Manchester, N. H., 35.3% by Wm. J. Barkley for \$111,700 to station's other principals (W. F. Rust Jr., major owner). Barkley also is selling his stock in following N. H. stations in which Rust is principal: 35.3% of WTSL, Hanover, for \$32,000; 31% of WTSV, Claremont, for \$28,000; 33% of WTSN, Dover, for \$3300. WKXL, Concord, N. H. by H. Scott Killgore's Tele-Broadcasters Inc. for \$108,000 (\$50,000 cash, rest in obligations) to co-owners WKNE Corp. (Joseph K. Close) and Frank B. Estes. WSMB, New Orleans, 50% by Paramount Gulf Theatres Inc. for \$90,000 to Founders Corp. (John M. Shaheen) subsidiary Radio Hawaii, operator of KPOA, Honolulu; WTAC, Flint, and 50% owner of KTVR, Denver (Ch. 2). Bankers Securities Corp. retains 50% of WSMB. KUMA, Pendleton, Ore. by Mr. & Mrs. C. H. Fisher for \$60,000 to new Pendleton Bestg. Co., in which each of 3 Fisher children owns 20%, Theodore A. Smith, ex-mgr. of local radio WKTF, 2½%, remainder being treasury stock. WPTX, Lexington Park, Md. by Patuxent Radio Inc. (Wm. J. Thomas, pres.) for \$35,000, including assumption of obligations, to Arthur Snowberger, gen. mgr. of WOOK, Washington, and Washington adman James S. Beattie. Blackburn-Hamilton was broker for WKXL, Allan Kander for WPTX.

Radio station sales approved this week by FCC: KSOP, Salt Lake City, by Ralph E. Winn, who keeps \$114,920 of station's assets (Vol. 12:49); new owner is Seagull Bestg. Co., in which Winn holds 39%; M. H. Hilton, station mgr., 51%; Lyle O. Wahlquist, 10%. WHAR, Clarksburg, W. Va. by co-owners W. A. Patterson & Robert K. Richards to George Wilson Sr. & Jr. and William Malow for \$111,000 (Vol. 12:49). KECC, Pittsburg, Cal. by John C. MacFarland group to John F. Malloy (75%) and associates for \$105,000 (Vol. 12:49). WAOK, Atlanta, Ga. by J. W. Woodruff interests to station employees, each with ⅓, Stan Raymond, Zenas Sears and Dorothy Lester for \$46,000. KWRN, Reno, by Franz J. Robischon and associates to local admen James Hadlock, Gerald Simons & William Welch for \$37,275 (Vol. 12:44). WHVH, Henderson, N. C. by Howard V. Harrell to Lawrence Brandon, owner of WWCO, Waterbury, Conn., for \$30,500 (Vol. 12:50). Note: Sale of KORC, Mineral Wells, Tex. by J. Elroy McCaw to co-partners Leeland M. Judd & Ramon C. C. Curry for \$55,000 (Vol. 12:43) has been cancelled.

Purchase of WKNA, Charleston, W. Va. & WKNA-FM by Kanawha Valley Bestg. Co. (owned by principals of WSAZ-TV & WSAZ, Huntington) and Kanawha's sale of WGKV, Charleston, were approved this week by FCC. Kanawha pays Joe L. Smith Jr. \$150,000 for WKNA & WKNA-FM, gets \$90,250 for WGKV, from brothers Jack A. & Walter F. Evans (Vol. 12:50).

KONO-TV, SAN ANTONIO (Ch. 12), first starter in six weeks, planned to begin with ABC-TV Jan. 21 after Jan. 14 test patterns. It's city's fourth, others being KCOR-TV (Ch. 21), pre-freeze WOAI-TV (Ch. 4) & KENS-TV (Ch. 5). On-air box score now stands at 495 (96 uhf). KONO-TV has 50-kw RCA transmitter & 12-bay antenna, 574-ft. Ideco tower. Pres. Eugene J. Roth is principal owner through holdings in Mission Bestg. Co. (radio KONO), which owns 50%. Balance is held by area businessmen, only ones with 10% or more being rancher Joe R. Straus (13%) and Joske Bros. dept. store pres. James Calvert (10%). James M. Brown, from KONO, is v.p.-gen. mgr.; Bob A. Roth, also KONO, commercial mgr.; Justin A. Duncan, ex-WOAI-TV, operations mgr.; George W. Ing, KONO, engineering director. Base hour is \$460. Reps are H-R Television Inc. and Clarke Brown Co.

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

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) hasn't begun construction, but has ordered RCA transmitter for March delivery, still hopes to begin by late spring, writes Bob Lemon, gen. mgr. of WTTV, Bloomington-Indianapolis (Ch. 4), for owner Sarkes Tarzian Inc. Work on tower has been held up by zoning and final purchase of land. Rep not chosen.

CKMI-TV, Quebec City (Ch. 5), planned as English-language adjunct to CFCM-TV (Ch. 4), plans Feb. 15 test patterns, programming two days later, reports operations director E. W. Miller. It's first dual operation authorized to private owner in Canada, where CBC operates separate English and French-language outlets in Montreal and Ottawa. Principal owner, with 50%, is Famous Players Canadian Corp. Building is nearly ready for 2-kw RCA transmitter due Jan. 31. Both stations will diplex into CFCM-TV antenna on 400-ft. tower. CKMI-TV will use CFCM-TV studios & offices, with expansion slated for next fall. Base hour will be \$250. Reps will be Weed, Joseph A. Hardy (Montreal & Toronto), John N. Hunt (Vancouver).

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New VOA radio station for \$4,000,000 is sought by USIA in \$140,000,000 budget—\$27,000,000 more than in current fiscal year—submitted to Congress Jan. 16 by President Eisenhower. Radio facility to be built at undesignated location would supplement overseas broadcasting service which already includes 76 transmitters. Overall 1958 fiscal estimate for USIA broadcasting program, including \$6,100,000 for expansion of TV-radio, is \$27,387,767—biggest single item next to \$55,587,735 asked for expenses of overseas missions. Budget contemplates increasing personnel to 13,019, compared with 10,798 at end of 1956 fiscal period and 13,054 when Republican Administration took over in 1953. Main targets of strengthened USIA are Far East, Near East, South Asia & Africa instead of Europe.

Record of Senate Commerce Committee hearings on allocations phase of its TV inquiry was published this week. The 740-page document is entitled "TV Inquiry, Part II" (Part I, consisting of FCC testimony, having been issued last year). Subscription TV testimony will compose Part III, due off presses soon, and Part IV will contain testimony on network operations. Committee's special TV investigation counsel, Kenneth Cox, is expected to return to Washington Jan. 21 to work with communications counsel Nicholas Zapple in preparing draft of final report on investigation.

Once-a-year return to air by M. R. Lankford's WRAY-TV, Princeton, Ind. (Ch. 52) for March of Dimes telethon will be on Jan. 27, FCC having authorized station to test equipment Jan. 25-26, stage telecast following day.

ONE UNCONTESTED CP and 4 translators were granted by FCC this week, while 3 previously contested vhf cases become clear and are now ripe for CPs. KHUM, Eureka, Cal., was given Ch. 13; translator permits were handed to La Plata Electric Assn., Durango, Colo. (Ch. 74 & 77) and H. L. Corley, Trinidad, Colo. (Ch. 70 & 73).

The 3 situations cleared: Port Arthur, Tex., Ch. 4—KPAC to get CP after dropouts by Jefferson Amusement Co. and KPBX; Laurel, Miss., Ch. 7—Laurel TV Co. (including principals of WAML) in line for grant after off-air WCOG-TV, Meridian (Ch. 30) dismissed application; Casper, Wyo., Ch. 6—KSPR ready for CP, Casper Mountain TV having pulled out.

Commission affirmed its grant of WCYB-TV, Bristol, Va. (Ch. 5), turning down petitions for reconsideration by defeated WOPI and by City of Kingsport and Kingsport Chamber of Commerce.

FCC won another allocations round in Court of Appeals when court turned down appeal of WITV, Ft. Lauderdale, (Ch. 17), which had been denied permission to intervene in Miami's Ch. 7 & 10 hearings pending decision on its position to deintermix the area. Court held this case no different from previous cases in which it concluded Commission hadn't abused its discretion.

Court received a new appeal—from WISC-TV, Madison (Ch. 3), which is fighting FCC's proposal to give its channel to educators, though current indications are that Commission won't disturb it (p. 1). WISC-TV argues that FCC proposal came "out of the blue," so to speak; that Commission picked on Madison arbitrarily; that WISC-TV had been deprived of legal rights in efforts to fight proposal adequately before Commission.

FCC finalized shift of Ch. 19 from Altoona to Johnstown, Pa., which had been requested by WARD-TV (Ch. 56). It received petition from KTVX, Muskogee, asking that its Ch. 8 be shifted to Tulsa.

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Makeup of Commerce Committees in 85th Congress was completed Jan. 17 with assignment of brand new Sen. Wm. A. Blakley (D-Tex.) to last remaining vacancy. He takes Senate Interstate & Foreign Commerce place vacated by resignation Jan. 15 of Price Daniel to become Texas governor. Multi-millionaire Blakley, majority owner of Braniff International Airways who has wide interests in oil, insurance, investment firms, southwest ranches, was appointed by outgoing Gov. Allan Shivers pending special election on April 2. House Interstate & Foreign Commerce vacancies were filled Jan. 16 by Republican assignments. Senate Committee: Democrats—Chairman Magnuson (Wash.), Pastore (R. I.), Monroney (Okla.), Smathers (Fla.), Bible (Nev.), Thurmond (S. C.), Lausche (O.), Blakley (Tex.). Republicans—Bricker (O.), Schoeppel (Kan.), Butler (Md.), Potter (Mich.), Purtell (Conn.), Payne (Me.), Cotton (N. H.). House Committee: Democrats—Chairman Harris (Ark.), Williams (Miss.), Mack (Ill.), Roberts (Ala.), Moulder (Mo.), Staggers (W. Va.), Dollinger (N. Y.), Rogers (Tex.), Dies (Tex.), Friedel (Md.), Flynt (Ga.), MacDonald (Mass.), Rhodes (Pa.), Jarman (Okla.), O'Brien (N. Y.), Moss (Cal.), Dingell (Mich.), Loser (Tenn.). Republicans—Wolverton (N. J.), O'Hara (Minn.), Hale (Me.), Heselton (Mass.), Bennett (Mich.), Beamer (Ind.), Springer (Ill.), Bush (Pa.), Schenck (O.), Carrigg (Pa.), Derounian (N. Y.), Younger (Cal.), Avery (Kan.), Alger (Tex.), Neal (W. Va.).

Live coverage of S. C. Governor's opening address to State Legislature was provided by WIS-TV, Columbia—first time in state history. Station also placed monitors throughout chamber, permitting legislators to get close-ups of diagrams and charts used by Gov. Timmerman during speech.

AMONG PHILCO'S CHARGES against RCA, GE & AT&T in anti-trust suit filed this week (see p. 2) were these accusations, stemming from RCA patent practices: (1) "The entire field of electronics has been divided" among the 3 firms, "who enjoy monopolies in their respective industries." (2) Public has been deprived of new models of electronic equipment which would have emerged from competitive research & development. (3) Cost of electronic equipment has been increased as result of activities of the 3 firms. (4) U. S. military security is "prejudiced" because number of manufacturers with the necessary research personnel and facilities for military projects "has been drastically circumscribed" by patent practices.

Philco also contends that RCA has used "its dual position as manufacturer and licensor to eliminate the competition of the new developments of other manufacturers and to force industry acceptance of its own developments." RCA's patent rates, Philco charges, have been set at "excessive and unreasonable" levels which do not permit manufacturers to engage in own research. Another allegation is that "RCA laboratories make new developments available to RCA's manufacturing div. before announcing them to RCA's licensees, thus enabling RCA to be the first to introduce such developments into the market."

Philco gave this itemized breakdown of its royalty payments to RCA for set, receiving tube and commercial-military licenses from 1940 through 1954:

	Philco Set	Philco Commercial	Lansdale Receiving Tube
1940	\$ 693,529.23		
1941	894,353.48		
1942	247,283.68		
1943			
1944			
1945	3,508.77		
1946	1,158,191.65		
1947	2,238,395.61		
1948	2,311,069.03		
1949	1,782,894.46		
1950	2,577,318.64	\$ 172.56	\$193,949.66
1951	1,728,793.39	773.74	242,024.51
1952	2,105,076.69	176,121.99	297,309.60
1953	2,174,442.53	316,655.97	315,250.62
1954	1,411,815.70	135,860.77	(111,564.78)*
Total	\$19,326,672.86	\$629,585.03	\$936,969.61
	GRAND TOTAL		\$20,893,227.50

* Represents red figure.

Gilmore Nunn's sale of CP for WLAP-TV, Lexington, Ky. (Ch. 27) with radio WLAP for \$346,000 (Vol. 12:44) was approved Jan. 16 by FCC. New owners, each with 1/3, are Frederick Gregg, Young & Rubicam account executive; Charles Wright, General Dynamics accounting executive; Harry Feingold, owner of Superior Distributing Co., Kansas City. Purchasers say they plan to build the TV. Nunn owns 30% of WBIR-TV, Knoxville (Ch. 10) & WBIR, also 1/3 of WCNS, Baton Rouge (Ch. 40), planning March debut.

Deal for \$16,000,000 with Consolidated TV & Radio Bestg. Co. (Bitner) fell through (Vol. 12:47) because financing syndicate wanted control of Crowell-Collier Publishing Co., treas. Eugene J. McCaffrey told SEC Jan. 17. McCaffrey testified at hearing on Crowell-Collier sale of \$4,000,000 unregistered debentures (Vol. 12:51) that its efforts to buy 3 TV & 4 radio stations from Bitner group, started last spring, were stymied by insistence on control by Elliott Janeway syndicate in return for \$6,000,000 needed for deal.

TV Allocations Study Organization has issued 12-pp. mimeographed "Statement of Policies & Operations" outlining objectives, panel structure and scope of projects on transmitting & receiving equipment, lines & antennas, field tests and analysis & theory. Copies are available from exec. director George R. Town, 808 Warner Bldg., Washington 4, D. C.

TRENDS IN TV SET OWNERSHIP are revealed in Advertising Research Foundation's report this week, based on Census Bureau survey showing that 37,410,000, or 76.1% of nation's 49,150,000 households, had one or more TV sets as of Aug. 1956 (see p. 4). ARF reported total of 39,568,000 sets were in U. S. households as of Aug., an increase of more than 2,000,000 since Feb.-March 1956 and increase of more than 6,000,000 since June 1955. Among other details of ARF report:

Multiple Set Households—There were 2,060,000 homes which had more than one set, representing 5.5% of total TV households, compared with 1,694,000 (4.8%) in Feb.-March 1956 and 1,122,000 (3.5%) as of June 1955. Of the multiple-set households, 1,809,000 were inside standard metropolitan areas, 251,000 outside; 1,665,000 were in urban homes, 352,000 rural non-farm, 43,000 rural farm; 857,000 were in northeast region, 644,000 north central, 307,000 west, 252,000 south.

Rural vs. Urban Differences—Some 26,009,000 urban households (80.4%) had TV, out of total urban households of 32,351,000, compared with 24,994,000 (77.8%) out of 32,114,000 in Feb.-March 1956. In rural non-farm households, 8,194,000 (73.4%) out of 11,157,000 had TV, as against 7,535,000 (68.4%) out of 11,022,000 in Feb.-March. In rural farm homes, 3,207,000 (56.9%) had TV, out of total of 5,642,000, compared with 2,966,000 (52.5%) out of 5,649,000 in Feb.-March.

Type of Household—About 82% of husband-wife households had TV, compared with approximately 57% in all other households. ARF defines "husband-wife households" as those where the head of the family is married and living with spouse.

Like the 2 previous studies, ARF's latest report was underwritten by TV networks, NARTB and TvB.

"Asset for any community" is educational TV as exemplified by WGBH-TV, Boston (Ch. 2), Jack Gould says in Jan. 13 *N. Y. Times* after visit to Boston. Frequently-acerbic TV critic Gould finds that the only non-commercial educational station on eastern seaboard applies "one of the most hopeful remedies yet seen for what ails the electronic colossus"—and for "the fantastically small sum of roughly \$300 an hour, or under \$5000 for its 25 hours of programming a week." WGBH-TV is "stimulatingly presumptuous" in assuming viewers in homes as well as classrooms are "both ready & willing to contribute personally to the success of a program." They discover "it is refreshing to have the mind titillated with regularity and purpose" by such programs as uninterrupted Boston Symphony concerts, lectures on co-existence by Hugh Gaitskell, "hilarious" sociological analysis of evils of 1957 decolletage, discussion of Congressional investigation abuses. Station's basic budget is \$200,000, half provided by Lowell Institute, rest by Boston-based schools. Gould cites 2 WGBH-TV advantages: (1) "vast reservoir of free talent" in faculties of Harvard, MIT, New England Conservatory of Music, other participating institutions. (2) a vhf channel.

NCAA TV committee for 1957 will be headed by Robert Kane of Cornell, replacing Howard Grubbs of Southwest Conference. NCAA's annual conference in St. Louis voted to continue controlled football TV program, with opposition registered only by Notre Dame.

Tax-supported educational TV is legal, ruled County Circuit Court in Springfield, Ill., rejecting taxpayers' suit against use by U of Illinois of \$25,000 a year from regular state educational funds to help operate WILL-TV, Champaign-Urbana (Ch. 12).

NARTB film committee approved plans this week for new manual on film operations of stations, including information on operational techniques, etc.

Telecasting Notes: This is the time of year when networks are getting ready to finalize the next season's program line-ups—and job is made doubly difficult this season by the criticism of general calibre of current programming, and by the axing of record number of shows in mid-stream (9 half-hour network shows have already been canceled) . . . NBC pres. Robert Sarnoff has set up top-echelon programming board, consisting of exec. v.p. Tom McAvity, program v.p. Emanuel Sachs, exec. v.p. Robert E. Kintner and research v.p. Hugh M. Beville, to screen hundreds of new program possibilities . . . Reportedly lined up for next season on NBC-TV is 90-min. weekly drama show, probably Tues., and possibly produced by Orson Welles; kiddie spectacular series for Fri. nights, with regular Mon. & Sat. spectaculars to continue—particularly in view of their rating successes this season . . . CBS-TV reportedly will overhaul its Sat. night structure, possibly slotting 4 full-hour shows back-to-back 7-11 p.m. . . . ABC-TV's revised daytime schedule is now due to begin April 1, with Abbott & Costello's *Penny for Your Thoughts* replacing first half-hour of *Mickey Mouse Club* 5-5:30 p.m., and a Goodson-Todman quiz 4:30-5 p.m. . . . TCF-TV Productions (20th Century-Fox) plans to be shooting 7 pilot films during next 3 months (at \$300,000 budget)—4 of them for NTA Film Network. Three will be based on 20th Century-Fox film successes—"How to Marry a Millionaire," "Mother Is a Freshman" & "Mr. Belvedere" . . . MGM, too, is expected to plunge into full-scale TV film production, reportedly planning to have 6 pilots ready this spring . . . First symphonic work commissioned by a TV-radio station—Morton Gould's "Declaration," written under commission from NBC's WRC-TV & WRC, Washington—gets world premiere in National Symphony Orchestra performance at Jan. 20 Inaugural Concert . . . Film on birth of Grace Kelly's baby is tentatively slated by CBS-TV for 11:15-11:45 p.m. Feb. 2 or 9, depending on Mother Nature . . . Same TV film series will run on 2 stations in same city next month—in 2 different languages. ABC Film Syndication has sold *Racket Squad* to KONO-TV, San Antonio, in original English version, and to KCOR-TV in Spanish . . . Two-hour local spectacular planned Jan. 22 by Paramount's KTLA, Los Angeles, to mark 10th anniversary, featuring Hollywood stars—with emphasis on those who made their TV debuts over station . . . TV drama classic, "Visit to a Small Planet," by Gore Vidal, opens on Broadway Feb. 7, with Cyril Ritchard starring.

NBC Opera Theatre's 2½-hour telecast of Serge Prokofieff's "War & Peace" Jan. 13 elicited exceptional chorus of bravos from critics. Examples: Howard Taubman in *N. Y. Times* said production, first in U. S., was "worthy of the opera"—"so impressive that the very TV screen seemed to expand." He lauded cast ("There was not a poor performer in the lot"), producer Samuel Chotzinoff, director Kirk Browning, conductor Peter Herman Adler. *N. Y. Herald Tribune's* Paul Henry Lang thought Prokofieff's version of Tolstoi novel was a failure despite "much good music," but "performance itself was excellent [in a] very ambitious project." Day Thorpe of *Washington Evening Star* agreed that opera itself is "not much," but "there probably has never been a TV opera so successfully achieved." To Paul Hume of *Washington Post & Times Herald* it was "a vastly commendable piece of work in every way, and a credit to its performers, to NBC, and to the TV industry today." Ben Gross, *N. Y. Daily News*: ". . . moving performance . . . memorable . . ." *Time*: ". . . brilliantly produced . . ." Jay Nelson Tuck, *New York Post*: "NBC Opera Theatre, I love you."

ANA schedules co-op advertising workshop Jan. 24 at Hotel Plaza, N. Y.

AMPEX VIDEOTAPE recorder deliveries will be delayed until Nov. 1957 to incorporate improvements based on experience gained by CBS & NBC in their use of prototype recorders, Ampex Corp. notified order holders this week—even as both networks announced that their videotape recorders will be given new tasks next week.

Ampex v.p. Phillip L. Gundy told customers that production deliveries will begin "approximately 10 months from now," incorporating these 6 new features or improvements: "Adequate cueing facilities, convenient switching devices, ready synchronization with other studio apparatus, tape interchangeability among recorders, ease in making duplicate copies of taped programs, easy editing."

Gundy said Ampex color tape recording is "at least 18 months away," and explained: "There is no doubt that color is coming to TV, but like videotape recording, it will be an evolution and not a revolution. It won't come all at once for all programs everywhere nor to all homes at the same time . . . Monochrome TV will for years supply the profits to pay for the change to color. Ampex monochrome videotape, in practical form, will for years be helping to make the money which pays for the changeover to color . . ."

As to the "evolution" of monochrome videotape, Gundy saw 3 steps: (1) Strictly for delayed broadcasts. (2) Pre-recording of shows. (3) Syndication and multiple release of taped programs for TV.

At week's end, networks already appeared to be easing into Step 2. Beginning Tues. Jan. 22, NBC-TV is planning its first coast-to-coast taped TV program series with daily *Truth or Consequences*, seen in east 11:30 a.m.-noon, on west coast 8:30-9 a.m. Show will be pre-recorded in Hollywood with studio audience, then rebroadcast for entire network at 8:30 a.m., Pacific time.

Both CBS & NBC will offer viewers chance to observe quality of videotape recording compared with live picture. They both plan to televise public swearing-in of President Eisenhower & Vice President Nixon twice within an hour on Inauguration Day, Jan. 21—first live, and then (between 1 & 1:30 p.m.) from tape.

Worldwide outpourings of tributes, accompanied by music recorded by the maestro, followed Arturo Toscanini's death Jan. 16 at 89 in Riverdale, N. Y. In Washington, President Eisenhower said his music and his "hatred of tyranny" are in "legacy of our time." In Milan, La Scala closed under half-staffed flags. State radios in Finland and W. Germany prepared commemorative concerts. In N. Y., Metropolitan Opera audience rose spontaneously in silence. RCA chairman Brig. Gen. David Sarnoff, who persuaded Toscanini to come from retirement in Italy in 1937 to conduct NBC Symphony specially created for him, stated: "Toscanini was unique as a musician, as a man, and as a personality. In the whole history of art it would be hard to find so complete a dedication as he brought to music." Toscanini directed NBC Symphony for 17 years. Night of his death, NBC-TV presented his 1943 performance of Verdi's "Hymn of the Nations," only film ever authorized by him.

Actress was swept off feet in commercial for electric range on KLIX-TV, Twin Falls, Ida. Pointing out features, Barbara Neilson reached for door, recoiled and fell to floor before camera switched to something else. Announcer explained later that Miss Neilson, who didn't need hospitalization, had suffered "slight electrical shock."

Educational TV & Radio Center, Ann Arbor, Mich., national program headquarters for educational stations, will open office Feb. 1 at Carnegie Endowment International Center, United Nations Plaza, N. Y.

Network Accounts: Procter & Gamble this week replaced Amana as alt. sponsor (with Camels) of *Phil Silvers Show* on CBS-TV, following cancellation by Amana in protest against a 20% increase in discount granted Camels. George C. Foerstner, Amana exec. v.p., told news conference that Amana's weekly gross cost for the show was \$46,527, minus a 5% discount, and that R. J. Reynolds Tobacco (Camels) paid \$46,557, minus a 25% discount. He said network discount methods generally were "morally wrong and legally wrong." CBS declared only that "despite Mr. Foerstner's statement, the *Phil Silvers Show* continues to be one of the most popular on TV" and that "CBS-TV advertisers can earn discounts on the terms and conditions set forth in CBS-TV's published rate cards. These terms and conditions are applied uniformly to all CBS-TV advertisers." . . . Minnesota Mining & Mfg. Co. spends more than \$1,000,000 for 66 quarter-hour daytime shows on NBC-TV starting March 14, thru BBDO: alt. Thu. 12-12:15 p.m. on *Tic Tac Dough*, alt. Thu. 4-4:15 p.m. on *Queen for a Day*, and 2 more daytime shows to be announced later . . . Greyhound Bus buys one-third of *Steve Allen Show* on NBC-TV starting April 7, Sun. 8-9 p.m., thru Grey Adv. . . Ralston Purina to be alt. sponsor (with Pall Mall) of *Big Story* on NBC-TV starting March 8, Fri. 9:30-10 p.m., thru Gardner Adv., St. Louis . . . Revlon due to succeed GE as sponsor of *20th Century-Fox Hour* on CBS-TV starting Feb. 6, alt. Wed. 10-11 p.m., thru C. J. LaRoche Co. . . Kraft renews its *Kraft TV Theatre* for 11th straight year on NBC-TV, Wed. 9-10 p.m., thru J. Walter Thompson . . . Chesterfields to be alt. sponsor for several shows (with Procter & Gamble) of *Hey Jeannie* on CBS-TV starting Feb. 9, Sat. 9:30-10 p.m., thru McCann-Erickson . . . Ronson to cancel alt. week 30-min. sponsorship of *Playhouse 90* on CBS-TV at end of March, plans to return to network TV next fall with own show; Royal Typewriter Co. to succeed Ronson on Feb. 14, Feb. 28 & March 14 shows, Fri. 9:30-11 p.m., thru Young & Rubicam . . . Quaker Oats to drop out as one-third sponsor of *Caesar's Hour* on NBC-TV after Feb. 9 show, Sat. 9-10 p.m. . . General Mills cancels *Giant Step* on CBS-TV at end of Feb., Wed. 7:30-8 p.m. . . Philip Morris to sponsor *Mike Wallace Show* on ABC-TV starting April 28, Sun. 10-10:30 p.m., thru N. W. Ayer.

Less intramural bickering between network and spot representatives is predicted by ABC Radio v.p. Don Durgin as a major triumph for radio in 1957. In address to TV and Radio Advertising Club of Philadelphia Jan. 14, he said "the networks no longer are primarily concerned with pitching for their share of an already appropriated spot dollar, but rather are spending most sales time at the account and client levels to show why network radio is just as necessary a basic buy as the other national media regularly used." Reviewing recent radio resurgence, he said: "There is no question that for most of the very big national accounts, network TV is the most important basic buy, but it is equally true that network radio is as important as print as a complementary buy. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped, the only way to consider network radio is on the basis of total U. S. homes delivered (as all media are judged) and no longer on the old inefficient and misleading basis of radio-only homes delivered, which broadcasters themselves shortsightedly emphasized in TV's growth days."

New Walt Disney contract signed with ABC-TV this week involves more than \$9,000,000 in program costs and 130 hours of Disney TV programming in 1957-58 season. In addition to *Disneyland* and *Mickey Mouse Club*, latter to be reduced from hour to 30 min., new 30-min. series titled *Zorro* will be filmed for evening presentation next season.

ADVERTISING AGENCIES: Sigurd S. Larmon, pres. of Young & Rubicam, reappointed to 3-year term as member of U. S. Advisory Commission on Information . . . Lee P. Strahorn promoted to TV-radio director, Young & Rubicam, San Francisco . . . Harold H. Webber, ex-Nielsen, resigns as exec. v.p.-gen. mgr. of Foote, Cone & Belding, Chicago . . . Robert S. McTyre promoted to asst. TV-radio copy chief, Campbell-Ewald . . . Willis B. Parsons, ex-ABC adv. & promotion mgr., joins creative staff of Campbell-Ewald, N. Y. . . John McKiven, v.p. of Cleveland office, placed in charge of new Pittsburgh office of Fuller & Smith & Ross, handling Westinghouse and Alcoa among key accounts.

Network Color Schedules
(Jan. 20 - Feb. 2, 1957)

- Jan. 20—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *Alcoa Hour*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Jan. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 26—NBC: *Perry Como Show*, 8-9 p.m.
- Jan. 27—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Jan. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 2—NBC: *Perry Como Show*, 8-9 p.m.

Color TV dominated address by RCA pres. Frank Folsom to Philadelphia's Poor Richard Club Jan. 17, as he received its Gold Medal of Achievement Award. "One of the surest and swiftest tickets to obscurity in modern merchandising," he said, "is to fail to recognize what color TV can do . . . Not so long ago it took a year, 5 years, 10, 15 or even 20 years to establish brand, profitable distribution and consumer acceptance. Now, with the use of tasteful, hard-selling commercials on color TV, hitherto unknown brands and newly created fashions can be established virtually overnight." On Jan. 28, Folsom speaks on "Canada & Electronics" before Toronto Club.

Chromatic TV Labs' Emeryville, Cal. laboratory and a license to build Lawrence color tube for military & industrial applications have been acquired from the Paramount Pictures' subsidiary by Litton Industries for undisclosed sum. Litton pres. Charles B. Thornton said an important application will be in radar, for aircraft identification, etc. Paul Raibourn, Paramount v.p. and Chromatic chairman, reiterated that DuMont is working on tube with goal of low-cost home receivers.

Loans for color TV set purchases are cited by v.p. A. F. Wagele of Bank of America in San Francisco as "very healthy promise" of growth in its home improvement & dealer financing dept. Bank's ratio of loans for color TV in 1956 was about 3% of that for black-&-white sets.

Ten hours of local color weekly are being added by NBC's KRCA, Los Angeles, to supplement network feeds.

FAVORABLE PORTENTS AT NARDA CONVENTION: A surprisingly good year in TV unit sales was foreseen by many retailers attending NARDA convention this week in Chicago. And we also detected a warmer attitude towards color as means of restoring profitability. All in all, the dealers cried the blues less than in other years.

"Our inventories aren't in bad shape," one major retailer told us. "The big build-up has been at the factory and distributor level. I'll say that I'm buying conservatively, but I would say that 1957 looks better for me than 1956."

That dealers are anxious to move higher-end units instead of concentrating on low-profit portables was manifest. Zenith sales v.p. Leonard C. Truesdell exhorted dealers to tell manufacturers to produce more higher-priced units. Following his talk, NARDA chairman Mort Farr laconically remarked:

"Manufacturers say dealers only want to push portables. Well, all I can say is that we didn't sell portables before the manufacturers made them."

Many dealers indicated they would push color in last half of 1957, though it would be incorrect to describe their general attitude toward color as enthusiastic. But, contrasted with their approach a year ago, it was decidedly more bullish.

Farr made another intense pitch for more color action by dealers and drew on his own experience as a suburban Philadelphia retailer to buttress his case. Color, he said, accounted for a 30% increase in his Oct. TV volume. He said he purchased 200 sets during summer and now has "only a few left."

He denied charges that color requires more servicing than black-&-white sets, saying that his own survey of 63 sets he sold since summer revealed that 30 sets required no service, 33 required average of 2.5 calls per set, 17 needed only minor adjustments, 41 required replacement of parts.

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Truesdell's talk was a TV highlight. He said the dealer was key figure in any concerted movement to higher-priced units, urged the retailers to tell receiver makers to eliminate overproduction which requires liquidation, beats down the price level and creates excessive competitive activity.

"Retailers must recognize their responsibility to perform their full function in the distribution of merchandise to the consumer and by fulfilling this responsibility determine margins of profit which will support it," he said. "I urge you to make this clear to your suppliers and manufacturers so that the trend of interesting the buying public through prices made possible by short discounts will be reversed."

Public will buy higher-priced units if they're properly sold on them, he said, urging dealers to take low-end portables from their window displays and substitute higher-profit consoles and table models. He added:

"No customer ever bought a better product simply because the price was higher -- they bought these products because they thought by spending a little more money, they would get better satisfaction and better performance out of the product. The manufacturers and retailers in 1957 should spend all of their creative efforts in developing products and sales plans to help reverse the downward price trend."

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Assurances to servicing dealers that they would not be the "forgotten men" in trend to factory service came through several speakers -- and dealers generally appeared to be somewhat placated, though here and there some insurgents warned of boycotts.

C.W. Theleen, mgr. of customer relations, GE appliance & TV receiver div., said that its distributor servicemen made only 5% of all service calls on GE's TV receivers in 1956, and that GE Supply Co. service on TV is provided in only 25% of 107 key cities. He said all GE distributors had aggregate of only 333 men concerned with TV service, of whom 73 were assigned to duties training others.

"What I have disclosed about metropolitan service should convince you that we are not trying, by any stretch of the imagination, to take over the entire service function," he said. "On the contrary, we think it would be wonderful if we could develop more good and capable servicemen, including independents."

Dan Creato, v.p. of RCA Service Co., said that RCA service stations do less than 10% of all service on RCA products, and reaffirmed recent statement by RCA pres. Frank M. Folson that factory service branch must have no competitive advantage over an independent and that servicing choice must rest with consumer (Vol.13:1).

W.B. Creech, mgr. of major accounts, Westinghouse major appliance div., said factory servicing has never proven very successful in TV metropolitan markets because components are interchangeable and large body of independent servicemen has been trained. Situation is less favorable in white goods, he added.

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Consumer Buying Survey: Average consumer faces 1957 "satisfied with his financial situation" and confident in nation's economy, reports latest study of consumer buying intentions, conducted by U of Michigan Survey Research Center for Federal Reserve Board. Latest survey, conducted in Nov.-Dec. 1956, found only 5% of the 1350 interviewed expected "bad times" in 1957, the lowest figure in last 4 years. By contrast, 74% expected good times. Survey reported: "The primary change which has occurred in the last few months in people's attitudes toward their personal financial situation may be described as a further leveling off." For TV industry, however, the attitudes were somewhat less assuring. Consumers were asked: "Do you think this is a good or a bad time to buy large household items such as furniture, house furnishings, refrigerators, stoves and TV sets?" About 51% replied that it was a "good time," compared with 54% last Aug. Some 17% said it was a "bad time," as against 14% in Aug. Plans to buy homes and autos were expressed more frequently than last year, while plans to make major home improvements remained at approximately same level as last August.

Retail Sales: An estimate of 6,650,000 TV sales at retail for all of 1956 seems quite realistic in light of the 5,847,590 reported by RETMA as sold in the first 11 months. They compare with 6,487,617 sold in first 11 months of 1955, when full-year sales were 7,421,084. Sales of radios in first 11 months of 1956 totaled 10,897,177 (4,217,050 auto) vs. 11,897,916 (6,365,333 auto) in corresponding 1955 period.

Production: TV output advanced to 118,471 week ended Jan. 11, up from 75,919 in first week of year, bringing 2-week total to 194,390, as against 391,354 in first 2 weeks of 1956. Radio production totaled 268,052 (136,836 auto) week ended Jan. 11, compared with 194,768 (102,561 auto) in preceding week. The 2-week total of 462,820 (239,397 auto) compares with 531,966 (269,354 auto) in first 2 weeks of 1956. RETMA also this week placed official 11-month 1956 TV production at 6,760,045, compared with 7,151,895 in first 11 months of 1955. Radio production in first 11 months of 1956 was 12,266,597 (4,217,050 auto) vs. 12,834,102 (6,365,333) in same 1955 period.

Big TV replacement market in 1957 is foreseen by Robert L. Shaw, gen. sales mgr. of Sylvania TV-radio div., noting that 22.4% of all TV sets-in-use as of Jan. 1, or 9,288,160 sets, were built before 1953 and nearly 13%, or 5,295,000 sets, were built prior to 1950. In formal statement, he likened current upsurge in portable TV to trend to less expensive radio purchases in 1930s. "This switch in consumer preference most certainly did not kill the radio set business," he said. "Instead, we find that today radio sales have outdistanced predictions of 20 years ago and still are on the rise. True, the radio console is a thing of the past but millions of table models, clock radios, portables and now transistor radios are being sold, and at a profit."

Hallicrafters has converted almost entirely to private-label TV production, pres. Wm. J. Halligan Sr. telling us: "We have reduced our own-label output to a bare minimum, just enough to keep our foot in the door for such future developments as color. But our intention is to build up the private-label business."

TV sales by Canadian distributors totaled 561,590 in first 11 months of 1956, compared with 690,071 in corresponding period of 1955, reports RETMA of Canada. Of the total last year, 291,895 were consoles, 257,294 table models, 12,401 combinations. Nov. sales were 63,250, compared with 86,778 in Oct. and 114,432 in Nov. 1955. For first 11 months last year, Montreal led in sales, with 106,514; Toronto, 82,486; other Ontario, 52,036; British Columbia, 44,371; Alberta, 40,036; Manitoba, 40,034; Quebec City area, 38,336; Ottawa & eastern Ontario, 33,302; Hamilton-Niagara, 27,376; Nova Scotia, 24,343; Saskatchewan, 20,728; New Brunswick & Prince Edward Island, 16,253; Windsor, 15,015; other Quebec, 14,883; Newfoundland, 5877.

Hottest merger rumor of week involved proposed acquisition of Raytheon by Glenn L. Martin Co. Scuttlebutt drew sharp denial from Raytheon pres. Charles F. Adams Jr., who said "there are no negotiations in progress for a merger with any other company."

Topics & Trends of TV Trade: What's cooking at DuMont? Wave of resignations this week, along with sharp rise in stock, inspired flood of rumors that company (1) planned to leave TV receiver business; (2) intended to expand in TV; (3) would merge with another electronics manufacturer.

We queried pres. David T. Schultz and got this reply: "We most certainly are not planning to quit TV production, nor is there any truth to the reports about mergers. The resignations this week are part of a move to cut 'fat' from all aspects of our operations, and are in line with the current depressed state of the TV market. We are in the TV business to stay. It is also true that we are building up our government division because it is proving economically advantageous to do so."

These were the changes this week: Bert L. Graham, asst. to Schultz, resigned, along with Morris Spector, production mgr. of receiver div.; J. Calvin Affleck, adv. & sales promotion director of receiver div.; Alexander Evans, sales coordinator of receiver div. (replaced by Frank Abt); Ralph M. Austrian, gen. mgr. of west coast operations. In addition status of v.p. Keeton Arnett was in doubt. His reported resignation was neither confirmed nor denied by company spokesman, who said he was on west coast on Electronicam business.

Another change announced this week was retirement of Rear Adm. Stanley F. Patten, USN Ret., as DuMont v.p.-treas. He plans to make his home in California after 10 years with DuMont, 30 in Navy.

At same time, these promotions were announced in expanded govt. div., under Dr. Thomas T. Goldsmith, v.p.-gen. mgr. for govt. & research: J. Nelson Lord Jr. to mgr. of new govt. relations dept., responsible for administration & sales of govt. contracts; Richard A. Horton to gen. sales mgr.; Paul F. Brown to mgr. of govt. contract administration.

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Little hope for TV excise cuts was held out in House Ways & Means subcommittee recommendations Jan. 14 for new tax legislation. Instead, excise subcommittee headed by Rep. Forand (D-R. I.) urged that definition of TV sets, radios & phonos subject to 10% levy be tightened to exclude only "communication, navigation or detection equipment." Present law applies only to "entertainment type." Subcommittee also recommended that 10% tax proposed last year for wire & tape recorders apply to players, too. In 35-page report, Forand group made no mention of testimony in Nov.-Dec. hearings (Vol. 12:48-50) urging aid to uhf through repeal of TV tax on all-channel sets. Subject may not be dead, however. "We've just skimmed the surface," Forand told us after release of report. "We haven't had a chance to discuss that at all in executive sessions. We'll get around to it. We have plenty of testimony." Subcommittee was reconstituted Jan. 15 under Forand for 85th Congress. Other members are Reps. Eberharter (D-Pa.), Keogh (D-N. Y.), Karsten (D-Mo.), Herlong (D-Fla.), Jenkins (R-O.), Mason (R-Ill.), Holmes (R-Wash.).

Sweeping tax repealer (S-663) reintroduced Jan. 17 by Sen. Langer (R-N. D.) would remove most retail, service and entertainment excise levies, including those on TV. Bill is identical with S-3849 by Langer which got nowhere in 84th Congress.

Marriages of record manufacturers and movie makers, most recent being Paramount's purchase of Dot Records (Vol. 13:1-2), are reviewed by Alfred R. Zipser in Jan. 13 *New York Times* business section. He sees little prospect of Hollywood domination of record manufacturers, chiefly because RCA and Columbia, the 2 biggest, aren't likely to sell their record business to movie companies.

Trade Personals: James M. Skinner Jr., Philco pres., due to return to desk Jan. 23 from business trip to London, having flown from Chicago Jan. 14 following meeting with NARDA manufacturer relations committee; Wm. Balderston, Philco chairman, currently visiting Philco's operations in Mexico City . . . Carl E. Lantz promoted to exec. v.p. of Admiral Distributors, in charge of all factory branches; he succeeds Clarence Tay, now on indefinite leave of absence due to illness . . . Martin Richmond promoted to Emerson TV-radio production mgr. . . . Edward A. Altshuler named merchandising & market research mgr. of American Electronics Inc., Los Angeles (tape recorders) . . . Robert W. Holmes, ex-Olin Mathieson, appointed operations controller of Raytheon receiving & CR tube operations, Waltham, Mass. . . . Philip P. Geth, ex-pres. of DuMont-N. Y., named gen. sales mgr. of C&M Industries Inc., N. Y., national merchandising & marketing organization . . . Anthony Rubino promoted to asst. to Max K. Callison, national sales mgr. of Capitol Records Distributing Corp. . . . R. W. Fordyce, ex-sales mgr. of Bendix Radio, named southeast sales mgr. of Hotel Radio Corp., 601 W. Fort St., Detroit (hotel sound systems). . . . E. P. Atcherly, Sylvania distributor sales merchandising mgr., promoted to new post of asst. to sales mgr. for distributor sales, electronic products.

A. W. Bernsohn, managing director and sparkplug of NARDA, gets new title of exec. v.p. in elections this week. Other officers: pres., Ken Stucky, Stucky Bros., Ft. Wayne, succeeding Don Gabbert, Gabbert's, Minneapolis; secy., Jack Mooney, Broyles Electric Co., Marion, Ind.; treas., Vic Joerndt, Joerndt & Ventura, Kenosha, Wis. Vice-presidents: Steve Feinstein, Magee's, Boston; Joseph Fleischaker, Wil Sales Appliances, Louisville; Tom Carmichael, Burns & Carmichael, Seattle. Mort Farr continues as chairman. Harry B. Price Jr., Price's Inc., Norfolk, an ex-NARDA pres., is elected to new post of chairman of exec. committee, other members being Gabbert; Al Robertson, Robertson's, Oklahoma City; Harold Witham, Witham's, Bakersfield, Cal.

RCA's annual Awards of Merit, highest citation for salaried employes, were presented to 20 winners at Philadelphia's Warwick Hotel Jan. 19 by manufacturing director Harold K. Weber. Principal speaker was W. Walter Watts, exec. v.p. for electronic components.

Westinghouse will spend over \$500,000 in intensified 3-week campaign starting Jan. 21 to promote its new "broad band" TV line (Vol. 13:1), using all media—under direction of R. W. Johnson, TV-radio adv. & sales promotion mgr., Metuchen, N. J.

More appliance layoffs: GE furloughed additional 500 workers this week at its Appliance Park, Louisville—400 in household refrigerator dept., 100 in central maintenance section. About 8000 are employed in refrigerator dept.

Picture tube sales in first 11 months of 1956 totaled 10,191,545, valued at \$182,797,083, as against 9,992,769 at \$191,474,413 in first 11 months of 1955, reports RETMA. Receiving tube sales in first 11 months totaled 429,846,000 worth \$345,075,000, compared with 441,752,000 at \$327,437,000 in first 11 months of 1955. RETMA's breakdown:

	Picture Tubes Units	Value	Receiving Tubes 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
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
June (5 wk)	776,601	13,663,408	39,037,000	32,176,000
July	585,380	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
Sept. (5 wk)	1,249,624	21,709,064	44,432,000	35,093,000
Oct.	1,146,428	19,786,764	42,921,000	34,362,000
Nov.	957,765	16,014,839	39,489,000	31,476,000
TOTAL	10,191,545	\$182,797,083	429,846,000	\$345,075,000

Financial & Trade Notes: Sylvania sales in 1956 established new record, exceeding 1955's \$307,371,315, chairman-pres. Don G. Mitchell stated this week. Profits in 1956, he said, did not quite equal 1955's \$4.29 per share. His formal statement did not release specific figures for '56.

Sylvania's dollar volume of TV set sales last year were "below expectations," which he attributed to "an industry-wide condition of excessive inventories in channels of distribution and the resultant intense competition." He added:

"In many areas, this resulted in special deals, big discounts, trade-ins and special promotions, all of which drastically affected dollar volume and earnings in TV sets." He termed this "a phase of the nationwide shaking-down process," and predicted that "before very long, TV will be a reasonably stable business for those who remain."

Picture and receiving tube sales "continued strong" last year, with volume particularly favorable in renewal market, he said. Parts div. sales established new record in 1956; electronic components sales, including transistors and diodes, were well ahead of 1955.

* * * * *

Emerson Radio experienced sharp declines in profits and sales in fiscal year ended Oct. 31, earnings falling to \$84,852 (4¢ per share) on sales of \$73,882,029, compared with \$2,468,063 (\$1.26) on \$87,383,028 in preceding fiscal year. In report to stockholders, pres. Benjamin Abrams blamed lower selling prices, extensive liquidations and "disappointing" color sales. Proxy notice for annual meeting Feb. 6 reports that Benjamin Abrams received aggregate remuneration of \$60,008 in 1956; Max Abrams, secy.-treas., received \$48,065; Dorman D. Israel, exec. v.p., \$38,458. At annual meeting, stockholders will act on new key employes stock option plan.

Electronics Reports: Defense electronics procurement is slated to increase in fiscal 1958—mainly due to step-up in guided missile production—according to estimated expenditures in President Eisenhower's budget for July 1, 1957-June 30, 1958. In his budget message, the President noted that major total procurement and production expenses would be up about 5%, but "expenditures for guided missiles will be up 35%; for ship construction, up about 12%; and for aircraft procurement will remain about the same."

Budget estimates for procurement categories for fiscal 1956, 1957 & 1958: Guided missiles, \$1.168, \$1.506 & \$2.039 billion (of which electronic equipment represents about 50%); aircraft, \$7.146, \$6.786 & \$6.737 billion; ships, \$917,000,000, \$928,000,000 & \$1.04 billion. Research & development expenditures for missiles and aircraft will decline somewhat in fiscal 1958.

Meanwhile, RETMA's marketing data dept. came up this week with what it calls first authentic figures on military electronics procurement expenditures, based on new formula for extracting electronics portion from various procurement categories. RETMA estimated electronics procurement amounted to \$2.733 billion in fiscal 1956 (July 1, 1955-June 30, 1956) and \$632,600,000 in first quarter of fiscal 1957.

RETMA's breakdown of electronics expenditures for fiscal 1956 and first quarter of fiscal 1957 by major procurement categories: Aircraft, \$925,000,000 in fiscal 1956 (34% of total electronics spending) and \$213,000,000 in first quarter of fiscal 1957 (34%); electronics & communications, \$770,200,000 (28%) and \$130,000,000 (20%); guided missiles, \$630,000,000 (23%) and \$130,000,000 (32%); research & development, \$265,000,000 & \$66,000,000; ships, \$80,000,000 & \$17,000,000; combat vehicles, \$9,500,000 & \$1,000,000; support vehicles, \$5,800,000 & \$200,000; miscellaneous, \$47,500,000 & \$400,000.

Time Inc. experienced most profitable year in its history in 1956, with earnings of approximately \$6.75 per share, compared with \$4.72 in 1955, stockholders were told by chairman Maurice T. Moore and pres. Roy E. Larsen. The 1956 earnings do not include profit from liquidation of Time's stock in Houston Oil Co., estimated to have resulted in a capital gains profit, after taxes, of \$15,113,700, equal to more than \$7 per share. Letter to stockholders also stated that net proceeds of Time's recent sale of 350,000 shares of St. Regis Paper Co. came to about \$12,500,000. Funds will be used for several expansion projects, including purchase of 3 Bitner TV-radio station combinations for \$15,750,000 (Vol. 12:51-52).

General Instrument earnings of \$301,585 (21¢ per share) in quarter ended Nov. 30 almost equalled the \$337,146 (24¢) earned in 9 months ended Nov. 30, chairman Martin H. Benedek explaining that third-quarter earnings include those of Micamold Electronics and T. S. Farley Ltd. of Canada, both acquired in midyear. Earnings in corresponding quarter year ago were \$252,790 (19¢). Sales for 9 months were \$25,398,628, as against \$21,986,904 in same period of 1955. Sales in quarter ended Nov. 30 were \$11,418,715, compared with \$8,636,777 in same period year ago.

E. J. Korvette Inc., big 12-store N. Y. discount house chain, has applied for listing on N. Y. Stock Exchange, with decision expected Jan. 24. Korvette this week reported sales of \$21,296,294 in 13 weeks ended Dec. 29, up 41% from \$6,187,826 in corresponding 1955 period.

Dividends: Gross Telecasting, 40¢ on common and 7½¢ on "B" common, payable Feb. 11 to stockholders of record Jan. 28; Consolidated Electrodynamics, 10¢ March 14 to holders March 1; Erie Resistor, 20¢ March 15 to holders March 4; Granco Products, 5¢ Feb. 25 to holders Jan. 25.

ELECTRONICS PERSONALS: E. U. DaParma appointed operations v.p. of all Sperry Rand divs. . . . Seymour L. Merrall promoted to mgr. of Stromberg-Carlson systems & procedures dept. . . . John Jipp, former marketing mgr., promoted to mgr. of instrumentation div., Ampex Corp., Redwood City, Cal. . . . Dr. Richard W. Skulski promoted to chief mechanical engineer, Farnsworth Electronics Co. . . . Louis H. La Forge Jr. named director of engineering, Daniel H. Goodman mgr. of research & advanced development, Lefler H. McKee mgr. of product design & development, Sylvania microwave tube lab, Mountain View, Cal. . . . Paul S. Dove, ex-chief of Navy ordnance research & development countermeasures section, named mgr. of DuMont Labs Washington office, succeeding Justin R. (Ted) Sypher Jr., now project director at Naval Air Test Center, Patuxent, Md. . . . Fred W. Henck, exec. editor of *Telecommunications Reports*, elected v.p. & director of parent Telecommunications Publishing Co. . . . B. Lazich, ex-Union Switch & Signal, named director, research & engineering div., Filtors Inc., Port Washington, N. Y.

Automatic production of germanium diodes was demonstrated this week by CBS-Hytron at Lowell, Mass. plant. New machine is claimed to cut manufacturing costs in half, occupy less space and turn out more uniform product than old hand-assembly method. Company says method eventually will be adapted to all semiconductor production.

Consolidated Electronics Industries Corp. directors authorized company to negotiate agreement to supply "over-all management assistance" to Sessions Clock Co., including extension of credit line and option to buy operating assets of Sessions later. Action is subject to approval by stockholders of both companies.

Dynamics Corp. of America (parent of Standard Electronics Corp.) has purchased Shavex div. of Electronic Specialty Co. for undisclosed amount of cash and stock.

Quoteworthy quote: "Increasing numbers of serious advertising men realize that TV can sell *anything*. Whether by direct sell, animation or demonstration, any item can be sold by the magic medium . . . From a strict dollars-and-cents viewpoint, about the only thing which can prevent TV's ultimately accounting for around 60% of national advertising dollars is—cost . . . Right now, early in 1957, TV on the average gives an advertiser a chance to throw a powerful sell to around 7,000,000 homes. Even the poorest TV show can reach about 4,000,000 homes with an undeniable impact. Sure, there always will be radio, magazines and newspapers. Each has a purpose beyond advertising. But from this corner it looks as if TV will ultimately get the lion's share of advertising dollars at the national level."—"Looking at Radio and TV" column in Jan. 14 *Advertising Age*.

Steady decline in "pitch" and program-length commercials was reported by NARTB's TV code review chairman G. Richard Shafto on basis of 17,000 hours of TV time monitored last year on all networks and 104 stations. More than 1700 letters of complaints from viewers were investigated, he told meeting of code board Jan. 15-16. He said many complaints were general in nature and did not specify station, date or time. He also said that the number of complaints from viewers increased in 1956 because code has become better-known to public. Representatives of Station Representatives Assn. and AAAA were guests of NARTB at luncheon meetings.

If all the rumors and reports of proposed new "TV city" projects for New York were laid end-to-end, they would provide studio space equal to the combined areas of Manhattan, Brooklyn, Queens and part of Staten Island. Latest report comes hot from Mayor John J. Kane of the lush, pig-farming community of Secaucus, N. J., to wit: \$100,000,000 TV city will be built on 650-acre tract in Secaucus, near New Jersey Turnpike. The 3 major networks immediately denied any part in the project (minor ones weren't contacted). Report created no real estate boom in Secaucus.

Another big sale of projection TV equipment was announced this week by GPL on heels of Teleprompter's order last week for 100 units (Vol. 13:2). New order was by Upjohn Co., Kalamazoo, Mich. pharmaceutical manufacturer, for 33 of the newly designed units. New systems will be used for Upjohn's series of "Grand Rounds" nationwide closed-circuit postgraduate educational symposia, enabling physicians in more than 50 cities to observe clinical staff meetings, diagnostic procedures, surgery, etc. Programs will also be kinescoped for subsequent showings.

Pilot educational TV station in Albany is sought again by Gov. Harriman in message to N. Y. State Legislature. Renewing 1956 plea (Vol. 12:2), he deplored fact that N. Y. is "lagging behind other states in this important new field." They will be able to perform regular public service by taking advantage of NBC-TV's new educational programming plan (Vol. 12:50-51), he pointed out. Legislature rejected last year's request for station, but made \$300,000 available for closed-circuit TV experiments in Albany, Brockport and Levittown.

FCC budget for fiscal 1958—year starting July 1, 1957—is \$8,950,000, vs. \$7,828,000 appropriated for fiscal 1957. Much of increase \$455,000, is due to fact each govt. agency must now contribute to employes' retirement fund, something previously done by Govt. as a whole. Balance of increase is requested for general step-up of activity in all FCC functions. Commission averaged 1055 employes in fiscal 1956, estimates 1105 for 1957, 1189 for 1958.

Conference on local public service programming, claimed to be first of kind, will be held Feb. 27-March 1 in Boston by Westinghouse Bestg. Co. for 75 invited executives of WBC-owned and other stations.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 24, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 15. New handy edge index will make it more convenient than ever—providing ready and quick access to its wealth of basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of all networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set & tube manufacturers, TV-radio attorneys, engineers & consultants, electronic labs, etc. Among new features will be Sets-in-Use section, including Advertising Research Foundation's county-by-county TV household estimates. Included with each *Factbook* is revised copy of our 29x43-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 25, cost \$1.50 each; single copies, \$4.50.

Educational program lineup for NBC-TV's \$300,000 contribution to 25 non-commercial stations (Vol. 12:50-51) began forming this week. Programs in free NBC 26-week live series, starting in March for 13 weeks and resuming in Oct., will include: Mathematics—Dr. Claude E. Shannon, Bell Labs; Prof. Morris Kline, New York U; Dr. Allen V. Astin, Bureau of Standards director; Dr. Mina S. Rees, Hunter College; Prof. Ernest Nagel, Columbia U; James Newman, author of *The World of Mathematics*. American Govt.—Dr. Elmer E. Schattschneider, head of political science dept. at Wesleyan U, Middletown, Conn., and pres. of American Assn. of Political Scientists. Music—NBC music director Samuel Chotzinoff and NBC Opera Company. In addition to NBC-produced series, Educational TV & Radio Center at Ann Arbor, Mich. will underwrite & produce programs on literature and world geography & economics which will be fed to stations by NBC. Programs will be Mon.-thru-Fri. 6:30-7:30 p.m.

Britain's most popular programs were on commercial TV in 1956, according to survey by TV Audience Measurement (TAM). Poll showed 96% of year's top 10 program ratings were garnered by commercial ITA, with American import *Dragnet* leading in popularity in London & Midlands and placing second in North next to *Sunday Night at the Palladium*, another general TV favorite. Top places also went to *Gun Law*, *Adventures of Robin Hood*, *Spot the Tune*.

Dissenting opinion in case of TV vs. reading has been filed by novelist John O'Hara, who holds that TV provides too much competition for printed word. Disagreeing with such authorities as Random House children's book director Nancy Larrick, who concludes that TV stimulates book buying & reading (Vol. 13:2), O'Hara said in Library of Congress lecture Jan. 15 that TV makes for "book recession."

One educational TV station application was filed with FCC this week, bringing total pending to 129 (27 uhf) plus 31 translator applications. Week's sole application was for Corvallis, Ore., Ch. 7, by Oregon State Board of Higher Education. [For details see *TV Addenda 24-B* herewith.]

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

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Television Digest

JAN 28 1957

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 13: No. 4

SUMMARY-INDEX OF THE WEEK'S NEWS — January 26, 1957

WORLD TV BOXSCORE: 843 stations, 56,000,000 sets, as indicated in our updated Foreign TV Directory, which shows worldwide spread of commercial TV (pp. 1 & 8).

CONTINUANCE OF TV PROBE voted by Senate Commerce Committee; 3 Committee members demand FCC outline policy on TV grants to airlines (p. 2).

TV SHARPLY CRITICIZED by speakers at convention of newspaper admen, uneasy about TV's growing revenue inroads. Newspaper ad linage sets record (p. 3).

TV AND THE MOVIES: MGM announces large-scale plunge into TV film production; NTA enters the field of theatrical movie distribution (p. 5).

2 NEW TRANSLATORS bring operating total to 11, serving 40-50,000 people. First telecaster seeks translator. Reports on upcoming stations (p. 6).

TV's INAUGURATION COVERAGE notable for smoothness, sustained interest; quick videotape repeats make public debut (p. 7).

TV VALUED AT \$2.8 BILLION over-the-counter in 1956, little chance of rising substantially unless color picks up. Dec. spurt reduces TV inventories (p. 11).

WESTINGHOUSE SALES of major appliances in 1956 exceeded 1955 levels in 28 out of 32 products, despite crippling strike in first 3 months last year (p. 12).

AVCO REPORTS PROFIT of \$3,111,682 in final quarter of fiscal year, reducing full-year loss to \$387,447; Crosley-Bendix impact cited (p. 13).

JACKSONVILLE CH. 12 CP attacked by WPDQ, which charges principal Harold Cohn with concealment of connections with Al Capone associates (p. 9).

CABINET-LEVEL Dept. of Transportation & Communications proposed to Congress. Other bills provide 5-year TV licenses, standard govt. hearing procedures (p. 9).

TV NETWORK BILLINGS slide in Nov. from all-time record but stay near peak with \$44,163,884; ABC paces 11-month climb with 55.3% gain over 1955 (p. 14).

WORLD TV: 843 STATIONS, 56,000,000 SETS: Inspired by the phenomenal success of America's commercial TV system, more and more countries are looking toward advertising to support and maintain their budding TV networks.

This is indicated from data compiled for our new Directory of Foreign TV Stations and Sets, a feature of our forthcoming 1957 Spring-Summer TV Factbook, due off the press next month. The directory lists essential data on stations on the air and likely to be built soon, including sets-in-use estimates, country-by-country, as of Jan. 1, 1957. Our previous foreign directories have earned reputation for reliability, and we believe the new one is most complete and authoritative ever published. As we interpret the foreign data, these facts stand out:

There are now 327 TV stations on the air outside the U.S., and approximately 14,000,000 sets-in-use -- up from 196 stations and 10,500,000 sets one year ago. Number of foreign stations and sets is still dwarfed by U.S. totals of 494 stations (plus 22 Armed Forces outlets) and some 42,000,000 sets.

Highlight of commercial TV's spread in 1955 was opening of British "second channel" -- advertising-supported Independent Television Authority. In 1956, commercial TV spread tentatively to West Germany (beginning with spot advertising on Bavarian TV network), and Australia's dual commercial & govt. TV systems made their debut. Next month, commercial TV spreads to Italy -- on limited spot basis at first.

The 20 foreign countries which have commercial TV or plan to introduce it in 1957 have some 11,800,000 TV sets now in use. The 24 countries without commercial TV account for only 2,200,000 receivers.

* * * *

Outstanding single foreign TV development of 1956 was Italy's leap from 12 stations to a nationwide interconnected TV network of 64 stations in a single year. In burst of energy at home-stretch, Radiotelevisione Italiana put 2 dozen new TV stations on air New Year's Eve to fulfill its promise that all Italy would be covered by TV at end of 1956. By year's end, Italy had 17 main TV originating centers,

6 "secondary centers" and 41 automatic satellites. (Though the satellites have powers of about 50 watts and are little more than translators, we have followed the policy of listing all transmitters as "stations" in our Foreign Directory.)

Most important addition to the ranks of "have TV" countries is Australia, whose 6-station TV system sprang full-blown last Nov., in time for the Olympic Games in Melbourne. Sydney and Melbourne have one govt. and 2 commercial outlets each, and estimate of sets-in-use was about 27,000 as of Jan. 1; number reportedly is now close to 40,000. Some 90% of sets sold are of Australian manufacture.

Other countries which inaugurated TV in 1956 were Algiers, El Salvador, Iraq, Korea, Portugal & Uruguay. Nicaragua put an RCA transmitter on air for 3 months, but closed it down after assassination of Pres. Somoza, now has no definite plans.

These countries had the greatest number of TV stations as of Jan. 1: U.S., 494; Italy, 64; Canada, 37; West Germany, 34; USSR, 31; United Kingdom, 19; France & Cuba, 17 each; Japan, 10. (Again, these figures include satellites, translators, etc.). Arranged by number of sets-in-use, here is the lineup: U.S., 42,000,000; United Kingdom, 6,500,000; Canada, 2,450,000; USSR, 1,300,000; West Germany, 700,000; Brazil & Italy, 500,000 each; France & Japan, 450,000 each. [For complete table showing number of stations and sets-in-use in each country, see p. 8.]

* * * *

Behind the iron curtain, TV's development has been slow. Russia, making up for lost time, has embarked on big expansion program and had 31 transmitters on the air and about 1,300,000 sets in use at year's end, according to most reliable information from diplomatic channels. The other 7 Eastern European countries with TV have total of 19 stations and slightly over 180,000 sets.

If foreign TV is not a big market for American equipment, it is fast becoming one for American programming and American ideas. Virtually all countries with TV systems beyond "experimental" stage are using American filmed programs -- both from Voice of America and from private TV film distributors.

SENATORS READY NEW TV INVESTIGATION: Senate Commerce Committee voted to continue its TV investigation this week, in its first meeting of new Congressional session.

No specific areas of inquiry were discussed when Committee took its vote to approve resolution setting investigation budget of \$225,000 -- which, of course, includes not only TV but other subjects such as newsprint shortage, fisheries, etc.

First step in its continuing TV probe will be an in-person report from FCC on its allocations progress -- now tentatively slated for next month -- and the pro-deintermixture Committee is expected to pose some sharp questions to find out if the Commission is dragging its feet on a speedy solution to uhf problems.

Committee's special TV investigation counsel, Seattle attorney Kenneth Cox, is back in Washington working with communications subcommittee counsel Nick Zapple, completing staff work on Committee's report on TV network practices. Best guess is that Committee will issue report in February or March.

The Committee officially appointed its communications subcommittee at this week's meeting -- renaming Pastore (D-R.I.) as chairman and members Monroney (D-Okla.), Bricker (R-O.) & Potter (R-Mich.), with Thurmond (D-S.C.) selected to fill the subcommittee post formerly held by Sen. Ervin (D-N.C.), no longer on Committee. However, the full Committee headed by Sen. Magnuson (D-Wash.) is expected to conduct the TV investigation, as it did in last Congress.

* * * *

One possible new area of TV investigation was outlined by Magnuson last summer in letter to FCC accompanying Committee's report on allocations:

"I hear and read trade reports of the formation of syndicates with millions of dollars to invest in radio and TV. [Stations] should be owned and operated by people who know the communities where they are located...Broadcasting stations should not be simply house organs grinding out the tune of big businesses which own them -- and there is some evidence that this is a real danger today.

"The Commission should be on guard against the intrusion of big business and absentee ownership -- such as film producers, aviation carriers, magazine publishers,

insurance companies, or other large investors interested in the tax advantages offered by the broadcast industry -- to dominate the field of station ownership."

The issue came up again this week -- in letter to FCC Chairman McConnaughey from Chairman Monroney (D-Okla.), Sen. Payne (R-Me.) and Sen. Bible (D-Nev.) of the Senate Commerce Committee's aviation subcommittee. The trio demanded to know if the FCC has adopted policy of granting TV-radio stations to certificated airlines and whether it had consulted CAB on the matter. Though Senators insisted they weren't referring to any specific case, this letter and previous one sent to FCC last month mentioned application of National Airlines for Miami's Ch. 10 -- currently reported to be favored over its competition by FCC majority (Vol. 13:3).

In McConnaughey's reply to Monroney's earlier letter, he said the FCC "would commit a legal error by considering it," since letter was not part of record in the case. In this week's letter, the Senators said McConnaughey's reply was "not an answer at all," and pointed out they were seeking information on FCC policy. The letter said certificated airlines are "granted guarantees of a fair return on their investment, even though they may be operating without subsidies or extra mail pay over certain periods." The Senators added:

"The intermingling of activities of an airline and its wholly owned subsidiaries in extraneous business can and would seriously jeopardize the continuance of this guaranteed return contained in the Civil Aeronautics Act."

Note: Another look into the allocations situation may be taken by House Commerce Committee this session. Chairman Harris (D-Ark.) introduced resolution outlining his group's plans for inquiries -- including "availability of channels for allocation for radio & TV" and "advertising, fair competition and labeling."

NEWSPAPER ADMEN MAKE TV PET WHIPPING BOY: "Radio with pictures is no longer such a violently revolutionary concept that people fall over dead when Pinky Lee comes to life on the screen." That remark, by William D. Tyler, v.p. of Leo Burnett Co., was typical of several such diatribes hurled at TV at Newspaper Advertising Executives Assn. convention this week in Chicago by speakers whose uneasiness reflected TV's growing competitive strength. Behind their brickbats was the disquieting fact that TV last year accounted for estimated \$1.235 billion in ad revenue, is figured to go up to about \$1.5 billion in 1957 -- and its rate of growth has them worried.

General tone of convention was definitely anti-TV -- despite fact that 135 newspapers have interests in TV stations, despite well-supported concept that TV and newspapers are more complementary than competitive, as evidenced by report this week that newspaper advertising last year set new record and by well-known fact that newspaper circulation growth continues unabated.

Karl T. Finn, pres. of Newspaper Advertising Executives Assn. and advertising director of Cincinnati Times-Star, said newspaper advertising last year, as measured by Media Records, was up 2.4% from 1955. All categories except automotive showed increases, with financial ads up 11.5%, general advertising up 8.6%, classified 2.9%.

Finn also directed fire at TvB, saying it had "turned a sharp eye on the money now going to newspapers" and that newspapers "are definitely the No. 1 target of TV in 1957." He noted that TV and other media have reported good year in 1956 "and as far as anyone can predict at this moment, they will all continue to carry on their vigorous selling activities in 1957."

TvB declined to issue formal rejoinder pending further study of the verbatim transcripts, promised statement next week. However, TvB pres. Norman E. Cash said informally that "we are anxious to employ the Bureau's energies to lifting the level of advertising appropriations and in the medium in which most people spend most of their time. TV consumes more of people's time than any other activity, except for working and sleeping. Therefore, it must be the basic medium for any advertiser."

Note: TV got a boost this week from an unexpected source. Ernest Jones, pres. of McManus, John & Adams, who last March created a furore in industry by saying that TV was not the "fundamental medium" for selling durable goods (Vol. 12:13), told Mich. Press Assn. this week in E. Lansing that TV and radio should be given credit for stimulating newspaper business to record heights. "The 3 mediums com-

plement and enhance each other," he said. "As one advances all advance because the public's capacity for entertainment and information is an apparently limitless quality, bounded only by the hours required to sleep."

* * * *

A "holy crusade" against concept that TV is best advertising medium was urged by agencyman Tyler. He said some sponsors continue to approve TV advertising expenditures in the "delusion" that it's most effective medium. He added:

"Somebody's got to shake that concept loose. And I suppose I'm looking at just the guys. If I were you, I'd embark on a holy crusade to bring the word up and down the land that World War II is over, that TV is no longer news, that it's simply the greatest entertainment medium there is, and that the news medium is the newspapers, believe it or not...Advertisers should stop thinking in terms of motion pictures when it's impact that they are needing."

Wm. I. Nichols, editor & publisher of *This Week Magazine*, not identified with TV interests, delivered speech which embodied the "TV is good, but we're better" approach. Total number of set owners is increasing, he said, "but at the same time we are seeing a splinterization of the viewing audience, which is constantly being divided and subdivided between channels and programs. This splinterizing process is especially acute in the urban areas where advertisers want most to reach."

Harold S. Barnes, director of ANPA's Bureau of Advertising and one of TV's most caustic critics in past conventions, was more restrained in his remarks this year. After predicting another new ad lineage record for newspapers this year, he warned that competition from TV should not be minimized.

Magazine autopsies in Jan. 19 *Business Week* and Jan. 21 *Advertising Age* agree with earlier dissection findings by *Tide* (Vol. 13:2) on recent casualties in field—that big circulation isn't survival insurance. It didn't save *Collier's*, *Woman's Home Companion*, *Town Journal* (Vol. 12:50-52). *Business Week* says successful magazines sharpen editorial concepts into "character" and "force." *Advertising Age* offers no hard-&-fast formula, but says "general magazines with no particular audience staked out have had a thin time in the post-war decade." Nor is TV blamed. Its impact on magazines "has been surprisingly small," *Business Week* says; advertisers with big TV & magazine budgets just prefer to "concentrate their spending—to buy more pages, more frequently in the leading magazines." *Advertising Age* concurs.

Prospects for TV-radio diversification by Crowell-Collier Publishing Co. looked good when he was helping it sell \$4,000,000 unregistered debentures, N. Y. broker Edward L. Elliott testified Jan. 24 at SEC hearing in Washington. He said he told customers "probabilities favored" consummation of \$16,000,000 station deal with Consolidated TV & Radio Bestg. Co. last spring by publisher of now-defunct *Collier's*, *Woman's Home Companion* and *American*. Earlier SEC testimony (Vol. 13:3) recounted collapse of deal in fall.

Magazine billings are up, too. According to figures compiled by PIB and *Advertising Age*, ad revenues of magazines in 1956 totaled \$931,475,192, up 10.7% over 1955's \$841,349,349. Jan. 21 *Advertising Age* said the 4 magazines which recently went defunct—*American*, *Collier's*, *Woman's Home Companion*, *Town Journal*—accounted for aggregate of \$29,035,036, or about 4% of 1956 total. *Life* led all magazines with \$137,000,000, compared with \$121,000,000 in 1955.

"Meet the Critics" panel will be a highlight of Feb. 27-March 1 local public service programming clinic arranged in Boston by Westinghouse Bestg. Co. for 75 TV & radio station executives (Vol. 13:3). TV-radio columnists and trade editors will participate in session, followed by visual-audio displays by Advertising Council.

Statements by AT&T and GE in reply to charges by Philco in \$150,000,000 anti-trust suit against them and RCA (Vol. 13:3): "Bell System [AT&T] inventions are available to all manufacturers in the radio-TV field who desire them. In this field, as in all others, it is the policy of the Bell System to make all our inventions available for use by others on a non-exclusive basis. The Bell System believes that its patent policies have been entirely legal and in the public interest, and denies that it has entered into any unlawful conspiracy with RCA or anyone else." Said GE: "To the extent that it is directed to us, we are convinced the facts will not support the complaint. We have been taking our guidance from the 1932 consent decree [which divested GE & Westinghouse of their holdings in RCA] and have been operating strictly in conformance with the terms of the decree as approved by the Govt."

Investigation of BBC for berating extra-gasoline-for-politicians ration voted by Parliament was demanded in House of Commons this week as editor John Junor of *London Sunday Express* was summoned to floor to apologize for similar criticism. Along with Lord Beaverbrook's *Express*, Romford newspapers and *London Evening News*, BBC was cited by outraged MPs under ancient British law providing punishment for any editor who "reflects on the integrity of Parliament." Junor solemnly complied with House ritual Jan. 24 by regretting that his editorial views amounted to "contempt," but insisted special gas allowance—double that allowed to ordinary citizens—was "inescapable subject of comment in a free press." House then expressed itself as mollified in his case.

Don Belding, chairman of exec. committee of Foote, Cone & Belding, has withdrawn from race for mayor of Los Angeles following Mayor Poulson's announcement he would seek re-election. Belding said he was a member of Poulson's "official family" as chairman of Los Angeles Airport Commission.

NBC Radio plans another radical departure in its programming schedule in *Night Line*, series of nightly pickups from leading entertainment centers, Tue.-thru-Thu. 8:30-10:30 p.m. starting March 15. It will be open to partic. sponsorship.

THE THIN LINE between movie and TV industries continued to get thinner this week, as MGM announced large-scale foray into TV film production and National Telefilm Associates announced it was entering field of theatrical motion picture distribution.

Loew's Inc. pres. Joseph R. Vogel, in letter to stockholders accompanying annual report (for financial statement, see p. 13), announced establishment of TV film-producing subsidiary MGM-TV, headed by Loew's TV v.p. Charles C. (Bud) Barry, who will headquarter in Hollywood. In addition to Barry, members of MGM-TV's "program board" are: program director Adrian Samish, ex-v.p. of Dancer-Fitzgerald-Sample and recently engaged in TV production with Young & Rubicam; exec. producer Sam Marx, veteran MGM producer who recently left 20th Century-Fox's TCF-TV; program coordinator Ruth Kyle, ex-J. Walter Thompson, and western TV sales mgr. Maurice Gresham.

MGM-TV is already scanning some 1500 MGM story properties for possible TV series adaptations—including "The Thin Man," "Scaramouche," "Min & Bill" and Hardy Family series.

Vogel also announced that MGM's 723-film library of features had been sold in 29 cities for gross of more than \$31,000,000.

Meanwhile, NTA announced formation of NTA Pictures Inc. to distribute to theatres "new major scale productions and revivals of unusual merit." It will function as a complete and separate entity, under Erwin Lesser, formerly with Paramount's distribution organization and more recently owner of Pacemaker Pictures and Commander Pictures. Initial NTA releases will be "Bells of St. Mary" (Bing Crosby, Ingrid Bergman) and "Gulliver's

Travels," feature-length animated cartoon, which NTA acquired when it bought Rainbow Productions from Paramount last year. Neither has been reissued to theatres or offered to TV.

NTA exec. v.p. Oliver A. Unger declared that NTA Pictures "will adhere to a firm policy of guaranteeing extended clearance for theatrically released features prior to making them available for TV presentation." Utilizing its already existing distribution facilities, NTA expects to handle about a dozen features this year.

The uncertain status of General Teleradio's RKO Radio Pictures became a little clearer this week when company announced it is closing down its distribution set-up and turning over its domestic distribution to Universal-International. RKO has discharged 800 employees in 32 exchanges and dismissed all but 2 members of its publicity dept. It currently has 11 new pictures either completed or in various stages of production. RKO Teleradio pres. Thomas F. O'Neil denied that RKO Pictures will be liquidated and said 8-10 pictures will be produced this year for Universal distribution.

Meanwhile, Paramount announced it will discontinue its Paramount Newsreel—famous for 30 years as "the eyes and the ears of the world"—as of Feb. 15. Warner-Pathe news was discontinued last year, the decision being based at least partly on fact that newsreels' functions have largely been taken over by TV news film. Paramount said newsreel operation was showing a profit but returns were "not commensurate with the time, energy and investment."

On the features-for-TV front, NTA announced it had sold its "Rocket 86" package, which includes 78 20th Century-Fox films and 8 others, in 49 TV markets in first month of distribution.

Revocation of license of WGN-TV, Chicago, is sought by coalition of more than 30 Protestant & Jewish organizations protesting cancellation of *Martin Luther* movie following complaints to station by Catholics (Vol. 12:51, 13:2). Newly-formed Action Committee for Freedom of Religious Expression, starting campaign for 300,000 petition signatures, retained Washington lawyers Frank S. Ketcham & Seymour Krieger to seek Congressional investigation of station and institute formal FCC proceedings, alleging that WGN-TV violated policy rules governing public-interest handling of controversies. Station's v.p.-gen. mgr. Ward L. Quaal has explained it cancelled film "in good faith" to avoid "ill will or controversies."

Financial ruin faces big TV & movie names if Internal Revenue Service applies proposed income tax ruling against personal corporations (Vol. 12:50-51), counsel for stars argued Jan. 24 in one-day Washington hearing. N. Y. & Hollywood lawyers pleaded with chief Bernard Payne of IRS regulation section that such performers as Jackie Gleason, Perry Como, Danny Thomas, Lucille Ball, Desi Arnaz, Danny Kaye, Marilyn Monroe be permitted to continue self-incorporation. Maximum corporate income tax is 52%, whereas individuals can be taxed to 91%. Lawyers said higher rate, imposed retroactively, could wreck their clients.

Mental therapy by TV helps solve problems of group psychiatric treatment of patients at Agnews State Hospital in California, 4 medical researchers report in current *Archives of Neurology & Psychiatry* published by AMA. Closed-circuit programs for patients were started in 1954, giving them selected movies, shorts on such subjects as grooming & posture, panel sessions in which they participate. Typical patient response: "Films for entertainment are all right, but it's the first time anyone ever thought we had enough sense to understand or learn anything."

East-West TV Network, 2924 Auburn Ave., Toledo, suppliers of closed-circuit TV projection equipment—which arranges closed-circuit business sports and educational hook-ups—this week announced appointment of "associate offices," in 10 key markets: Trident Films Inc., N. Y.; Professional Electronic Products Inc., Pittsburgh; Robert F. Blair, Cleveland; Mike Bowdon, Cincinnati; James F. Mulqueeney, Chicago; Northwest Sound Service Inc., Minneapolis; Ivo Distributors, Los Angeles; California Electronics Inc., Dallas; Mutual Electronic Supply Inc., Seattle & Portland.

"Loyalty" tests for Hollywood and TV & radio employes pose threat of Federal control of communication of ideas, Amherst prof. Henry Steele Commager stated in speech last week. Addressing meeting of 8 Jewish women's organizations in Albany, N. Y., he decried use of Attorney General's "subversive" organization list in determining qualifications of actors & writers. All such lists, according to Commager, represent govt. attack on "free enterprise" of thought.

Anti-trust conviction of *Kansas City Star* on charges that it monopolized dissemination of news & advertising in its circulation area (Vol. 11:3, 9, 32) was upheld Jan. 23 by Court of Appeals in St. Louis. *Star* said it would appeal to Supreme Court. Meanwhile, govt.'s companion civil anti-trust suit involving newspaper's WDAF-TV & WDAF remains on shelf pending outcome of criminal proceedings.

Hopes of wiring up Houston for closed-circuit TV & music operation have been announced by Home Entertainment Co., headed by H. W. Sargent, who reports he's working with Paramount subsidiary International Telemeter, "using their equipment, technicians and experience." Soliciting public reaction in newspaper ads, Sargent says that group expects to get first-run films if it can get 100,000 customers.

UHF TRANSLATORS haven't cut much ice yet in terms of adding much to the total TV audience—though they may be vital to the small-town folk to whom they bring first TV service. Counting latest 2 on air, in Weed Heights, Nev. and Winnemucca, Nev. (see below), we estimate that not more than 40-50,000 people have been placed in range of TV by the 11 translators definitely known to be operating in 9 towns. Total could become significant if the "hundreds" predicted by equipment maker Ben Adler materialize (Vol. 12:48). There are 15 CPs outstanding, 35 applications pending.

A "first" in translators was achieved this week when WWLP, Springfield, Mass. (Ch. 22) filed application for Ch. 79 translator in Claremont, N. H., the only telecaster seeking one so far. Station already has grant for regular satellite WRLP, Greenfield, Mass. (Ch. 58, changing to Ch. 32), proposes that translator repeat the satellite.

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

KTWO-TV, Casper, Wyo. (Ch. 2) has changed target to Feb. 7 for test patterns, Feb. 17 for programming, writes Burt I. Harris, pres. & 40% owner of grantee Harriscope, TV producer-packager. RCA 500-watt transmitter is to be wired and ready Feb. 5 in just completed studio-transmitter house. Construction began Jan. 25 on 116-ft. self-supporting Ideco tower which will have 3-bay antenna. Robert Lebsock is to be chief engineer. Base hour will be \$150. Rep will be Meeker.

WJPB-TV, Fairmont, W. Va. (Ch. 35) will return to air "about Feb. 24," reports owner and city Mayor J. Patrick Beacom. It plans move of transmitter to 300 Grant St., will have studios in new Broadcast House, 400 Quincy St. He plans to apply soon for Ch. 5 in nearby Weston, says he decided to reopen WJPB-TV "to show FCC we mean business and to give this area some TV." Station will carry NBC-TV & ABC-TV. Beacom will be gen. mgr.,

Proposal to erect new tower for WMUR-TV, Manchester, N. H. (Ch. 9), at Georgetown, Mass., 26 mi. from Boston—one of stipulations on which proposed sale of station to Storer is based (Vol. 12:28)—received another setback this week when New York airspace subcommittee reported that its study showed it would be difficult to fit into the area's air traffic pattern because of new beacon being erected at Beverley, Mass. Washington Airspace Panel is scheduled to study subcommittee minutes at Feb. 5 meeting and render final decision on aeronautical clearance of proposed 1016-ft. tower. Airspace Panel took no significant TV actions at this week's meeting, having approved 1292-ft. tower for WJBF, Augusta, Ga. (Ch. 6), and deferred action on 1046-ft. proposal by WEEK-TV, Peoria (Ch. 43), at last week's meeting. Meanwhile, WLBT, Jackson, Miss. (Ch. 3) this week applied to FCC for permission to erect 1579-ft. tower.

Weed Heights, Nev. translator K72AA (Ch. 72) began operation Dec. 6, repeating KOLO-TV, Reno, reports A. E. Millar, gen. mgr. of Yerington Mine there for owner Anaconda Co., also owner of 25% of KFBB-TV, Great Falls, Mont. M. H. Bissett, chief electrician, is in charge of translator operation. K74AB, Madras, Ore. (Ch. 74) has changed plans, now hopes to start in two weeks, reports Kenneth McCaulou, secy. of Jefferson County TV Co. Wally Matson will be engineer in charge. K76AB, Winnemucca, Nev. (Ch. 76) began operation in Dec. repeating KOLO-TV, Reno, reports Carl F. Moeller, secy.-treas. of owner Winnemucca Lions Club.

WGAL-TV, Lancaster, Pa. (Ch. 8) formally opens new building Feb. 24.

with Harry W. Critchlow, sales director; N. M. Fabre Jr., TV director; Joseph Sterloskie, engineering director. Base hour will be \$200. Rep will be Gill-Perna.

KUMV-TV, Williston, N. D. (Ch. 8), planned as semi-satellite of KFYZ-TV, Bismarck (Ch. 5), won't make previous Jan. 20 programming target, reporting it's building 7-hop microwave to KFYZ-TV, FCC having given final approval for system last week. Funds to build microwave were loaned by Missouri Valley TV Corp., owned by some 7000 Williston area residents (Vol. 12:38). GE 10-kw transmitter has been installed, and 878-ft. Stainless tower with 12-bay antenna is nearly ready. KUMV-TV will be sold in combination with KFYZ-TV, carrying \$275 base hour. Rep is Blair Television Assoc.

WYES, New Orleans (Ch. 8, educational) has pushed up target to March, reports gen. mgr. Duff Browne, stating owner Greater New Orleans Educational TV Foundation wishes to take advantage of NBC's 3 live half-hour programs. It has 5-kw DuMont transmitter on hand for installation in Hibernia Bank Bldg., will mount 12-bay RCA antenna on roof. W. S. Hart will be chief engineer.

WINR-TV, Binghamton, N. Y. (Ch. 40) plans start July 1, although equipment hasn't been ordered as yet, reports Albert B. Engelbert, gen. mgr. of *Binghamton Press* (Gannett), which acquired CP along with radio WINR for \$165,000 from group headed by Mayor Donald W. Cramer (Vol. 12:46, 13:2). It plans to use 299-ft. tower, with antenna bringing overall height to 405-ft. Construction of studio-transmitter building hasn't started. Dale Taylor will be TV-radio gen. mgr.

KETV, Omaha, Neb. (Ch. 7) hasn't set specific target but expects to be on air by this fall, reports gen. mgr. Eugene Thomas for owner Herald Corp., subsidiary of *Omaha World-Herald*. Studio-transmitter building will be at 27th & Douglas Sts. A 50-kw RCA transmitter has been ordered, and construction of 583-ft. Ideco tower is scheduled to start this month. Jack Petrik, ex-WJMR-TV, New Orleans, will be chief engineer. Rates not set. Rep not chosen.

RCA shipped 3-bay custom superturnstile antenna Jan. 15 to upcoming KGEZ-TV, Kalispell, Mont. (Ch. 9) due in spring; 24-section pylon to KBAS-TV, Ephrata, Wash. (Ch. 43) planning Feb. start as satellite of KIMA-TV, Yakima (Ch. 29); used 5-kw GE transmitter (from WKRC-TV, Cincinnati) to WCHS-TV, Charleston, W. Va. (Ch. 8), planning move to Coal Mt.; 18-section superturnstile antenna Jan. 23 to KTBC-TV, Austin, Tex. (Ch. 7), planning move to new site and higher tower.

Translator-type microwave facilities for private TV links are proposed by Sarkes Tarzian Inc., tuner & rectifier manufacturer and operator of WTTV, Bloomington, Ind. (Ch. 4). Filing notice of appearance in allocations proceedings covering 890-mc and up, he suggests that 1000-1500-mc be used for 5-10-watt transmitters, claiming superior and cheaper operation would be possible.

Sale of 50% of KOSA-TV, Odessa, Tex. (Ch. 7) to brothers Jack C. & Grady H. Vaughn Jr., Dallas oilmen, who are paying \$20,000 cash and assuming half of some \$400,000 in obligations, was approved by FCC this week. Pres.-gen. mgr. Cecil Trigg will hold 40%; Wm. B. Stowe, 5%; Brooks L. Harman, 5% (Vol. 12:51).

Power increases: KOSA-TV, Odessa, Tex. (Ch. 7) Jan. 15 to 316-kw ERP; KREX-TV, Grand Junction, Colo. (Ch. 5) Jan. 7 to 12.9 kw; KBOI-TV, Boise, Ida. (Ch. 2) now radiating 65-kw; KTLA, Los Angeles (Ch. 5) Jan. 22 to maximum 50.1-kw.

Microwave information bulletin, containing definitions & explanations of operations in TV & radio, has been issued by FCC. Bulletin (Mimeo. 41039) is available from FCC, or we'll obtain copy for you.

Telecasting Notes: "What's the best buy on night network TV?" asks Jan. 26 *Billboard*, and then proceeds to give a somewhat qualified answer in terms of its brand new feature—"the first continuous publication of comprehensive cost-per-1000 estimates for network TV programs." First tabulation is based on Nov. ARB figures—derived by "dividing each show's total program and net time costs by the total number of homes reached by the program," and contains separate lists by program categories, men, women & children, types of sponsors, etc. . . . To answer the question above, *Billboard's* master list shows *Lawrence Welk Show* (ABC-TV) was by far the "best buy" for Nov. from cost-per-1000 standpoint. Cost was \$1.10 per 1000 for each commercial minute, compared to estimated cost-per-1000 of more than \$3.50 for average nighttime network show . . . Runners-up in low cost-per-1000 were *Ed Sullivan Show* (CBS-TV) with \$1.49 per 1000 and *Climax* (CBS) with \$1.87 . . . In cost-per-1000 men viewers, *Lawrence Welk* was again No. 1 at \$1.12, and in women viewers category at 92¢. In children's category *Disneyland* (ABC-TV) was first, at \$1.72 . . . Shortest "program" being offered to sponsors is new 20-sec. station-break "news package" planned by NBC's WRCA-TV—consisting of 10-sec. of news and 10-sec. of commercial, at price of 10-sec. spot . . . There are 1350 post-1948 features in Hollywood's vaults, estimates *Billboard*, which lists those owned by Paramount, 20th Century-Fox and Universal-International in Jan. 26 issue, will list others later . . . Talent Associates Inc. will take over as producer of *Kaiser Aluminum Hour* (NBC-TV) Feb. 26, replacing Unit Four Productions, which has been involved in long wrangle with sponsor over "controversial" subject matter for the shows . . . Japan's Toei Motion Picture Co. pres. Hiroshi Okawa, in U. S. on visit, revealed this week that his company plans to embark on animated TV film production for U. S. market in March, with U. S. TV distribution expected to be handled by Cavalcade Pictures, which distributes Toei's theatrical movies in U. S. . . . Critics were cool to Jerry Lewis' debut as a single on NBC-TV Jan. 19, but generally liked Ernie Kovacs' half-hour show same night . . . Dean Martin signs 5-year NBC contract providing payment of \$200,000 a show, from which he will pay supporting talent . . . In feature film coup, Boston's WBZ-TV has signed Bette Davis as live m.c. for *Bette Davis Presents*, weekly series of more than 50 of her Warner Bros. features . . . Filmaster Productions will film three 90-min. dramas for CBS-TV's *Playhouse 90*; Screen Gems has handled production on previous filmed shows . . . **Emphatic note:** Coincidental with change in format of NBC-TV's late evening *Tonight* Jan. 28, show's name will be changed to *Tonight!*

Free time has been offered by KFMB-TV, San Diego, to Superior Judge John Hewicker to comment on appeals court decision overruling his ban on use of stenographic help by station newscaster Harold Keen in covering kidnap trial (Vol. 12:52, 13:2). Judge did not respond immediately to invitation from Keen, who reported on *People in the News* show that Hewicker had been "quoted in language unheard of from a judge and proceeded to blast the appellate court for its opinion." Higher court, holding that newsmen could take trial notes "in any form," said: "The protection given the freedom of speech & press is extended to the medium of TV, there being no distinction between the various methods of communication."

Increased mobility is provided by 3 panel-truck remote units assigned by NBC-TV to N. Y., Chicago & Hollywood staffs to cover "America After Dark" scenes for new *Tonight!* show format starting Jan. 28. Units cost about \$70,000 each, contain own generator, transmitter, camera, microphone, lighting & other equipment.

INAUGURATION coverage by the 3 TV networks was noteworthy for sustained interest and drama and smoothness of operation—perhaps best arranged and organized lengthy "public event" in TV's history. The 3 networks used some 200 newsmen and technicians and 60 cameras.

As in most major special events, several technical innovations were unveiled—most notable being videotape repeats by CBS & NBC of Presidential oath-taking. Both networks announced their use of Ampex tape with considerable fanfare—doing more to make public aware of existence and quality of videotape than any other development to date.

Taped picture from both NBC & CBS was of satisfactory quality, as we observed it—better than kinescope and probably not quite so good as good film. NBC's taped repeat came slightly before CBS's, a little less than 30 min. after ceremony. CBS used taped segment twice—half hour and full hour after the actual oath-taking.

Another innovation was first commercial use of CBS News' portable high-quality film processing machine. The small 29x20x36-in. device, requiring no darkroom and operating from regular 110-volt outlet, can process film at rate of 40-ft. per minute. CBS claims it produces film "as good as that processed by large commercial laboratories." Machine can be set up in a hotel room or any place with electric power and hot & cold running water.

While TV brought the inaugural parade into millions of American homes, it was TV which kept the parade moving. Army Signal Corps used 6 TV cameras to oversee the parade—plus another camera mounted in Army liaison plane. When gaps were discovered in parade units, parade officials—who watched 7 monitors in a tent near Treasury Dept. building—radioed one of 16 jeeps which acted quickly to tighten up parade. Even so, parade lasted an hour longer than planned, and networks stayed with it longer than originally scheduled.

Deliveries of prototype Ampex videotape recorders will be completed this month, when last 2 units are shipped to CBS. Six prototypes currently are in place for TV use—2 each at Hollywood studios of CBS & NBC, and one each at their New York studios. Ampex says its backlog of orders for the \$45,000 production model totals \$40,000,000, with deliveries due to begin in Nov. 1957. In letter to order holders, Ampex engineering director Ben Wolfe gave this evaluation of networks' experience with prototype models: "Ease of installation, simplicity of operation, and subjective quality of picture presentation are beyond original expectations for these engineering prototypes."

"Broadcasting Serves America" has been proposed by NARTB public relations director Donald N. Martin as theme for industry's expanded public relations effort. In Jan. 24 address to Ga. Radio & TV Institute, sponsored by Ga. Assn. of Broadcasters & Henry W. Grady School of Journalism, Martin said the theme "can be played over and over again; it can run through everything we do—everything we say about the industry."

First to top \$100,000 in quiz show is Charles Van Doren, Columbia U English instructor who tapped *Twenty-One* for \$104,500 on NBC-TV Jan. 21. Van Doren, 30, son of poet Mark Van Doren, downed latest of succession of challengers by giving correct answers on art, explorers and American Revolution. He's due back on the no-limit giveaway Jan. 28. Previously 5 contestants had reached \$100,000 prizes on NBC-TV's *The Big Surprise*.

Arthur Godfrey will broadcast from plane over Atlantic and French Equatorial Africa on trip starting about Feb. 1, getting special FCC approval for use of frequencies.

Network Accounts: Bulova cancelled sponsorship of *Jackie Gleason Show* on CBS-TV effective April 1, Sat. 8-9 p.m.—and it's regarded as foregone conclusion that Gleason won't be back on regular basis next fall. Betting is that he will appear on irregularly scheduled special extravaganza variety programs . . . General Foods, dropping *Hiram Holliday* at end of March on NBC-TV Wed. 8-8:30 p.m., to be alt. sponsor (with American Tobacco) of *Wells Fargo* on NBC-TV Mon. 8:30-9 p.m. . . . Sterling Drug to sponsor *Inspector Mark Saber* on NBC-TV starting Feb. 23, Sat. 12:30-1 p.m., and *True Story* 1-1:30 p.m. . . . Warner Bros. Foundations Inc. buys two one-hour evening time periods on NBC-TV this fall and next spring for color fashion shows, thru C. J. LaRoche & Co. . . . NBC-TV's partic. sponsors: American Sta-Dri Co., 14 on *Tonight* starting in March, thru J. Gordon Manchester Adv.; Masonite Corp., 13 on *Home* starting in March, thru Buchen Co.; Niagara Therapy Mfg. Corp., 7 on *Home* thru W. S. Walker Adv.; Bon Ami, 7 on *Today* thru Ruthrauff & Ryan; Bourjois Inc., 6 on *Home* starting in March, thru Lawrence C. Gumbinner Adv.; Wash. State Apple Commission, 6 on *Today* during Feb., thru MacWilkins, Cole & Weber; Cluett Peabody & Co., 4 on *Home*, thru Young & Rubicam; National Homes Corp., 2 on *Today*, thru Applegate Adv.; Roquefort Assn. Inc., one on *Home*, thru George Gero Adv.; Structo Mfg. Co., one on *Today*, thru C. Wendell Muench & Co. . . . Partic. sponsorships on ABC-TV; Bauer & Black on *Circus Time* starting Feb. 21, Thu. 8-9 p.m., thru Leo Burnett Co.; Bon Ami on *Circus Time* starting Jan. 24, thru Ruthrauff & Ryan; Kendall Co. (Blue Jay sales div.) on *Afternoon Film Festival* starting in April, Mon.-thru-Fri. 3-4 p.m., thru Leo Burnett; Yardley of London Ltd. on *Famous Film Festival* starting Feb. 23, Sat. 7:30-9 p.m., thru N. W. Ayer . . . ABC to inaugurate news-in-depth show, *Open Hearing*, originating from Washington, starting in Feb., Sun. 8:30-9 p.m.

Complaints about TV-radio ads over 1946-55 period weren't as numerous as heavily-publicized statements might indicate. That's evident in AAAA's report of its *Interchange of Opinion on Objectionable Advertising*, released this week and available from AAAA. Arthur E. Tatham of Tatham-Laird Inc., Chicago, chairman of the AAAA Committee on Improvement of Advertising Content, which supervised the study, reported that out of 1800 complaints received from 395 agencies (members and non-members), 1/2 were directed against newspapers, 1/3 against magazines, and remaining third against TV-radio and outdoor.

ANA TV-radio workshop Feb. 14 at Hotel Plaza, N. Y., will include these topics and speakers: "Pre-Testing TV Commercials," Sherwood Dodge of Foote, Cone & Belding; "Is Radio Still A Good Buy?," Mary McKenna, WNEW, N. Y.; "Comparing Costs and Effectiveness of Filmed and Live Commercials," Robert Foreman, BBDO; "Our Experience With Color TV," Samuel Thurm, Lever Bros.; "When Spots Become Available—Who Gets 'Em?," Linnea Nelson, Kudner; "Are the Costs of Network Programming Coming Down?," C. Terence Clyne, McCann-Erickson. Workshop chairman is George Abrams, Revlon adv. v.p.

McCann-Erickson moves into new home office on 14 floors of new 30-story building at 485 Lexington Ave., N. Y. (Oxford 7-6000), corporate headquarters remaining at 50 Rockefeller Plaza, Marschalk & Pratt div. at 460 Park Ave., Communications Counselors Inc. at 535 Fifth Ave.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, has conferred with AB-PT pres. Leonard H. Goldenson about possibility of Weaver packaging *Ding Dong School* for placement on ABC-TV. *Ding Dong School* left NBC-TV at start of year.

WORLD'S TV stations and sets-in-use, as of Jan. 1, 1957, are listed in this table on the Foreign TV Directory section of our upcoming 1957 Spring-Summer TV Factbook:

Country	No. Stations	Sets-in-Use	Country	No. Stations	Sets-in-Use
Algers	1	100	Nicaragua ¹	—	300
Argentina	1	75,000	Norway	1	300
Australia	6	27,000	Panama ²	—	2,000
Austria	4	7,000	Philippines	1	10,000
Belgium	4	125,000	Poland	2	6,000
Brazil	6	500,000	Portugal	1	300
Bulgaria	1	500	Rumania	1	500
Canada	37	2,450,000	Spain	1	3,000
Colombia	6	50,000	Sweden	3	14,000
Cuba	17	275,000	Switzerland	4	19,500
Czechoslovakia	3	70,300	Thailand	1	7,300
Denmark	3	40,000	Turkey	1	100
Dominican Rep.	2	7,000	United Kingdom	19	6,500,000
El Salvador	1	1,000	Uruguay	1	1,000
Finland	2	1,500	USSR	31	1,300,000
France	17	450,000	Venezuela	9	100,000
Germany (E.)	9	100,000	Yugoslavia	2	4,000
Germany (W.)	34	700,000			
Guatemala	2	8,500	FOREIGN TOTAL	327	14,165,700
Hungary	1	600	U. S. & Territories	494	42,000,000
Iraq	1	600	U. S. Armed Forces	22	50,000
Italy	64	500,000			
Japan	10	450,000	GRAND TOTAL	843	56,215,700
Korea	1	300			
Luxembourg	1	1,000			
Mexico	9	250,000			
Monaco	1	2,000			
Morocco	2	5,000			
Netherlands	3	100,000			

¹ Station left air in Oct.

² Panama viewers watch U. S. Armed Forces stations, Canal Zone.

Rate increases: KYW-TV, Cleveland, Feb. 1 adds Class AAA hour (8-11 p.m. daily) at \$1950, 20 sec. at \$475, Class AA hour cut to \$1800 from \$1400. WEWS, Cleveland, Feb. 3 adds Class AA hour (7:30-11 p.m. daily) at \$1650, min. at \$475, Class A hour going from \$1050 to \$1060. WISH, Indianapolis, Feb. 1 raises base hour from \$1200 to \$1300, min. \$250 to \$300. WISN-TV, Milwaukee, Feb. 1 raises base hour from \$800 to \$1000, min. \$160 to \$200. WTTG, Washington, has added Class AA hour (7-10:30 p.m. daily) at \$720, min. at \$144, Class A hour going from \$600 to \$660. KUTV, Salt Lake City, Feb. 1 raises hour from \$450 to \$600, min. \$90 to \$135. WFIE, Evansville, Ind. has raised hour from \$350 to \$400, min. \$70 to \$80. WDMJ-TV, Marquette, Mich. Feb. 1 raises hour from \$150 to \$200, min. \$30 to \$40.

Young Television Corp. has established Young Representatives Inc. to represent WAFB-TV, Baton Rouge, La.; WICC-TV, Bridgeport, Conn.; KTAG-TV, Lake Charles, La.; WSBA-TV, York, Pa.; WTVW, Tupelo, Miss. Offices and personnel will be same, except that in N. Y. Paul S. Wilson will be TV executive for new firm.

New reps: KUTV, Salt Lake City, to Avery-Knodel (from Hollingbery); KERO-TV, Bakersfield, Cal. to Petry (from Hollingbery); KNTV, San Jose, Cal. to Weed (from Bolling); WCBI-TV, Columbus, Miss. to Everett-McKinney (from McGillvra).

ADVERTISING AGENCIES: Laurence W. Scott resigns as adv. mgr. of Westinghouse consumer products div., Pittsburgh, to become v.p. of Cunningham & Walsh, Chicago, in charge of Sears Roebuck account . . . Stephen H. Richards, mgr. of Buick account for Kudner, elected a v.p., replacing James J. Cochran, who joins J. Walter Thompson, N. Y., in executive capacity . . . Vincent F. Aiello, v.p. & copy chief of Kudner, promoted to an exec. v.p., along with Wm. J. Griffin Jr., who had been serving as senior v.p.; Paul E. Newman promoted to senior v.p. . . . I. Orrin Spellman resigns as v.p.-gen. mgr. of Kenyon & Eckhardt Philadelphia office to become senior v.p. of Geare-Marston, Philadelphia, recently merged with Ruthrauff & Ryan . . . Philip Thompson appointed TV copy chief, Dowd, Redfield & Johnstone . . . Andrew N. Vladimir, ex-WAPA-TV, San Juan, elected v.p.-gen. mgr. of Puerto Rico branch of Gotham-Vladimir Adv., N. Y.

ATTACK ON GRANT of Ch. 12, Jacksonville, to WFGA-TV was launched this week by WPDQ—which with WJAX had lost out in final decision last year (Vol. 12:35). Filing request to reopen record and asking Commission to stay construction of station, WPDQ charged that Harold Cohn, 19% stockholder and proposed news & sports director of WFGA-TV, had concealed past underworld associations from FCC.

WPDQ charges that Cohn had been a chart writer at Jacksonville and Orange Park kennel clubs; that the clubs were controlled by W. H. Johnston “who was exposed by the Kefauver Crime Committee as a former associate and member of the Al Capone organization”; that Cohn’s wife had held stock in the Jacksonville club; and that none of this had been disclosed to Commission. WPDQ also states that grantee has done scarcely anything toward building station; that no one would suffer if construction were halted pending reopening of hearing.

In Boston’s Ch. 5 case, columnist Drew Pearson made one of his periodic forays into FCC matters—charging in Jan. 24 column that WHDH-*Herald-Traveler* is being favored in Commission’s preliminary voting because pressure was put on it by ex-GOP national chairman Leonard Hall, Commerce Secy. Weeks and Sen. Saltonstall (R-Mass.)—at request of publisher Robert Choate. They all promptly denied such activity, Choate countercharging that Pearson was trying to retaliate because his column had been removed from *Herald-Traveler* “following his unfounded publication of President Eisenhower’s illness in Minneapolis.”

Commission, meanwhile, had no heavy agenda—granting only a Ch. 70 translator to Saratoga TV Co., Saratoga, Wyo., while examiner issued an initial decision for Ch. 7, Laurel, Miss. to Laurel TV Co.

One new uhf allocations reshuffle was sought—WINT, Ft. Wayne (Ch. 15) requesting Ch. 31 & 29 be swapped between Kokomo & Marion, Ind. so that WINT can move transmitter to site in Ft. Wayne without violating uhf spacing “taboo.”

Samuel I. Newhouse interests are transferring WABT, Birmingham, Ala. (Ch. 13) with radio WAPI and WAFM(FM) from Alabama Bestg. System Inc., subsidiary of their *Birmingham News* to parent Central N. Y. Bestg. Corp. in deal involving \$2,400,000. Central N. Y. also owns WSYR-TV, Syracuse (Ch. 3) & radio WSYR, with satellite WSYE-TV, Elmira (Ch. 18), and 50% of KOIN-TV, Portland Ore. (Ch. 6) & radio KOIN. Nov. 30 balance sheet for Alabama Bestg. System Inc. shows earned surplus of \$663,913. It has \$791,016 in property and equipment out of \$1,503,616 total assets. Central N. Y. Nov. 30 balance sheet shows \$1,552,192 in earned surplus. It lists \$1,511,947 in current assets out of \$3,321,098 total assets.

Radio station ownership has attracted 2 more from talent and production end of TV—Jack Barry and Martin Stone. FCC this week approved \$65,000 purchase of WGMA, Hollywood, Fla. by Barry and his associate Daniel Enright (Barry & Enright Productions), producers of *Twenty One, Tic Tac Dough, Winky Dink and You*. Commission last week awarded new AM grant for Mt. Kisco, N. Y. (1310 kc, 1-kw, D) to Stone, majority owner of TV-radio producer Stone Assoc., and Mt. Kisco realtor E. Monroe O’Flynn—each holding 50% of the CP.

Among radio station sales approved this week by FCC: KASA, Elk City, Okla. by Lonnie J. Preston to Leo R. Morris, mgr. of KSWO-TV, Lawton (50%) and Jackson R. Webb and Carl Stephens, beer distributors (25% each) for \$50,000 (Vol. 12:52). WFNM, DeFuniak Springs, Fla. by Clayton W. Mapoles to group headed by Mel Wheeler, gen. mgr. of WJDM, Panama City, and WEAR-TV, Pensacola, for \$27,200 (Vol. 12:49).

NEW DEPT. of Transportation & Communications would be added to Cabinet under terms of bill (HR-3424) introduced Jan. 22 by Rep. Younger (R-Cal.), member of Govt. Operations and of House Commerce Committees. It would bring FCC, ICC, CAB, CAA, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration & St. Lawrence Seaway Development Corp. under one jurisdictional & administrative roof. Bill also would abolish office of Under Secy. of Commerce for Transportation and give federal highway functions to new Secy. of Transportation & Communications.

Younger told House independent boards & authorities have become fourth branch of Govt. which often tries “to circumvent or nullify acts of Congress.” They’d function better if they’re directly responsible to President in Cabinet, he said. Other TV-communication legislation proposed this week:

Rep. Fascell (D-Fla.) introduced HR-3350, drafted by American Bar Association, which would reorganize & standardize govt. hearing procedures under new Office of Federal Administrative Practice.

HR-3514 by Rep. Withrow (R-Wis.) would permit FCC Communications Act to license TV-radio stations for 5-year periods, up from current 3-year limit.

Rep. Horan (R-Wash.) introduced another bill directing FCC to license vhf boosters on non-interference basis (HR-3388).

Rep. Teller (D-N. Y.) submitted resolution authorizing President to designate National Amateur Radio Week in June (H.J. Res. 181).

TV Allocations Study Organization board meets Feb. 1 to continue firming up operational plans, currently concentrating on selection of membership for its 5 panels. TASO exec. director George R. Town hasn’t yet disclosed names of any of those who have accepted invitations to serve as chairmen or vice chairmen; however, Westinghouse Bestg. Co. announced that its engineering v.p. Ralph N. Harmon will be vice chairman of transmitting equipment panel. Meanwhile, Assn. of Maximum Service Telecasters, one of TASO’s constituent groups, is considering retaining economist in campaign to get excise tax lifted from all-channel TV sets.

O. E. Richardson is getting \$330,000 for WFAM-TV, Lafayette, Ind. (Ch. 59) and radio WASK, according to application filed with FCC this week. Station is being sold to Henry Rosenthal, station’s asst. mgr., 25%; Alvin H. Huth, 25%; and D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. Rosenthal also owns 25% of applicant for AM in Crawfordsville, Ind. Nov. 30, 1956 combined WFAM-TV & WASK balance sheet shows \$83,816 earned surplus as of March 31, 1956, net income of \$47,291 from March 31 to Nov. 30, 1956. They had \$238,862 fixed assets out of \$336,393 total assets.

Lease of KBST-TV, Big Spring, Tex. (Ch. 4) to W. D. (Dub) Rogers’ KDUB-TV, Lubbock (Ch. 13) was approved by FCC this week. KDUB-TV is paying \$300,000 under lease (\$5000 monthly for 60 months), also gets option to buy 50% of stock, along with program and sales control, for \$147,448 when lease is up (Vol. 13:1). Plan is to operate Big Spring outlet in same manner as KDUB-TV’s affiliate KPAR-TV, Sweetwater-Abilene (Ch. 12).

Sol Schildhause, who resigned as chief of FCC’s TV applications branch to become gen. mgr. of radio KOMA, Oklahoma City, is exercising option to buy 14½% of station for \$24,727 from other owners Burton Levine, Arnold Lerner, Myer Feldman, Donald S. Rubin & Harold Thurman. They purchased station last year for \$342,500 (Vol. 12:45, 50).

Personal Notes: Thomas K. Fisher, who joined CBS legal dept. in 1955 after 10 years with N. Y. law firm of Donovan, Leisure, Newton & Irvine, promoted to v.p. & gen. attorney for CBS-TV; Mrs. Geraldine B. Zorbaugh, who recently resigned as v.p. & special asst. to ex-ABC pres. Robert E. Kintner, named v.p. & gen. attorney for CBS Radio, with Julius Brauner remaining as gen. attorney for corporate matters; Leon Brooks, Washington counsel for CBS Inc., henceforth will concentrate exclusively on TV . . . W. Spencer Harrison, CBS v.p. in charge of legal & business affairs, assumes new position of v.p. & business mgr. of talent & contract properties . . . Louis Hausman, staff v.p. of CBS Inc. and ex-v.p. of old CBS-Columbia, appointed v.p. in charge of adv. & promotion for CBS Radio, succeeding Jules Dundes, now CBS Radio v.p. for station administration . . . John G. Trezevant, managing editor of *Collier's Magazine* at time of its withdrawal from publication 3 weeks ago, joins NARTB as mgr. of news & publications; Joseph Sitrick, publicity & information services mgr., assumes new post of mgr. of special projects & member participation . . . Merle S. Jones, CBS pres., and Don Durgin, ABC radio v.p., named chairmen of TV-radio committee for Brotherhood Week Feb. 17-24 . . . David Lowe, ex-DuMont Network, appointed supervisor of NBC-TV's educational series starting in March for the 25 non-commercial stations (Vol. 13:3) . . . James C. Richdale Jr., v.p.-gen. mgr. of KOTV, Tulsa, elected a director of KOTV Inc. . . . A. James Ebel, gen. mgr. of KOLN-TV, Lincoln, elected v.p. & director of parent Cornhusker TV Corp. . . . George Henderson, ex-Crosley stations gen. sales mgr., named gen. sales & promotion mgr. of upcoming WSOC-TV, Charlotte, N. C. (Ch. 9), due in spring . . . Howard Duncan, ex-WTVN, Columbus, O., joins WEHT, Henderson, Ky.-Evansville, Ind., as sales mgr. . . . Mark Smith promoted to operations mgr. of KLRJ-TV, Henderson-Las Vegas . . . Norman W. Williams promoted to production mgr. of KMTV, Omaha, succeeding Lew Jeffrey, now program mgr. . . . Jack Poppele, ex-director of Voice of America, now consultant at his home in Orange, N. J., elected to board of Veteran Wireless Operators Assn. . . . Martin M. Heller, ex-RKO Radio Pictures, joins ABC legal dept. under Mortimer Weinbach, v.p. & gen. counsel . . . S. Jay Eby promoted to mgr. of adv. & sales promotion, GE broadcast equipment . . . John Klindworth, central district mgr., and Lewis Radford Jr., eastern district mgr., handling broadcast equipment sales in DuMont technical products div., resigned as of Jan. 21 . . . Gregg Lincoln, ex-Crosley N. Y., named sales director of Crosley's WLWC, Columbus,

succeeding C. R. Dodsworth, resigned to form own ad agency in Columbus; Jackson Launer named production mgr., succeeding Sidney Barger . . . Cal Tinney, ex-syndicated newspaper columnist & radio commentator for ABC & Mutual, joins WNBC-TV & WNBC, Binghamton, N. Y. as director of news dept. . . . Bette Doolittle, ex-NARTB & Paramount Pictures, named executive director of spring convention of American Women in Radio & TV April 25-28 at Chase Park-Plaza Hotel, St. Louis . . . Harry J. Wright, mgr. of AB-PT tax dept., elected to board of Tax Institute Inc. . . . Ben Waple shifts from FCC docket section, becoming asst. to Commission Secy. Mary Jane Morris . . . Wm. Veneman resigns as gen. mgr. of KTVW, Seattle-Tacoma, his duties assumed by owner J. Elroy McCaw; James Hawkins promoted to assistant general mgr. . . . John J. Quinn, from N. Y. staff, named adv. mgr. of *TV Guide's* Philadelphia edition, succeeding James R. Wescott, now on magazine's national promotion staff . . . Nat Liebeskind, ex-Latin American mgr. of Universal, Warner Bros. & RKO Pictures, named gen. mgr. of Sterling TV.

Gordon Gray—telecaster, publisher, educator & govt. official—has been selected by President Eisenhower to replace Arthur S. Flemming as director of Office of Defense Mobilization. Currently Asst. Secy. of Defense for International Security Affairs, he served as Secy. of Army in President Truman's cabinet. He's former pres. of U of North Carolina and publisher of *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*. He is sole owner of Winston-Salem's WSJS-TV & WSJS, having recently bought out 33½% interest held by Buddy Rogers & Mary Pickford Rogers (Vol. 13:1).

Newspaper Advertising Executives Assn. elects these new officers: pres., Gilbert P. Swanson, *Spokane Daily Chronicle* and *Spokesman Review*; exec. v.p., Charles B. Lord, *Indianapolis Star and News*; 1st v.p., George Lemons, *Greensboro* (N.C.) *News and Record*; 2nd v.p., Russell W. Young, *Seattle Times*; secy.-treas., Robert C. Pace (re-appointed).

Edison Radio Amateur Award, GE's annual presentation for outstanding service, goes this year to Mrs. Mary Burke, Morton, Pa., who sends some 3000 messages monthly to servicemen overseas. Cup and \$500 will be presented in Washington at dinner Feb. 28 by Rear Adm. H. C. Bruton, chief of naval communications.

Edward M. Webster, former FCC commissioner, appointed Western Union consultant on international communications.

"Overzealous" equipment salesman have led purchasers operate transmitters without proper FCC authorization, Commission stated this week in letter to RETMA pres. Dr. W. R. G. Baker, and it asked RETMA to look into the matter and see what can be done about it. Commission cited no cases, and RETMA has asked for specific details before canvassing members. Commission's letter stated that salesmen had given out "inaccurate, improper, misleading" information, causing purchasers to violate FCC rules. Reportedly, one TV station operator in Montana bought private microwave equipment and put it to use without FCC authorization. There are said to be similar instances of infractions among mobile radio users.

BMI's TV clinics on program & operational problems will be held in N. Y. and Ft. Worth March 4 & 5, Atlanta and Chicago March 7 & 8, San Francisco March 11 & 12.

H-R Representatives Inc. opens Miami office Feb. 1 at Pan American Bank Bldg., with Alex Campbell Jr., ex-General Telcradio, in charge (Franklin 3-7753).

WMUR-TV, Manchester, N. H. (Ch. 9) opens regional sales office in Sherry Biltmore Hotel, Boston.

Community antenna operators are having their troubles with state legislatures. Latest: (1) Bill introduced in Utah legislature to permit political subdivisions to levy tax for purpose of financing TV transmission equipment, presumably including translators and CATV systems. National Community TV Assn. counsel E. Stratford Smith says NCTA will fight measure, which he says is of dubious constitutionality. (2) W. Va. legislature has bill before it to regulate CATV systems, introduced by Clarksburg delegate. Similar bill was rejected by the legislature last year.

Pulse Inc. is expanding into Mexico to report on radio audiences in Matamoros and Reynosa opposite Brownsville, Tex. International div. of rating service, already surveying Montreal TV viewers, also is extending Canadian TelePulse operations to Toronto market area, including U. S. stations. In England TelePulse will cover Manchester, where new ITA station has started, in addition to London and Birmingham.

First Texas TV studio equipped for live audience participation is claimed by WFAA-TV, Dallas. Radio WFAA's 250-seat Studio "A", converted to TV, will open Feb. 16.

TV's OVER-COUNTER VALUE—\$2.8 BILLION: The 7,100,000 TV sets estimated to have been sold to the public last year represented consumer investment of about \$1.6 billion, according to authoritative marketing sources. An additional investment of some \$1.2 billion was made by consumers for TV servicing, including parts and installation, service calls, etc. An over-the-counter valuation of \$2.8 billion was thus made on TV in 1956 -- approximately same level as in 1955, when 7,421,084 sets were sold.

That level isn't expected to rise much, if any, in 1957. Despite exhortations of some industry leaders to place greater emphasis on higher-priced units as means of increasing profits, all the evidence indicates that portables will account for at least 35% of TV production this year, perhaps higher.

Color seems to be only hope for increasing TV's dollar volume, assuming that portables continue sharp upswing. If color sales in 1957 approach the 300,000 level foreseen by some, the over-all dollar volume would rise substantially.

Note: Rarely mentioned in connection with portables is fact that few are made for all-channel reception. Considering that only about 10% of all sets currently made are equipped at factory for uhf, net effect is to reduce further the growth of uhf audience. As portables increase in importance, this becomes bigger problem.

* * * *

TV inventories at year's end were reduced to 2,500,000, thanks to surprisingly good Dec. retail movement. It's estimated that more than 900,000 units were sold in Dec. 1956, perhaps equalling the 936,467 sold in Dec. 1955. A late spurt developed shortly before Christmas, helping to make up for earlier sluggishness.

Plant layoffs were also an important factor in cutting inventories. Nearly all set makers operated with reduced manpower in last half of Dec. Philco closed its TV plant entirely over holidays, as did many smaller manufacturers.

Inventory correction is still continuing. GE this week shut down TV receiver and cathode-ray tube plants in Syracuse, plans to resume operations Jan. 28. But it also gave indefinite layoff notices Jan. 18 to 1200 workers. Most are expected to be recalled in spring. GE's inventory of portables is known to be high.

Price "specials" abound at all levels of trade, but the oft-predicted "dumps" in TV have apparently failed to materialize thus far -- at least not on a wide scale, certainly not on anything approaching a national level. Undoubtedly the business pickup in Dec. and consequent improvement in inventories have had a lot to do with it. Whatever the cause, an encouraging stability settled over market in Jan.

Economic Outlook: There's no cause for alarm in the over-all economic picture, says authoritative National Assn. of Purchasing Agents. Its monthly business survey, released Jan. 27, reports that new orders have shown a moderate upturn, production remaining high (28% of agents said it was higher than Dec.), and inventories "about right." Employment remains high, at approximately Dec. levels. Biggest worries, said report, are renewal of price increases and prospect of further inflation. It also declared that, as for the last 2 months, purchases of production materials are limited to short term, some 66% of members reporting that forward commitments are being confined to 60 days or less. Shortages were found in nickel, steel, some items of electrical equipment -- though none were regarded as serious.

Production: TV output hit 144,597 week ended Jan. 18, compared with 118,471 preceding week and 164,570 in corresponding week of 1956. For first 3 weeks of year, TV output came to about 340,000, as against 441,264 in first 3 weeks of 1956. Radio production totaled 304,540 (139,673 auto) week ended Jan. 18, compared with 268,052 (136,836 auto) preceding week and 281,657 (135,422 auto) in corresponding 1956 week. Radio production for 3 weeks amounted to about 767,000 (379,000 auto), compared with 808,971 (389,736 auto) in corresponding period year ago.

Topics & Trends of TV Trade: Westinghouse's major appliance sales in 1956 exceeded 1955 totals in 28 out of 32 products, despite fact that its production was halted in first 3 months of 1956 by strike at 30 plants. John W. Craig, v.p.-gen. mgr. of appliance div., said that 1956 sales were below 1955 levels only in freezers, down 26%; electric fans, 19%; refrigerators, 10%; garbage disposers, 1%. He also noted that industry as a whole reported lower sales of refrigerators and freezers in 1956.

Westinghouse sales of automatic washers last year increased 5.6% over 1955, while industry's increase was 10.8%; Westinghouse sales of clothes dryers were up 31.1%, as against 15.8% for industry, dishwashers, up 43.8% compared with industry's 35.6% increase. Craig commented:

"We were practically out of business from Jan. through March. Our factory inventories in appliances ranged from zero to but 50% of normal. And those months normally account for from 25% to more than 40% of annual appliance volume . . . We believe our comeback was noteworthy."

* * * *

Attack on GE's "Better Living Program" came this week from IUE pres. James B. Carey, who wrote in digest published by AFL-CIO industrial union dept.: "Probably no major corporation in the United States spends as much as does GE to persuade its employes that unions in GE do not exist, or that if they do, they don't win anything." He criticized GE for joining in court action to prevent Labor Dept. from enforcing a \$1.25 per hour Walsh-Healey Act wage minimum. "In technical matters, GE's slogan 'Progress Is Our Most Important Product' is probably true. GE has an excellent technical staff and one of the largest expenditures of any corporation for research. But in matters that affect social welfare, labor and human relations, there is a drag backward to the dark ages. And all this is done under the slogan of the 'Better Living Program.'"

Sylvania closes TV cabinet plant in High Point, N. C. "because of a continued decline in consumer demand for fine wood cabinets." Marion E. Pettegrew, operations v.p. in charge of TV-radio div., stated: "The trend away from fine wood TV cabinets started in late 1955 with the advent of portable models in metal cabinets. In 1956 about 20% of all TV sets sold were portables in metal cabinets and in the final quarter of 1956 the figure rose to 31%. In addition, numerous table model cabinets had non-wood finishes." Sylvania will henceforth contract with independent suppliers for its wood cabinets.

TV shipments to dealers totaled 6,051,266 in first 11 months of 1956, when production was 6,760,045, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 6,621,786, production of 7,151,895, in first 11 months of 1955. Nov. shipments totaled 617,516, compared with 843,508 in Oct. and 634,742 in Nov. 1955.

Davega Stores plans to sell or liquidate Triangle Industries Corp., its Chicago wholesale and mail order subsidiary, pres. H. M. Stein stating: "We plan to limit our business to retailing. The Chicago wholesale operation just wasn't profitable." Davega operates 30 retail appliance and sporting goods outlets in N. Y. City.

Olympic Radio plans heaviest spring promotion in its 22-year history, using newspapers and magazines primarily (Robert S. Burros, adv. & sales promotion mgr.).

Sylvania offers 110-degree 17-in. tube (17BVP4) for renewal market. It has 1 1/8-in. neck, is first of kind offered for renewal.

Trade Personals: Arthur L. Chapman resigns as Sylvania manufacturing v.p. to become pres. of CBS-Hytron, replacing Charles F. Stromeyer, who resigned this week; Chapman also serves as chairman of RETMA set div., a title he will be required to relinquish . . . Herbert Kabat, ex-sales v.p. of Olympic Radio, named gen. mgr. of Emerson's newly-formed consumer products div. of subsidiary Jefferson-Travis Inc., soon to market new line of TV-radio-phonos for dept. stores and specialty shops (Vol. 13:2) . . . Leonard E. Stevens promoted to asst. to Maurice L. Levy, commercial engineering director of Emerson Radio . . . Kenneth R. Johnson, sales v.p. of Packard-Bell home products div., promoted to v.p. in charge of div. . . Donovan H. Tyson, DuMont v.p., also elected treas., replacing Rear Adm. Stanley F. Patten, who retired last week; Robert W. Norcross elected asst. treas., George C. McConeghy appointed controller . . . John J. McGrath resigns as New England district mgr. of DuMont receiver div. . . Lawrence Mattingly named asst. chief TV engineer of Motorola . . . Robert E. Lewis, pres. of Argus Cameras div., elected a v.p. of parent Sylvania . . . Joseph P. Roveto promoted to mgr. of Raytheon semiconductor diode sales, Waltham, Mass. . . Cyrus Wood elected asst. treas. of Raytheon, in charge of financial accounting dept. . . Edward Bishop named Hallicrafters controller, John R. Halligan asst. treas. . . Paul Leopold, ex-Crescent Industries, named asst. sales mgr. of Pentron Corp. . . Thomas Marshall promoted to production mgr., Canadian Marconi broadcast & TV receiver div. . . Richard H. Kelly, ex-Crosley-Bendix Pacific regional mgr., named western field sales mgr. for Easy laundry appliances . . . Walter Goodman, mgr. of Jerrold-New York Inc., appointed sales mgr. of Jerrold products line div. . . George R. Jones, ex-Langlois Filmusic Inc., named custom service dept. mgr. of Capitol Records, replacing Tom Mack, resigned . . . G. A. Hincker promoted to adv. mgr. of Webcor Inc. . . Michael Melack resigns as chief designer of Westinghouse TV-radio div.

DISTRIBUTOR NOTES: Motorola appoints Black & Ryan Co., 630 W. Washington St., Phoenix (Leon S. Black, pres.), replacing Arizona Distributors; Motorola also names General Distributors Inc., 124 E. Trent Ave., Spokane (E. W. Johnson, gen. mgr.), replacing Taylor Distributing Co. . . Sylvania appoints Yonts Radio & Appliance Co. Inc., 535 E. 3rd St., Dayton (James W. Yonts, pres.) and Fraker Heating & Equipment Co. Inc., 1313 Grand Ave., Knoxville (J. T. Fraker, pres.) . . . Emerson appoints Thoben Elrod Co., Atlanta, ex-Crosley-Bendix outlet . . . Charles S. Martin Distributing Co., Atlanta (Admiral) appoints Ed Taylor as sales mgr. of Admiral div., succeeding Frank Head, who moves up to asst. to pres. in charge of merchandising . . . GE Supply Co., Memphis, appoints A. P. Boulton as operating mgr.

Dr. Lee DeForest, electronics pioneer, and Robert S. Bell, pres. of Packard-Bell, awarded honorary degrees of doctor of science by Heald College of Engineering, San Francisco.

Don G. Mitchell, Sylvania chairman-pres., and Lawrence A. Appley, a Sylvania director, elected to board of Sheraton Corp. of America.

Obituary

Thomas P. Ryan, 49, appointed mgr. of Sylvania's new Chicago factory branch only 2 weeks ago, died Jan. 23 at his home in La Grange Park, Ill. Formerly sales mgr. of Admiral's Chicago factory branch, he joined Sylvania in 1952 as Chicago district sales mgr., was appointed national TV-radio field sales mgr. in 1955, and was named Chicago regional sales mgr. in Oct. 1956. Surviving are his widow and 2 children.

Financial & Trade Notes: Avco earned \$3,111,682 in final quarter of its fiscal year ended Nov. 30, enabling company to reduce its consolidated net loss for the fiscal year to \$387,447, compared with earnings of \$758,311 (5¢ per share) in preceding fiscal year. The 1956 loss excludes reserve of \$16,000,000 set aside for discontinuance of its Crosley & Bendix home appliance divs. Bendix was purchased by Philco in Nov. (Vol. 12:46) and Crosley TV-radio operations are being liquidated.

Avco's consolidated net sales for fiscal year, excluding Crosley-Bendix sales in quarter ended Nov. 30, came to \$320,556,285, compared with \$299,332,434 in preceding fiscal year. Backlog of defense orders totaled \$340,000,000 as of Nov. 30, compared with \$200,000,000 year earlier.

Chairman Victor Emanuel told stockholders that a substantial part of 1956 losses were recoverable as deductions against future taxes. Now that unprofitable Crosley-Bendix appliance business has been discontinued, it's anticipated that earnings for current fiscal quarter ending Feb. 28 will approximate those of preceding quarter and will continue at "satisfactory levels" full year, he said.

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Loew's Inc. (MGM) reports that decrease in profit in fiscal year ended Aug. 31, 1956 was followed by sharp rise in first quarter of current fiscal year. Net income for fiscal year totaled \$4,837,729 (91¢ a share) on operating revenues of \$172,355,933, compared with net income of \$5,311,733 (\$1.03) on \$170,952,059 preceding fiscal year. For 12 weeks ended Nov. 22, Loew's reported net profit of \$1,745,325 (33¢) vs. \$248,161 (5¢) for similar period preceding year. Of the profit for fiscal year, report notes that \$1,800,000 came from sale of films to TV and from *MGM Parade*, the company's now-defunct ABC-TV show. Statement said both radio station WMGM, New York, and MGM records are in the profit column.

Report on Time Inc., by Merrill Lynch, Pierce, Fenner & Beane, calls it "one of the better quality issues in the publishing field backed by a steady uptrend in revenues and a 25-year record of continuous dividend payments." Time Inc. last week reported that 1956 was its most profitable year, with earnings of approximately \$6.75 per share, compared with \$4.72 in 1955 (Vol. 13:3).

Packard-Bell earned \$259,950 (38¢ per share) in quarter ended Dec. 31, compared with \$258,986 (37¢) in corresponding period of 1955.

ELECTRONICS PERSONALS: Dr. Rolf W. Peter promoted to physical & chemical research director of RCA Labs, succeeding Humboldt W. Leverenz now asst. research director; Allen A. Barco to systems research director, succeeding Dr. George H. Brown, now chief engineer, RCA commercial electronic products . . . Robert W. Deichert promoted to mgr. of new data & display dept. in Du Mont Labs' circuit research div. . . . Vice Adm. Richard H. Cruzen (ret.) elected a v.p. of Federal Electric Corp. (IT&T) . . . Raymond A. Ballweg Jr., from Air Force research & development headquarters, named special asst. to Trevor Gardner, chairman-pres. of Hycon Mfg. Co., himself a former Asst. Secy. of Air Force for research & development . . . Herman R. Stuart elected engineering v.p. of Kearfott Inc., General Precision Equipment Corp. subsidiary for development & manufacture of airborne navigation & control instruments; Robert N. Brown named engineering director; Joseph B. Heimann, chief engineer . . . Paul W. Schulz promoted to production control mgr. of Corning Glass electrical products div., succeeding Thomas W. Kewley, now mgr. of planning & control in consumer products div. . . . Robert T. Hood elected Gabriel Co. controller, succeeding A. P. McDiarmid, resigned as v.p. & treas. . . . Dr. John K. Hilliard, chief engineer of Altec

Network Color Schedules
(Jan. 27 - Feb. 9, 1957)

- Jan. 27—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Jan. 28—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 2—NBC: *Perry Como Show*, 8-9 p.m.
- Feb. 3—NBC: *Ruggles of Red Gap*, 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- Feb. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Mayerling," 8-9:30 p.m.
- Feb. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 9—NBC: *Perry Como Show*, 8-9 p.m.

Veteran NBC color team will be featured during Dept. of Agriculture's "Visuals Workshop" in Washington Jan. 28-Feb. 1 for benefit of university TV-radio dept. chiefs, educational broadcasters, govt. agency representatives. Special events director Barry Wood will give principal talk opening day. He heads group including George Heine-mann, director of program planning & development for NBC-owned stations; Reid Davis, mgr. of TV technical operations; Stan Parlan, supervisor of broadcast film; Ed Bennett, supervisor of scenic design & graphic arts.

First closed-circuit color system by an ad agency has been installed by J. Walter Thompson, N. Y., for pre-testing of commercials. Agency has added color cameras and other gear to its "Channel 3" black-&-white closed-circuit hookup (Vol. 11:4).

Color sales: Kansas City Electric Assn. reports 251 sets sold in Dec., bringing total to 1457; Rocky Mountain Electric League reports Colorado sales of 751 in all of 1956 vs. 252 in 1955.

RCA shipped 2 live color cameras Jan. 25 to upcoming WFGA-TV, Jacksonville, Fla. (Ch. 12), due in spring.

Lansing, promoted to director of advanced engineering . . . Melvin H. Murphy promoted to chief electronic engineer, Packard-Bell technical products div. . . . Dr. Ernst Weber promoted to research v.p., Brooklyn Polytechnic Institute.

RCA Service Co. reorganized its govt. services dept. this week, under v.p. P. B. Reed, with these new positions: Fred D. Chiei, mgr. defense electronic product services; H. P. McTeigue, mgr. Army & non-military services; Paul P. Melroy, mgr. Navy Services; T. G. Whitney, mgr. Air Force services; Lloyd R. Yoh, mgr. administrative control & services.

Page Communications Engineers Inc. has been awarded \$15,000,000 Signal Corps contract for design and installation of communications system in Western Pacific. Manufacture of major electronic equipment will be sub-contracted to RCA.

"Kintel" is new trade name for products manufactured by Kay Lab, San Diego makers of TV camera systems and instruments. New name, company explained, adopts the "K" from Kay Lab, "in" from instruments, "tel" from television.

Walter J. Barrett, N. J. Telephone Co. engineer, has been nominated for AIEE pres.; he's been treas. since 1953.

Network Television Billings

November 1956 and January-November 1956

(For October report see *Television Digest*, Vol. 12:51)

TOTAL TV network billings dipped in Nov. 1956 to \$44,163,884 from record-high \$45,475,458 in Oct., but surpassed previous high of \$42,596,589 reached in Aug. and were 13.7% above Nov. 1955, according to Publishers Information Bureau. CBS slid in Nov. to \$19,866,463 from \$20,446,775, NBC to \$17,678,312 from \$18,150,520, ABC to \$6,619,109 from \$6,878,183. Over 11 months ABC showed biggest relative gain—55.3% above similar 1955 period, from which CBS was up 18.1%, NBC 15.6%. The complete PIB report:

NETWORK TELEVISION

	Nov. 1956	Nov. 1955	% Change	Jan.-Nov. 1956	Jan.-Nov. 1955	% Change
CBS.....	\$19,866,463	\$16,866,314	+17.8	\$203,124,982	\$171,931,960	+18.1
NBC.....	17,678,312	15,489,279	+14.1	170,305,798	147,373,918	+15.6
ABC.....	6,619,109	6,496,236	+ 1.9	70,026,679	45,091,856	+55.3
DuMont*	---	---	---	---	3,102,708	---
Total	\$44,163,884	\$38,851,829	+13.7	\$443,457,459	\$367,500,442	+20.7

1956 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,673,910†	18,399,872	14,889,920	38,963,702†
Oct.	6,878,183†	20,446,755†	18,150,520†	45,475,458†
Nov.	6,619,109	19,866,463	17,678,312	44,163,884
Total	\$70,026,679	\$203,124,982	\$170,305,798	\$443,457,459

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

† Revised as of Jan. 24, 1957.

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.

Pickup in TV applications this week brought 3 for stations, 5 for translators, producing total of 132 pending for stations (27 uhf), 35 pending for translators. The station applications: (1) For Hays, Kan., Ch. 7, by KAYS; (2) for Butte, Mont., Ch. 5, by KBOW; (3) for Ogden, Utah, by KVOG. The translators: for Romeo, Colo., Ch. 82, by San Luis Valley TV Inc., to rebroadcast KGGM-TV, Albuquerque; for Claremont, N. H., Ch. 79, by WWLP, Springfield, Mass., to rebroadcast upcoming WWLP satellite WRLP, Greenfield, Mass. (see p. 6); for Alpine, Tex., Ch. 77, by The Honor System TV Assn., to rebroadcast KOSA-TV, Odessa; for Roosevelt, Utah, Ch. 70 & 75, by Uintah Basin TV Co., to rebroadcast KSL-TV, one translator serving as relay.

Technological demands for skilled manpower in next 10 years, coupled with anticipated 10,000,000 increase in labor force to 79,000,000 in 1965, require employers to change "present personnel policies which today keep many workers over 45 from making full use of their abilities," Secy. of Labor James P. Mitchell says in new Labor Dept. brochure, *Our Manpower Future—1955-65*. Publication, released Jan. 27, includes charts of population and labor force trends and is available for 30¢ from Supt. of Documents, Washington, or regional Labor Dept. offices.

Local public service awards—parchment certificates recognizing community performances by organizations & individuals—will be presented monthly by NBC-owned stations, v.p. Thomas B. McFadden announced Jan. 24. First local citation goes from WRCA-TV & WRCA, N. Y., to *N. Y. Journal-American* for "exceptional service" in helping police find "Mad Bomber" George Metesky.

Radio Free Europe "is more important than ever" because of Hungarian revolt, Polish ferment and unrest in other Soviet satellites, Under Secy. of Commerce Walter Williams said Jan. 23 at kick-off luncheon in Crusade for Freedom fund campaign at Palmer House, Chicago. Pointing to 29 RFE transmitters now ringing Iron Curtain, he urged continued public support of privately-financed programs which bring "one thing the Iron Curtain cannot keep out—truth." Meanwhile W. German Govt. reported that official inquiry into RFE broadcasts to Hungary disclosed no evidence that arms were promised Freedom Fighters, encouraging them to hopeless resistance to Russian military might.

Floating VOA radio transmitter off Rhodes in Aegean may be replaced by new land station on island or in Turkey for more effective broadcasts in stepped-up USIA projects in Middle East (Vol. 12:51, 13:3). USIA director Arthur Larson, now on inspection tour of overseas installations, is reported dissatisfied with operation of transmitter on anchored ship and with Arabic-language VOA programs generally. As part of President Eisenhower's Middle Eastern policy, Larson seeks heightened U. S. propaganda effort in area to counter Radio Moscow & Radio Cairo.

West must take initiative now to exploit "strains in the Soviet orbit as vigorously as Moscow exploits every dislocation in our world," Brig. Gen. David Sarnoff, RCA chairman, said Jan. 24 in address to Minneapolis Junior Chamber of Commerce. Warning U. S. against "excessive fear of war" or "soothing rhetoric of peaceful coexistence," he urged free world offensive "with all the political & psychological forces at its command and others that must be created without delay."

Census Bureau released additional details this week on its census of TV households as of last Aug.—amounting basically to review of Advertising Research Foundation's disclosures last week of regional locations of TV households and presence of multiple-set households (Vol. 13:3). Census Bureau report is Series H-121, No. 3, titled *Households with Television Sets in the United States*, available from Census Bureau for 10¢.

Armed forces rules for TV-radio appearances by personnel were issued Jan. 25 by Defense Dept., reiterating "policy of non-competition with civilian employment," confirming "current practice of requiring Pentagon approval for appearance on national programs." Main exception: Personnel need no prior clearance to take part in audience participation programs so long as they "reflect credit on themselves and the military profession."

Educational TV needs can be filled by popular commercial station programming, pres. Lawrence H. Rogers of WSAZ-TV, Huntington-Charleston, W. Va., says in 32-page brochure on its *Camera Goes to School* series. In Jan. 22 *Congressional Record*, Rep. Roosevelt (D-Cal.) commends brochure, which has been distributed to House & Senate, state legislatures in W. Va., Ohio & Ky., FCC, NARTB, network executives, other TV stations.

From Flatbush to Piccadilly—by cab & TV: Many Britishers have been hearing "new sounds" over BBC's Channel 1, courtesy of tropospheric disturbances; listeners are complaining that Queens & Nassau County (N. Y.) taxicab radio calls have been drowning out the sound on some BBC telecasts.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34) this week applied to FCC for authorization to increase power to 5-megawatts. Only station holding permit to go to full-power uhf is WJMR-TV, New Orleans (Ch. 21), which has STA to operate at 5-megawatts on experimental basis.

Electronic alms: Street beggar in Tucson, Ariz. has replaced his harmonica with music from tiny transistor radio hung from neck on string.