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Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 6, 1957

REAL STORY ON MILITARY and Ch. 2-6: Despite sensationalized rumors, there's no active drive now to take away vhf channels; some day there may be (p. 1).

2 CONGRESS REPORTS on TV investigations now imminent; neither is expected to seek stringent legislation to curb broadcasting practices (p. 3).

MIAMI SHUFFLE will put Storer's WGBS-TV off air April 13 after sale of equipment to upcoming vhf WPST-TV. "Trusteeship" for WCKT sought (p. 6).

COURT APPEALS abound and petitions flock to FCC with requests for reversal of deintermixture. Court denies stay in St. Louis Ch. 2 case (p. 7).

AMPEX COLOR TV RECORDER design still 18 months away. RCA plans tape progress report. Minnesota Mining due to show its color TV tape spon (p. 9).

COLOR OUTLOOK of major manufacturers, as expressed in reports to stockholders, reflects readiness for mass-market break (pp. 10 & 14).

GE's 2 NEW PORTABLES, both using 110-degree tubes, 2 lb. lighter, 4-in. shallower than old models, may set industry pace, though price is a variable (p. 10).

GROWTH OF TRADE SHOWS, with drain on personnel and money, prompts RETMA to undertake survey of members to determine number, cost, effectiveness (p. 11).

COLOR MARKETING TEST to be undertaken in Milwaukee by RCA for 6 weeks starting April 22, will serve as pattern for similar ventures elsewhere (p. 13).

TV NETWORK BILLINGS hit \$39,758,704 in Feb., up 6% from year earlier despite 3.8% dip by ABC; 2-month total of \$82,941,074 represents 9% gain (p. 9).

NARTB CONVENTION—CONFIDENT, NOT COMPLACENT: The TV-radio industry is well able to take care of itself. A year ago, broadcasters were more than a little disturbed as they met at NARTB's convention -- by deep thrust of govt. investigators (Vol.12:15). Now that the probers have largely completed their dissections, and on eve of this year's NARTB convention at Chicago's Conrad Hilton Hotel April 7-11, there's evidence that they're likely to come up with recommendations neither punitive nor ignorant (see p. 3). The young and virile industry has held its own -- and more. Furthermore, it isn't likely that telecasters will be panicked by scare stories about Govt.'s alleged immediate craving for Ch. 2-6. Rather, they'll get behind the fuzzy curtain and determine the facts -- which aren't frightening (see below).

In the year since last convention, however, industry has realized it was communicating everything to the public except information about itself. It has done something about it -- gradually stepping up a campaign to tell its own story. Fact that several important speeches at convention are being televised is one good sign.

Industry has done its own intramural fighting with minimum of refereeing from FCC, and it's expected Chairman McConnaughey's speech will tend more to give credit to the conscientious broadcaster than to dwell on the occasional bad actor.

PROPER PERSPECTIVE ON MILITARY AND CH. 2-6: Here we go again...another scare story about military demands for Ch. 2-6 for non-TV uses...headlining the unanswered question: "Will 200-plus vhf stations have to move to ultra highs?"

Nobody can look into the forever-&-forever future to give a definitive answer to this rhetorical question posed by a trade publication this week, but -- backed by U.S. Govt.'s top military & civilian communications authorities -- we can give this advice to telecasters now operating on the "doomed" low-band vhf channels: There's no need to cancel any equipment purchases or to start shopping for low uhf channels.

Gist of report which erupted this week has familiar ring: That White House has received request from Joint Chiefs of Staff -- or somebody else in the military -- to turn low-band vhf over to the Armed Forces for defense uses; that the request currently has personal attention of President Eisenhower, who is in consultation with Presidential asst. Sherman Adams on it. We heard same rumor last week, checked

carefully with responsible authorities and received flat denials down the line. At least one other trade publication and The New York Times also checked out these rumors, and neither decided they were worth a stick of type.

Checking again this week with all responsible sources up-&-down the communications chain of command, we came up with these answers, which we give you verbatim:

Office of Secy. of Defense: "Nothing to it whatsoever."

Office of Joint Chiefs of Staff: "We have no knowledge of such a request."

A top military official who did not wish his name used but who would necessarily participate in formation of any request for additional frequencies: "This is not a true statement. There is no such proposal."

Rear Adm. H.C. Bruton, Chief of Naval Communications: "I don't know anything about it. All I know is that I've got a couple of TV sets myself -- one of them a color set -- and I'm not shopping around for uhf converters."

Lee Schooler, director of information, Office of Defense Mobilization (ODM): "Any such request would come through the Interdepartment Radio Advisory Committee (IRAC). IRAC is lodged in ODM. Such a request has not come in. There has been no change in that situation for the past year."

An official White House spokesman: "No one in the White House knows anything about such a request; it has not been made." He added that he, too, had taken the trouble to check story with ODM & Joint Chiefs of Staff, receiving blanket denials.

FCC members said they had no knowledge of any such request.

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Similar scare story was spread (by the same source) in Jan. 1955. At that time, the Navy was said to be demanding Ch. 2-6, as well as FM band, for communications between widely dispersed ships. We checked that story thoroughly at the time, drawing flat denials from Chief of Naval Communications and everyone else down the line (Vol. 11:5), and -- well, Ch. 2-6 just kept rolling along.

We don't claim to know why these scare rumors are being planted at this particular time. They are built around a kernel, a wisp, of commonly known facts about the military's present and potential uses for scarce vhf spectrum space.

It's true the military is casting a covetous eye toward vhf TV channels -- just as the FCC last year tried to pry a couple of new TV channels away from the military. It's true that in the event of a war emergency, Armed Forces most certainly would try to requisition some extra vhf spectrum space from TV. (It's also true that in case of enemy air attack all TV stations would leave air under Conelrad plan, but we have heard no complaints about that arrangement). Even barring a war, it is highly possible that the military may some day come up with a long-range plan whereby some TV channels would be vacated over a long period (10 years? 20 years?).

Such a request could come this year; but it did not come last week. It would take years to implement -- and the military, quite frankly, is extremely hesitant to tackle the rather formidable TV industry unless and until it has airtight argument.

Last study of TV vs. govt. uses of vhf spectrum was made last year by Defense & Commerce Depts., coordinated by ODM, at request of FCC -- in order to determine whether any new vhf channels could be siphoned from military to TV uses. Summarizing study, ODM reported that not only were no new channels available for TV, but Armed Forces were seeking more spectrum space in 40-60 mc band to accommodate military vhf operations displaced by rapidly developing vhf ionospheric scatter point-to-point transmission techniques (Vol. 12:15). But this happened in April of last year.

Findings of this study were reiterated this week by ODM director Gordon Gray in April 2 letter to Sen. Potter (R-Mich.), who had inquired whether Govt. is utilizing all of the frequencies assigned to it -- particularly those which might be used for TV or radio. Gray pointed to last year's Defense-Commerce study, stating that "the military services find it difficult to meet requirements with the limited spectrum space available, [and] this situation will become more critical as new technology now under development reaches the operational stage."

FCC Chairman McConaughy & other commissioners have echoed this warning be-

fore Senate Commerce Committee and elsewhere -- to illustrate point that TV can't assume it has found permanent home in vhf band, that uhf is vital to future of TV. Even today, in fact, Armed Forces are using vhf TV frequencies for tactical weapons, missile guidance and other purposes -- but on a non-interference basis. Much tactical training is now conducted after midnight for sole purpose of avoiding interference with TV and other vhf services. For public relations purposes, if for no other reason, military would prefer sharing TV frequencies to confiscating them.

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Full-scale inquiry into allocations and uses of 25-890 mc portion of spectrum, which includes TV & FM bands, was ordered this week by FCC -- similar to current proceedings in frequencies above 890 mc. Commission's order (Public Notice 43754) noted that hearings eventually would be held, and set July 1 as deadline for filing of data and information by interested parties.

Inquiry will review present allocations in light of technological progress since last review (1944), said FCC, to determine whether more efficient utilization is possible, to evaluate long-range requirements of users, to explore future allocation possibilities, to get information on possible conflicts between govt. & non-govt. users, and, "in particular, to determine the impact, economic and otherwise, upon users of the spectrum and the general public of implementing desirable future changes." FCC said rule-making proceedings may come out of over-all review, but stressed that no "freeze" is contemplated during study.

This study may shed some light on impact of military spectrum requirements. But as of today, one truth stands out among the rumors: It is common knowledge in the industry that the military would like more of the vhf spectrum -- but no active move has been initiated to displace TV from any of its current channels.

CONGRESS AND TV--2 NEW REPORTS IMMINENT: Work has been completed on reports of two big Congressional investigations of TV industry -- both dealing primarily with network practices. Though contents of both have been closely guarded, probability is that neither will urge strong legislation with punitive intent.

TV investigation report by House Judiciary anti-trust subcommittee, headed by Rep. Celler (D-N.Y.), is now in type in form of 125-page "committee print" draft -- an indication that it probably already has approval of majority of subcommittee. The report could be released any time within next few weeks.

It's still speculation and "educated guessing" -- but best guess is that the Celler report, though critical of some industry practices, will unleash no drive for restrictive legislation. However, it is expected to warn industry that committee will watch closely and recommend legislation if further information warrants.

Subcommittee majority may express opinion that network option time and must-buy practices violate anti-trust laws -- but this is matter which currently is being investigated by Justice Dept. and requires no further legislation.

Report will be sharply critical of FCC for authorizing NBC-Westinghouse swap of Cleveland & Philadelphia TV-radio stations, challenged by Justice Dept. in anti-trust suit (Vol. 12:49). Subcommittee is expected to oppose any relaxation of the multiple ownership rules, but make no specific recommendations for tightening the present limit of 5 vhf & 2 uhf outlets. Report is also due to recommend that affiliation agreements between networks and stations be made public record.

Network affiliation agreements, CBS & NBC discounts to individual advertisers and other "trade secrets" are printed in hearing record of Celler's TV investigation, released this week in 4 volumes (3350 pages), now available from Govt. Printing Office at \$11.25 ("Monopoly Problems in Regulated Industries," Part 2 -- TV).

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Senate Commerce Committee's TV investigation counsel Kenneth Cox completed his draft report on network practices inquiry April 3, handed it to Chairman Magnuson (D-Wash.) and left next day for Seattle to resume his private law practice.

Taking no chances on repetition of squabble which killed Cox's report on pay-TV (Vol. 13:7,9), Magnuson is expected to release network report and recommendations

as a "staff study" -- on a par with Plotkin & Jones reports of 2 years ago -- rather than as report of full Committee. This study probably will be issued in few weeks.

Report on allocations phase of Senate investigation is still to be completed -- with Cox planning to do his part of job from Seattle.

Magnuson's investigation branched out this week into program ratings field -- as the Senator released letter sent to all rating services, stemming from "inquiries or complaints" received during TV investigation. Letter poses 14 questions designed to help determine "the possible effect of ratings upon the program service being furnished the public." Questions concern sampling methods, size & makeup of samples, possible influence of rating services' clients on measurement techniques, etc.

Sale of WTVD, Durham, N. C. (Ch. 11) for \$1,621,800 to new Durham TV Co. Inc., controlled by owners of WCDA, Albany, N. Y. (Ch. 41), is requested in application filed this week. Frank M. Smith, pres. of WCDA, also is pres. of Durham TV Co., with 13.29%; commentator Lowell Thomas holds 9.58%; Wm. J. Casey, 8.92%; John F. McGrath, 7.79%; other WCDA stockholders own less than 5% each in buying firm. Selling principals Harmon L. Duncan and wife (12.5% each) and J. Floyd Fletcher (24.9%) also hold stock in purchaser—Duncans with 6.25% each, Fletcher 12.5%. Other WTVD principal, Durham radio WDNC (25%) holds 5% in new firm. Purchase is being financed by \$1,625,000 loan from Bankers Trust Co. of N. Y. Fletcher gets \$337,500 for his stock, as do Mr. & Mrs. Duncan, and E. C. Brooks Jr. and Robert I. Lipton, who hold option on remaining 39,840 shares of stock and debentures, get \$946,800. Duncan and Fletcher also are to remain as co-gen. mgrs. of WTVD, each to get \$18,000 per year to start, being raised to \$30,000 Oct. 1, 1958 (or whenever gross billings equal \$75,000 monthly). Also part of sale is "put or call" option on Duncan-Fletcher holdings in purchasing firm; if they elect to sell, they get total of \$400,000, but if WCDA interests decide to buy them out, price is \$625,000. WTVD grossed \$726,027 for year ended Dec. 31; net was \$48,989 after taxes. Dec. 31 WTVD balance sheet lists \$330,668 current assets, \$488,357 fixed, \$986,452 total. It had \$234,363 current liabilities, \$376,794 fixed.

The \$6,350,000 sale of WBRC-TV, Birmingham (Ch. 6) with radio adjuncts by Storer Bestg. Co. to Radio Cincinnati Inc. (Hulbert Taft) includes \$350,000 under agreement whereby Storer agrees not to compete in any media in area for 5 years nor to "raid" staff (Vol. 13:13). Financing is through First National Bank and Fifth-Third Union Trust Co., both Cincinnati; Society for Savings, Cleveland; plus \$500,000 through Birmingham bank. Approval of WBRC-TV sale is necessary before Storer can formally acquire WPFH, Wilmington, with Philadelphia radio adjuncts, approved by FCC last week (Vol. 13:13). Broker for Birmingham sale was R. C. Crisler & Co.

Sale of WDBO-TV, Orlando, Fla. (Ch. 6) with radio adjuncts for slightly more than \$3,000,000 has been negotiated, purchaser being Cherry Bestg. Co., 85% owned by Wm. Cherry—who heads Cherry & Webb Bestg. Co., operators of WPRO-TV, Providence (Ch. 12). Other 15% is held by Arnold F. Schoen, mgr. of WPRO-TV, and Wm. T. Goodman, an officer of Cherry enterprises (dept. store, etc.). Sellers are headed by Harold P. Danforth, who will remain as mgr. No broker. WDBO-TV is only TV station in Orlando, but final decision is awaited in Ch. 9 case, in which WORZ holds initial decision. There's also uhf CP—WEAL-TV (Ch. 18). WDBO-TV carries all 3 networks.

First translator sold is K80AA, Center-Sargent, Colo. It was sold by Eugene Strausser for \$7550 to Central TV Assn., Strausser stating he is unable to continue financing operation. Buyers, headed by wholesale petroleum distributor M. E. McKnight, will depend on public donations for support.

Radio station sales reported this week: WJHP, Jacksonville, by *Jacksonville Journal* (John H. Perry Jr.), operator of WJHP-TV & WESH-TV, Daytona Beach, for \$275,000 to Carmen (Jim) Macri, contingent on his sale of Jacksonville radio WQIK. WPEO, Peoria, by WPEO Inc., 90% owned by Theodore P. Noyes Jr., employe of Bcstg. Corp., headed by Merritt Owens, other owners being attorney Les Vaughn and Kenneth R. Greenwood & Robert E. Sharon, WHB salesmen. WONN, Lakeland, Fla. by co-owners Robert S. Taylor, Duane F. McConnell & E. D. Covington Jr. for \$169,000 to Noyes Enterprises Inc., 90% owned by Theodore P. Noyes Jr., employe of WMAL-TV, Washington, and 10% by Robert W. Jonscher, mgr. of radio WMAL. KGKB, Tyler, Tex. by Mrs. Lucille Ross Lansing for \$150,000 to Ron C. Litteral Enterprises Inc. (R. C. Litteral, ex-sales mgr. of WAFB, Baton Rouge). WTRL, Bradenton, Fla. by Howard A. Donchoe for \$81,427 to Blue Skies Bestg. Corp., headed by Lockwood (Dick) Doty, ex-WHAM, Rochester, with 79% control held by Dr. James H. Lockhart Jr., Genesee, N. Y. KTRC, Sante Fe, by J. Gibbs Spring for \$50,000 to Garfield C. Packard, ex-mgr. of KICA-TV, Clovis, N. M. Brokers: WJHP & KGKB, Blackburn & Co.; KTRC, Hamilton, Stubblefield, Twining & Assoc. Note: For frequencies, powers, etc. of all AM & FM stations, consult our 1957 AM-FM Station Directory (\$7.50). Weekly Addenda service also available, covering FCC actions in quick-reference form.

Details on transfer of WAPA-TV, San Juan (Ch. 4), revealed by application filed this week with FCC, show Winston-Salem Bestg. Corp. is paying \$320,000 for 320 shares held by Jose Ramon Quinones interests; balance (20%) held by Goare Mestre interests is not affected. Buyers will also pay off \$431,733 in obligations—all but about \$74,000 to be refinanced. Dec. 31 WAPA-TV balance sheet shows station cut deficit during year from \$141,707 to \$17,912. Current assets were \$473,663, fixed assets \$230,368, deferred charges \$129,896. Long term liabilities were \$418,961, current liabilities \$126,721. Winston-Salem's combined balance sheet for WTOB-TV & WTOB dated Dec. 31 shows deficit of \$169,751, but this was offset by \$499,440 capital stock. Current assets were \$58,065, fixed assets \$261,924, investments \$221,935. Current liabilities were \$171,143, deferred liabilities \$147,927.

Sale of KVDO-TV, Corpus Christi (Ch. 22) to South Texas Telecasting Co. Inc. for \$94,300, plus \$100,000 obligations (Vol. 13:12) was approved by FCC this week. New principals are E. J. Healey, chairman, with 17%; Hubert J. Schmidt, ex-KVDO employe, pres., 17%; Dr. Jose Garcia, 9%. Continuing with station are Gabriel Lozano, Joe Garza, Celso Guzman (each with 9% of South Texas) and chief engineer Nestor Cuesta Jr., 13%.

New exclusive Canadian licensee for all Adler Electronics products, including uhf translators, is Benco TV Assoc. Ltd., 278 Bridgeland Ave., Toronto, makers of community antenna equipment and other distribution systems.

Power boost: WKTV, Utica (Ch. 13), from 187 to 316 kw this week, after replacing 20-kw GE transmitter with 50-kw.

Personal Notes: Adolph B. Chamberlain promoted to engineering director of CBS-TV, Howard A. Chinn to chief engineer, Richard S. O'Brien to asst. director for audio & video engineering; J. D. Parker continues as asst. director for radio frequency engineering . . . Carl Ward, gen. mgr. of radio WCBS, N. Y., promoted to mgr. of CBS-TV station relations; Robert Wood named head of station contracts & records div., reporting to Ward . . . Ted Fetter promoted to program director of ABC-TV; James H. McNaughton to director of production services, Bernard I. Paulson to mgr. of production services . . . Richard F. Hess named asst. to v.p. in charge of station administration for CBS Radio . . . Gerald A. Vernon, ex-J. Walter Thompson & ABC-TV, joins NBC-TV as director of network sales services . . . Frank C. McIntyre resigns as v.p.-gen. mgr. of KLIX-TV & KLIX, Twin Falls, Ida., to become v.p. of KVOS Inc., Bellingham, Wash., taking charge of radio KVOS and directing research & development for KVOS-TV; he reports to pres. Rogan Jones . . . James Eells, ex-TPA, named national sales mgr. of KTVW, Tacoma-Seattle . . . Thomas B. Cookerly promoted to national sales mgr. of WBTW, Charlotte, N. C.; Joseph W. (Buck) Timberlake Jr. to Carolinas sales mgr. . . Robert E. Marcato, ex-NBC-TV, joins ABC Film Syndication as eastern sales mgr.; Robert Dalchau promoted to southern sales mgr. . . Joe Bernard, v.p.-gen. mgr. of WGR-TV, Buffalo, now serving as consultant for KTVI, St. Louis, preparing for shift from Ch. 36 to Ch. 2 . . . Leonard Zweig, ex-NBC-TV, named news & special events director of WABD, N. Y. . . James M. Dolan, noted boxing announcer, placed in charge of CBS Radio sports dept. . . Harold E. Van Wegenen, radio KIXX, Provo, elected pres. of Utah Bestrs. Assn.; Jay W. Wright, KSL-TV, Salt Lake City, v.p.; Arch G. Webb, radio

KVOG, Ogden, and applicant for Ch. 9, secy.-treas. . . Don Ross, ex-radio KNX, Los Angeles, named v.p.-gen. mgr. of Golden West Features Inc., new TV-radio program packaging subsidiary of Gene Autry's Golden West Broadcasters Inc. (radios KMPC, Los Angeles & KSFO, San Francisco) . . . Ralph Renick, news director of WTVJ, Miami, elected pres. of Florida United Press Broadcasters-Telecasters Assn. . . Bernard Platt promoted to v.p. & asst. publisher of *Sponsor Magazine*; Arch Madsen, ex-director of station services for Radio Advertising Bureau and onetime v.p. of Intermountain Radio Network, succeeds Platt as gen. mgr. . . James Washburn resigns as program mgr. of KONA-TV, Honolulu.

Obituary

John Balaban, 62, a director of American Broadcasting-Paramount Theatres and one of 5 brothers who were movie pioneers, died April 4 following heart attack in Chicago home. He was pres. of Balaban & Katz, operators of nearly 100 theatres. His brothers are pres. Barney Balaban of Paramount Pictures Corp.; Harry & Elmer Balaban of H. & E. Balaban Corp., which has TV-radio & theatre interests in midwest; A. J. Balaban, now retired. Other survivors include his widow, a son, a daughter.

Richard W. Slocum, 55, exec. v.p. of *Philadelphia Bulletin*, vice chairman of its WCAU-TV & WCAU, ex-pres., American Newspaper Publishers Assn., died of cancer March 31 in Philadelphia. Survivors include his widow, 2 sons, 6 daughters.

Wm. H. Rankin, 79, retired advertising executive frequently credited with having placed radio's first commercial (in 1922), died March 30 in Wingdale, N. Y. hospital. Survivors include his widow, 2 daughters, 3 sons.

ADVERTISING AGENCIES: Frederick C. Bruns, ex-Ruthrauff & Ryan, elected v.p. & chairman of plans board of Birmingham, Castleman & Pierce . . . Victor Ratner, onetime CBS v.p. & sales promotion director, serving last 4 years as McCann-Erickson v.p. in charge of new business presentation, joins Benton & Bowles as v.p. . . Lee M. Montgomery, ex-KGMB-TV, Honolulu, named TV-radio director, N. W. Ayer, Honolulu . . . Arthur G. Rippey, of Rippey, Henderson, Bucknum & Co., Denver, elected chairman of AAAA's central region; James G. Cominos, TV-radio v.p. of Needham, Louis & Brorby, Chicago, vice-chairman; Alexander H. Gunn III of J. Walter Thompson, Chicago, secy.-treas. . . Frank E. Heaston, ex-KSTM-TV, St. Louis, named media director of Gardner Adv., St. Louis.

Ruddick C. Lawrence, ex-NBC director of promotion, now public relations v.p. of N. Y. Stock Exchange, is author of article on how Stock Exchange's educational program has resulted in 33% increase in ownership of shares, published in special financial section of March 31 *N. Y. Herald Tribune*.

Citations for developing weekly *TV Guide* were awarded this week to editor Walter H. Annenberg, Triangle Publications pres., and publisher James T. Quirk by Atlantic Coast Independent Distributors Assn. (news-papers & magazines).

Harold S. Barnes resigns as director of ANPA's Bureau of Advertising to become consultant. He's succeeded in acting capacity by Robert L. Moore, sales & marketing director.

Harry W. McMahan, ex-McCann-Erickson v.p. in charge of TV commercials, now a TV consultant, is author of *The Television Commercial* (Hastings House, 224 pp., \$6.50).

Promising author: NBC pres. Robert W. Sarnoff will periodically write newsletter to nation's TV-radio editors.

G. Richard Shafto, pres. of WIS-TV, Columbia, S. C., resigns as chairman of NARTB's TV code review board because of business and personal obligations; Wm. B. Quarton, v.p.-gen. mgr. of WMT-TV, Cedar Rapids, and vice chairman of code board, succeeds Shafto. Donald H. McGannon, pres. of Westinghouse stations, named member of code board, others being Mrs. Hugh McClung, KHSL-TV, Chico, Cal.; Roger W. Clipp, Triangle Stations; Richard A. Borel, WBNS-TV, Columbus, O.

AP gen. mgr. Frank J. Starzel will be speaker at annual Radio Pioneers Dinner April 10 in Chicago's Conrad Hilton Hotel. Pioneers will present plaque to former NAB pres. Judge Justin Miller for his efforts to secure equal access to courtrooms for TV-radio. Hall of Fame award, presented posthumously each year to commemorate lasting contributions to broadcasting, will be accepted by Mrs. Edwin H. Armstrong in behalf of her late husband, the noted inventor.

Martin Codel, publisher of *Television Digest*, who suffered complications in Jan. from bladder operation last fall, has returned to work on part-time basis, will be at Chicago NARTB convention with staff members Robert Cadel, David Lachenbruch & Harry Soghigian—located in Conrad Hilton Hotel.

Oliver Whitley, asst. controller of BBC overseas service, is member of British goodwill mission attending Jamestown, Va. Festival, will visit N. Y. and Canada before returning to England at end of April.

FCC Comr. John C. Doerfer underwent appendectomy March 29, was discharged from hospital April 1, will be recovering for next week or 2 at home, 9424 Locust Hill Rd., Bethesda, Md.

Smith & Pepper is new law firm formed by E. Stratford Smith and Vincent A. Pepper, who left Welch, Mott & Morgan this week to establish offices at 714 Perpetual Bldg., Washington (Executive 3-8333).

Notes on Upcoming Stations: Miami's TV facilities are in quite a flux. Storer shuts down his uhf WGBS-TV (Ch. 23) April 13 after selling land, tower & studios to upcoming WPST-TV (Ch. 10), recently granted to National Airlines. WPST-TV pres. G. T. Baker stated that purchase will enable station to get started 3 months earlier than expected; it now has June target. Francis C. McCall, ex-mgr. of NBC-TV news & special events, has been named gen. mgr. of WPST-TV. With no new starters or dropouts this week, on-air boxscore remains 498 (94 uhf).

WCKT (Ch. 7), meanwhile, suffering setback recently when Court of Appeals ordered FCC to reconsider its grant (Vol. 13:11), came under fire of East Coast TV Corp., one of defeated applicants in Ch. 7 decision. East Coast petitioned Commission to set up "trusteeship" to operate WCKT, stating that "there is no authority in law for the continued operation of station WCKT [by present owners]."

Before long, too, it's expected addition of Ch. 6 to area will be finalized by Commission, making total of 4 commercial vhf outlets—including pioneer WTVJ (Ch. 4).

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

WIIC, Pittsburgh, Pa. (Ch. 11) has ordered 100-kw RCA transmitter, plans July 15 start with NBC-TV, writes gen. mgr. Robert A. Mortensen, ex-N. W. Ayer, Philadelphia. Studio-transmitter building is about 80% ready, while base & anchors have been completed for 840-ft. guyed Truscon tower now on hand. Roger D. Rice, ex-KING-TV & KTVW, Seattle, is sales mgr.; Shelton Weaver, ex-WSM-TV & WSIX-TV, Nashville, production mgr.; Henry R. Kaiser, ex-WWSW, Pittsburgh, chief engineer. Base hour will be \$1800. Rep will be Blair.

WREG, New York City (Ch. 25, educational), now held by Board of Regents of U of State of New York, will probably be turned over to Metropolitan Educational TV Assn., which is "very anxious to have Ch. 25 put on the air as soon as possible," reports E. A. Hungerford Jr., META exec. director. It plans "experiment with TV to be beamed at schools, clubs, churches, etc. [for] organized viewing projects." META is building studio workshop at 345 E. 46th St. in Carnegie Endowment International Center, with that organization assuming most of cost. It expects to produce first programs, generally kines, by July. Richard D. Heffner, ex-public affairs director of

WRCA-TV, has been named program director; Frank D. Jacoby, production director; Donald R. Collins, chief engineer; Hungerford is slated to become operations director.

WMVS-TV, Milwaukee (Ch. 10, educational) has ordered 10-kw RCA transmitter, plans Aug. start, reports H. E. Barg, asst. director & business mgr. for grantee Board of Vocational & Adult Education. Transmitter house adjacent to WITI-TV tower, on which WMVS-TV antenna will be side-mounted, is scheduled to be ready in July. Studios are at 1015 No. 6th St. where closed-circuit operations have been conducted for some 2 years. WMVS-TV gen. mgr. will be Barg; Paul K. Taff, program mgr.; James C. Wulliman, chief engineer.

KVTX, San Angelo (Ch. 3), recently granted CP, is taking bids on equipment, hopes to begin operating as soon as possible, reports banker Lowell Smith, co-owner with Brownwood auto dealer Joe N. Weatherby. It may request site change, however. Rep not chosen.

Temporary operation on St. Louis' Ch. 11 is sought by CBS in request filed with FCC this week. It seeks to mount antenna on KCFM tower atop Boatmen's Bank Bldg. Commission recently ruled that new stations must start with full technical facilities unless unusual circumstances were shown. CBS reported that it's negotiating with other St. Louis stations for use of common tower, plans to complete permanent installation by end of 1958.

Municipally-owned translator K70AO, Boise City, Okla. plans April 10 start repeating KGNC-TV, Amarillo, reports Mayor Millard Fowler. Romeo, Colo. translator K82AC hopes to start "testing with portable power," repeating KGGM-TV, Albuquerque, reports Jack M. Corry for San Luis Valley TV Inc. Permanent installation on San Antone Mt. depends on construction of 4-mi. road.

Plans for multiple-antenna tower for San Francisco area, proposed by KRON-TV, were outlined this week to Washington Airspace Panel, which scheduled further discussion for April 23 meeting. Proposed 981-ft. candelabra-type tower on Mt. Bruno would be able to accommodate up to 15 antennas, cost \$1,000,000 (Vol. 12:32).

WHTN-TV, Huntington, W. Va. (Ch. 13) on March 30 began construction of new transmitter plant and 754-ft. tower on Barkers Ridge, at cost of \$400,000, upon arrival of 90-ft. GE antenna. Concurrently, new TV-radio studios are being built in downtown Huntington.

KVSO-TV, Ardmore, Okla. (Ch. 12), with tower destroyed by tornado April 2, hopes to resume shortly with interim equipment.

NARTB code review board has notified its members that they are not "under obligation" to drop a commercial merely because Federal Trade Commission has cited it in a complaint. Station's course should be determined only after complaint has been settled one way or another, but meanwhile the stations "may wish" to review such advertising for conformity with code provisions and station or network policies, said bulletin to members. Edward H. Bronson, director of NARTB code affairs, said comments were not directly related to FTC's complaints of last week (Vol. 13:13) against 3 manufacturers of pharmaceutical products on charges of false advertising on TV-radio and in newspapers. FTC meanwhile declined to say when or whether additional complaints would be filed on false broadcast advertising charges. Note: March 30 *Sponsor Magazine* has interesting review of FTC monitoring, sources of complaints and appeals open to defendants.

TV closeup of moon by rocket-carried cameras may be possible within 5 years, Dr. G. Edward Pendray, a founder of American Rocket Society in 1931, declared at its meeting in Washington April 3.

All networks are clamoring to be "first" with live pickup from Cuba via new over-horizon "scatter" microwave link currently being installed by AT&T and Radio Corp. of Cuba (IT&T) spanning 180-mi. Florida Straits (Vol. 13:6, 12-13). Within next few days, AT&T is expected to file for FCC permission to use route. Though it's designed primarily for telephone, it will be able to accommodate one U. S.-to-Cuba or one Cuba-to-U. S. program at a time. Perhaps best way out of AT&T's dilemma over which network will be first would be a pooled telecast of ceremonies opening the link, with pickups from both U. S. & Cuba, carried by all U. S. & Cuban TV networks.

ABC is expected to separate its TV and radio operations shortly, each to be operated autonomously, each with a separate president. Oliver Treyz, v.p. in charge of ABC-TV, is slated to become pres. of TV operation; Robert Eastman, exec. v.p. of John Blair & Co., is due to be named pres. for radio, ABC having previously confirmed that he had been named to succeed Don Durgin as v.p. in charge of radio. AB-PT board meeting April 10 is expected to clarify corporate structure.

COURT APPEALS and petitions for reconsideration at FCC are order of the day—aftermath of Commission's deintermixture decisions. Latest to go to court were Cape Girardeau TV Co., seeking to make Commission put Ch. 2 in Cape Girardeau, Mo.; Louisiana Purchase Co., aiming to block uhf KTVI (Ch. 36) from starting on Ch. 2 in St. Louis (denied by court this week); WVJS, Owensboro, Ind., trying to keep Ch. 9 in the area (Hatfield, Ind.).

There were dozen or so petitions for reconsideration or rehearing filed with FCC, all by parties hurt by deintermixture actions in Fresno, Hartford, St. Louis, Madison, Peoria, Albany.

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Some litigated competitive cases are being cleaned up fast. In old Clarksburg, W. Va. battle, Clarksburg Pub. Co. withdrew protest against Feb. 17, 1954 grant of Ch. 12 to WBLK-TV—whereupon Commission made grant effective immediately and approved sale of CP, along with radio WBLK and radio WPAR, Parkersburg, W. Va. to owners (Berkman-Laux) of WSTV-TV, Steubenville, O. (Ch. 9) for \$250,000.

Also withdrawn was protest by KCCC-TV, Sacramento (Ch. 40) against move of KOVR, Stockton (Ch. 13) some 72 mi. to west—enabling KOVR to start relocation immediately. Grant of Ch. 19 in Victoria, Tex. to KNAL is now in the works, initial decision being granted after withdrawal of O. L. Nelms from competition.

Bitter blast against FCC was loosed April 2 by Rep. Dingell (D-Mich.), who repeated charges that Commerce Secy. Sinclair Weeks is trying to push grant of Ch. 5, Boston, to *Herald-Traveler*-WHDH, despite fact that newspaper and station are "tainted with a long record of monopoly." He said he'd demand "most exhaustive" investigation of FCC if *Herald-Traveler* gets grant, noting that Commission still appears to lean toward the newspaper despite opposition filed by competing *Globe* (Vol. 13:13).

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Commission underwent some unusual gyrations this week in a radio protest case. KIKI, Honolulu, had protested grant of KHVH to industrialist Henry Kaiser. On April 3, protest was denied. On April 5, Commission turned around and granted it, told KHVH it had to get off air by April 8 pending oral argument on economic issues April 22. Commission had concluded it was on shaky legal grounds in denying the protest.

Channel change actions: (1) WFAM-TV, Lafayette, Ind. was authorized shift from Ch. 59 to Ch. 18. (2) FCC finalized shift of Ch. 9 from Rome, Ga. to Chattanooga, granted WROM-TV permission to move to latter city. (3) Commission proposed substitutions of Ch. 4 for Ch. 8 in Hay Springs, Neb., Ch. 9 for Ch. 4 in North Platte, Neb. It also proposed substitution of Ch. 29 for Ch. 59 in Buffalo-Niagara Falls. (4) FCC received petition to swap Ch. 7 & Ch. 36 between Alexandria & St. Cloud, Minn. Petitioner is prospective applicant Central Minn. TV Co., Alexandria, headed by Joseph O. Perino, mgr. of REA cooperative.

One uhf CP went by the boards, WLAM-TV, Lewiston, Me. (Ch. 17) permitting grant to expire April 1, while translator CPs were granted in: Alturas, Cal.; Blythe, Cal.; Needles, Cal.; Alpine, Tex.; Manson, Wash.

George Polk Memorial Award for outstanding foreign reporting on TV was presented to CBS-TV for hour-long report last Nov. on crises in Poland, Hungary & Middle East. Awards administered by Long Island U journalism dept. honor CBS correspondent killed in 1948 in Greece.

Standard TV test signal to be transmitted by stations while programs are on air—an idea which has TV engineers excited—was formally suggested this week by FCC in form of proposed rule-making and authorization for experimental tests by TV stations for one year (Doc. 11986). Idea of a dynamic test signal, to be transmitted by station during vertical blanking interval (between frames) was officially broached to FCC by NBC for checking monochrome and color transmission. It was subject of heavily attended panel discussion at IRE convention 2 weeks ago (Vol. 13:12) and the idea as it relates to color will be discussed in TV engineering panel April 8 at NARTB convention in Chicago. There is wide disagreement among engineers as to exactly what test signals and information should be transmitted during the interval—but Commission gives stations carte blanche for their tests, with the proviso that there be no degradation of picture. Comments and relevant data on proposed standards and on entire question of a test signal are due Sept. 1.

Six applications for new TV stations, one for translator, were filed with FCC this week, bringing total to 118 for stations (27 uhf) and 54 for translators. Station applications were for Ch. 11 in Coos Bay, Ore., by Eugene Television Inc., operating KVAL-TV, Eugene, and owning 50% of KPIC-TV, Roseburg; Ch. 6 in Nampa, Ida., by radio KYME, Boise; Ch. 3 in Wilmington, N. C., by local group headed by J. S. Brody, 20% owner of radio WFIG, Sumter, S. C., and including Leo Brody, 24.5% owner of WLPM, Suffolk, Va.; Ch. 25 in Kennewick, Wash., by local Columbia River Television Co., headed by TV producer Stuart Nathanson; Ch. 13 in Aguadilla, P. R., by Hector Reichard, who operates radio WABA there; educational Ch. 30 in Toledo by Greater Toledo Educational TV Foundation. Translator application was for Cave Junction, Ore., Ch. 70, by California Oregon Television Inc., operating KBES-TV, Medford, Ore.—one of few instances when station has applied for translator. [For details, see *TV Addenda 24-M* herewith.]

No subscription-TV discussion at FCC this week—due to absence of Comr. Doerfer, hospitalized for appendectomy. It won't come up next week, either, with Chairman McConnaughey taking week's vacation. Thus, situation stands where it did last week (Vol. 13:13), 2 alternatives being considered—with no one knowing whether Commission will go for a "test" or "experiment" or not. Meanwhile, fluctuation of stocks of pay-TV proponents, notably Skiatron & Zenith, are the delight of speculators lucky enough to get in synchronization with their rise and fall. In recent weeks, Zenith has risen more than 10%, closing April 5 at 113½. Skiatron, which stood at 3½ few weeks ago, closed April 1 at high of 5¼, ended week at 4¾.

White House press conferences are being "undermined" by growing tendency of TV, radio & newspapers to make reporters "supporting members of a theatrical cast" who take spotlight from President Eisenhower, Don Whitehead says in April 5 *N. Y. Herald Tribune*. He doesn't blame TV for "degeneration" of conferences, but suggests rules should be changed so reporters don't identify themselves when asking questions, so that focus remains on President.

Sympathetic questioning of FCC by Senate Appropriations subcommittee members Sens. Magnuson (D-Wash.) and Ellender (D-La.) April 5 led Commission to hope at least part of budget cuts voted by House may be restored (Vol. 13:12). Comrs. McConnaughey, Craven & Bartley and battery of top FCC staff members suffered no needling on controversial matters.

Telecasters' Congressional Colleague: Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, has bought 25% of KRBB, El Dorado, Ark. (Ch. 10) for \$5000.

Telecasting Notes: Programming trend for next season—on basis of news which has seeped out of networks so far—indicates that those critics who complained of this season's "sameness" aren't going to be very happy. "Adult westerns," giveaways and situation comedies again are certain to be staple commodities in 30-min. program category, with few real "innovations" on horizon . . . On the spectacular front, fairy tales apparently will be winners in a walk—with "Hans Brinker" and "Pinnocchio" among those scheduled by NBC-TV . . . Shirley Temple, now 29 and brought back into public eye by TV showings of her old features, has signed with Henry Jaffe to narrate and host series of 20 live 60-min. fairy tales (no network set yet) . . . One trend in summer TV programming on networks will be extensive use of feature-length films—made for TV or movies. ABC-TV will play series of RKO features, CBS-TV plans to play back re-runs of 90-min. filmed dramas on *Playhouse 90* during July & Aug., NBC-TV will replace *Robert Montgomery Presents* with 60-min. color films—some new, but most of them originally seen on daytime *Matinee Theatre* . . . Record of 107,000,000 viewers is claimed by CBS for Rodgers & Hammerstein's "Cinderella" March 31. In trade ads, Kenyon & Eckhardt stated: "If this [show] had been presented on Broadway in the 3000-seat City Center, it would have taken an 80-year run—at 8 performances a week—to reach an audience of the same size" . . . "The 14 regular network money programs," reports April 6 *Billboard*, "are actually giving away a mere \$7500 average per week; that's less than the one-shot guest fee of many an actor." Most generous is \$64,000 *Question*, which gives away almost \$14,000 a week; *Twenty-One* averages \$9141 . . . Barry & Enright, producers of *Twenty-One*, are scheduled to have 3 evening quiz shows on NBC-TV next season. Network is negotiating to buy the package for a reported \$2,000,000 . . . "Time-for-film" barter deals were assailed this week by Goodson-Todman sales mgr. Bud Austin as undermining TV film rate structure—and April 1 *Advertising Age* editorial terms them "cancers" which should be "stamped out" . . . Top TV commercials for 1956 in *Billboard's* annual TV Commercials Awards: Most effective & convincing, Kraft's live series (J. Walter Thompson); most original & imaginative, Piel's Beer (Young & Rubicam) . . . Public spent more money going to movie theatres in 1956 than in any of preceding 3 years, reports Sindlinger & Co.'s *Movie Market Trends*. Total ticket outlay was \$1.275 billion, excluding state & local taxes—almost \$10,000,000 more than 1955 . . . Touchy subject of academic freedom will be tackled in 2-part series Sun. Apr. 7 & 14 by CBS-TV's *Camera 3*.

NTA Film Network hung out SRO sign as it made its commercial debut this week end on 133 TV stations with its 90-min.-plus *Premiere Performance* program featuring new-to-TV 20th Century-Fox movies. Latest sponsors are Hazel Bishop, thru Raymond Spector Co., N. Y., and Sunbeam, thru Perrin-Paus, Chicago, each taking one partic. alt. weeks on 126 of the 133 stations. Previously announced sponsors are Warner-Lambert, with 6 parties weekly, and Old Golds with 3. Timed with commercial opening was "largest consumer advertising and promotion campaign in support of a feature film TV series," keyed to 2-page spread in April 8 *Life*, one page plus one column in April 16 *Look*, together with more than 250,000 lines of NTA-paid newspaper advertising. NTA is also offering \$10,000 in "showmanship" prizes to stations carrying its film network presentations. As part of its promotion, N. Y. Mayor Wagner proclaimed April 6 "NTA Film Network Day." Next fall, NTA hopes to expand programming with new 30-min. TV film series produced by 20th Century-Fox and later with Saturday daytime kiddie spectacular, produced by Martin Stone, onetime owner of *Howdy Doody*.

Network Accounts: ABC-TV this week filled big gap left by departure of long-time sponsor Pabst when it signed Miles Labs (Alka-Seltzer, One-A-Day Vitamins), effective June 5, for alt. sponsorship (with Mennen) of *Wednesday Night Fights* from 10 p.m., thru Geoffrey Wade . . . Revlon to sponsor *Guy Mitchell Show* on ABC-TV starting in fall, Sat. 10-10:30 p.m., thru Emil Mogul; singer has signed long-term contract with network . . . Miller Brewing buys half partic. in new *Championship Golf* on ABC-TV starting Oct. 5, Sat. 4:30-5:30 p.m., thru new Walter Schwimmer Adv. . . SOS Cleanser, Procter & Gamble, General Foods expected to add \$1,500,000 to NBC-TV's daytime business (Vol. 13:13) in *It Could Be You* Mon.-thru-Fri. 12:30-1 p.m. . . . Philip Morris sponsors *Mike Wallace Interviews*, new title of his *Night Beat*, in shift from DuMont's WABD, N. Y., to ABC-TV starting April 28, Sun. 10-10:30 p.m., thru N. W. Ayer . . . Royal McBee (business machines) to sponsor alt. 30 min. of 3 of 4 *Washington Square* series on NBC-TV starting May 9, Thurs. 9-10 p.m., thru Young & Rubicam; Helene Curtis is other sponsor, taking full program June 13, Thurs. 8-9 p.m., thru Earle Ludgin . . . Buick buys alt. Fri. 8:30-9 p.m. on ABC-TV for western film series next season for which it seeks John Wayne as host . . . Corn Products continues as sponsor of Martha Rountree's *Press Conference* on ABC-TV in move to Mon. 9-9:30 p.m. from Sun. 5:30-6 p.m., starting April 15.

Nielsen Coverage Service No. 2 reports circulation of every station which achieves a 10% monthly audience in a given county, and in addition provides subscribing stations (on request) with a total circulation figure for all counties in which they get less than 10% coverage, v.p. E. P. H. James writes us in clarification of last week's Radio & TV Executives Society debate on NCS No. 2 (Vol. 13:13). Daniel Denenholz, director of research & promotion for Katz Agency, said in debate that many agencies, in misusing NCS No. 2, arbitrarily put a 50% cut-off on station audience figures.

TPA forms international sales div. to handle its films, now being distributed in 12 countries. J. E. (Ev) Palmer resigns as TV-radio mgr. of McCann-Erickson (Canada) Ltd. to become gen. sales mgr. for TPA in Canada, working with Horace N. Stovin & Co., exclusive TPA distributors in Canada. Reporting to foreign sales mgr. Manny Reiner are these new appointees: Enrique Candinai, Mexico; A. L. Garcia, Brazil; Howard Sunden, Puerto Rico; Isidro Rosenfeld, Argentina; Rafael Villanueva, Dominican Republic; Leon Nebel, Peru; Joseph Novas Jr., Venezuela; Roberto Giron Lemus, Guatemala; Jacques Brunet, France.

CBS TV Film Sales' "6-star plan" uniform discount structure has resulted in sales of more than \$250,000 in less than 6 weeks, gen. sales mgr. Thomas Moore announced. Under the plan, stations receive discounts up to 50% based on number of 30-min. CBS Film programs they use per week.

TvB releases list of 1206 national and regional spot TV advertisers with estimated expenditures of at least \$20,000, giving company-by-company and brand-by-brand breakdown, available from TvB, 444 Madison Ave., N. Y. Total spot TV expenditures for 1956 had been previously estimated by TvB at \$397,498,000 (Vol. 13:7).

Buyers guide to TV-radio programs, which catalogues local programming of each TV and radio station by program categories, with audience interests, facilities and services of stations, was released as Part 2 of March 30 *Sponsor Magazine*.

NBC-TV's live education series picked up 5 more NBC owned-&-operated stations via kine—leaving Chicago's WNBQ as only o-&o outlet not carrying series.

TAPE RECORDED TV, the sensation of last year's NARTB convention, will be a big attraction again this year—with demonstration of ABC's 3 Ampex recorders due to be heavily attended in new ABC studios in *Chicago Daily News Bldg.* under ABC-Ampex auspices.

Question of color tape recording is being answered thus by Ampex: "Completion of color design is still 18 months away. While Ampex has issued no assurance that its monochrome recorders will be convertible to color, its color videotape recorders will use same slow speed as the monochrome recorders."

RCA—aiming primarily at a color TV tape recorder—is slated to give progress report on its development at NARTB convention.

A third company working on color tape recorder, Minnesota Mining & Mfg.—which purchased Bing Crosby Enterprises electronics div.—reportedly is due to demonstrate color recorder in 2-3 months. Its machine uses half-inch tape, with 5 channels, run at 180-in. per second.

As networks continue to increase use of Ampex recorders, another landmark was quietly reached this week—the delayed rebroadcast of a 90-min. spectacular by videotape. CBS-TV transmitted its March 30 production of "Cinderella" to west coast on tape—in monochrome version, of course—receiving critical acclaim for technical quality. *The New York Times* reported from Hollywood:

"The telecast of 'Cinderella' was one of the best seen since the machines went into operation last November. The technical flaw of 'drop-out'—a white flash across the screen caused by microscopic imperfections in the tape—was at a minimum. The image of the colorcast, seen here in black-&-white, was far superior to filmed kinescope. Details were sharply defined and gradations of black-&-white were excellent."

"**Big Brother**" is having successful season "on all sides of the TV camera" and in radio, Jack Gould says in March 31 *N. Y. Times* in scathing review of censorship. Citing incidents of suppression and/or avoidance of controversy, Gould says: "Big Brother is always delighted to see so many in radio & TV share his stimulating concept of absolute fairness rooted in a vacuum." Examples: (1) Cancellation by WGN-TV, Chicago, of "Martin Luther" movie (Vol. 13:10). (2) CBS Radio's disapproval of *Church of the Air* script by Jesuit priest (Vol. 13:13). (3) Killing by CBS of Eric Sevareid commentary on policies of Secy. of State Dulles (Vol. 13:7) and dropping last week of proposed *Studio One* drama on related theme. (4) Procedure this week by which Dr. David M. Spain of Study Group on Smoking & Health was "disinvited" from Tex McCrary's show on WRCA-TV, N. Y., after Tobacco Industry Research Committee declined joint appearance to discuss cancer. Gould also decries use of TV for "surveillance," pointing derisively to: (1) Closed-circuit watch by principal on study hall at Pearl River, N. Y. school (Vol. 13:7). (2) N. Y. apartment building circuit permitting landlord to address tenants simultaneously (Vol. 13:13). (3) Reports that major business concern has "bugged" conference rooms with cameras so executives can spy on staff. Gould fears that "Big Brother" influence is getting to point where "priest, commentator, doctor & producer are soothingly shushed from afar" while home TV viewer becomes "a happy cabbage who is expected only to think positively about nothing."

Latest edition of *Television Magazine's* "Data Book" was released this week, providing information on advertisers' expenditures in network and spot, program production costs, rating services and new feature attempting to define coverage area of each TV market.

Network Television Billings

February 1957 and January-February 1957

(For January report see *Television Digest*, Vol. 13:12)

TOTAL TV NETWORK billings were up 6% in Feb. to \$39,758,704 compared with \$37,191,571 year earlier, according to Publishers Information Bureau. First 2 months of 1957 showed cumulative total of \$82,941,074—gain of 9% above \$76,089,188 in same 1956 period. ABC slipped 3.8% in Feb. compared with Feb. 1956, but CBS was up 8.5%, NBC 7.6%. The complete PIB report for Feb.:

	NETWORK TELEVISION					
	Feb. 1957	Feb. 1956	% Change	Jan.-Feb. 1957	Jan.-Feb. 1956	% Change
CBS	\$18,362,959	\$16,928,361	+8.5	\$38,594,433	\$34,748,816	+11.1
NBC	14,900,631	13,845,000	+7.6	31,455,572	28,540,116	+10.2
ABC	6,175,488	6,418,210	-3.8	12,891,069	12,800,256	+ 0.7
Total	\$39,758,704	\$37,191,571	+6.0	\$82,941,074	\$76,089,188	+ 9.0

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581*	\$20,231,474	\$16,554,941*	\$43,501,996*
Feb.	6,175,488	18,362,959	14,900,631	39,439,078
Total	\$12,891,069	\$38,594,433	\$31,455,572	\$82,941,074

* Revised as of April 5, 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.

Publicity, promotion & advertising expenditures of TV networks now total close to \$10,000,000 a year, reports April 3 *Variety*, noting about 10% annual increase in budgets for these network depts. Article says CBS-TV has earmarked more than \$3,000,000 for these categories in 1957, with NBC spending "slightly more" and ABC budgeting some \$2,000,000. CBS Radio, handled separately from TV, "is upping its already large pub-promotion-ad budget in readiness for a special \$1,000,000 fall campaign."

TV deserves praise for creating "better understanding of American traditions," Fund for the Republic chairman Elmo Roper said at National Civil Liberties Clearing House conference in Washington this week. He cited *The Open Mind* (WRCA-TV, N. Y.), *See It Now* (CBS-TV), *Night Beat* (WABD, N. Y.) as programs "which have not sidestepped controversial issues of civil liberties problems."

TV cuts reading time of children, but it's good for them and book business, according to Prof. Edward Stasheff, U of Mich. He says that TV viewing has made them "more selective and—judging by children's book sales—more enthusiastic"; that programs dramatizing children's classics start runs on books in libraries & stores; that "TV presents so much factual matter that even children are demanding fact rather than fiction in their books."

Theatre Network Television reports "additional purchase of TV projection equipment from GPL," bringing its facilities to 60 locations. TNT says it has 25 mobile projection units, capable of providing pictures from 9x12 to 15x20-ft., plus 35 GPL portable projectors for 7x9 to 9x12-ft. pictures.

CBS has completed move to 630 No. McClurg Court, Chicago, which houses TV & radio network and spot sales, WBBM-TV & WBBM, Columbia Records & Columbia Transcriptions.

Summer TV workshop for students, educators, community leaders and industry will be conducted Aug. 5-23 at Mich. State U, E. Lansing (WKAR-TV).

National Community TV Assn. moved this week to 714 Perpetual Bldg., Washington.

COLOR TV—AS EVALUATED IN ANNUAL REPORTS: RCA's sublime faith in the large-scale emergence of color TV hasn't abated one whit -- and you'll notice, too, that all the comments on color in the annual reports of other set and parts manufacturers (which we digest on p. 14) carry at least a note of hope and expectation. They're all ready and willing to move in when the mass market, which RCA & NBC are so staunchly underwriting and promoting almost single-handedly, begins to open up.

Everyone is now chary of timetables, including RCA, which has disclosed that it made and sold 102,000 color sets last year (out of unofficially estimated total of 150,000) and that it has set its own 1957 goal at 250,000 sets. And noteworthy, neither GE nor Westinghouse, now major factors in TV sales which continue dominantly in low-priced portables, mentions color in its annual report. Nor do many component makers, despite their great stake. Zenith insists its introduction was "premature and unwarranted" and blames color for "disrupting" 1956 monochrome sales, but admits it "offers a great opportunity to this industry" and promises to go into it "when we feel the product and merchandising environment are right."

Note: A few more assists like "Cinderella," the Rodgers-Hammerstein original which CBS-TV underwrote to the tune of about \$375,000, should help push color sales immeasurably; in color, it was so dazzlingly splendid that it's hard to see how anyone could have enjoyed it fully on a monochrome set.

GE's NEW PORTABLES: WILL THEY SET THE PACE? Some of basic industry patterns may be discerned in GE's two 14 & 17-in. portables introduced this week. The 110-degree tubes, the lighter weight (2 lb. off old models), shallower dimensions (4-in. less, from front to back) seem certain to be standard in portables to be introduced by other manufacturers between now and July.

Price structure of GE's new portables -- suggested range of \$140-\$150 for the 14-in. and \$170-\$180 for 17-in. -- may be subject to variations by other set makers, however. Portables introduced thus far in 1957 by Philco feature same price range but portables to be shown later this year by others will, of course, be priced according to market conditions at time of their introduction. It's industry's hope -- and expectation -- that portables to be shown for fall marketing will be able to support still higher price tags. GE's portables were \$10 higher than old models.

Industry leaders declined to comment publicly on GE's new models, but some opined privately that the \$10 increase seemed rather small in view of fact that the 110-degree tube itself is said to cost \$2 more than 90-degree. Others pointed out that GE could raise prices later as market conditions permitted.

The 2 basic portables constitute GE's 1958 portable line -- though the sets are each available in 3 different colors to make total of 6 receivers. GE will not introduce "furniture" line -- i.e., higher-end table models and consoles -- until June, probably at Chicago's midsummer marts.

Introduction of portables in spring, by GE and Philco thus far, has prompted speculation as to whether TV manufacturers generally might adopt practice of showing new portables in spring and "furniture" models in June. If so, it might be considered as further proof that the 2 types of receivers require different merchandising tactics. For, despite slowly rising prices, there's growing belief in industry that portable TVs are moving inexorably into category of traffic appliances.

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GE's new models merit unusual significance, of course, because it was GE that started the entire industry trend to portables with its 14-in. \$99.95 model in 1955 (Vol. 11:21). On the strength of its brand name in portables, it rose to No. 1 or 2 market position among TV manufacturers, though some in industry have expressed opinion publicly that GE bought way into TV market at expense of industry profit.

April Fortune Magazine, in first of 4 articles on electronics industry, takes note of GE's influence on TV market, saying: "It is the fashion now for the whole electronic industry to blame all kinds of competitive ills on GE, which in a remarkable surge has moved from practically zero in electronic manufacture to industry leadership -- or at least a tie for first place with RCA." Explaining GE's pricing policies, the article by Wm. B. Harris states:

"Dr. W.R.G. Baker, the man responsible for the merchandising of the portable TV and indeed for GE's whole electronic buildup, completely upset the TV receiver industry's traditional pricing policy. Instead of permitting each GE parts department to make its 'normal' departmental profit (equal to profit on sales for other manufacturers), Baker priced the portable low enough to produce only a corporate profit. He would probably have had to sell a million of the \$99.95 sets to make \$10,000, but the \$99.95 set was actually not too easy to find on dealers' shelves."

GE has unquestionably maintained high market position in TV despite entry of other manufacturers in portables. Having moved its 14-in. from \$99.95 to \$140-\$150 in less than 2 years, it now faces first real market test to determine how much of its appeal was to brand, how much to price.

Production: TV output totaled 108,266 week ended March 29, compared to 111,601 preceding week and 122,370 in corresponding week year ago. It was year's 13th week and brought TV production for year to date to about 1,484,000, compared with 1,844,632 in same period of 1956. Radio production totaled 293,059 (95,158 auto) week ended March 29, compared with 299,075 (104,385) preceding week and 246,302 (85,104) in corresponding week year ago. Radio production for 13 weeks totaled 3,959,000 (1,642,000 auto) vs. 3,532,243 (1,435,531 auto) in same 1956 period.

Topics & Trends of TV Trade: Increasing number of trade shows, with resultant drain of money and personnel, has impelled RETMA to survey its membership to determine number, cost and effectiveness of such shows. As a RETMA spokesman explained it to us: "Many manufacturers feel there are just too many trade shows and that too few potential customers are putting in an appearance at their exhibits." It's also understood that another important consideration is fact that many manufacturers are regarding trade shows as means of "raiding" each other for valuable technical personnel.

RETMA's current action, authorized by recent board meeting in Washington, consists of circulating trial questionnaire to special trade show survey committee to work out its final form for submission to RETMA board meeting May 17 in Chicago, prior to full-scale circulation to members. D. S. Cook, Stromberg-Carlson, is chairman of trade show committee.

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GE took full-page ad in April 4 *Home Furnishings Daily* to say it would not make private-brand major appliances, asserting that GE monogram assures "the best engineering, most modern design and highest quality . . . and we've worked hard to give it this meaning." Westinghouse, prime competitor of GE in white goods though considerably below it in TV market, recently disclosed plans to seek private-label business as means of utilizing idle productive capacity at TV-radio plant in Metuchen, N. J. (Vol. 13:6).

Sonora Radio, one of early entries in TV manufacturing field, more recently concentrating on private-label, has been adjudged bankrupt by Chicago Federal Court. Headed by Joe Gerl, Sonora had produced private-label TV-radio sets for Montgomery Ward until Westinghouse recently took over the contract. Judge Knoch appointed Stephen R. Chummers as referee in bankruptcy proceedings.

Transistor sales nearly tripled in first 2 months of 1957 over similar period last year, with RETMA reporting totals of 3,221,300, compared with 1,190,000; factory value of \$9,291,000 vs. \$3,632,000.

DISTRIBUTOR NOTES: Sylvania appoints Frank Edwards Co., 900 David Rd., Burlingame, for San Francisco & No. Cal. (Frank Edwards, pres.); it dropped DuMont & CBS-Columbia lines in 1955 . . . DuMont appoints Hi-Quality Distributors Inc., 6609 Woodwell St., Pittsburgh (Edward Jacob, pres.), replacing Moto Radio Distributing Co. Inc. . . . Raymond Rosen & Co., Philadelphia (RCA), promotes Lawrence J. Crevey to field sales mgr., replacing Wm. J. Strandwitz, resigned . . . Hotpoint Appliance Sales Co. appoints Bill Roberts mgr. of new branch at 2406 Fla. Ave., W. Palm Beach . . . Southern Wholesalers Inc., Washington (RCA) promotes Jack Wayman to director of adv. & sales promotion . . . Apollo Distributing Co., Newark (Zenith), names Andrew Schwartz, ex-Gerald O. Kaye & Assoc., as sales mgr., replacing Samuel Blum, resigned; Harold Bergman, gen. sales mgr., named v.p.

Whirlpool-Seeger merger with Birtman Electric Co., manufacturer of vacuum cleaners, and change of name back to Whirlpool Co. (Vol. 13:9-10) was approved this week by stockholders of both companies. New Birtman div. will continue to be prime supplier of vacuum cleaners to Sears Roebuck, which like RCA owns 20% of Whirlpool-Seeger.

Thorn Electrical Industries (British affiliate of Sylvania) and Electric & Musical Industries (parent of Capitol Records), London, are merging domestic TV-radio receiver interests, will handle Ferguson, H. M. V. & Marconiphone receivers.

Story of Philco's "New Look," giving details of executive line-up and consolidated warehouse plans, is in April *Electrical Merchandising Magazine*.

Sentinel Radio moved general sales offices from Evanston, Ill. to headquarters of parent Magnavox in Ft. Wayne.

Philco introduces 17-in. "leather-look" portable at \$180. It's 6th portable in line.

RCA electron tube div. is new name of tube div., designed as more inclusive term.

General Transistor Corp. buys 20,000-sq. ft. building in Jamaica, N. Y., expects to be in production by mid-summer.

Trade Personals: George R. Marek promoted to operations v.p. of RCA Victor record div., succeeding Howard L. Letts, who moved to NBC-TV as head of business dept., programs & sales; Wm. W. Bullock succeeds Marek as mgr. of album div.; Jack Burgess promoted to single records mgr. . . . Robert E. Lewis, Sylvania v.p. & pres. of its Argus Camera div., given added post of asst. to Sylvania chairman-pres. Don G. Mitchell on special assignments . . . L. Alan Wintering promoted to St. Louis district sales mgr., Sylvania TV-radio div. . . . Wm. J. Blazek promoted to mgr. of business services, Motorola consumer products div. . . . Malvern B. Still promoted to mgr., RCA Victor radio & phono plant at Canonsburg, Pa., replacing F. E. Stouffer, resigned . . . Thornton F. Scott promoted to adv. & sales promotion administrator, RCA components div., Camden . . . G. F. Coyle named national TV-radio-appliance merchandising mgr. of Firestone stores, handling Philco as well as Firestone label; J. R. Small, TV-radio sales mgr.; L. L. Zarrilli, major appliance sales mgr. . . . George H. Fass, ex-Dean Electronics, named domestic marketing director, DeWald Radio; Seymour Wald appointed asst. sales mgr. . . . Marvin Weck, a founder of Columbia Record Club, named operations v.p., N. Y. . . . Ted Smithers promoted to Westinghouse asst. radio sales mgr. . . . Marvin Hass named Pilot Radio adv. & sales promotion mgr.; Donald A. Ross midwest regional mgr., Wilmette, Ill. . . . A. C. Woodman named Stromberg-Carlson sales rep for sound distributing and intercom equipment, Dallas . . . John F. Moyer promoted to dealer promotions mgr., Westinghouse major appliance adv. dept.

New Philco directors elected April 5: Wm. R. Wilson, Philco treas.; Richard C. Bond, pres. of John Wanamaker stores, Philadelphia; Gaylord P. Harnwell, U of Pa. pres. They replace ex-Philco presidents James H. Carmine & James T. Buckley and ex-chairman Larry E. Gubb, who did not seek re-election.

Financial & Trade Notes: More officers-&-directors stock transactions for Feb. reported to SEC (for previous items, see Vol. 13:12): Avco—Irring B. Babock bought 1000, holds 2097; Henry J. Oechler bought 1000, holds 1100. CBS—Richard S. Salant bought 100, holds 100. Corning Glass—Russel Brittingham exercised option to buy 300 in Dec., 1956, holds 5472. DuMont Labs—Allen B. DuMont sold 1500, donated 200 more in Jan. Emerson—Max Abrams bought 700, holds 83,909 personally, 6655 in trusts, 63,801 in foundations. Hazeltine—J. F. Willenbecher bought 100, holds 817. Hoffman Electronics—Willard W. Keith bought 100, holds 500. Litton—Charles R. Abrams Jr. exercised option to buy 400, donated 100, holds 3100; H. W. Jamieson sold 401 in partnership and 400 personally, holds 19,575 in partnership, 48,090 personally; Carl A. Spaatz bought 1600, holds 3400; Charles B. Thornton sold 863 in partnership, holds 43,065 in partnership, 115,098 personally. Motorola—E. P. Vanderwicken bought 100, holds 600. Philco—Russell L. Heberling bought 240, holds 25,000. Raytheon—Harold S. Geneen bought 200, holds 200. Skiatron—Philip A. Levey donated 3500, holds 200; Kurt Widder exercised option to buy 2500, sold 1800, holds 10,250. Sylvania—W. Benton Harrison received 117 in compensation, holds 945; Don G. Mitchell sold 500, holds 3731; H. L. Richardson received 101 in compensation, holds 874; B. K. Wickstrum received 122 in compensation, holds 952.

Sylvania had 3,524,794 shares outstanding or reserved for issue as of March 11, according to its proxy notice mailed to stockholders in connection with annual meeting April 30 in N. Y., to vote on proposal to increase authorized common shares from 4,000,000 to 6,000,000. In error last week, we reported only 341,667 shares outstanding.

ELECTRONICS PERSONALS: Andrew H. Bergeson, Stromberg-Carlson engineering v.p., named v.p. for military liaison, headquartering in Washington . . . Cmdr. Edmund B. Redington (USCG, ret.) named RETMA staff engineer and liaison member of its engineering dept. . . . Donald F. Karaffa promoted to supervisor of govt. sales service for Sylvania electronic products . . . Thomas Allinson, ex-Beckman Instruments, named marketing v.p. of Daystrom Inc. . . . Allan Easton elected pres. of new General Transistor Distributing Corp., continuing as v.p. & sales mgr. of parent General Transistor Corp. . . . Gen. A. C. Wedemeyer (ret.), v.p. & director of Avco and of Rheem Mfg. Co., elected to board of Axe Science & Electronics Corp., investment company . . . Warren Knapp named mgr., N. Y. financial operations, RCA defense electronic products.

Military electronics spending totaled \$1.536 billion during first half of fiscal 1957 (July 1-Dec. 31, 1956), RETMA reported this week—indicating sharp increase in spending in second quarter over first quarter. In major categories, report gave this breakdown: aircraft, \$353,000,000 in second quarter vs. \$213,000,000 in first; guided missiles, \$216,000,000 and \$205,000,000; electronics & communications, \$236,000,000 and \$130,000,000; research & development, \$76,000,000 and \$66,000,000.

Assn. of Electronic Parts & Equipment Mfrs. elects: pres., A. N. Haas, Bud Radio, Cleveland; exec. secy., Kenneth C. Prince; 1st v.p., Helen Staniland Quam, Quam-Nichols; 2nd v.p., Gail Carter, Merit Coil & Transformer, Chicago; treas., Ken Hathaway, Ward Leonard, Chicago.

Robert A. Seidel, RCA exec. v.p.-consumer products, reported doing "quite well" following April 2 operation—understood to be for colon condition—is expected to remain 3 weeks at New York's Roosevelt Hospital.

Dominion Electrohome Industries opens 103,000-sq. ft. Kitchener, Ont. TV-radio-hi-fi plant April 11.

Westinghouse profit of \$3.50 to \$4 a share on sales of some \$2 billion is foreseen by chairman-pres. Gwilym A. Price. Rosy prediction, following last year's strike-deflated earnings of only 10¢ per share on sales of \$1,537,890,970, was based on high backlog of orders, increasing defense business and achievements in atomic field, annual stockholders meeting was told. Westinghouse is paying particular attention to the highly-competitive TV-appliance industry on the dealer & distributor levels, he said, adding: "We are gearing production schedules to potential market requirements and stressing the need for reasonable profits rather than seeking mere volume."

Standard Coil Products' 1956 loss went up to \$1,819,371 on sales of \$59,694,674 from loss of \$320,313 on sales of \$60,647,963 in 1955—attributed in part to fact that such TV set makers as CBS-Columbia, Raytheon, Crosley & Spartan quit field, in part to former regime's failure to tool up for portable market. It now makes 2 new tuners, Neutrode & Fireball, has added Zenith & Westinghouse as customers. It also now manufactures an electronic garage door opener. Current assets at year's end were \$25,517,864, current liabilities \$15,148,443, long-term debt \$4,301,799, retained earnings \$8,390,677.

Wells-Gardner earned \$1,054,610 on sales of \$24,152,103 in 1956, down from 1955 peak of \$1,221,856 on \$26,646,745—annual report of major private-label manufacturer noting "hectic year's operation" due to unusually stiff competition, lower unit prices, indecision on color, shrinkage in number of TV-radio manufacturers, increased civilian sales but loss in govt. business. Outlook for profitable 1957 was regarded "excellent." At end of 1956, firm's current assets were \$7,696,845, current liabilities \$2,688,398, earned surplus \$5,511,884.

RKO Teleradio Pictures profits are anticipated at \$4,000,000-\$4,500,000 in fiscal year ending Nov. 30, making sharply higher contribution to parent General Tire's earnings, pres. Thomas F. O'Neil said April 2 following annual meeting in Akron. RKO Teleradio earned \$2,530,961 in 10 months of last fiscal year, when General Tire's 12-month net was \$10,860,129 (Vol. 13:8). O'Neil said RKO Teleradio is in "stronger position now than ever before" except for radio network. He indicated current study may result in reducing Mutual programming to music & news. "The day of high cost extravaganza shows are over as far as the radio networks are concerned," said he.

National Telefilm Assoc. earnings rose to \$508,631 (77¢ per share on 662,600 shares outstanding) in first half of fiscal year ended Jan. 31, compared with \$135,813 (20¢) preceding year. NTA's film rentals for 6 months totaled \$4,511,670 vs. \$1,494,888, exhibition contracts \$7,178,392 vs. \$2,423,483, and NTA pres. Ely A. Landau said he's "hopeful" comparable advances will be made in rest of fiscal year. At special meeting April 4 in N. Y., stockholders voted increase in capital stock from 1,000,000 to 2,000,000 shares, authorizing board to issue up to \$8,000,000 in convertible debentures, probably to be underwritten by Bache & Co.

Dividend Notes: Official Films Inc., reporting 75% increase in sales for 8 months of fiscal year to Feb. 28 (gross: \$6,365,000), declares its first dividend, semi-annual 5¢ payable June 3 to stockholders of record April 30 . . . Webcor Inc. omitted dividend this week due to restrictions in recent loan agreements; formerly known as Webster-Chicago, firm recently reported 1956 loss of \$995,000 on sales of \$34,306,000 after deduction of Federal tax carry-back vs. 1955 profit of \$589,000 on \$31,984,539 . . . Gross Telecasting Inc. declares 40¢ quarterly dividend on common, 7½¢ on Class B, payable May 10 to holders April 25.

Paramount Pictures earnings in 1956 fell to \$8,731,000 (\$4.43 per share) from \$9,708,000 (\$4.49 on 2,161,716) in 1955, but income last year from sales of film to TV soared. Profit included \$2.26 per share for "special items," largely sales to TV networks, compared with 13¢ per share from similar sources year earlier. In 4th quarter 1956, earnings were \$1,988,000 (\$1.01) vs. \$2,028,000 (94¢) in same 1955 period.

Profit of \$2,226,598 was realized by giant General Dynamics Corp. (equivalent of 29¢ per common share) when it sold subsidiaries WHAM-TV, Rochester (Ch. 5), now WROC-TV, and radio WHAM year ago (Vol. 12:24, 29), acquired when it absorbed Stromberg-Carlson in 1955. Figure is disclosed in 1956 annual report which reveals consolidated net profit of \$31,946,995 (\$4.14 per share) on sales of \$1,047,818,510, up from 1955 profit of \$21,254,386 (\$2.82) on sales of \$687,274,182.

AT&T's 1,490,000 stockholders as of early 1957 makes it more widely held than next 3 biggest on N. Y. Stock Exchange combined—General Motors, 640,473; Standard of N. J., 403,000; GE, 366,524—but phone company's 1956 sales at \$5.8 billion ran second to GM's \$10.8 billion. Not generally known is that RCA ranks 9th in share owners (158,397), Westinghouse 15th (139,201), though latter's sales of \$1.5 billion ran well ahead of former's \$1.1 billion.

IT&T enjoyed best year in its history in 1956, reporting total income of \$559,625,294 (\$501,405,379 from factories & labs, most of remainder from telephone-telegraph operating companies, mainly abroad) as against \$502,760,051 (\$448,378,128) in 1955. Consolidated net income in 1956 rose to \$28,109,946 (\$3.92 a share) from \$23,070,327 (\$3.21). Nearly 65% of domestic business was defense contracts.

American Electronics earned \$376,128 (73¢) in 1956, compared with \$265,013 (51¢) in 1955.

Color Trends & Briefs: Major merchandising campaign will be undertaken by RCA in Milwaukee for 6 weeks starting April 22, in concentrated effort to test marketability of color. Using all media, dealer tie-ins, etc., expensive promotion called "Milwaukee Carnival of Color," will be pattern for similar ventures in other cities later in year, said RCA merchandising v.p. Martin F. Bennett.

"New merchandising ideas," unidentified in advance, will be used, along with big increase in color demonstrations in stores and programs on local stations. At retail level, drive is being spearheaded by Taylor Electric Co., big RCA distributor in Milwaukee, which has lined up about 50 key dealers to participate. Personal appearances by TV stars will be another feature.

Bennett said Milwaukee was selected as a "typical major market" for the test. It has vhf stations, ranks 15th in population, 14th in "potential buying power" among U. S. markets, with annual sales of \$1.9 billion.

* * * *

Extremely bullish on color, *New York Herald Tribune* business & financial editor Donald I. Rogers predicts in his March 31 financial column that "in 3 years color TV sets will be as much in demand as were black-&-white TV sets in 1950-52." Reason color hasn't caught on earlier, he says, is that dealers haven't pushed it, choosing to devote their efforts to selling monochrome sets. Now black-&-white market has leveled off, he adds, and "those who have not even considered the advent of color TV in the home would be well advised to give it some thought now . . . for to see color TV is to want it."

New color rate card of NBC's WRCA-TV, N. Y. and WNBQ, Chicago, abolishes extra charge for color station breaks but requires all advertisers to convert to color all station breaks adjacent to or within regularly-scheduled color programs. April 1 rate card provides that incumbent sponsor convert spots to color or vacate position if new client desiring color is available. Move effectuates policy announced some 2 years ago (Vol. 11:26).

Color set sales in Feb. in Los Angeles area were 314, bringing total to 8110, according to Electric League of Los Angeles. Sales to dealers in Colo. in Jan.-Feb. totaled 229, compared with 751 in all 1956 and 252 in 1955, according to Rocky Mountain Electrical League. Kansas City color set sales were 215 in Feb., bringing total to date to 1887, according to city's Electric Assn.

N. V. Philips' Gloeilampenfabrieken, big Dutch TV-radio-electronics-appliance maker (Vol. 12:22), reports 18% volume increase in 1956, rising about \$101,500,000 in year to \$670,000,000 while after-tax profits went up from \$33,675,000 to \$37,013,000. Prices of products generally held stable, says report issued in Eindhoven this week. Note: Consolidated Electronic Industries (formerly Reynolds Spring Co.), 40% owned by North American Philips, subsidiary of the Dutch firm, is acquiring interest in Sessions Clock Co.; Consolidated earned \$692,672 (88¢) on sales of \$8,110,400 in 3 months ended Dec. 31, 1956 vs. \$813,509 (\$1.18) on \$7,787,082 in same 1955 period.

North American Philips, 50% owner of Ferroxcube Corp. of America, has extended ownership to full 100%. Started jointly by North American Philips and Sprague Electric in 1950, Ferroxcube sells ferro-magnetic ferrites used as components in electronics items.

Muter Co. and subsidiaries (Rola, Jensen, Enderes) showed consolidated net income of \$31,645 on sales of \$12,126,563 in 1956 vs. net loss of \$84,422 on \$12,722,296 in 1955. The 1956 profit came after considering loss of \$27,592 from investments in oil operations. Current assets at Dec. 31 were \$3,893,326, current liabilities \$694,839, earned surplus of \$1,817,119, long-term debts \$960,000.

What They Tell Stockholders About Color

Quotes from 1956 annual reports of key TV & components companies

(See also story on page 10)

ADMIRAL—"Admiral has been building color TV sets commercially for the past 4 years. While this segment of the receiver division has sustained heavy losses during that period, it is believed that color TV sales will increase substantially this fall and should be on a profitable basis. Color TV production for the past few years has been scheduled on a modest basis in line with restricted purchasing by dealers and the public."

CBS—"The public continued slow to accept color TV, and the development of a mass market here continues to lie in the future. But both CBS-TV and CBS-Hytron continued to contribute to the eventual maturity of this form of communication. CBS-TV in 1956 averaged a color broadcast a day, broadcasting 2 of the live nighttime programs in color regularly, and others occasionally. Late in 1956, CBS-TV began weekly broadcasting of the 'Boing Boing Show,' an animated cartoon series uniquely suited to color reproduction... The sale of color TV receivers to the public again proved disappointing to the industry. Accordingly, CBS-Hytron refrained from mass production of color tubes in 1956. Through continuing research and development and through cooperation with interested receiver manufacturers, the division will be in a position to start production of color tubes as market conditions indicate. In the meantime, [CBS-Hytron] is developing a patent position in this field. During 1956 another major company was licensed under a profitable cross-licensing agreement to manufacture these color tubes."

CORNELL-DUBILIER—"Sales and earnings in our industry have been adversely influenced by... the unexpectedly slow growth in sales of color TV receivers which use 3 times as many capacitors as the black-&-whites, and rising costs in the face of an industry-wide competitive price structure."

DuMONT—"In Sept., 1956, an agreement was made with Chromatic Television Laboratories Inc., whereby DuMont has undertaken a program aimed to put the Chromatic single gun color tube and the color TV set using this tube into production on a practical commercial basis. It is hoped that this program will lead to the manufacture of a receiver with such improvement in cost and performance qualities that we can develop a profitable volume market for color sets."

EMERSON—"Sales of color TV receivers were disappointing because of continued necessarily high selling prices and the lack in number and quality of color broadcasting programs. Color receiver production and sales were not a profitable operation for the industry, including Emerson... While the profitable production and sale of color receivers are not in immediate prospect, Emerson is prepared, by its continuing program of engineering, production, sales and service of color sets, on a modest scale, to expand into and participate in the potentially large and profitable market when it becomes a reality."

HAZELTINE—"The year [1956] undoubtedly will become historic as the point at which commercial color was given a great forward impetus... During the year, approximately 125,000 color sets were bought by the public, bringing the total number in use to approximately 160,000. There is every possibility this number will be more than doubled in 1957, and if the present growth trend is continued, by 1958 the system should be firmly established as a successful and profitable mass production business."

HOFFMAN ELECTRONICS—"Color TV, while not yet an important factor in overall sales, has shown steady improvement, and [we] introduced several brand new models. Simplified chassis design of these models permitted lower prices, and the Colorcasters were well received by consumers... The company's program on color TV is based on the belief that it will ultimately become a major factor in the industry, but the company is producing only what it can sell..."

MAGNAVOX—"The future of color TV is promising. Intensive network promotion and better color programming [are] expected to stimulate increased interest... Again your company is leading the way by providing instruments that incorporate the latest techniques of electronic design."

MOTOROLA—"Color TV continues in its early introductory stage. At some not-too-distant point, color could finally come into its own, aided by the increasing replacement demand... Under the circumstances, Motorola early in 1956 decided on a moderate approach to both the low-priced portable TV market and to the marketing of color TV. We did not attempt to build color sets to meet the lowest price. We stressed superior performance [and] freedom from service requirements."

PHILCO—"Philco continued to produce color receivers in very limited quantities during 1956... However, color TV at today's volume is far from profitable. Philco plans to keep its facilities in readiness to meet any requirements which may appear for color receivers. By the same token, your management does not propose to enter this field on a large scale at this time with resultant losses."

RCA—"Color TV continued to advance in 1956, with public interest stimulated by the RCA Victor line of new and simplified 21-in. color sets. Regular color programming on NBC was increased during the year and is being further increased in 1957. More programs should result in more sales of color TV sets and stimulate growth of the industry... RCA's goal for 1957 is to step up production and sale of color sets, to increase the number of color programs on the air, to attract sponsors to the new medium, and to encourage others in the industry to enter the field... Constantly increasing home installations of RCA Victor color TV occurred in the second half of 1956 following the introduction of a new line of 10 models, starting with a table model priced at \$495 and ranging up to \$850."

"There is every indication that 1957 will bring increased activity in color TV—more color programs will be broadcast and more people will buy color sets for their homes... Because of the progress achieved by RCA in 1956, it seems reasonable to expect that some other manufacturers will enter the color TV field. Competition in color programs and in sales of color sets will accelerate growth of the industry... By the close of the year approximately 490 TV stations were on the air, 242 of which were equipped for network color programming..."

SYLVANIA—"Color TV is gradually moving ahead, but no rapid increase in sales by the industry is foreseen this year."

TUNG-SOL—"Our development work on tri-color cathode ray tubes for color TV sets reached the pilot production stage in 1955. It became necessary during 1956 to weigh the large investment of capital funds and skilled manpower required to go into full production against the reduced selling price of these tubes and the continued very limited market for color sets. Your board of directors felt that both the funds and the personnel could be more profitably employed in other activities and therefore decided to discontinue, at least for the present, all further activities in such tubes."

WELLS-GARDNER—"Pending only our customers' requirements and a reasonable price level, our plans are complete to manufacture the color TV receiver which our engineering department has been developing during the past 2 years."

ZENITH—"The premature and unwarranted emphasis on color TV as a direct competitor of black-&-white TV was another disrupting factor [in 1956 market]. Although the 'magic' figure of \$495 was finally reached on color TV receivers by the simple process of pricing the receiver at a loss, it still failed to generate substantial buying support either at the dealer or consumer level. It did, however, manage to confuse the public and distract many of them from purchasing the better, higher quality black-&-white receivers... [Zenith] has developed a 21-in. color receiver of advanced design using the latest type rectangular tube produced by Rauland Corp... The new Zenith color receiver is superior to any presently being offered for sale, but we are not planning to market it at the present time. Your management is continuing to evaluate the consuming public's reaction to the relatively small number of color receivers that have been sold. We continue to feel that color TV offers a great opportunity to this industry and we will go into production of reliable color TV receivers when we feel the product and merchandising environment are right. In the meantime, we foresee opportunities for continuing favorable operations in the production and sale of monochrome TV receivers."

Factbooks Still Available

IF YOUR ORGANIZATION is playing "Factbook, Factbook, who's got the Factbook?" now is the time to order enough copies of our 1957 Spring-Summer *Television Factbook* for all your executives—while the supply lasts. Single copies cost \$4.50; five copies or more \$3 each.

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NO EMERGENCY, LITTLE CONFLICT at NARTB convention. McConnaughey surprises with unrestrained praise of network, strengthening reports he's leaving (p. 2).

LONG-RANGE REALLOCATION seen desirable by Comr. Craven. Commissioners disagree on political broadcast rule change in NARTB panel discussion (p. 4).

TV AUTOMATION EQUIPMENT highlights NARTB equipment show, along with color studio gear and complete low-price, low power telecasting plants (p. 5).

VIDEOTAPE RECORDING again excites NARTB convention, as Ampex reports improvements and begins active solicitation of orders from telecasters (p. 6).

PAT WEAVER'S PROJECT—new "Program Service" designed to supplement networks and spot, to interconnected independents for low-cost cultural programs (p. 7).

INDUSTRY DISLOCATIONS SEEN possible as House votes to eliminate BDSA industry divisions, industry's liaison with Govt. in materials distribution (p. 10).

MERCHANDISING OF PORTABLES requires special traffic building and display techniques; set makers divided on separate introductions of portables (p. 10).

DISCOUNTERS ON WANE, says Philco's John Otter, urging dept. stores to take advantage of it to get bigger share of TV-radio-appliance market (p. 12).

SMALLEST TV MARKET, Kamloops, B. C. starts as 39th Canadian outlet. Harrisburg's uhf WCMB-TV quits. On-air total 496, including 92 uhf (p. 9).

EXAMINER FAVORS WCAE for Pittsburgh's Ch. 4, reversing previous initial decision for KQV because of Irwin Wolf's death. Light court litigation (p. 9).

TOA PRESIDENT Stellings blasts wired-theatre idea, sees danger of "business suicide" for exhibitors. Jerrold's Shapp argues economics "make sense" (p. 14).

CH. 2-6 MILITARY SCARE STORY LAID TO REST: The rash of alarmist rumors that military is actively trying to grab off Ch. 2-6 or any other TV channels (Vol. 13:14) was nailed firmly to the mast this week in another unequivocal, categorical and flat denial -- by the top U.S. military allocations official.

He is Rear Adm. J. N. Wenger, deputy director for communications-electronics, Joint Staff, Joint Chiefs of Staff. On April 12, he answered in writing 5 questions posed by us in writing. Before his reply was transmitted to us, he cleared it with the top electronics-communications aides to Chiefs of Staff of all 3 Armed Forces. No request for frequencies can come from military without going through Adm. Wenger.

These are our questions and his complete answers:

QUESTION: Have the Joint Chiefs of Staff made a formal request to the Executive Branch for the exclusive military use of frequencies currently assigned to any portion of the television broadcast band?

ANSWER: No.

QUESTION: If so, what frequencies have been requested?

ANSWER: None.

QUESTION: If not, is any such request imminent or currently contemplated?

ANSWER: No.

QUESTION: Could such a request be initiated and prosecuted anywhere within the Defense Department or military establishment without your knowledge?

ANSWER: No.

QUESTION: On a long-range basis, what are the possibilities that the military establishment may require any frequencies now allocated to television broadcasting?

ANSWER: None now visualized.

Earlier this week, at FCC panel discussion at NARTB convention in Chicago, both Chairman McConnaughey and Comr. Craven flatly denied any knowledge of military demands for Ch. 2-6 (see NARTB story, page 2).

NARTB—MILK & MONEY, NO OVERRIDING ISSUES: For the first time in NARTB's 35-year history, TV-radio broadcasters were not under fire as they met in convention this week in Chicago -- or at least, there was no great emergency to galvanize the broadcasters and no all-embracing conflict to dominate corridor talk & meeting sessions.

There were issues, of course -- fragmentary ones, concerning various segments of industry -- some of them not taken very seriously. But FCC Chairman McConnaughey set keynote with his effusive speech April 9, carried coast-to-coast by TV-radio -- and it was obvious that many of the speeches were aimed far more at bringing the industry's positive story to the public than at dealing with problems facing TV-radio broadcasters for the internal consumption of the industry.

In general, there was feeling -- warranted or not -- that the industry had triumphed over its detractors, and there was certainly an unmistakeable aura of great prosperity among the record 2300-plus TV-radio station people registered and the usual 1500 or more additional attendees, exhibitors, etc.

* * * *

Chairman McConnaughey's paean of praise to the networks, so unqualified and unrestrained, surprised as many people as it gratified -- even made some remark, "We can't be that good." Many in audience viewed it as his swan song, and though he continued to refuse to reveal his future plans, it now seems more probable than ever that he plans to step down when his term expires June 30.

Former ABC v.p. Ernest Lee Jahncke is an avowed candidate for his job, with some industry backing based on perennial plea that an industry man be selected for the post. But it's not at all certain that he or anyone else from the broadcasting industry stands much chance to get what GOP politicians regard as prize political plum.

The FCC chairman did everything but promise networks immunity from Dean Barrow's network study -- and he came close to doing that -- in his much-discussed address. These paragraphs set tone of McConnaughey speech -- and whole convention:

"To a very large degree the networks in this country deserve credit and praise for the excellent programs we witness today. They should not be stifled by crippling and destructive governmental controls. It must be borne in mind the networks pioneered in TV development, that they lost millions of dollars year after year and only within the last few years they began to make a profit in networking proper. Should we begrudge them the fruits of their gamble with this new medium?

"It is easy to apply hindsight today and say that because of the scarcity of TV channels, they were bound to win -- but the field was open then, as it is now, to all comers who wish to make the huge investments required to compete with the networks for station affiliations. Some who could have competed with the networks then did not want to risk their capital as the present networks did.

"We have a staff under Dean Barrow looking into...network practices. It is not yet known what the findings of the Barrow staff will be, but for those of you who may be alarmed because of the searching nature of the study which has been conducted, let me remind you that the Commission is well aware of the great and indispensable contributions which networking has made to broadcasting. When the staff... reports the results of their fact-gathering task, the Network Study Committee of 4 commissioners -- Hyde, Bartley, Doerfer and I -- will in turn evaluate these facts, study the effect of present or potential practices in the industry and report to the Commission which will pass upon the whole matter and make its findings known..."

* * * *

Here's a quick rundown of other convention high spots (details on pp. 4-6):

Military and TV channels: The discredited "straw man" report that military had asked White House to dispossess TV from Ch. 2-6 (see page 1 & Vol. 13:14) was subject of some corridor discussion -- and at FCC panel session Chairman McConnaughey and Comr. Craven both bluntly denied knowledge of any such request, with Craven adding that some military officials had hinted they'd eventually need more vhf frequencies for scatter communications, etc.

Subscription TV: At same panel discussion, McConnaughey said he wouldn't predict fee-TV outcome, but he had "a feeling that basically there should be a

trial, an experiment." Then he added: "We have difficulty knowing just what it is; it's not quite a common carrier, yet it has many attributes of a public utility. I think some place along the line the Commission is going to have to go to Congress, and Congress is going to have to take some action in bringing this to fruition."

Comr. Lee reiterated his plea for a fee-TV test on uhf. Comr. Mack proposed asking "licensees, not the gadget manufacturers," whether they want to try pay TV. Comr. Bartley indicated his opposition, and other commissioners were silent on the issue -- but odds seem to favor Commission approval of some sort of test, despite NARTB opposition and its position that problem should be tossed into lap of Congress. Meanwhile, subscription-TV promoters were all over the convention, lining up advocates, buttonholing telecasters in behalf of fee TV -- when and if it gets Commission green light, experimental or otherwise.

Allocations: Convinced FCC has shot its bolt on deintermixture, and that there no longer is anything to fear from Congress, vhf telecasters were content not to stir things up. Suffering uhf-ers were quiet; there were no rump meetings this year. Only one talk at convention dealt specifically with uhf & allocations -- progress report by TASO chief Dr. George Town, which revealed nothing new. AMST meeting in advance of convention emphasized desirability of maintaining allocations status quo until "finding of the facts" is complete. Nobody was around to argue.

Film: Syndicators and distributors, riding high, were in evidence everywhere -- even more than at recent NARTB conventions. There was a difference this year -- a feeling that the syndicator has "arrived" as part of telecasting industry, as a significant and respected supplier of programs to local stations. There were 22 of them officially exhibiting this year -- plus others not officially accredited as exhibitors who nonetheless displayed their wares and talked money in hotel suites -- and they threw some of the biggest parties at convention.

Feature film packages were subjects of biggest hoop-la -- and the distributors smiled more broadly and reported more sales than at any previous convention. While denying that the MGM "block-booking" suit (Vol. 13:13) had anything to do with it, they all expressed willingness to sell anything from one movie to a complete library. Many telecasters expressed preference for "package" way of doing business.

Equipment: Byword among telecasters viewing the broadcast gear displays was "automation" -- a word which has gripped AM broadcasters at past sessions -- with automatic program switching and logging now well on way to becoming standard practice at many TV stations. Color equipment excited telecasters' interest -- or at least, their curiosity -- and there was a continued interest in low-priced equipment for small-town stations, satellites, etc.

Videotape: If it didn't create the same sensation as at last year's convention, it's only because Ampex TV recorder is now no longer a curiosity but a useful piece of studio equipment. Demonstrations at ABC-TV's Videotape recording center in Daily News Bldg. were heavily attended, as Ampex officially took "developmental" tag off the recorders, replacing it with "for sale" sign, and went out after orders.

Music licenses: Battle lines began shaping up for negotiations to renew TV music licensing contracts with ASCAP, to replace those expiring at end of this year, with portents of an onslaught by ASCAP seen by some in the recent outcropping of criticisms (notably before Celler subcommittee and in demands for other congressional probes of BMI as well as article by Oscar Hammerstein II in Feb. 23 Saturday Review and vigorous reply by BMI pres. Carl Haverlin March 2). The committee is expected to devise new formula for TV industry payments. Of ASCAP's total 1956 income -- reputedly about \$24,000,000 -- some \$20,000,000 came from TV & radio.

Resurgence of FM? Nobody could be more puzzled than some of the FM broadcasters themselves by the slow-motion but apparent FM boom in some cities. The few FM-only broadcasters at convention seemed to be riding a high wave of optimism -- for first time in many years -- with reports of growing audiences, shortages of sets (now being imported from abroad), shortages of transmitting equipment, excess of applicants over channels in New York & Los Angeles, new techniques for tapping additional revenue sources via multiplexing subsidiary services.

LONG-RANGE PROBABILITY of TV reallocation was raised by Comr. Craven at FCC panel discussion April 10 at NARTB Chicago convention. Asked by moderator, NARTB pres. Harold Fellows, to comment on full-scale inquiry into spectrum utilization in 25-890-mc portion of spectrum, announced last week by Commission (Vol. 13:14), Craven emphasized that it will be "long-range look" at allocations, in preparation for U. S. participation in 1959 International Telecommunications Union conference.

"Other services than broadcasting need more spectrum," said Craven. "We must contemplate there is some room for improvement. TV is a hodge-podge allocation, putting a severe burden on receiver manufacturers," he said, pointing to gaps between Ch. 6 & 7 and Ch. 13 & 14. "If in the future there is room for improvement, the broadcast industry should contemplate types of improvement which should be carefully considered over a long period," he added, stressing there would be "no preemption."

As to shorter-range allocations situation, Craven said: "The Commission does not contemplate making any changes in rules and standards until TASO has had a reasonable opportunity to gather the necessary information [for] at least a year." He said he didn't mean FCC won't change table of assignments "here and there."

All commissioners participated in panel, except Doerfer, who is recuperating from appendectomy. Among other highlights of discussion:

Five-year licenses: Chairman McConnaughey drew only spontaneous applause of session when he said bills to extend license period from 3 to 5 years were before Congress and "they better get moving—time is of the essence." Lee and Bartley disagreed, Lee arguing that 5-year licenses should be reserved as "award of merit" for worthy operators, with initial licenses granted for perhaps one-year periods, followed by 2-year licenses. Bartley felt licenses should have no fixed term.

Political broadcasting: McConnaughey said he would have serious doubt about necessity for Sec. 315 now if Congress were starting from scratch to write Communications Act, but said he didn't favor abolishing it now, nor did he think Congress was willing to drop it. He said he favors amendments to eliminate responsibility to give equal time to splinter parties and to relieve broadcasters from liability for libel suits. Bartley said he thought it

"dangerous to open up a law to amendment" and said FCC has had "very little complaint" about Sec. 315, that it has hurt neither broadcasters nor public. Lee favored outright repeal and "relying on broadcasters' responsibility instead of statute."

FTC-FCC liaison: Greatest number of questions from floor were devoted to new FCC policy of notifying broadcasters when FTC files complaint against advertiser for alleged false advertising on TV or radio (Vol. 13:13). Broadcasters in audience seemed concerned as to what they should do about programs including advertising which is cited by FTC. Comr. Lee said the object of the liaison is to keep broadcaster informed, that notification of an FTC complaint or stipulation doesn't constitute a sanction and it will be up to individual licensee's judgment what action he takes. However, he said disregard by a broadcaster of a final FTC decision would "raise a serious question" at FCC.

Protests: McConnaughey said last year's amendment of protest section of Communications Act has enabled FCC to stop "most flagrant abuses," but said he favors outright repeal of Sec. 309(c) to cut down unnecessary delays.

At suggestion of McConnaughey, Comr. Hyde was given standing ovation for his part in NARBA treaty negotiations.

Allocations having simmered down as major issue, with FCC obviously not intending any major changes in foreseeable future, two allocations meetings at NARTB convention could be described as uneventful. Assn. of Maximum Service Telecasters held well attended (100 plus) session, listened to its officers and legal & engineering counsel review work to date. Essentially, they reaffirmed AMST's intention of maintaining status quo pending collection of engineering data—to avoid disruption or degradation of today's substantial TV service. Pres. Jack Harris, KPRC-TV, Houston, emphasized need for keeping everyone, particularly Govt., informed of issues. He also said goal is to extend membership from present 115 to 200. Board was re-elected and 5 were added: Lester W. Lindow, AMST exec. secy.; Ward Quaal, WGN-TV, Chicago; Carter M. Parham, WDEF-TV, Chattanooga; Lawrence H. Rogers II, WSAZ-TV, Huntington, W. Va.; Joseph E. Baudino, Westinghouse (for KYW-TV, Cleveland). Dr. George R. Town, exec. director of TV Allocations Study Organization, of which AMST is a part, brought NARTB up to date on TASO's fact-finding efforts, expressed hope work would be completed within a year.

New NARTB-TV chairman is John E. Fetzer, WKZO-TV, Kalamazoo, succeeding Campbell Arnoux, WTAR-TV, Norfolk, while W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., becomes new vice chairman succeeding Kenneth L. Carter, WAAM, Baltimore—elected at Chicago convention this week. New TV board members: J. J. Bernard, v.p.-gen. mgr., WGR-TV, Buffalo; Henry B. Clay, exec. v.p., KTHV, Little Rock; C. Wrede Petersmeyer, pres., KOTV, Tulsa; Willard E. Walbridge, gen. mgr., KTRK-TV, Houston. Network representatives on board: Alfred R. Beckman, ABC v.p.-station relations; Wm. Lodge, CBS v.p.-engineering; Frank M. Russell, NBC v.p.-Washington. Continuing members: Joseph E. Baudino, Westinghouse Bestg. Co.; Payson Hall, Meredith Publishing Co.; Howard Lane, KOIN-TV, Portland; Harold P. See, KRON-TV, San Francisco; James D. Russell, KKTU, Colorado Springs.

Tax money for translators is proposed in legislation introduced this week in Cal. legislature. Similar to measure enacted in Utah (Vol. 13: 7-8, 10), bill is scheduled for committee hearings April 23, has drawn opposition of community antenna operators.

Society of Television Pioneers was organized April 8 by 250 "old-timers" who launched commercial TV. Organizational meeting in Chicago was chaired by W. D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., who explained group will be "principally social," with once-a-year meeting at NARTB convention. Group voted to record history of TV's development "before time overcomes memory." Elected directors: Clair McCollough, WGAL-TV, Lancaster, Pa.; Howard Hough, WBAP-TV, Ft. Worth; George Burbach, KSD-TV, St. Louis; Jack Harris, KPRC-TV, Houston; Glenn Marshall, WMBR-TV, Jacksonville; P. A. (Buddy) Sugg, WTVT, Tampa; John Fetzer, WKZO-TV, Kalamazoo; Campbell Arnoux, WTAR-TV, Norfolk; Richard Rawls, KPHO-TV, Phoenix; Clyde Rembert, KRLD-TV, Dallas.

"The Public & Paid TV" is subject of upcoming series of reports by Sindlinger & Co., Ridley Park, Pa., including continuing survey of Bartlesville, Okla. "home theatre" project (Vol. 13:10, 12). Sindlinger reports it covered every home involved in 1951 Phonevision test in Chicago and 1953-54 Telemeter trials in Palm Springs, Cal.

AUTOMATION FOR TV stations was in spotlight in equipment exhibits at NARTB convention, along with color telecasting gear and low-cost studio and transmitting equipment. NARTB estimates that more than one-third of all AM stations now employ some form of automatic operation—and telecasters are beginning to show strong interest in program and announcement cueing and switching.

TV automation device which aroused greatest interest isn't for sale—at least not yet. It was Mechron, developed by *San Francisco Chronicle's* KRON-TV (Ch. 4) and currently in use by the *Chronicle's* KBAK-TV, Bakersfield (Ch. 29). KRON-TV chief engineer J. L. Berryhill conducted continuous demonstrations of Mechron in Conrad Hilton Hotel suite, showing how it can be programmed to switch automatically to slides, film, spot announcements, network pick-up, etc. with split-second timing. Device is programmed from IBM cards, which also automatically prints program log and bills for sponsors. Machine's promoters were silent as to plans for manufacture and sale of Mechron.

"Semi-automatic announcing system" for TV as well as radio was demonstrated by Ampex Corp., which showed model similar to one now in operation at KCRA-TV, Sacramento (Ch. 3). Using system, announcements are taped in advance, cut in automatically at proper point in film or network show. GE again showed its automatic switching system, which uses punched paper tape to key switch from network feed to film, slide and/or taped announcement.

Though major telecasting equipment innovations were notably absent from show, one new piece of test gear drew considerable attention. It was Telechrome's vertical interval test signal keyer, designed to transmit various test signals during actual picture transmission—a procedure for which FCC last week issued rule-making and granted blanket test authority (Vol. 13:12, 14). Telechrome's keyer can send color bars, multiburst, staircase, window or sine-square wave, is already available for \$1200, can be used with standard oscilloscope. Operational test signal was

Networks affiliate meetings in Chicago in advance of NARTB convention were as easygoing and unruffled as convention itself. ABC-TV session was devoted to presentation by TV v.p. Oliver Treyz, to which FCC members were invited. Treyz said coming season will be first in which ABC will present, "with maximum strength, a full schedule of programming via a truly national network." He said ABC-TV hopes to have exclusive affiliation in every major market with population over 500,000. He expressed hope that strong daytime schedule would be added by fall in "programming back" from popular 5-5:30 p.m. *Mickey Mouse Club*. CBS-TV affiliates meeting was mostly a happy affair, too, with pres. Frank Stanton reporting a better understanding in Washington of networks' problems and other executives assuring affiliates that CBS-TV has not lost ground to NBC-TV in daytime program ratings. Complaints by affiliates were said to be limited to such items as general quality of summer programming and requests for longer station breaks so more spots could be used. NBC-TV affiliates didn't meet.

Summer TV workshop will be conducted June 24-Aug. 2 by U of Cal., Los Angeles, enrollment limited to 40 (fee \$100), applications to be filed with university's Dept. of Conferences.

ABC-TV newsletter for affiliate executives—monthly *TWIX* ("a verbalization of TWX")—began publication, supervised by administrative v.p. Gene Accas.

topic of NARTB engineering panel at convention, with spokesmen from networks, AT&T, Telechrome & RCA failing to reach agreement on what test information should be incorporated in the signal—except for "reference white" signal.

Color telecasting equipment again was abundant—newest gear being Philco's special effects switching system for color or monochrome, demonstrated with color film and slides. Pushbutton panel produces fades, wipes, superimpositions, etc., accurately maintaining proper phase. RCA again had full live color studio setup, complete with bathing beauties (also live). Color film & slide scanners were shown by RCA, Philco, GE & GPL.

Low-power and low-priced equipment for small stations, with improved vidicon cameras was shown by many manufacturers, inviting plenty of inquiries. Adler Electronics devoted its display to uhf translators, and pres. Ben Adler reported strong interest by telecasters in use of translators to fill holes in coverage areas. First translator purchased by a telecaster was sold to WWLP, Springfield, Mass. (Ch. 22). All others have been purchased by non-profit groups, including county and municipal govts. Adler said he has shipped 62 translators to date, his sales and orders (some of them contingent on grant) total 95, and negotiations are going on with about 250 possible translator operators.

Other new telecasting equipment items demonstrated or announced at convention: (1) Foto-Video Labs' aperture & phase corrector, demonstrated through mile of reeled cable, designed to correct for both cable and camera. (2) Oscillating camera lens device with transistorized amplifier, developed by Visual Electronics Corp., said to extend greatly life of image orthicon camera tubes by reducing "burn-in." Amplifier compensates for oscillation of lens, producing steady picture. (3) Piclear, new system to eliminate scratches from film as it goes through projector, invented by RKO Teleradio official Dick Sassenberg, who has formed Piclear Co. to market the device. (4) New RCA image orthicon tube, "Super-Dynode 6474," with greater stability, particularly for low-lighted scenes. Interchangeable with former 10 types, it's designed for both monochrome and color.

All-TV industry 15-member interim committee to negotiate with ASCAP for contract replacing agreement expiring Dec. 31, set up at NARTB convention, comprises: Dwight W. Martin, WAFB-TV, Baton Rouge, La. and WDAM-TV, Hattiesburg, Miss.; Roger W. Clipp, Triangle Publications; Edward G. Thoms, WKJG-TV, Ft. Wayne; John E. McCoy, Storer Bestg. Co.; Nathan Lord, WAVE-TV, Louisville; John T. Murphy, Crosley Bestg. Co.; Irving R. Rosenhaus, WATV, Newark; Frank Fitzsimmons, N. D. Bestg. Co., Bismarck; Hamilton Shea, WSWA-TV, Harrisonburg, Va.; Charles Britt, WLOS-TV, Asheville, N. C.; Clair McCollough, Steinman Stations; Omar Elder, secy. & asst. gen. counsel, ABC; Sam Cook Digges, WCBS-TV, N. Y.; Lloyd E. Yoder, WRCV-TV, Philadelphia; Elisha Goldfarb, RKO Teleradio.

MBS goes on 17-hour day 7 days a week starting 7 a.m. June 1, with news broadcasts stepped up from hourly to half-hourly schedule. New operation will "provide network radio with its greatest possible audience impact," according to pres. John B. Poor. He said affiliates adhering to music & news format (Vol. 13:14) will be better able to plan local programming around network schedule. MBS Mon.-thru-Fri. schedule now starts at 9 a.m., Sat. 9:30 a.m., Sun. 8:30 a.m.—ends 12:45 a.m.

Grant of \$28,500 by Ford Foundation's Fund for the Advancement of Education will help finance U of Detroit freshman courses on TV next fall (Vol. 13:8).

IF AMPEX VIDEOTAPE didn't steal the show at NARTB convention for second year in a row, it came close to it. Gist of this week's demonstrations, technical papers and announcements: After nearly 5 months of use by networks and experimentation by engineers, the "bugs" are out, the road is clear for volume production, and Ampex is officially hanging the "for sale" sign on the TV tapers.

At last year's convention, telecasters almost tore down the doors to place their orders—more than 100 pouring in for over \$5,000,000. Now Ampex will begin actively soliciting orders through new professional products div., headed by Neal K. McNaughten, former RCA commercial electronics market planning mgr. and ex-NARTB engineering director. Production of the \$45,000 recorders is scheduled to begin next Nov., and orders are now being taken for June 1958 deliveries.

Demonstrations of ABC-TV's 3 Videotape recorders, which will be used to overcome Daylight Time lag beginning later this month, were heavily attended at network's new studios in *Chicago Daily News* Bldg. On eve of convention, CBS-TV affiliates were told by pres. Frank Stanton that all kinks had been ironed out and recorders were ready to be put into routine service.

More specific explanations were given at one of best attended engineering sessions of convention in 2 papers by Ampex advanced Videotape development mgr. Charles P. Ginsburg and CBS-TV chief engineer Howard A. Chinn. Reporting on improvements in production model recorders, Ginsburg listed these changes: (1) Slight horizontal displacement of segments of picture, observed at last year's demonstrations, has been reduced to point where it's not noticeable. (2) Resolution has been increased to about 320 lines. (3) Factory-made models will have interchangeable heads, so that tapes recorded on one machine may be played back on another.

Chinn reported that problem of variations between heads in pre-production models had been solved by storing recording head with recorded tape, to assure that tape is played back with the same head by which it was recorded. Tape recording has proved very dependable, even in ex-

perimental stages, he reported, stating that CBS-TV has never had to revert to kine when shows were taped for time-delay playback, and that network no longer is backing up its tapes with stand-by kine recordings.

With start of Daylight Time, he said, CBS-TV's Hollywood Videotape machines will record 40 programs a week, playing some back once, others twice. As to the tape itself, he said sources of supply are still problem, with quality of production tape not equal to excellent samples received from manufacturers. He said tape makers hope to have problems licked soon. "Dropouts," which show up in form of instantaneous white dots on screen, are caused by microscopic pinholes, scuffmarks and scratches in tape's coating. He said CBS has made dropouts less noticeable by redesigning modulator and demodulator chassis and by causing the specks on screen to show up grey rather than white.

He said much of today's tape isn't durable enough because of soft coating which clogs recording head, brittleness and tendency to scuff. One hour of tape, designed to be used 200 times (100 recordings & 100 playbacks), costs \$200, bringing cost per hour show to \$2. Life of recording heads is problem, too, he said. If a head lasts 150 hours, then requires \$300 overhaul, its cost is \$4 an hour for recording & playback—or more than cost of tape. In practice, he added, many heads have needed overhaul long before 150 hours, but he said 200-hour life expectancy for head is "not too unrealistic."

"The Videotape recorder's impact on the TV broadcasting industry will be just as great as the impact of introduction of audio tape recording on radio broadcasting," Chinn predicted.

TV manpower displacement anticipated from increased use of magnetic tape instead of kinescope, with automation as next step in technical operations, is subject of quiet contract negotiations between NBC & NABET. Talks have been started on west coast by network & union under "new devices" clause of agreement which otherwise runs until next Jan. 31. NABET demands are reported to include one-year severance pay for members displaced by advent of tape & automation; vacation-time distribution to remaining employees of 75% of man-hours saved.

Commercial excesses by telecasters are few and far between, outgoing Code Review Board chairman G. Richard Shafto (WIS-TV & WIS, Columbia, S. C.) told NARTB convention in summary of board's monitoring program. He said board had monitored 56 stations for full 7 days each—32 of these for two 7-day periods—in addition to 3-day monitoring of other stations, making total of 17,000 hours of viewing on 100 stations and the 3 networks during the year. Some of the results, with regard to commercials: Of 397 feature films on 32 stations monitored in 12 cities, board found stations "well within the code's commercial provisions," with average time just about half the permissible length of total advertising. In analysis of locally originated advertising on 41 stations in 13 markets, only 271 of more than 8000 commercial programs exceeded code's advertising time allowances; 14 of the stations carried total of 101 program-length (pitchman) commercials; of nearly 10,000 station breaks, only 30 exceeded code's provision of 2 spots plus sponsored 10-sec. ID; only 69 violations of code's provision on multiple-spotting within programs were found. He added that 90% of violations were found on only 25% of stations, with 33 stations carrying no multiple-spotting, 31 stations carrying less than 10 programs in week which exceeded advertising time limits, 3 stations carrying more than half the program-length commercials.

TV & radio newsmen should keep cameras & recorders out of press conferences until newspapermen get their stories, reporter Edward Prendergast of *Los Angeles Herald-Express* writes in April 6 *Editor & Publisher*. "We're glad to have the fellows sit in with us," Prendergast says, but filming & taping of interviews should be handled separately. "We are not a radio or TV production team," he argues. Same issue of magazine carries article by promotion mgr. Bert Stolpe of *Des Moines Register & Tribune* on how "'Hot Camera' TV Promotion Pays Off" for newspapers. Stolpe cites example of effective TV spot for *Register & Tribune* which "uses action film clips of the 4 reporters who cover the legislature regularly."

Paul Miller, exec. v.p. of Gannett Co. since 1951, became pres. this week, succeeding ailing Frank Gannett as head of organization with interests including 3 TV & 5 radio stations and 23 newspapers. Confined to Rochester, N. Y. home since injuries in 1955, Gannett was named pres. emeritus. Gannett stations are: WHEC-TV & WHEC, Rochester; WDAN-TV & WDAN, Danville, Ill.; WINR, Binghamton (plus CP for uhf WINR-TV); WENY, Elmira, N. Y.; WHDL, Olean, N. Y.

Visit of Queen Elizabeth & Prince Philip to Paris this week got elaborate TV coverage via Eurovision. BBC also announced Queen will deliver traditional Christmas message on TV this year for first time.

LONG-AWAITED plans of Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, were finally revealed this week by Weaver himself—and they amount to establishment of “Program Service” as a new type of broadcasting service to supplement national networks and national spot. Specifically, he proposes to feed interconnected independent stations with live programs created and produced for advertisers using networks, and to distribute live or film programs via AT&T facilities, either sponsored or sold to stations for resale. In address to Seattle Ad Club April 10, he explained:

“The Program Service idea is feasible now that new independent vhf stations are coming on the air—by this September there will be independent vhf stations in 15 major markets providing coverage of almost half of all the TV homes in the country. And these 15 markets are the great bellwether markets so vital to all advertisers as well as being the great cosmopolitan and cultural centers, for the most part, of our society.

“What I propose to do—to interconnect stations in these markets for live programming—would not have been possible 3 or 5 years ago, or even as recently as last year. Now it not only is possible. It will happen, thanks to the independents, to increased interconnection facilities, and to high-quality electronic tape recording developments. Program Service will also be available to network-affiliated stations which, as a result of the 3-network competition, are now somewhat more disposed to accept programs from a new source in network time as well as in station time.”

After reviewing achievements of NBC under his direction, particularly the spread of cultural programming and partic. sponsorship policies, he ripped into network operations, saying:

“How will these programming and advertising policies fare in the future? Not well, in my opinion, if we must put all our faith and hope in the national networks. The inability of facilities-oriented people to understand adver-

tising and media makes them fall into the trap of being solely concerned with the size of the heavy-viewer audience, and to make decisions that will eventually degrade their service and break their rates. In its forward projection as a network operation, TV will not respond to all the real needs of the people who pay the bills or of the viewers who own the sets.

“This does not mean that the network is not the first item of importance for many national advertisers, because in most cases it is. But who will now find new ways to use TV, new uses that will bring new money into it, and program ventures that will attract the occasional or light or more discriminating viewers? Who, for example, can give the major trade mark brands, the base of all advertising revenue, enough frequency, continuity and impact in the great bellwether markets? Certainly not the networks at network prices, with must-buy basics, or the minimum list or minimum dollar buy, or whatever forced-buy procedure is used by the networks.”

Weaver also criticized network programming as gravitating to low cultural levels at expense of news and public interest shows, said Program Service would offer educational-type programs, 2 of which he identified as “Culture” and “Controversy.” Both, he said, were very long and might be sold to as many as 10 advertisers.

He said Program Service hopes to offer to the public alternatives to network programming in specific time periods. For example, if networks are programming children’s shows, he plans to put adult program on air at same time. As an example of what Program Service can offer, he said he could put *Ding Dong School* (ex-NBC-TV) back on air in 14 major markets reaching 40% of all TV sets, for \$25,000 gross, commissionable for 5 half-hours. Last summer, he said, the NBC price sold out 10 quarter-hours, on 55 basic stations, at a cost of more than \$160,000.

Weaver made it clear that he hopes to get educational stations as affiliates of Program Service. If necessary, he said, he would urge FCC to amend regulations to permit “limited commercial impact” on educational stations for his programs.

Telecasting Notes: When will TV reach the bottom of the feature film barrel? Never, says 20th Century-Fox pres. Spyros P. Skouras. Speaking at reception given in Chicago by NTA Film Network, he said: “We have 350 pre-1948 pictures available and after we come to an agreement with the various guilds on the post-1948 films, we will be able to have a permanent supply available.” He said that the “perfect time lapse” between theatrical and TV showings is “between 4 and 5 years,” expressing opinion that theatre-first, then-TV showings would follow this pattern . . . Denying that TV movies are old, Skouras said there’s always a fresh audience for features. “At most, only about 15% of the population sees a film in theatrical release. Five years after playing the movie houses, less than 10% of that audience remains, making the film a new release for the millions who have yet to see it. As a consequence, TV can draw upon 90% of the population when it schedules a so-called old film” . . . MGM-TV is planning series of 90-minute filmed color shows, \$300,000 each, says April 10 *Variety*, reporting Foote, Cone & Belding dickering for 2 of the shows, said to star Fred Astaire & Judy Garland. Story says Ford may pick up the tab to introduce new Edsel car . . . CBS-TV has made it official—the Lucille Ball-Desi Arnaz top-rated *I Love Lucy* half-hour show on Monday nights will not be back next season. A series of 6 or 8 hour-long versions of *Lucy* is tentatively scheduled . . . Charles Van Doren parlays his *Twenty-One* triumph (\$129,000) into 5-year NBC-TV contract for part-time work at reported \$60,000 a year, with firm 3-year commitment. He’ll do educational shows in undetermined format

which may be panel quiz, according to MCA, handling negotiations for Van Doren. Columbia U instructor gets \$100 faculty raise to \$4500 July 1 . . . **Top TV quiz winner on single show** is astonishingly learned Robert Strom, 10, who hit \$160,000 April 9 on *The \$64,000 Question* (CBS-TV) by answering complex science questions, topping \$152,000 won April 7 on *The \$64,000 Challenge* by Teddy Nadler, \$70-a-week St. Louis Army warehouse clerk who defeated Mrs. Lowell Thomas Jr. on geography questions . . . Adaptation of ABC-TV drama, “Flight Into Danger” by Arthur Hailey, retitled “Zero Hour,” is first movie scheduled by new independent Bartlett-Champion Pictures for Paramount release . . . **New children’s series—*Susan’s Show*** starring Susan Heinkel, 12, in expanded network version of popular fantasy program started last Sept. by WBBM-TV, Chicago—debuts on CBS-TV May 4, Sat. 11-11:30 a.m. . . . Screen Gems buys all assets of Wm. F. Broidy Productions, including 100 films produced for *Wild Bill Hickock* on CBS-TV, will carry on series co-starring Guy Madison & Andy Devine, in color, for Kellogg Co., thru Leo Burnett . . . **Telecaster-oilman Jack Wrather**, who already owns *Lassie* and *Lone Ranger* TV film shows, reportedly has purchased *Sgt. Preston of the Yukon* from Trendle-Campbell-Meurer, from which he bought *Lone Ranger* . . . **Unique “global panel”** reportedly in pilot-film stage by Ed Murrow & Fred Friendly for CBS-TV. Titled *Small World*, it would be moderated by Eric Sevareid in N. Y., with panel of 3 participants stationed in different parts of globe seen by film and heard by trans-ocean phone . . . **Haan Tyler**, ex-Sports TV, Screen Gems & Guild Films, forms own film syndication firm, Haan Tyler & Assoc., Hollywood.

Personal Notes: Neal K. McNaughten, mgr. of market planning, RCA commercial electronics div., and former NARTB engineering director, appointed manager of Ampex Corp.'s new professional products div., headquartered at Redwood City, Cal. and directing development, marketing & engineering of commercial tape recording products including Videotape recorder . . . George D. Coleman, ex-WGBI-TV & WGBI, Scranton, Pa., joins Triangle Stations as regional sales director, headquartered in Philadelphia . . . Robert H. Teter, exec. asst. to pres. Donald H. McGannon of Westinghouse Bestg. Co. since Jan. 1956 & former gen. mgr. of radio KYW, Philadelphia, joins reps Peters, Griffin, Woodward as v.p. & radio div. director; Jack Thompson promoted to radio sales mgr. . . . Edward G. O'Berst promoted to research director for CBS Radio Spot Sales . . . Gerald Beadle, director of BBC's TV service, arrives in U. S. May 13 for 6-week visit . . . Richard A. Borel, director of WBNS-TV, Columbus, O., elected trustee of Franklin U . . . T. K. Barton promoted to exec. v.p. of KARK-TV, Little Rock, succeeded by Douglas Romine as v.p. & station mgr. . . . Lee Browning promoted to gen. sales mgr. of WFIE, Evansville . . . Glenn W. White, ex-KOTV, Tulsa, named program director of KNAC-TV, Ft. Smith; R. L. Masters, ex-KARK-TV, Little Rock, chief engineer . . . Ev (Smitty) Smith, ex-CKCO-TV, Kitchener, Ont. joins CKVR-TV, Barrie, Ont. as program director . . . Al Naroff named west coast mgr. of Trans-Lux TV Corp., with new offices at 1966 S. Vermont Ave., Los Angeles . . . Henry Kogel, SMPTE staff engineer since 1950, resigns to join Century Lighting Co., N. Y., specializing in TV studio lighting . . . Floyd E. (Bud) Beaton resigns as sales mgr. of WNBQ, Chicago, to join Storer Bestg. Co. as midwest TV sales mgr. . . . Marc Daniels promoted to head of program dept. of TNT Tele-Sessions Inc.

Obituary

Wm. G. Skelly, 78, Oklahoma oilman & pres. of KVOO-TV & KVOO, Tulsa, died April 11 in Tulsa hospital. His Skelly Oil Co. was one of biggest producers in mid-continent field, reporting \$339,000,000 assets last year, and he had other wide business interests in addition to TV-radio. He was 1924-40 Republican National Committeeman from Oklahoma.

ADVERTISING AGENCIES: Richard A. R. Pinkham resigns as NBC adv. v.p., on May 15 becomes v.p. & TV-radio director of Ted Bates & Co., succeeding James C. Douglass, who moves up to senior v.p. in charge of all TV-radio activities . . . John B. Lanigan, ex-NBC, joins Compton Adv. as v.p. & account supervisor . . . Miss Reggie Schubel, ex-Norman, Craig & Kummel v.p. who handled Democratic National Committee TV-radio account for agency in 1956 campaign, joins Guild, Bascom & Bonfigli, N. Y., as director of network relations . . . Wallace T. Drew, ex-Grey Adv., appointed Cunningham & Walsh v.p. & supervisor of Colgate-Palmolive account . . . Harry W. Witt resigns as western v.p. of Calkins & Holden to join new Reach, McClinton & Co. in charge of Los Angeles office (6434 Wilshire Blvd.), succeeded at Calkins & Holden by Wm. A. Chalmers; Timothy J. O'Leary leaves N. Y. office of Calkins & Holden to join Reach, McClinton in handling TV-radio accounts . . . Frank A. Helton named v.p. & mgr. of San Francisco office of Ruthrauff & Ryan, succeeding Ray Mount Rogers, who continues as consultant.

Radio & TV Executives Society nominees for new officers: pres., John Daly, ABC; 1st v.p., Bernard Goodwin, DuMont Bestg.; v.p.'s, John B. Poor, MBS, and Geraldine Zorbaugh, CBS Radio; secy., Omar C. Elder, ABC; treas., Frank Pellegrin, H-R Representatives.

Harold C. Lund, v.p. of Westinghouse Stations, elected to board.

Network Accounts: Arthur Godfrey gave notice April 12 to sponsors Bristol-Myers, Pillsbury Mills & Kellogg that after June 26 he'll drop *Arthur Godfrey Show* on CBS-TV Wed. 8-9 p.m., substantiating reports that he wants to take it easier next fall. "Deep regret" was expressed by CBS-TV pres. Merle S. Jones. Godfrey's Mon.-thru-Fri. daytime show & *Talent Scouts* on CBS-TV Mon. 8:30-9 p.m. continue . . . Pharma-Craft to sponsor alt. 30 min. of *The Steve Allen Show* on NBC-TV starting July 14, Sun. 8-9 p.m., thru J. Walter Thompson . . . Liggett & Myers and Max Factor buy alt. sponsorship of undetermined musical or comedy program on NBC-TV starting Sept. 28, Sat. 9-9:30 p.m., former thru McCann-Erickson, latter thru Doyle Dane Bernbach . . . Shulton & Lever Bros. dickering for alt. sponsorship in fall of *Slezak & Son*, new filmed Walter Slezak situation comedy on CBS-TV, probably Tues. 8:30-9 p.m. . . . Bristol-Myers buys 2 quarters of NCAA fall football package on NBC-TV, Sunbeam another, leaving 4th quarter open . . . Procter & Gamble replaces *Jane Wyman Theatre* with *Meet McGraw*, 30-min. filmed series starring Frank Lovejoy, on NBC-TV starting Sept. 17, Tue. 9-9:30 p.m., thru J. Walter Thompson . . . Alcoa & Goodyear buy alt. sponsorship of 30 min. series, rumored *Four Star Playhouse*, on NBC-TV Oct. 7, Mon. 9:30-10 p.m., former thru Fuller & Smith & Ross, latter thru Young & Rubicam . . . Chevrolet's *The Chevy Show*, featuring Dinah Shore & others in variety format in color resumes Oct. 6, Sun. 9-10 p.m., thru Campbell-Ewald . . . Aluminium and Union Carbide & Carbon may return in fall as sponsors of *Omnibus* with program back on ABC-TV in new Sun. 5:30-7 p.m. period; negotiations hinge partly on ABC-TV obtaining 3rd sponsor . . . Lever Bros. & American Home Products buy partic. in *Have Gun, Will Travel* on CBS-TV Sat. 9:30-10 p.m. . . . Pillsbury dickering for alt. sponsorship of *Zorro* on ABC-TV Thurs. 7:30-8 p.m.; Seven Up already has signed . . . Plymouth to sponsor *Date with the Angels*, new domestic comedy series starring Betty White & Bill Williams on ABC-TV starting May 10, Fri. 10-10:30 p.m. . . . General Foods (Kool-Shake) buys partic. in daytime *Captain Kangaroo* on CBS-TV starting May 4, thru Foote, Cone & Belding.

Creation of ABC Radio Network Inc. as a separate, autonomous subsidiary of AB-PT (Vol. 13:14) was formalized at AB-PT annual meeting April 10. As previously reported, Robert Eastman, former exec. v.p. of rep John Blair & Co., becomes pres. of new subsidiary. No mention was made of TV, but it's presumed that Oliver Treyz, now v.p. in charge of TV, will be made pres. of a TV network. AB-PT chairman Leonard H. Goldenson said of new radio subsidiary: "As a separate entity, we will be able to give greater emphasis to this dynamic medium and better realize its full potential. With the remarkable growth of radio circulation, as reflected in the ever mounting quantity of radio sets in use by the American public, opportunities for new ideas and creativity in network radio were never better. It is our aim to make the most of this opportunity and achieve the No. 1 position in network radio." Eastman said that "because I am sensitive to the importance of good local programming, we will see to it that our network programming fits with the job our stations are doing in their own communities. At the same time, we fully realize that it is essential that our network programming provide our stations with qualities beyond those available at the local level."

Dr. Kenneth Harwood, chairman of TV communications dept. at U of So. Cal., Los Angeles, was elected pres. of Assn. for Professional Bestg. Education, succeeding Dr. Sydney W. Head, U of Miami. Robert J. MacAndrews of radio KBIG, Los Angeles, was named v.p.; R. M. Brown of radio KPOJ, Portland, Ore., secy.-treas.

New and Upcoming Stations: Smallest-yet North American market opened when CFRC-TV, Kamloops, B. C. (Ch. 4) held official ceremonies April 8, becoming 39th Canadian outlet. Following day, WCMB-TV, Harrisburg, Pa. (Ch. 27), an economic casualty, left air. With Storer's WGBS-TV, Miami (Ch. 23) also expiring this week (Vol. 13:14), on-air box score is 496 (92 uhf). WCMB-TV's transmitter plant and tower are being purchased by WTPA, Harrisburg (Ch. 71), seeking switch to Ch. 27.

CFRC-TV, affiliated with local radio CFJC, has potential of 4000 homes, is 160 mi. NE of Vancouver, location of nearest station. It uses 500-watt Gates transmitter, 70-ft. Aermotor tower with Gates 2-ring antenna. Coming from CFJC are gen. mgr. Ian G. Clark, commercial mgr. Walter Harwood, program mgr. Gordon Rye, chief engineer J. Fred Weber. Base hour is \$75. Reps are Weed and All-Canada.

In letter to FCC, Storer's WGBS-TV states it has lost \$182,737 since July 1, 1956, suffered total losses of \$432,978. It's selling studio facilities to National Airlines' WPST-TV (Ch. 10) for over \$500,000—with WPST-TV planning to keep most of WGBS-TV employes. WGBS-TV states it spent \$757,000 for plant, plus more than \$50,000 to promote uhf in area.

WCMB-TV's Ch. 27 transmitter and tower are being purchased by WTPA, operated by *Harrisburg Patriot and News* (Newhouse), in deal whereby Ch. 71 plant is turned over to WCMB-TV, which also gets \$150,000 for Ch. 27 transmitter & tower, according to application filed with FCC this week. Combined Dec. 31 WCMB-TV & WCMB balance sheet shows \$106,500 deficit. Current assets were \$72,866, fixed assets \$204,673. Current liabilities were \$145,002, long-term indebtedness \$217,117. WTPA's parent Patriot-News Co. says net worth is \$2,000,000 and firm's net income after taxes past 2 years has exceeded \$250,000.

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

WPSD-TV, Paducah, Ky. (Ch. 6) expects to have 10-kw RCA transmitter wired up by April 20, plans test patterns by end of month, NBC-TV programming May 15, reports v.p.-gen. mgr. E. J. Paxton Jr., who with family owns grantee *Paducah Sun-Democrat*. Base and anchors were ready for 500-ft. Ideco tower due April 10 and antenna was already on hand. Fitz Hooton, ex-KPLC-TV, Lake Charles, will be program director. Base hour will be \$400. Rep will be Pearson.

KBTX-TV, Bryan, Tex. (Ch. 3) plans April 28 test patterns, May 1 start as partial satellite of KWTX-TV, Waco (Ch. 10), 76 mi. away, using own microwave, reports M. N. (Buddy) Bostick, v.p.-gen. mgr. of KWTX-TV, which owns 50% of KBTX-TV. Studio-transmitter building is ready and 10-kw RCA transmitter is to be wired by April 15. Andrews 482-ft. tower with 6-bay antenna is scheduled for April 25. Base hour will be \$150. Rep will be Raymer.

RCA shipped 50-kw transmitter April 11 to upcoming KETV, Omaha (Ch. 7); 12-kw transmitter April 12 to WRLP, Greenfield, Mass. (Ch. 32), planned as satellite of WWLP, Springfield (Ch. 22); 6-section superturnstile antenna April 2 to WPSD-TV, Paducah, Ky. (Ch. 6); 3-section superturnstile April 11 to KMAU-TV, Wailuku, Hawaii (Ch. 3).

Starting use of new tower April 14, Westinghouse's WBZ-TV, Boston (Ch. 4) claims ability to reach more than 5,800,000 people—"more than half of all New England." Dresser-Ideco tower is 1199-ft. above ground, 1180-ft. above average terrain, 1349-ft. above sea level. Use of tower has been offered to all other vhf stations in area.

FCC must take WSPA-TV from Paris Mt. site—that Commission has evaded court order.

Sole allocation petition filed was that of KBAK-TV, Bakersfield, Cal. (Ch. 29), which asked that KERO-TV's Ch. 10 be moved to coast north of Los Angeles and that KERO-TV be given Ch. 39.

Aural power 10% that of video may well give quality as good as or better than presently required 50%, Crosley Bestg. engineering v.p. R. J. Rockwell told FCC this week in letter reporting recent tests multiplexing aural carrier as subcarrier through visual transmitter. He says that lower aural power not only provides adequate coverage but improves picture quality without degrading sound quality or aural signal-noise ratio. He adds that change can be made through addition of 2 miniature tubes and simple circuitry. Up to now, tests have been conducted after hours; Crosley now asks to test during regular hours.

Sale for some \$10,000,000 of WDAF-TV, Kansas City (Ch. 4) & WDAF is being negotiated, managing director H. Dean Fitzer has acknowledged, without disclosing prospective purchaser. Stations are owned by *Kansas City Star* which has been found guilty of monopoly of news & advertising and has been considering appeal to Supreme Court. Relief sought by Govt. includes divestiture of TV-radio properties by *Star*.

Contract for sale of KCOP, Los Angeles (Ch. 13) was being negotiated in deal whereby Copley Press sells its only broadcast property for \$4,000,000 to group headed by Kenyon Brown & Bing Crosby. Brown & Crosby own 1/3 each in KFEQ-TV & KFEQ, St. Joseph, Mo., Brown also holding interests in radio stations in Kan., Tex. and Okla. Broker: Hamilton, Stubblefield, Twining & Assoc.

KUAM-TV, Guam, establishes sales office in Great China House, Hong Kong.

QUIET WEEK AT FCC, with commissioners at NARTB convention—and nothing major is expected next week while Chairman McConnaughey is on vacation. There was, however, an unusual initial decision in Pittsburgh's Ch. 4 case. Examiner Elizabeth C. Smith, who last year favored KQV (Vol. 12:17), now recommends that WCAE get the channel—KQV's qualifications having "suffered a great loss in leadership" through death of principal Irwin D. Wolf, Sr. Commission had previously ordered case reopened to consider impact of Wolf's death (Vol. 12:45).

Examiner noted "unfavorable factor" of widespread Hearst interests in newspapers & magazines in addition to TV-radio. She also acknowledged deficiencies in local ownership & management of WCAE. But she concluded they were outweighed by local broadcasting experience & performance against unproven "ability & influence" of Irwin D. Wolf Jr., who succeeded father at KQV. Either WCAE or KQV was found superior to other applicants: radio WLOA, Braddock, Pa. (Wm. G. & George C. Matta); Irwin Community TV Co. (radios WEDO, McKeesport, Pa., and WEIR, Weirton, W. Va.); Wespen TV Inc., Irwin, Pa. (Fink family movie theatre interests).

WCAE is controlled by Hearst Corp., owner of *Pittsburgh Sun-Telegraph*, operator of WBAL-TV, Baltimore (Ch. 11) and WISN-TV, Milwaukee (Ch. 12).

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On court appeal front, Cape Girardeau TV Co. lost in 8th circuit (St. Paul) in effort to stay St. Louis' KTVI from starting on Ch. 2. In hassle over Henry Kaiser's grant of KHVH-TV, Honolulu (Ch. 12), KULA-TV (Ch. 4) promptly went to D. C. Court of Appeals after FCC denied its protest, after oral arguments. In case of WSPA-TV, Spartanburg, S. C. (Ch. 7), one of most-litigated on record, WAIM-TV, Anderson (Ch. 40) and off-air WGVL, Greenville (Ch. 23) again trudged to court, charging that

INDUSTRY DISLOCATIONS SEEN IN CONGRESS ACTION: One of best friends of TV-electronics industry within U.S. Govt. is on verge of being wiped out by Congress -- raising the possibility of dislocations to both military and civilian production.

House of Representatives voted April 9 to discontinue the 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration by eliminating budget item of \$3,650,000 from Commerce Dept. appropriation. Only chance of restoration lies in Senate, where appropriations subcommittee currently is holding hearings on Commerce budget, and govt. & industry leaders are rushing to BDSA's defense.

BDSA has been called industry's representative in Govt., and its industry divisions -- such as Electronics Div. under director Donald S. Parris -- serve important functions under Defense Production Act. Among their duties: Making sure military and Atomic Energy Commission get enough materials at right times; making sure goods get where they're needed for defense purposes; advising Govt. on fast tax write-offs for new plants needed for defense; protecting civilian industry from disruption by military demands for scarce materials and equipment.

Many TV and component manufacturers have become acquainted with BDSA's Electronics Div. as result of latter function, through its 8 industry advisory committees or through its industrial defense program, which plans for mobilization readiness from the corporate standpoint. In all cases, electronics industry's point of contact has been Electronics Div., with its staff of 12, including industry specialists.

In its capacity as protector of civilian industry, BDSA averted serious crisis last month during strike at argon gas plant when it limited military to 85% of available gas, preserving 15% for civilian industry. If BDSA hadn't acted, military contractors would have absorbed 100% of supply.

BDSA and its predecessor NPA have aided electronics industry in past by responding to appeals for special assistance in securing materials to complete defense contracts on schedule, and it has helped assure civilian supply of such vital electronically-needed materials as nickel and such items as receiving tubes.

NEW APPROACHES ON MARKETING PORTABLES: Growing importance of portables in TV market, accounting roughly for 30% of total TV production and about 22% of all retail sales in first quarter of 1957, has stimulated manufacturers and dealers alike into developing new merchandising techniques for portables calculated to set them apart from conventional table models and consoles.

Efficacy of separate introduction dates for portables, to distinguish them even further from conventional models, is still controversial. Sylvania introduced its 110-degree portables last Dec. (Vol. 12:50), Philco and GE have shown portables thus far this year -- Philco's with 90-degree tubes, GE 110-degree. But some other major set makers, notably RCA and Motorola, are said to favor showing full line at one time in midyear -- reserving right to "drop in" one or two sets at any time.

There's considerably more agreement on merchandising techniques. From the standpoint of manufacturer, perhaps most important consideration is fact that the portables are still in class of "impulse" item. Set makers tell us that enough consumer research surveys have been conducted to convince them that the average buyer of a portable purchased it on the spur of the moment, with little pre-selling.

Impulse buying puts premium on traffic building, of course, so that any steps a manufacturer and distributor can take to increase traffic in a store, to get people to come in and look at the sets, can contribute materially to portable sales.

Display is regarded as key word in merchandising portables. Set makers agree almost unanimously that portability features must be stressed in window displays if maximum sales potential of portables is to be exploited. Lighter weight of sets must be demonstrated adequately -- in fact, every aspect of portability which stresses

that "here is a set the consumer can take with him wherever he goes" should be played up. Varied colors of sets likewise form an important talking point for merchandise which will go from room to room, fitting in anywhere, decoratively speaking.

Retailers must also give special consideration to marketing portables. No trade-ins, lower cost per unit of sale are already fixed patterns at dealer level in sale of portables. To them have been added the sale of service policies and accessories, all designed to squeeze maximum profit out of essentially low-margin sets.

Trade's market specialists seem generally unworried by fact that retail sales of portables are trailing production by about 8%. Explanations for it vary, some contending that it may indicate portables are more seasonal than expected, or that it represents an intentional build-up by set makers for spring and summer markets, or that spring promotions on higher-end models reduced portable demand temporarily.

One-year-old Baby: "Hotpoint is in TV to stay," says TV gen. mgr. D. Edward Weston in reviewing for us nearly one year's experience which he said "came up to Hotpoint's expectations" and justified its entry into a market when some set makers were dropping out. He said that although he had no previous year for a comparison, he is "satisfied -- but no one in any business should ever say he is completely satisfied." A Hotpoint survey had shown, he said, that the public bought Hotpoint because of its appliance-brand appeal. Increased set production is "very definitely" in Hotpoint's plan, Weston added, but said that parent GE will continue to make Hotpoint's TV sets -- "now and in the foreseeable future." He also said that portables will account for about 37% of Hotpoint's total TV production in 1957, disclosed that its first portables with 110-degree tubes were shipped to distributors this week. In line with GE (Vol. 13:14), its 14-in. has price range of \$140-\$150, 17-in. for \$170-\$180. Total inventory is not large, he said, describing it as "a very nice working condition. We are especially glad to be down at the retail level."

Production: TV output was 102,300 week ended April 5, compared with 108,266 preceding week and 118,113 in corresponding week one year ago. It was year's 14th week and brought TV production for year to date to about 1,586,000, compared with 1,982,041 in same period of 1956. Also this week, RETMA placed official Feb. production at 464,697, compared with 450,190 in Jan. and 576,282 in Feb. 1956. Of the Feb. 1957 production, 68,219 were equipped at factory with uhf tuners. Radio production totaled 283,754 (97,644 auto) week ended April 5, compared with 293,059 (95,158) preceding week and 224,544 (74,467) in corresponding week year ago. Radio output for 14 weeks totaled about 4,243,110 (1,739,659) vs. 3,780,489 (1,510,344) in same 1956 period. Feb. production was placed at 1,264,765 (522,859 auto), compared with 1,085,529 (521,624) in Jan. and 1,093,506 (437,611) in Feb. 1956.

Retail Sales: TV set sales at retail were up slightly in first two months of 1957 over similar period in 1956, says RETMA, listing total of 1,148,796 this year vs. last year's 1,144,767. Feb. sales amounted to 525,437, compared with 530,554 in Feb. 1956. Radio sales at retail, excluding auto sets, totaled 1,088,392 in first 2 months, compared with 986,073 in first 2 months of 1956. Sales in Feb. alone were 525,029, compared with 454,867 in Feb. 1956.

Sylvania first quarter factory sales of TV sets "nearly tripled" those of same 1956 period, were 34% higher than previous record first quarter (1955), says TV-radio gen. sales mgr. Robert L. Shaw, adding that "first quarter volume was equally divided between our new 110-degree 17-in. portables and standard table and console models." He foresaw no slackening in sales rest of year.

Higher-priced TV sets with the market firming up in the fall were predicted by Philco pres. James M. Skinner Jr. at stockholders meeting this week. However, he would not comment on Philco plans for 110-degree tube, saying their use in console sets is debatable in view of tube's higher cost. He said Philco sales in first quarter were "up a little," profits "down a little" from first 3 months of 1956.

Mother's Day promotion by Philco calls for gift of Lucien LeLong perfume to purchasers of 7-transistor, battery-operated Model T-7 radio.

Impact of hi-fi (Vol. 13:13) was documented this week by report of Institute of High Fidelity Mfrs. listing 1956 sales of \$166,220,000 for hi-fi components and tape recorders used in home systems, compared with estimated \$121,000,000 in 1955. It foresees 1957 sales of \$221,000,000. A breakdown shows 1956 sales comprised: speakers, speaker systems and enclosures, 25%; amplifiers and pre-amplifiers, 25%; tape recorders, 10%; tuners, 15%; phonos, including turntables, changers, cartridges, tone arms, etc., 25%.

Portables are used overwhelmingly as second sets, according to Hotpoint survey reporting that 81% of portable purchasers kept old sets, only 4% traded them in. Survey, completed in last 3 weeks, also reports eight 14-in. portables sold for every one under 14-in.; lightness and compactness were primary reasons for purchase, with brand name second reason.

Topics & Trends of TV Trade: Changing pattern of discount house operations should stimulate dept. stores to greater merchandising effort for TV-radio-appliances, Philco exec. v.p. John M. Otter told home furnishings conference of National Retail Dry Goods Assn. this week in Philadelphia.

Discount houses in TV-radio-appliance field have discovered that techniques of serve-yourself, no credit and no deliveries aren't effective, he said, adding that "customers want and demand such things as the attention of a salesman, installation of the appliance, delivery and finally service." He stressed that TV sales trend was away from discount houses, and that discount houses themselves are changing their operations to provide more services.

R. E. Boian, mgr. of GE's "Live Better Electrically" promotion project, also urged dept. stores to push appliances, saying recent market statistics indicated a steadily rising curve for dept. stores. He predicted \$9 billion worth of TV-radio-appliance sales (including small electrical appliances) by all retail outlets this year, rising to \$11 billion by 1960.

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Royal Commission recommendations that 15% Canadian excise tax on TV & radio receivers be continued (Vol. 13:13) were protested April 9 by RETMA of Canada as "unfair." Statement hailed Commission plan to finance CBC operations with general govt. funds instead of excise as "step in the right direction." But RETMA argued that set tax should be abolished instead of turned into capital budget revenue, as proposed by Commission headed by Robert M. Fowler. It said second set purchasers who already had financed development of CBC-TV by paying excise on first sets would be subjected to double taxation. Canadians also pay 10% sales tax on sets.

Picture tube sales by manufacturers for first 2 months totaled 1,489,218, valued at \$26,729,303, reports RETMA, compared with 1,790,448 worth \$34,153,086 in first 2 months of 1956. Feb., 1957 sales were 728,363, valued at \$13,134,778. Receiving tube sales for first 2 months were 82,031,000, worth \$67,801,000, compared with 77,895,000 at \$62,070,000 in similar 1956 period. Feb. 1 sales totaled 44,460,000, at \$36,631,000.

DuMont's work on color tube & receiver "is still in the engineering stage and it looks promising," according to pres. David Schultz. He said there is no timetable or price range in sight. His comments were in response to question concerning rumors that DuMont plans to introduce \$395 color set in July. Company has been working on Lawrence color tube developed by Paramount Pictures subsidiary Chromatic TV Labs.

Opposite views on color clashed this week at home furnishings conference of National Retail Dry Goods Assn. Philco exec. v.p. John M. Otter said color merchandising was premature and hurt black-&-white sales. Next day, RCA merchandising v.p. Martin Bennett fired back that "we at RCA have no sympathy for the manufacturer who stares coldly at color TV; it is costly and an entirely new type of medium requiring new merchandising methods."

Production of 125,000,000 transistors annually by 1959 is forecast by Wm. J. Peltz, v.p.-gen. mgr. of Philco's Lansdale tube div., on basis of survey of 80 companies by Stanford Research Institute. He said 26,000,000 transistors are expected to be produced in 1957, rising to 59,000,000 in 1958. "We are only beginning to realize the multiplicity of uses for transistors," Peltz said.

General Instrument Corp. has acquired Radio Receptor Co., whose 3 Brooklyn plants produce about 20% TV-radio components, 80% military work, had net loss of \$475,000 on sales of \$8,364,000 last year. General Instrument earned \$337,146 on sales of \$25,398,628 in 9 months ended last Nov. 30.

Trade Personals: Joe Marty Jr., ex-gen. mgr. of Admiral electronics div., joins Zenith in unspecified executive post . . . Ricardo Muniz, ex-Canadian Westinghouse, named Magnavox coordinator of manufacturing & engineering . . . Ralph Willams named mgr. of RCA Victor custom record sales; Wm. P. Reilly to head field sales, recorded program services . . . Jay J. Newman promoted to mgr., new product and market development, RCA components div., Camden . . . Jerry Smith appointed Federal Telephone & Radio's western sales mgr., San Fernando, Cal.; John Stallupi named New England-mid-Atlantic sales mgr., Clifton, N. J. . . . Wm. B. Mullen, ex-Motorola, named Zenith sales training mgr. . . . Orlanda J. Schuler, ex-Crosley, named Stromberg-Carlson's Ohio district mgr. for commercial sound sales . . . Jack Kuhner, Hoffman Labs asst. treas., also elected a v.p. & director of Hugel & Phillips, Burbank, Cal. manufacturer of tower lighting controls . . . Stewart Pfannstiehl elected sales v.p., Cinch Mfg. Co., Chicago . . . Robert Barnes, Magnavox Philadelphia sales rep, resigns to open own manufacturers' rep firm . . . Edward Kantrowitz, ex-Emerson adv. & sales promotion director, joins Necchi-Elna Sewing Machine in same capacity.

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RCA chairman David Sarnoff received American Heritage Foundation award April 11 from ex-GE pres. Charles E. Wilson for "outstanding public service in non-partisan 'Register, Inform Yourself and Vote' program of 1956."

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Radio "pill" which can be swallowed for research in intestinal disorders was displayed April 8 at Rockefeller Institute, N. Y., by co-designers Dr. Vladimir K. Zworykin, TV tube pioneer & honorary RCA v.p., and Dr. John T. Farrar of N. Y. Veterans Administration Hospital. Plastic 1½x2/5-in. capsule contains transistor, oscillator, ferrite cup inductance core & other circuit elements, replaceable storage battery with 15-hour life. It picks up pressures inside digestive tract, transmits impulses to FM receiver. Dr. Farrar said pill has no "diagnostic or therapeutic implications" now but may prove useful in study of such ailments as spastic & ulcerative colitis. Tests with volunteer VA patients are getting under way. Developed in 6 months at cost of \$10,000, device could be mass-produced for \$25-\$30, according to Dr. Zworykin.

"World Spanner" short-wave transmitter said to be 50 times more effective than most powerful commercial broadcasting station will be installed for Pentagon use, Defense Dept. announced April 12. Designed by Army Signal Engineering Labs, Ft. Monmouth, N. J., and Continental Electronics Inc., Dallas, single sideband set for Army's world-wide communications network has effective power of 24 megawatts.

Short biographies of 5 electronics industry leaders in whose names IRE presents annual awards are carried in April *Proceedings of the IRE*. Written by distinguished colleagues, articles cover: Morris N. Liebmann, by Emil J. Simon; Browder J. Thompson, by Edward L. Bowles; Harry Diamond, by Wilbur S. Hinman Jr.; Vladimir K. Zworykin, by Irving Wolff; W. R. G. Baker, by Arthur V. Loughren.

Sylvania's new electronic research center was started this week at Amherst, near Buffalo. New 100,000-sq. ft. plant is expected to be ready next Feb. Present work in this line is being done at leased Buffalo plant, where operations will continue.

Bureau of Standards' annual report, summarizing 1956 research & development in physical sciences (158 pp., 60¢), is available from Govt. Printing Office, Washington.

Dr. Royal Weller, ex-chief scientist, Naval Air Missile Test Center, Pt. Mugu, Cal., May 1 joins Stromberg-Carlson as engineering v.p.

MORE COMPENSATION reports on officer-directors for 1956, as revealed in proxy notices (figures in parentheses indicate common stockholdings on date of proxy notices):

Motorola—Paul V. Galvin, chairman, \$82,812 (owned 99,453 shares beneficially, plus 186,696 held in trust & 13,227 held by his wife, constituting 15.45% of all outstanding shares); Robert W. Galvin, pres., \$58,750 (154,007, plus contingent interests & 9282 held in trust and 3965 held by wife, constituting 18.5% of all outstanding shares); Edward R. Taylor, exec. v.p., \$66,225 (3060); Daniel E. Noble, exec. v.p., \$57,500 (5866); Frank J. O'Brien, v.p., \$55,625 (5814); Elmer H. Wavering, exec. v.p., \$57,500 (20,900); Edwin P. Vanderwicken, v.p., \$55,625 (600); Walter B. Scott, v.p., \$46,250 (1958). (Annual meeting, May 6, Chicago.)

DuMont Labs—Dr. Allen B. DuMont, chairman, \$50,000 (31,901); David T. Schultz, pres., \$75,000 (1000); Wm. H. Kelley, who resigned in July as a v.p. but remained throughout the year as a consultant, \$45,000 (none). (Annual meeting, May 6, Clifton, N.J.)

Unitronics Corp. (parent of Olympic Radio, David Bogen & Presto Recording Co.)—Morris Sobin, pres. of Olympic, \$44,500 (8820); Lester H. Bogen, pres. of David Bogen & Presto, \$31,565 (none); Wm. H. Husted, chief exec. officer, \$31,083 (20,475). In addition, Bogen was granted 3-year option last July 24 to buy 2400 shares at \$8.663 per share; Brantz Mayor, who became pres. of Unitronics last April 1 at annual salary of \$35,000 and deferred compensation of \$15,000, was granted option through June 30, 1961, on 19,998 shares at \$9.875 per share. (Annual meeting, April 22, N. Y.)

International Resistance Co.—Charles Weyl, pres., \$54,596 (91,800); Harry A. Ehle, exec. v.p., \$44,326 (15,700); Jesse Marsten, senior v.p., \$43,692 (8500); Edward A. Stevens, v.p. & treas., \$37,922 (9540). (Annual meeting, May 1, Philadelphia.)

Note: For previous executive compensation reports, see Vol. 13:12-13.

Increased Admiral profits in 1957 are foreseen by pres. Ross D. Siragusa in April 11 report to annual meeting, saying first quarter will be profitable despite a 13% sales drop from first 3 months of 1956. Second quarter will equal last year's and final half "should improve substantially," he added. Last year's Admiral profits were \$1,037,274 (44¢ per share) on sales of \$182,046,168 (Vol. 13:12). Admiral TV factory sales, he said, dropped less than the industry average in first quarter, while radio and hi-fi phonos were up 33%. He said that govt. backlog should be higher by June 1 and that increased volume of color sales is expected in last half of year, adding that color sets soon will have automated printed circuits.

Raytheon, which sold TV-radio div. to Admiral in mid-1956 (Vol. 12:22), earned \$1,143,000 (40¢ per share) on sales of \$52,270,000 in quarter ended March 31, had backlog of \$250,000,000 in govt. orders on that date. Pres. Charles F. Adams told annual meeting recent change to calendar year basis made impractical any comparison with first 3 months of 1956, but for 7 months ending Dec. 31, 1956, earnings were \$657,743 (23¢ per share) on sales of \$111,844,000.

Whirlpool's first-quarter sales were about \$112,000,000, a 17% increase over similar 1956 period, pres. Elisha Gray II told Investment Analysts Society of Chicago this week. He didn't estimate earnings but said they "probably will be a little less than the 62¢ per share" or \$3,762,062 on sales of \$95,068,150 in first quarter of 1956. Whirlpool sales in 1957, he added, should show a much larger increase than the 3%-5% he estimated for the major appliance industry.

Erie Resistor reports net income of \$956,452 (80¢ per share) on 1956 sales of \$23,300,749, compared with \$959,433 (40¢) on 1955 sales of \$22,358,644. It says 1957 "should be a satisfactory one from an earnings standpoint . . . expect that our shipments should exceed those of 1956." Current assets at year's end were \$7,277,553; current liabilities, \$3,566,533; long-term debt, \$1,500,000.

Unitronics Corp., parent of Olympic Radio, David Bogen Co. & Presto Recording, reports record net profits of \$588,941 (\$1.25 per share) on 1956 income of \$28,054,836 vs. \$474,626 (\$1) & \$18,432,097 in 1955. Current assets at year's end were \$14,808,070; total liabilities \$9,756,269; long term debt \$2,118,268; retained earnings \$2,552,255.

Eitel-McCullough earned \$1,254,488 (\$1.68 per share) in 1956 compared with \$645,844 (86¢) in 1955.

United Artists Corp., last privately-held major movie company, moves toward public ownership in late April. It is offering public issue of 6% debentures for purpose of raising \$10,000,000 and 350,000 shares of common stock to produce \$5,000,000 more. Proceeds of \$15,000,000 sale through F. Eberstadt & Co. would be used to retire debt and finance independent production by company, which last year grossed \$2,000,000 from feature-film sale to TV. Formed in 1919 by Douglas Fairbanks Sr., Mary Pickford, Charles Chaplin & D. W. Griffith, UA was losing \$100,000 per week by 1951, when management was turned over to group headed by lawyer Arthur B. Krim. Gross since has climbed from \$18,000,000 to \$65,300,000. Public sale will leave majority stock ownership with Krim group.

Profits of 6 TV-radio manufacturers, all unidentified, declined by 23.3% in 1956 from 1955 levels, though national corporate profits of 750 major companies last year were about equal to 1955 (actually up 0.1%), according to *Wall Street Journal* quarterly survey. The 6 TV-radio manufacturers aggregated profit of \$63,276,000 in 1956, compared with \$82,529,000 in 1955. Earnings of 14 electrical equipment manufacturers, including GE and Westinghouse, declined 3.3% (due primarily to strike at Westinghouse).

Upcoming 20th Century-Fox annual report, says pres. Spyros Skouras in advance statement to stockholders, "will show the vital steps that have been taken to overcome lags in our flow of pictures and to improve further their entertainment appeal against the competition of free TV." Earnings for 52 weeks ended Dec. 29, 1956 were \$6,198,419 (\$2.34 per share) on income of \$122,251,864 vs. \$6,025,039 (\$2.28) on \$120,807,208 for 53 weeks ended Dec. 31, 1955.

Avco first-quarter earnings were nearly 5 times larger than during same 1956 period, chairman Victor Emanuel and pres. Raymond A. Rich told annual meeting this week at Nashville, Tenn. This reflected, they said, "continued growth of Avco's industrial and defense business, specialized farm equipment business and broadcasting and telecasting operations."

U. S. Semiconductor Products Inc., Phoenix, organized Feb. 11 to manufacture semiconductors & other electronic devices, filed SEC registration (File 2-13246) April 11 for offering of 500,000 shares of \$1 par common stock. Net proceeds of public sale through Jonathan & Co. were estimated at \$997,050 by company. Friedrich W. Schwarz is pres. & gen. mgr.

Decca Records earnings in first quarter of 1957 exceeded the \$890,444 (55¢ per share) earned in first 3 months of 1956, pres. Milton R. Rackmil told annual meeting. In reply to stockholder's question, he said Decca might consider buying more Universal Pictures stock under right conditions, with a view to eventual consolidation.

Laboratory for Electronics Inc. expects to be "slightly in the black" for fiscal year ending April 26, on record sales of \$6,500,000, compared with loss of \$985,000 on sales of \$6,136,000 in fiscal 1956, reports *Wall Street Journal*.

Globe-Union Inc. earned \$1,166,383 (\$1.42 a share) in 1956 on sales of \$58,667,310 vs. \$1,671,996 (\$2.03) on \$56,622,579 in 1955; results include Wico Electric Co., acquired in June, 1956.

Dominion Electrohome Industries earned \$313,000 on sales of \$13,565,000 in 1956, compared with \$372,917 on \$10,500,000 in 1955.

Clarostat earned \$227,924 (55¢ per share) on sales of \$7,468,492 in 1956, compared with \$164,235 (39¢) on \$6,415,740 in 1955.

National Union Electric Co. earned \$563,068 (33¢ per share) in 1956, compared with loss of \$638,696 in 1955 (Vol. 12:16).

WIRED 'HOME MOVIE' concept received its first resounding whack from a major theatre spokesman this week when Ernest G. Stellings, pres. of Theatre Owners of America, issued statement warning exhibitors that such systems may be "a one-way ticket to business suicide." His emphatic words came as surprising note in rising tide of enthusiasm among theatremen waiting for start of first experiment in Bartlesville, Okla. (Vol. 13:9-10).

Most of Stellings' statement was in form of questions: Will viewers pay the sums proponents think they will? What's to stop viewers from calling in their neighbors? Can cities grant exclusive franchises? What will prevent non-exhibitors from muscling in? "Can you imagine what vicious competition there would be among the competing cable theatre systems? What is there to prevent pirating of pictures via concealed cable to the house next door?" Where will exhibitors get enough "tight" money to finance systems?

Stellings also chided exhibitors for blasting telecast toll-TV on one hand while welcoming wired systems on other. This, he said, is "tantamount to saying 'it is all right if we control it, but it is all wrong if anybody else uses it.'" He wound up by urging exhibitors to watch Bartlesville operation "very carefully."

* * * *

Countering Stellings' arguments, Milton J. Shapp, pres. of Jerrold Electronics Corp., which is supplying Bartlesville equipment, told April 12 N. Y. news conference he agrees that first tests should be evaluated carefully before any broad installation of systems is considered. However, he said, system proponents are quite satisfied that operation will be technically sound and that "the economics make sense."

Shapp insisted cable system is basically different from telecast toll TV in that former "lends itself to local ownership by exhibitors" whereas latter "would be handled on franchise basis controlled by one group." He reported that initial equipment is on its way to Bartlesville; that Video Independent Theatres will begin installation within 2 weeks; that surveys of town indicate some 60% of families are seriously interested in taking service.

RCA-NBC answer to anti-trust suit filed by Justice Dept. against it in connection with swap of its old WNBK & WTAM in Cleveland (now KYW-TV & KYW) for Westinghouse's WPTZ & KYW in Philadelphia (now WRCV-TV & WRCV) makes point that Justice lacked authority in case and consequently the court lacks jurisdiction to rule on it. In answer filed in Philadelphia Federal Court April 10, RCA-NBC stated: "At no time did the anti-trust division intervene in the proceedings before the [FCC]. Nor did the anti-trust division protest the action of the Commission or request a rehearing. The anti-trust division failed to avail itself of the procedures made mandatory by the Congress to obtain modification of the Commission's action. That action has become final and is not subject to attack." It said NBC and Westinghouse entered into exchange agreement in good faith and neither the agreement nor its consummation violated Sherman anti-trust act, as charged.

Postwar economic sourcebook *Your Target* (64 pp.), covering market, marketing & media changes, including charts on rise of TV and spread of radio set use, is published by BBDO, copies available from agency, 383 Madison Ave., N. Y.

Subscription-TV tests got another editorial endorsement, April 8 Scripps-Howard's *Washington Daily News* stating: "If 'pay-as-you-see' TV is a sound proposition, the public will do the deciding." Similar view was expressed recently by *N. Y. Herald Tribune* (Vol. 13:12).

Watchdog subcommittee of House Commerce Committee (Vol. 13:10) was given \$250,000 April 11 for 18-month probe of 17 regulatory agencies, including FCC. Aim is to see whether they are carrying out intent of Congress in setting them up or are subservient to industries they supervise. Rumors that FCC would be particular target were denied by committee sources who insisted no agency had been singled out for attack. Subcommittee headed by Rep. Moulder (D-Mo.) will have 7 staff experts & 5 assistants (none selected), probably directed by Dr. Andrew Stevenson of full committee's professional staff. Extra money, added to \$100,000 already set for general investigative program of full Committee, was voted 225-143 by House despite warning by Minority Leader Martin (R-Mass.) that it was "devastating blow to the economy drive" in Congress. Chief advocate of \$250,000 appropriation was Speaker Rayburn (D-Tex.).

"Distinguished Advertising" citations in 5th annual *Saturday Review* awards were given this week to following programs (sponsors in parentheses): *Omnibus*, ABC-TV (Aluminum Ltd., Union Carbide & Carbon); *Metro-politan Opera* ABC Radio (Texas Co.); *Disneyland*, ABC-TV (Aluminium Ltd., Union Carbide & Carbon); *Metro-Foods*; *See It Now*, CBS-TV (Shulton, Pan-American World Airways); *Kraft Theatre*, NBC-TV (Kraft Foods); *Playhouse 90*, CBS-TV (Bristol-Myers, Ronson, Singer Sewing Machine); *Hallmark Hall of Fame*, NBC-TV (Hallmark Greeting Cards); *NBC Opera*, NBC-TV (NBC); "At Year's End," CBS-TV (CBS). Special citation went to Jack Gould of *N. Y. Times* "for critical journalism of the highest order."

BBC's Third Program of "egghead" radio was cut April 8 from 5 to 3 hours daily because of rising costs—now \$3,000,000 a year—and drop in listeners to estimated 40,000 against 12,000,000 for top TV shows. Sir Ian Jacob, BBC director general, said 2 hours saved will be given to new radio "Network Three" for special-interest programs not available regularly on radio or TV. Curtailment was ordered despite protests by Third Program Defense Society, organized by schoolmaster Peter Needs who thinks TV is "idiot's lantern," and a motion of resentment in Parliament signed by 130 members.

UHF Success Story: How WWLP, Springfield, Mass. (Ch. 22), on air since March 1953 and managed by dynamic young gen. mgr. Wm. L. Putnam, earned 1956 profit of \$133,444 on income of \$849,246 (including \$344,547 from national, \$291,434 local, \$134,451 from NBC, \$26,181 from ABC), is detailed in April 8 *Broadcasting-Telecasting*. There was profit in 1955, too—but only \$16,306 on income of \$513,124, and in 1954 loss was \$101,882 on \$389,793. Originally capitalized at \$400,000, capital deficit was reduced to \$167,931 by end of 1956.

Theatrical Interests Plan Inc., which started out as N. Y. investment management group to "angel" stage enterprises (Vol. 12:44), asked SEC April 11 to cancel its registration. Application said TIP hasn't engaged in any business activities to date, that 23 stockholders voted to change nature of firm into production & management of plays, movies, TV & radio programs, etc. Principal organizers of TIP were Theodore J. Ritter, TV film producer; John Gerstad, TV script editor; Dennis K. McDonald of *Billboard*. SEC statement lists total TIP capital of \$113,147 including paid-in surplus of \$111,440.

Canadian TV applications to be considered by CBC Board of Governors at April 30 meeting in Ottawa: radio CJDC (W. P. Michaud, pres.), Dawson Creek, B.C. for Ch. 5 there; CFCL-TV, Timmins, Ont. (Ch. 6) for satellites in Kapuskasing, Ont. (Ch. 3) and Kirkland Lake, Ont. (Ch. 9); CKSO-TV, Sudbury, Ont. (Ch. 5) for satellite in Elliot Lake, Ont. (Ch. 3); CHCH-TV, Hamilton, Ont. (Ch. 11) for power increase from 100-kw to 150-kw.

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 20, 1957

ONLY 30 NEW STATIONS seen by fall. Eight added so far this year while 4 drop out. Summary of 1956 beginners, plus list of those due (pp. 1 & 3).

PAY-TV DECISION may be preempted by Congress, Reps. Celler & Harris indicating belief FCC needs "guidance." Exhibitors uneasy about wired systems (p. 1).

ANTI-TRUST SUITS filed against 5 more TV feature film distributors as Judge Hansen sees "must-buy" & program control as main anti-network complaints (p. 2).

WATV UP FOR SALE in N. Y. Station buyers plentiful but getting more cautious. FCC approves big Time-Bitner deal and sale of KLOR, Portland, Ore. (p. 4).

FCC AFFIRMS GRANT of Ch. 8 to KGHL-TV, Billings, Mont.; Texas Tech cleared for Lubbock Ch. 5. Boston Ch. 5 grant due next week (p. 5).

SYLVANIA'S 21-IN. PORTABLE with 110-degree tube to be introduced in mid-summer; price to be under \$200. Major manufacturers estimate portable output (p. 9).

MILITARY ELECTRONICS expenditures now at higher rate than during Korean War period, new figures show; more than \$15 billion spent in 6½ years (p. 12).

TOP DEFENSE CONTRACTORS listed by Pentagon, showing GE still No. 1 among companies in electronics field; electronics firms move higher on list (p. 12).

CBS EARNINGS UP to 77¢ per share first quarter from 60¢ last year, sales 8% ahead, stockholders told. Another record year indicated (p. 13).

CLOSED-CIRCUIT ADULT EDUCATION project announced as pilot school-to-home experiment, connecting 608 low-income N. Y. families with school via cable (p. 14).

1957 STATION CROP WILL BE SPARSE: Those 2000 TV stations so confidently predicted by FCC (and many others) when the freeze was lifted in 1952 simply haven't come into being. Right now, there are exactly 497 of them, including 25 educationals and a score of satellites -- and from our carefully kept records we'd say the best you can expect is another 30 or so by early fall. For rest of year after that, predictions are rather futile, because present grantees just don't have firm targets that far ahead. But there won't be many, that's sure. Among the 121 applications pending, most are duplicates competing for the better channels -- or "paper" uhf applications contingent solely on some hoped-for upbeat development in uhf. As for further mortalities, that's in laps of gods; there have been 75 to date, nearly all uhf.

So far this year, there have been 8 starters, all duly chronicled in these columns. And there have been 4 demises, all uhf. They're recapitulated on p. 3, along with a review of other reported and expected 1957 starters -- and we suggest you correct your Spring-Summer TV Factbook (No. 24) accordingly; its blue section, incidentally, identifies the principals in all stations mentioned.

CONGRESS AIMING TO PICK UP TOLL-TV BALL? Chances of Congressional committees lifting subscription-TV decision bodily out of FCC's hands are definitely increased. In recent public statements, such as those during panel discussion during NARTB convention (Vol. 13:15), FCC Chairman McConnaughey reiterated his puzzlement over certain legal aspects of pay TV, said Congressional guidance may be needed. He was thinking particularly of whether subscription TV has common carrier aspect or not and whether Commission has power to limit "experiments" as it apparently feels it should.

A very likely source of action from Capitol Hill is Rep. Celler (D-N.Y.), who has pending a bill expressly prohibiting tollcasts -- and the brisk, brusque chairman of Judiciary Committee is scarcely a shrinking violet when it comes to moving in wherever he chooses. Another possibility is Chairman Harris (D-Ark.) of House Commerce Committee, who made it clear recently that he's miffed when FCC fails to consult Congress on major policy actions -- specifically vhf-uhf allocations and subscription TV (Vol. 13:10). First effort to get Congress in on act -- Senate Commerce Committee's consideration of staff-drafted recommendation that tests be authorized (Vol. 13:9) -- aborted when Committee majority balked.

FCC didn't discuss subject this week, though Chairman McConnaughey was on hand after deferring planned vacation. Debate is expected to resume next week. Last pre-NARTB convention go-around gave impression majority was clearly leaning toward authorization of "tests" -- or at least toward a short fact-gathering proceeding leading to test authorizations on some still-undefined basis.

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Theatre exhibitors are fretting & stewing more than ever, meanwhile, over whether to go for wired "home movie" systems, a la guinea-pig Bartlesville, Okla. experiment (Vol. 13:10). On one hand, they see highly successful chain operator Video Independent Theatres (150 theatres) calmly pushing the Bartlesville test; on other, they have dire warnings of potential disaster from their principal national spokesman, Ernest G. Stellings, pres. of Theatre Owners of America (Vol. 13:15).

Exhibitors continue to buy "insurance," at any rate, in form of city franchises which would permit them to string cable -- if & when. Most extravagant prediction to date came this week in St. Louis, where Pete Gloried, mgr. of theatres in Poplar Bluff, Mo., told meeting of Missouri-Illinois Theatre Owners that franchises may be sought in as many as 6000 communities; and that among the seekers will be well-heeled businessmen outside the exhibitor ranks.

HANSEN PINPOINTS NETWORK ANTI-TRUST PROBES: Even as 5 more TV feature film distributors were being slapped with "block-booking" civil anti-trust suits, Gov't.'s chief trust-buster, Asst. Attorney General Hansen, told broadcasters Justice Dept. is stepping up its investigation of network practices -- particularly as regards "must-buy" station lists and network control and sale of programs.

Complaints against the feature film distributors were virtually identical to the one filed last month against Loew's Inc. (Vol. 13:13) and which is understood to be currently under negotiation for possible consent decree. All filed in N.Y. Federal Court, suits accuse distributors of requiring stations to buy features on a package basis, and seek to force distributors to sell on picture-by-picture basis, reopening negotiations on all features already sold.

Defendants in this week's suits: C&C Super Corp. (distributor of RKO pictures), Screen Gems Inc. (Columbia Pictures subsidiary), Associated Artists Productions (distributors of Warner Bros. backlog), National Telefilm Assoc. (distributors of 20th Century-Fox features) and United Artists (its own features).

Block-booking charges were denied by officials of the companies in statements to press, some of the companies stating that they sold films on individual basis.

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"We are devoting a good deal of attention, manpower and a substantial part of our budgeted funds to a broad scale inquiry into the broadcasting industry -- especially to TV, its newest and most powerful branch." So said Judge Hansen in April 18 speech to Federal Communications Bar Assn. Noting that probe began "on small scale" in 1953, he said "about a year ago the scope and urgency of the problems convinced us to expand and accelerate our study."

Indicating principal areas of investigation, he specifically mentioned "our investigation of alleged tie-ins between the sale of network time and programs" and "a broad inquiry into the networks' business practice known as the 'must buy' policy." He made no specific mention this time of other phases of inquiry he outlined at Celler hearings last September (Vol. 12:37) -- option time, pricing of shows, discounts, production facilities, scenery & set production, talent contracts.

If any action is taken against networks, it probably won't come in immediate future -- since Judge Hansen indicated that report of FCC network study group, due in July, will be "of great value" to Justice Dept. As to question of FCC vs. Justice Dept. jurisdiction, he said both agencies are determined not to "play Alphonse and Gaston in a matter of such great importance" and will let "no important aspect of broadcasting [fall] into the interstices between us."

* * * *

That Hansen doesn't hesitate to move in any direction was made even clearer this week when FCC made public his comments on Commission's re-examination of use of

spectrum above 890 mc, notably microwave. Justice Dept. would like to see AT&T and other common carriers get more competition for microwave facilities. Hansen said:

"We are of the opinion that, by preferring common carrier operation of such systems competition would be distinctly lessened and monopoly encouraged in the manufacture, sale and use of the communication facilities adapted to this area of service...We believe that reconciliation of the two methods of regulation [competition or law] requires that the common carrier concept be given as limited application as the terms of the Communications Act will permit."

* * * *

Regarding Rep. Celler's celebrated TV report (Vol. 13:14), it still looks as though it will emerge with plenty of criticisms of network practices -- but without any coup de grace. Celler is reportedly seeking unanimous approval of his Judiciary anti-trust subcommittee, and final document can't be too harsh if it's to get Republican support. For example, it's said that it will hold off some final recommendations because Justice Dept. is currently investigating option-time and must-buy practices and has started proceedings based on Westinghouse-NBC station swap (Vol. 12:49) and because FCC's network study group still is examining whole picture.

New and Upcoming Stations: This year's 8 starters to date: KONO-TV, San Antonio (Ch. 12); WTWV, Tupelo, Miss. (Ch. 9); KTWO-TV, Casper, Wyo. (Ch. 2); KLSE, Monroe, La. (Ch. 13 educational); WYES, New Orleans (Ch. 8 educational); KUMV-TV, Williston, N. D. (Ch. 8 semi-satellite of KFYR-TV, Bismarck); KBAS-TV, Ephrata, Wash. (Ch. 43 satellite of KIMA-TV, Yakima); and WCDC, Adams, Mass. (Ch. 19), formerly WMGT, returned to the air as a satellite of WCDA, Albany, N. Y.

Quitting for economic reasons: WTVE, Elmira, N. Y. (Ch. 24), Feb. 13; WBLN, Bloomington, Ill. (Ch. 15), Feb. 7; WCMB-TV, Harrisburg, Pa. (Ch. 27), April 9; WGBS-TV, Miami (Ch. 23), April 13.

Imminent starters—i.e., those due to begin testing in April or May—are WSOC-TV, Charlotte, N. C. (Ch. 9); KHVH-TV, Honolulu (Ch. 13), contingent on FCC grant of STA and court refusing stay order sought by KULA-TV; WPSD-TV, Paducah, Ky. (Ch. 6); KSPR-TV, Casper, Wyo. (Ch. 6); KBTX-TV, Bryan, Tex. (Ch. 3), to be partial satellite of KWTX-TV, Waco (Ch. 10); WRLP, Greenfield, Mass. (Ch. 32), to be satellite of WWLP, Springfield, Mass. (Ch. 22).

These are also known to have equipment on hand and/or to have signed up with networks, and have indicated their definite intention to get going by summer or early fall: WFGA-TV, Jacksonville (Ch. 12); KETV, Omaha (Ch. 7); WIIC, Pittsburgh (Ch. 11); WAVY-TV, Portsmouth-Norfolk (Ch. 10); KMOX-TV, St. Louis (Ch. 11); WLWI, Indianapolis (Ch. 13); KTVC, Ensign, Kan. (Ch. 6); KGEZ-TV, Kalispell, Mont. (Ch. 9); KPLO-TV, Reliance, S. D. (Ch. 6), to be semi-satellite of KELO-TV, Sioux Falls, S. D. (Ch. 11).

These also have stated "summer-fall" targets but there's no record of equipment delivery yet: WPST-TV, Miami (Ch. 10); WWL-TV, New Orleans (Ch. 4); WPTA, Roanoke-Ft. Wayne, Ind. (Ch. 21); WINR-TV, Binghamton, N. Y. (Ch. 40); WRAK-TV, Williamsport, Pa. (Ch. 36); WBLK-TV, Clarksburg, W. Va. (Ch. 12).

Educationals stating they expect to get started this summer: KTCA-TV, St. Paul-Minneapolis (Ch. 2); WETJ, Jacksonville (Ch. 7); WMVS-TV, Milwaukee (Ch. 10); KUED, Salt Lake City (Ch. 7); WIPR-TV, San Juan, P. R. (Ch. 6).

These uhf grantees say they will start when FCC authorizes changes in channels: WCNS, Baton Rouge, La. (Ch. 40, asking for Ch. 18); WNYT-TV, Buffalo (Ch. 59, asking for Ch. 29). And these "mortalities" who held onto their CI's also say they will resume when way is cleared: WKST-TV, New Castle, Pa. (Ch. 45), authorized to re-

sume in Youngstown but held up by protest; WJPB-TV, Fairmont, W. Va. (Ch. 35), an in-&-outer now authorized to move transmitter into town; WBLN, Bloomington, Ill. (Ch. 15), reported seeking funds through popular subscriptions; WLBR-TV, Lebanon, Pa. (Ch. 15), sold to Triangle (Annenberg) but held up by litigation.

Note: Canada had 2 starters this year—CKMI-TV, Quebec City (Ch. 5) and CFCR-TV, Kamloops, B.C. (Ch. 4), and in May is due to see CJOX-TV, Argentina, Newfoundland (Ch. 10) start as satellite of CJON-TV, St. John's (Ch. 6). Due in Sept. is CKRN-TV, Rouyn, Que. (Ch. 4) and about same time CHAT-TV, Medicine Hat, Alta. (Ch. 6). Permits have also been issued for Ch. 2 station in Kelowna, B.C. with Ch. 13 and Ch. 7 satellites in Penticton, B. C. and Vernon, B. C., respectively.

* * * *

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

KTVI, St. Louis, resumed operation 2 p.m. April 15 and telecast first ball game of season following day, after being off air since March 20 when it left Ch. 36 to convert to Ch. 2. It has 35-kw GE transmitter, 4-bay antenna on 600-ft. Blaw-Knox tower formerly used for Ch. 36. Joe Bernard, previously acting as consultant, has resigned as v.p.-gen. mgr. of WGR-TV, Buffalo, to become v.p.-gen. mgr. of KTVI, succeeding Juby Schainblatt. Station has switched reps from Weed to Blair-TV. KTVI resumption brings on-air total to 497 (92 uhf).

WBLK-TV, Clarksburg, W. Va. (Ch. 12) is planning to order transmitter shortly for immediate delivery, hopes to be in operation Sept. 1, reports John J. Laux, exec. v.p. of WSTV-TV, Steubenville, O., which acquired CP along with radio stations WBLK and WPAR, Parkersburg, W. Va. after long litigation (Vol. 13:14). It will have 425-ft. Stainless tower with 6-bay RCA turnstile antenna; construction has already begun on studio-transmitter building. George Clinton, mgr. of radios WBLK & WPAR, will be TV gen. mgr. Rep not chosen.

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) has RCA transmitter due in May, plans mid-summer debut, reports Robert Lemon, gen. mgr. of WTTV, Bloomington-Indianapolis (Ch. 4), also owned by grantee Sarkes Tarzian. It has asked for bids on studio-transmitter building. Piers & base for 724-ft. Stainless tower are being built.

KUED, Salt Lake City (Ch. 7, educational) plans Aug. 1 test patterns, Aug. 12 programming, reports mgr. C. Richard Evans. It has 5-kw RCA transmitter due in June, 6-section superturnstile antenna in July—for mounting on 140-ft. tower. Transmitter is to be installed in KTVT building on Mt. Vision, will be operated by KTVT.

PRE-FREEZE WATV, Newark (Ch. 13), actually a New York City independent with transmitter on Empire State Bldg., went on the block this week, along with its radio adjunct WAAE (5-kw D, 1-kw N, 970 kc). Asking prices are \$4,000,000 for the TV, \$1,500,000 for the radio, pres. Irving Rosenhaus announcing only that talks have been held with "some people who have shown a firm interest"—but declining to identify them.

This is latest in the rash of TV-radio buy-&-sell projects that have the industry rife with rumor, the station brokers busier than proverbial bird dogs, and FCC and staff more heavily engaged in handling transfer cases than new-station grants. Out of the welter of gossip and news reports relating to TV station sales, careful checks this week brought forth these facts:

(1) Many money interests, lured by the profitability of TV, are still "out looking" for station properties but, as one broker put it, they're less disposed to grab-&-run regardless of price, more inclined to study balance sheets, markets, potentials, possible changes in the Washington "political climate" now so favorable to them.

It's no secret that CBS, Westinghouse, Meredith, Triangle (with 4 vhf stations each), Whitney (with 3 vhf, one uhf), *Chicago Tribune* (with one vhf in Chicago and interlocking ownership with another in New York) would like to have allowable limit of 5 vhf's. They have the wherewithal—but they've become extremely cautious buyers, as are most of the lesser known entrepreneurs. Nor is it any secret that Storer, RKO Teleradio, Newhouse, et al, want to improve their market and/or facilities positions, and have brokers looking around for them.

(2) But buyers for a property like WATV, with no network in prospect, are more likely to be found among theatrical interests or others bedazzled by the fascination as well as the profit possibilities of TV. *Variety*, reporting dissension among the owners of WATV, who include Matty Rosenhaus, pres. of Pharmaceuticals Inc. (Serutan, Geritol, etc., big TV-radio advertisers), indicates these are among the interests involved in talks with WATV management: James Norris, International Boxing Club; Donald Flamm, onetime owner of WMCA, N. Y.; Ely Landau, National Telefilm Associates; Walter Reade Theatres; Triangle (Annenberg) stations.

(3) Even Newsweek, in which Gov. Harriman family has substantial investment, has been rumored as a possible emulator of Time Inc., which now has its full quota of vhf stations which it acquired by purchase—but this is unverifiable. On the other hand, *Chicago Tribune's* Ward Quaal, who in less than a year has pulled its independent WGN-TV & WGN back into the black, frankly reveals his company was bidder on Bitner stations (acquired by Time Inc.), is looking into *Kansas City Star's* WDAF-TV & WDAF (asking price: \$12,000,000), and over the long haul wants to acquire allowable limit of stations in its so-called "Chicagoland" circulation area (Ill., Ind., Wis., Mich., Ia.).

(4) *Kansas City Star's* stations, WDAF-TV (Ch. 4) with radio WDAF, according to people who have discussed possible purchase (Vol. 13:15), showed net of between \$500,000 & \$600,000 last year, so that there's been no rush to buy at now-stated \$12,000,000 asking price. Its operators refuse to discuss situation while conversations are taking place, but a formal announcement should be forthcoming shortly. It's nation's 18th market, and in view of Dept. of Justice pressure the NBC-affiliated stations are virtually certain to be sold.

(5) Definitely agreed upon, according to gen mgr. Jack Heintz, is Copley Press' approximately \$4,000,000 sale of

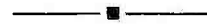
KCOP, Los Angeles (Ch. 13) to group headed by Kenyon Brown, owner or part owner of 6 Texas and southwestern radio stations and one-third owner of KFEQ-TV, St. Joseph, Mo. (Vol. 13:15). Buying syndicate includes Bing Crosby, who joined with Brown last year in buying KFEQ-TV & KFEQ for \$550,000 plus about \$200,000 obligations. Rumors that deal is off were denied not only by Heintz but by brokers Hamilton, Stubblefield, Twining & Assoc. Heintz is retiring, and asst. gen. mgr. Al Flanagan will take over for new owners. KCOP formerly was KLAC-TV, and was purchased by Copley Press for \$1,375,000 in 1953 from Mrs. Dorothy Schiff, publisher of *New York Post* (Vol. 9:46, 49, 52).

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Time Inc.'s purchase of Bitner stations for net of \$15,750,000 (Vol. 12:50-52 & 13:26, 10-11) was approved this week by FCC, as also was the \$1,794,865 sale of KLOR, Portland, Ore. (Ch. 12) to George Haggarty, Detroit attorney and Texas oilman (Vol. 13:10-11). Time Inc., however, must first divest itself of KOB-TV, Albuquerque (Vol. 13:2, 11) and radio KOB which FCC has authorized Stanley Hubbard (KSTP-TV, St. Paul; 23% of KWK-TV, St. Louis) to purchase for \$1,500,000; closing of that deal, however, has been held up by ABC's opposition to radio KOB's continued operation on clear channel of 770 kc.

FCC approval, Comr. Bartley dissenting, will give Time Inc. new subsidiaries WOOD-TV, Grand Rapids (Ch. 8) with radio WOOD, Willard Schroeder continuing as gen. mgr.; WTCN-TV, Minneapolis (Ch. 11) with WTCN, Phil Hoffman taking over as gen. mgr.; WFBM-TV, Indianapolis (Ch. 6) with WFBM, Eldon Campbell becoming gen. mgr. Latter 2 stations will be operated by TLF Broadcasters Inc., wholly-owned subsidiary to be headed by ex-FCC Chairman Wayne Coy, who went in as half owner of KOB-TV when *Time* decided to go into broadcasting. Coy has already moved to Indianapolis. Time Inc.'s other stations—KLZ-TV, Denver (Ch. 7) and KTVT, Salt Lake City (Ch. 5), with their radio adjuncts, remain autonomous.

Attorney-oilman Haggarty can take over Portland's KLOR 30 days from date of grant, April 18. He also has 90-day option from Feb. 11 to buy up Storer's KPTV (Ch. 27) for \$1,183,921 plus assumption of film and other contracts (Vol. 13:11). Presumably, plan is to shut down the NBC-affiliated uhf and acquire the network affiliation for his Ch. 12 outlet, though no formal announcement has been made by either Haggarty or the network. KPTV was nation's first uhf, having been started with big fanfare by Herbert Mayer in Sept. 1952, and was acquired by Storer when in 1954 he purchased Mayer's Empire Coil Co. with its Ch. 8 WXEL Cleveland (now WJW-TV) for then-record price of \$10,000,000 (Vol. 10:2, 44).



Sherrill Corwin's purchase of CP for KBAY-TV, San Francisco (Ch. 20) for \$1750 from Dr. & Mrs. Leonard Averett (Vol. 13:8) was approved by FCC this week. Corwin has stated he plans to build second uhf outlet in San Francisco, where his North Coast Theatres Corp. operates downtown United Artists and Esquire theatres. He also owns 15% of KAKE-TV, Wichita (Ch. 10) & KAKE and 11% of Imperial Bcstg. System Inc., operator of 4 Cal. radio stations.

Radio station sales approved by FCC: KDAY, Santa Monica, by J. D. Funk and Robert McClure families, publishers of *Santa Monica Evening Outlook*, to J. Elroy McCaw for \$650,000 (Vol. 12:52). WJAT, Swainsboro, Ga. by Mr. & Mrs. Jack A. Thompson to James R. Denny & Webb Pierce for \$125,000 (Vol. 13:13). KSTV, Stephenville, Tex. by Oscar H. Halvorson & Olaf Folkvord to Dixie Bestis. (Cyril W. Reddock, 66%%) for \$55,000 (Vol. 13:13).

Radio Station Sales Reports: KCRS, Midland, Tex. by Ruta and Clarence Scharbaur Jr. for \$220,000 to Wendell Mayes, who controls KBWD, Brownwood, Tex. . . . WKYB, Paducah, Ky. by *Paducah Sun-Democrat* (E. J. Paxton family), building WSPD-TV (Ch. 6) there, for \$160,000 to radio WEW, St. Louis (Bruce Barrington, pres.) . . . WEIM, Fitchburg, Mass. by Henry G. Molina for \$160,000 to Arthur A. Newcomb, owner of WOTW, Nashua, N. H. . . . WQIK, Jacksonville, by Carmen (Jim) Macri for \$150,000 to Edison Casey & Marshall C. Roland; Macri is acquiring WJHP, Jacksonville, from Perry Newspapers for \$275,000 (Vol. 13:14) . . . WAIT, Chicago, control acquired by Oscar Miller family, paying \$98,000 to other stockholders Adele & Louise E. Moulds and Grace V. & Wm. T. McNeill . . . WRNY, Rochester, N. Y. by Rochester Bestg. Co. (Arthur C. Kyle Jr., pres.) for \$90,000 to radio WFEC, Miami, 60% owned by Harry Trenner, 40% by WFEC gen. mgr. Herbert Schorr . . . KBFQ, Great Falls, Mont. by group headed by Dan Snyder for \$70,000 to co-owners Walter N. Nelskog, Paul Crain, D. Gene Williams & Delbert Bertholf . . . KVNI, Coeur d'Alene, Ida. by Alan N. Pollock (6.5% of KBET-TV, Sacramento) for \$65,000 to Herbert C. Rice, ex-MBS programming v.p. . . . WKPT, Kingsport, Tenn., pres. C. P. Edwards Jr. acquiring 59 2/3% control by paying \$54,000 for 22 1/2% held by Howard Long . . . WKDL, Clarksdale, Miss. by Ann P. McLendon and W. L. Kent for \$40,000 to co-equal owners Tom R. Stillwagon, gen. mgr. of WALB-TV & WALB,

Albany, Ga. and WALB-TV employees John B. Craddock and Joseph G. Rachuba . . . WEGO, Concord, N. C. by A. W. Huckle and daughter Elizabeth G., also owners of *Concord Tribune*, for \$102,000 to Robert R. Hilker, pres. of WCGC, Belmont, N. C., (Vol. 13:13) . . . WAPL, Appleton, Wis. by Gerald A. Bartell family (owners of WMTV, Madison, Wis. and 4 radio stations) for \$100,000 to station mgr. Miss Connie Forster (40%), attorneys Karl Baldwin & Lester Chudacoff (20% each), and R. P. Beelen, of American Travel Assn. (20%) . . . KWIL, Albany, Ore. by R. R. Cronise, publisher of *Albany Democrat-Herald*, for \$80,000 to Larry Gordon, gen. mgr. of KWIN, Ashland, Ore. . . . WLCR, Torrington, Conn. by Litchfield County Radio Corp. (Charles O. Scott, pres.) for \$73,000 to brothers Hillis W. Holt (64.5%), chief engineer of WHAY, New Britain; Rogers B. Holt (27.4%), chief engineer of WONS, Hartford; Clayford E. Holt (8.1%), engineer at WABC-TV . . . WDBF, Delray Beach, Fla. by Delray Bestg. Corp. (Thompson K. Cassel, pres.; also pres. of off-air WTVE, Elmira, N. Y.) for \$56,000 to non-profit Boca Raton Bible Conference Grounds Inc. (Ira L. Eshleman, pres.). Brokers: WKYB, Hamilton, Stubblefield, Twining & Assoc.; WQIK & WEGO, Blackburn & Co.; KWIL financing by Blackburn & Co. Note: For frequencies, powers, etc. of all AM & FM stations, consult our 1957 *AM-FM Station Directory*, (\$7.50). Weekly Addenda service also available, covering FCC actions in quick-reference form.

NOTHING BIG came out of FCC's agenda this week, but next week holds possibilities, not certainties, including: final decision granting Boston's Ch. 5 to WHDH-*Herald-Traveler*, consideration of "Craven Plan" for dropping allocations table, discussion of new station renewal forms, Storer Bestg. Co.'s proposed purchase of WMUR-TV, Manchester (Ch. 9) along with its shift toward Boston.

Another old protest culminated when Commission issued final decision affirming grant of KGHL-TV, Billings, Mont. (Ch. 8). It rejected assertions of protestant KOOK-TV, Billings (Ch. 2) that town couldn't support another station; that KGHL-TV financing was inadequate, etc. Another grant in Lubbock, Tex. is on its way—C. L. Trigg's application for Ch. 5 being dismissed, leaving Texas Tech awaiting CP.

Allocations actions: (1) FCC denied petition of CP-holder WTVI, Ft. Pierce, Fla. (Ch. 19), which sought shift and commercialization of Tampa-St. Petersburg's Ch. 3. (2) Prospective applicant Liberty TV Inc., Eugene, Ore. petitioned for commercialization of city's Ch. 9, assignment of Ch. 7 to Eugene-Corvallis for educators. (3) Chamber of Commerce, Cortez, Colo., asked assignment of Ch. 12.

Two translators were granted—Ch. 70, Greenville, Cal., and Ch. 72, Battle Mountain, Nev.

Govt. censorship is no answer to undesirable TV programs, FCC Comr. John C. Doerfer told Milwaukee Civic Alliance in address April 15. He said that parental supervision is the solution. "Without taking the child out of complete contact with the realities of life and the world in which he must accommodate himself," he stated, "it is my view that self-regulation and a watchful and responsive audience will do much to eliminate the wholly undesirable aspects of some of our TV fare."

President Eisenhower signed order April 17 delegating wartime communications-control authority under Federal Communications Act—except censorship—to director of ODM (now Gordon Gray). President said "desirability of this action was demonstrated during Operation Alert 1956" (Vol. 12:29).

NARTB's Freedom of Information Committee, meeting in N. Y. this week under chairmanship of Robert D. Swezey, WDSU-TV, New Orleans: (1) Decided to increase state committees from 32 to 48 to work for equal access to news. (2) Planned to distribute film, "Electronic Journalism in the Courtroom," describing TV-radio coverage of Graham plane sabotage trial. (3) Heard report from NARTB pres. Harold E. Fellows & ex-pres. Justin Miller on efforts to get American Bar Assn. to change canon opposing TV-radio coverage of trials. (4) Agreed to send members report on latest techniques and equipment for covering public events. (5) Proposed to draft code of conduct for TV-radio newsmen on court & legislative assignments.

Needles, Cal. translator K72AE has Adler transmitter, plans April 19 start repeating KLRJ-TV, Henderson-Las Vegas, reports Paul C. Griswold, pres. of Needles Community TV Club. Alpine, Tex. translator K77AB, with Adler unit due any day, plans start by month's end repeating KOSA-TV, Odessa, reports Wallace I. Neu, gen. mgr. for Honor System TV Assn. Inc. Blythe, Cal. translator K71AB had Adler transmitter due April 26, plans May 1 start, reports Paul Micalizio, secy.-treas. of Palo Verde Valley TV Club. Boise City, Okla. municipally-owned translator K70AO began on test basis April 18, repeating KGNC-TV, Amarillo, writes Mayor Millard Fawler.

TV workshop grants from Ford Foundation, totaling more than \$17,000, were announced April 15 by National Assn. of Educational Broadcasters (Vol. 13:8): U of N. M., \$3000; Purdue U, \$2500; U of Neb., \$2500; Michigan State U, \$1700; Florida State U, \$1500; East Carolina College, \$1500; U of Miami, \$1356; WKNO-TV, Memphis, \$1500; U of Minn. (KTCA-TV), \$875; Toledo public schools, \$675; U of Neb. (KUON-TV), unspecified grant for consultants.

Automatic iris & target control unit weighing 13 lbs. has been developed by GPL for industrial & institutional closed-circuit TV systems. It compensates for light variations up to 16,000-to-1.

RCA shipped 10-kw transmitter April 15 to upcoming KPLO-TV, Reliance, N. D. (Ch. 6), planning June start as semi-satellite of parent KELO-TV, Sioux Falls, S. D.

Personal Notes: Carleton D. Smith, NBC v.p. in charge of its WRC-TV & WRC, Washington, was recipient of surprise telegram from President Eisenhower during Kiwanis Club meeting April 18, lauding him for his community activities; he headed last year's local United Givers Fund Drive (community chest) which raised record \$6,600,300 . . . Gerald Adler resigns as coordinator of NBC talent & program contract operations to join subsidiary Cal. National Productions as its European program director, headquartering in London after June 1 . . . Robert T. Schlinkert, from Taft family's WKRC-TV, Cincinnati, named gen. mgr. of WBRC-TV, Birmingham, recently purchased by Tafts; Richard L. Bevington, from radio WKRC, named gen. mgr. of radio WBRC . . . Richard G. Ricker, from NBC-TV central div., appointed sales mgr. of WNBQ, Chicago . . . Howard W. Coleman promoted to mgr. of NBC's radio WMAQ, Chicago . . . Sam J. Slate promoted to gen. mgr. of radio WCBS, N. Y., succeeding Carl S. Ward, now mgr. of CBS-TV station relations . . . Harold W. Waddell promoted to station mgr. of NBC's radio WRCV, Philadelphia; Wm. S. Dallmann to sales mgr. . . Maurie Webster named gen. sales mgr. of radio KNX, Los Angeles, and Columbia Pacific Radio Network . . . Arthur H. McCoy named a v.p. & national sales mgr. of John Blair May 1, taking place of Robert E. Eastman, new pres. of ABC Radio Network . . . George Goodyear, pres. of WGR-TV, Buffalo, is acting gen. mgr. following resignation of Joe Bernard, now v.p.-gen. mgr. of KTVI, St. Louis . . . David W. Sacks placed in charge of sales of KGO-TV, San Francisco, Dave Lundy promoted to sales mgr. of radio KGO, in realignment of sales organization . . . Joseph B. Haigh, ex-Texas State Network, named chief engineer of WJBK-TV, Detroit . . . John T. Ryan Jr., Mine Safety Appliances Co. pres., elected pres. of educational WQED, Pittsburgh, succeeding Leland Hazard, named chairman . . . Herb Grayson promoted to information director of WBBM-TV & WBBM, Chicago, succeeding Howard Mendelsohn . . . Steve McCormick, moderator of NBC-TV's *The American Forum & Youth Wants to Know*, joins MBS Washington news staff

. . . Charles D. Bishop resigns as program mgr. of WSUN-TV & WSUN, St. Petersburg, to join radio WIPC, Lake Wales, Fla., as v.p. & gen. mgr. . . Thomas A. O'Neill, ex-Ernst & Ernst accounting firm, named asst. business mgr. of WFIL-TV & WFIL, Philadelphia . . . John E. Holmes joins Roger Wade Productions as sales mgr. . . Russell J. Cox named adv. & promotion mgr. of KXJB-TV, Valley City, N. D. . . Walter McNiff, ex-Kenyon & Eckhardt and BBDO, San Francisco, joins TvB to head west coast office (369 Pine St., San Francisco) . . . James E. Duffy, ABC-TV central div. account executive, moves to ABC Radio as central div. sales director.

Obituary

Hugh A. L. Halff, 53, pioneer operator of radio WOAI and founder of pre-freeze WOAI-TV, San Antonio, died in that city April 14. He had been suffering heart ailment and other complications for several years. At one time active in the old NAB, of which he served 2 terms as director, he turned over stations' reins in 1955 to ex-NBC v.p. James G. Gaines, as v.p.-gen. mgr., but they are owned by family and trusts (see *TV Factbook No. 24*). He was nephew and heir of pioneer Texas oilman G. A. C. Halff, is survived by his wife Catherine, a son, daughter, mother & sister.

Arthur A. Kalman, 46, eastern div. sales mgr. of Associated Artists Productions, died April 16 at Malverne, L. I. home. With firm since 1948, he had been previously asst. to pres. of J. Arthur Rank Organization, distribution director of World War II Army films, U. S. gen. mgr. for Gaumont-British, southern div. accountant for Paramount Publix Corp. Surviving are his widow, 2 sons, daughter, brother.

Hoyt Andres, 41, v.p.-gen. mgr. of WKY-TV, Oklahoma City, died there April 17 of stroke suffered April 13. Graduate of Baylor U, he worked at stations in Waco, Austin, San Antonio & St. Louis before joining WKY in 1956. Surviving are his wife Sulie, sons Hoyt & David, daughter Suzanne.

Nominees for board of ANPA's Bureau of Advertising, for election April 24 at annual meeting in N. Y., include James L. Knight, *Miami Herald* (WCKT); J. Hale Steinman, Lancaster, Pa. Newspapers (WGAL-TV, Lancaster; WLEV-TV, Bethlehem, Pa.). Continuing directors include Don U. Bridge, *Rochester Times-Union* and *Democrat & Chronicle* (WHEC-TV); W. T. Burgess, *La Crosse Tribune* (WKBT); Amon G. Carter Jr., *Ft. Worth Star-Telegram* (WBAP-TV); J. F. Fitzpatrick, *Salt Lake City Tribune* (KUTV); Harold G. Kern, Hearst Newspapers (WBAL-TV, Baltimore; WISN-TV, Milwaukee); Theodore Newhouse, Newhouse Newspapers (WSYR-TV, Syracuse; WABT, Birmingham; WTPA, Harrisburg, Pa.; KOIN-TV, Portland, Ore.; KWK-TV, St. Louis); Daniel H. Ridder, *St. Paul Dispatch* and *Pioneer Press* (WCCO-TV, Minneapolis); Wm. F. Schmick Jr., *Baltimore Sun* (WMAR-TV); Charles Thieriot, *San Francisco Chronicle* (KRON-TV, San Francisco; KBAK-TV, Bakersfield, Cal.).

Horace A. Hildreth Sr. resigns as Ambassador to Pakistan as of May 1, telling President Eisenhower duties caused him to neglect personal affairs. He controls WABI-TV, Bangor, Me. (Ch. 5), holds minority interest in WMTW, Poland Spring, Me. (Ch. 8).

Storer Bestg. Co. splits TV & radio properties into separate divs. May 1, replacing geographical structure. George B. Storer Jr., now southern district v.p., becomes TV v.p.; northern district v.p. Wm. E. Rine, radio v.p.

David B. Wallerstein, v.p. & gen. mgr. of Balaban & Katz since 1950, was named this week to succeed late John Balaban as pres. of the AB-PT subsidiary which operates nearly 100 theatres.

Sigma Delta Chi Awards for Distinguished Service in Journalism, to be presented May 16 in N. Y. at annual banquet of professional fraternity by pres. Sol Taishoff, editor & publisher of *Broadcasting-Telecasting*, include these in TV-radio: Howard K. Smith, radio newswriting on Suez crisis; Edward (Johnny) Green, KPHO-TV & KPHO, Phoenix, reporting of Grand Canyon air disaster; CBS Radio, public service in *The World at Large*; Ernest Leiser & Jerry Schwartzkopff, CBS-TV, and Julian B. Hoshal & Dick Hance, KSTP-TV, St. Paul-Minneapolis, TV reporting—Leiser and Schwartzkopff for Hungarian rebellion coverage, Hoshal and Hance for coverage of Marine jet fighter crash which killed 10 persons in homes; KPIX, San Francisco, public service in series on area transit problems.

Devney & Co. has taken over operation of Joseph Hershey McGillvra Inc., absorbing McGillvra offices in N. Y., Boston, Chicago, Los Angeles & San Francisco. Devney, heretofore AM-only rep, now handles WMSL-TV, Decatur, Ala.; WINK-TV, Ft. Myers, Fla.; WTOV-TV, Norfolk; WROM-TV, Rome, Ga.; WBLN, Bloomington, Ill. (CP), which plans return to air in June.

National Community TV Assn. appoints Edward P. Whitney, ex-Western Airlines, Casper, Wyo., to newly established position of exec. director, with offices at Perpetual Bldg., 1111 E St., N. W., Washington. He takes over administrative-promotional duties from gen. counsel E. Stratford Smith.

Teleprompter and its pres.-chairman Irving Kahn are subject of article soon to appear in *Saturday Evening Post*.

Telecasting Notes: "Too Many TV Intermissions" titles editorial in April 15 *Advertising Age*, warning TV-radio against "media suicide" through over-commercialization. In TV, it charges many of worst offenders are on local level—particularly on film shows. Says editorial: "If the golden goose is going to be beheaded, there is no better way to do it than to condition an audience to take a powder when the film shows are on. Over-commercialization leads to under-exposure of sell to most homes—hence lack of sales" . . . Networks don't escape criticism by *Advertising Age* for their commercial policies—a principal target being *Playhouse 90*, described as "the 9-act play;" Revlon is condemned for "stealing a few extra minutes on live shows." Editorial concludes: "Station, network and sponsor must coordinate in a joint effort to reduce interruptions to programs within reason, and to adhere to the generous 10% allowance of commercial time. There can be no exceptions to this rule if the dignity and obligations of TV are to be preserved" . . . Robert Saudek is wrapping up assets of Ford Foundation's TV-Radio Workshop as well as right to *Omnibus* title in negotiations near completion. NBC-TV is offering *Omnibus* for Sun. sponsorship alt. weeks . . . TV caught bank robbers whose Cleveland holdup was filmed by hidden camera. Holdup couple gave up after flight to Indianapolis, where friends said they'd seen robbery on CBS-TV's *Douglas Edwards & the News* . . . CBS negotiating to buy entire backlog of *I Love Lucy* 30-min. films from Desilu . . . Largest German film maker, Ufa, launches production of TV films, aiming at German, U. S. & British markets . . . MGM drops all theatrical short subject production—but unlike other majors, will continue to produce newsreels . . . Screen Gems to film 26 *Ivanhoe* episodes in color in London & British countryside for new 30-min. series starring Roger Moore . . . Martha Rountree seeks Boris Karloff as narrator for proposed 30-min. film series shot in "authentic haunted houses" in U. S. & Europe . . . Edward R. Murrow takes CBS-TV's

Person to Person to Alcatraz May 3 for interview with warden Paul J. Madigan & family in first remote telecast from prison . . . **Higher & Higher:** Robert Strom, 10, took \$192,000 from *The \$64,000 Question* on CBS-TV April 16 by answering science questions, beating previous all-TV quiz show record of \$165,000 held by Leonard Ross, who specializes in stock market.

George Foster Peabody Awards for 1956, administered by U of Ga., presented April 16 at luncheon meeting of Radio & TV Executives Society of N. Y. in Hotel Roosevelt: TV—ABC, John Daly & his associates, news (coverage of national political conventions); *Ed Sullivan Show* (CBS-TV), entertainment; *You Are There* (CBS-TV), education; *Youth Wants to Know* (NBC-TV), youth and/or children's program; "World in Crisis" (CBS-TV), public service; "The Secret Life of Danny Kaye" (CBS-TV & UN International Children's Emergency Fund), promotion of international understanding; Rod Serling for "Requiem for a Heavyweight" on *Playhouse 90* (CBS-TV), writing. Radio—*Edward P. Morgan & the News* (ABC), news; *Bob & Ray* (MBS & NBC), entertainment; *Books in Profile* (WNYC, N. Y.), education; *Little Orchestra Society Children's Concerts* (WNYC, N. Y.), youth and/or children's. TV-radio local-regional public service award went to WOW-TV & WOW, Omaha, for *Regimented Raindrops* (water problems). Special awards went to UN's TV-radio service for "promotion of international understanding" and to Jack Gould of *N. Y. Times* for "outstanding contribution to radio & TV."

Raymond Massey is narrator of 13½-min. film, "Section 16," marking National Education Assn.'s centennial. Produced by Westinghouse Bestg. Co., it traces history of U. S. public education, is available at cost from NEA. Title derives from Federal law setting aside 16th Section of each township for public school use in old Northwest Territory.

"Big business" favoritism by CBS is charged by Rep. Byrd (D-W. Va.) in protest against scheduled transfer of network affiliation from his home-district WCHS-TV, Charleston, to WHTN-TV, Huntington, bought last year by Cowles interests (Vol. 12:18, 25). Byrd wrote CBS Inc. pres. Frank Stanton last week that refusal to renew contract with WCHS-TV when it expires July 1, 1958 would deprive Charleston's only operating TV station of "unexcelled" and "indispensable" service. Decision to give affiliation to WHTN-TV would "weld another shackle & place another millstone around the neck of local ownership," Byrd said, telling House "public interest" question may be involved. Byrd said he had received no reply from CBS at week's end.

East-West TV Network, 2924 Auburn Ave., Toledo (closed-circuit services) reports acquisition of Fleetwood Corp. of Fla., whose designs will be manufactured in Toledo. Pres. John A. Hurst claims it's now largest independent supplier of large-screen projection equipment, offering 30x40-in. as well as 9x12-ft. units.

Unused radio towers would be subject to FCC's painting & lighting requirements under bill (S-1874) introduced by Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Requested by FCC, similar air traffic measure (HR-6746) is sponsored by Chairman Harris (D-Ark.) of House Commerce Committee.

New film production firm—Wondsel, Carlisle & Dunphy Inc.—takes over facilities of George Blake Enterprises Inc., producer of TV commercials & industrial movies, at 1600 Broadway, N. Y. WCD principals: pres. Harold Wondsel, ex-Sound Masters; v.p. Bob Carlisle, ex-Paramount Pictures; v.p. Tom Dunphy, ex-BBDO & Kudner.

RCA's "Carnival of Color" in Milwaukee (Vol. 13:14), running 40 days from April 22, will set pattern of merchandising for other sections by fall, said Martin F. Bennett, v.p.-merchandising, in kick-off meeting this week at Taylor Electric Co., Milwaukee distributor. Another speaker, RCA v.p. Donald Kunsman, said rate of color service calls is now equal with early black-&-white period despite nearly double usage of color sets. Color telecasts of 6 features on *Today* from Milwaukee April 25 will be part of campaign.

High-dome international symposium on "Physical Problems of Colour TV" will be held in Paris, July 2-6, with top European scientists participating; details available from Colloque International sur les Problemes de la Television en Couleurs, Conservatoire National des Arts et Metiers, 292 rue Saint-Martin, Paris 3e.

Three companies selling colored film attachable to TV screens were charged by FTC with falsely claiming film gives same effect as color TV. Named in complaints issued this week: J. David Paisley Co., St. Louis; Superior Products, N. Y.; Alrich Mfg. Co., Great Neck, L. I.

Jobless first class radiotelephone operators have been urged by FCC to register with local state employment offices, a joint effort by Commission and Dept. of Labor to aid operators and station owners.

New 85-min. radio series—*Nightline*, featuring music, news & variety with Walter O'Keefe as host—starts on NBC Radio April 30, Tue.-thru-Thu. 8:30-9 & 9:05-10 p.m.

Pope Pius XII's Easter Sunday address was scheduled to be telecast for first time in history.

Radio licenses now exceed TV by only 1,000,000 in Britain, where total of latter was 6,757,185 at end of Jan.

Network Accounts: Wrangle over prime evening time period, which NBC-TV wanted to shift this fall, cost network 2 long-time sponsors this week. After 7-year stand with NBC-TV, Armstrong Cork decided to move *Circle Theatre* to CBS-TV in fall, Wed. 10-11 p.m., alternating with *United States Steel Hour*. Kaiser Aluminum, which has alternated with Armstrong on NBC-TV Tue. 9:30-10:30 p.m., leaves in June. *Kaiser Aluminum Hour* may wind up on ABC-TV . . . General Foods, after 3-year absence, joins NBC-TV daytime roster, helping to bring network's 2-month total of early-hour billings to around \$24,000,000 by buying 104 quarters of *The Price Is Right*, *Truth or Consequences*, *It Could Be You*, *Comedy Time*, thru Young & Rubicam . . . Bristol-Myers, Pillsbury Mills & Kellogg, seeking fall replacement for *Arthur Godfrey Show* which ends June 26, may be partic. sponsors of *The Big Record*, proposed by CBS-TV for Godfrey's Wed. 8-9 p.m. period . . . National Biscuit signs 2-year renewal for *Adventures of Rin Tin Tin*, now on ABC-TV Fri. 7:30-8 p.m., thru Kenyon & Eckhardt . . . Lever Bros. & Shulton to be partic. sponsors of *Slezak & Son* starring Walter Slezak on CBS-TV, starting in fall, Tue. 8:30-9 p.m. . . Warner-Lambert to be alt. sponsor of *Tic Tac Dough* on NBC-TV, probably Thu. 7:30-8 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Ralston continues as sponsor of *Bold Journey* on ABC-TV, moving June 17 from Thu. 9:30-10 p.m. to Mon. 8:30-9 p.m., thru Guild, Bascom & Bonfigli; *Voice of Firestone*, now in Mon. period, suspends June 10 until fall . . . General Mills and Procter & Gamble take 52 more alt. weeks of *Wyatt Earp* on ABC-TV Tue. 8:30-9 p.m., former thru Dancer-Fitzgerald-Sample, latter thru Compton . . . General Motors to sponsor one-shot "The Irving Berlin Story" on NBC-TV in Oct., thru Kenyon

& Eckhardt . . . American Safety Razor to be one-fourth sponsor of 26 *Game of the Week* series on CBS-TV Sat. during baseball season, thru McCann-Erickson . . . Lever Bros. buys alt. sponsorship of *Life of Riley* on NBC-TV Fri. 8-8:30 p.m. . . Mars Inc. dickering for children's show on CBS-TV next fall, Sat. 12-12:30 p.m. . . Westinghouse signs for 60-min. Armed Forces Day show from Andrews Air Base on CBS-TV May 19, Sun. 4-5 p.m., thru Fuller & Smith & Ross . . . Buick buys alt. sponsorship of *Wells Fargo* on NBC-TV starting Sept. 9, Mon. 8:30-9 p.m., thru Kudner.

"Govt. Blocks USA Ad Invasions" headlines leading article in London's *World's Press News*—but story is undocumented except for statement that "Board of Trade and the Treasury believe that, in the interests of the British advertising business and of the national economy, they should adopt a policy broadly designed to prevent American advertising firms getting to work here [and] the establishment of such firms here does not result in a real investment of dollars." Story in Britain's counterpart of *Editor & Publisher* apparently aims at discouraging more U. S. branch operations or Americans buying into British agencies. Govt. move, it says, does not affect the long-established "big 5" U. S. agencies (presumably Erwin Wasey; Foote, Cone & Belding; McCann-Erickson; J. Walter Thompson; Young & Rubicam). Note: Dispatch in April 9 *Advertising Age* reports Norman Collins, ex-chief of BBC-TV, now deputy chairman of Associated TV Ltd., commercial TV contractor, heads new company, Independent Broadcasting Services Ltd., whose avowed aim is to secure commercial radio for England, too, in view of "smashing success" of commercial TV.

Closed-circuit local originations by community antenna operators are difficult to track down, but following is partial list of those said to have conducted such operations at one time or another: Harbor TV Corp., Aberdeen, Wash.; Whitey's TV & Cable Co., Douglas and/or Williams, Ariz.; Potomac Valley TV Co., Cumberland, Md.; Lovington Antenna Co., Lovington, N. M.; Livingston Community Antenna Assn., Livingston, Mont.; Trans-Video Corp. of Ark., Fayetteville, Ark.; Place Trans-Video Co., Mitchell, S. D.; Ely TV Cable Co., Ely, Minn.; Midwest Video Corp., Clovis, N. M.; Western TV Systems, Lead, S. D.; Community Aerial System, Mineral Wells, Tex.

New news center—"Comex," for communications exchange—has been opened by WLWT & WLW, Cincinnati, in special building across street from Crosley station studios. Center houses UP & INS tickers, Western Union sports wire, meteorological instruments including radar, tape recorders, monitors for police calls, network (NBC, ABC, MBS) lines. Staff includes news editor, 2 writers, newscaster Peter Grant, film editor, city hall legman, 2 photographers, 3 meteorologists.

TV commercials were credited with 1500% increase in 3-year sales at Gimbel's Philadelphia re-upholstery dept., Howard Abrahams, TvB director of retail sales, told NRGDA home furnishings conference in Philadelphia's Benjamin Franklin Hotel. He said 85% of dept.'s ad budget was in TV.

Advertising Research Foundation is currently conducting new survey of TV households in U. S., its 4th, in conjunction with U. S. Census Bureau. As in 3 preceding surveys, it's being underwritten by networks, NARTB and TvB.

New reps: WTIC-TV, Hartford (Ch. 3), with Sept. 1 target, names Harrington, Righter & Parsons; KODE-TV, Joplin, Mo. to Avery-Knodel (from Venard, Rintoul & McConnell).

Rate increases: KNXT, Los Angeles, April 1 raised base hour from \$3200 to \$3500, with 20 sec. remaining \$800. WMAL-TV, Washington, April 1 raised hour from \$1200 to \$1500, 20 sec. from \$240 to \$350. CKLW-TV, Windsor-Detroit, April 1 raised U. S. hour from \$1100 to \$1200, min. \$220 to \$240. KTRK-TV, Houston, April 1 raised hour from \$850 to \$900, min. \$170 to \$180. WTVN-TV, Columbus, O. April 1 raised hour from \$750 to \$825, min. \$160 to \$200. WHEC-TV & WVET-TV, Rochester, N. Y. April 1 raised hour from \$700 to \$800, min. \$140 to \$180. KIMA-TV, Yakima, April 1 raised hour from \$450 to \$500, min. \$90 to \$100.

Copyright suits for \$600,000 were filed last week by freelance writer Arthur (Dick) Richards in U. S. District Court, Washington, charging infringements on TV-radio quiz program he called *Name the Star*. Defendants are WTOP Inc., agent Perry Walders and sponsor Diener's Inc., Washington, for 1953 broadcasts of *Name the Star*; *TV Guide* for 1954 promotion campaign which allegedly used Richards' ideas; NBC for 1955 broadcasts of *Feather Your Nest*.

NBC's WBUF, Buffalo (Ch. 17) plans to double its power to 1000-kw ERP about Aug. 1, gen. mgr. Charles Bevis Jr. told Ontario Assn. of Radio, TV & Appliance Dealers meeting in Toronto this week. He said some 45,000 Ontario homes now are equipped to receive Ch. 17—or about 17% of total TV homes—and predicted an additional 23,000 homes would convert between Aug. 1 and year's end.

Network radio boosted ad volume 18% in Feb. above year earlier, network TV raised volume 3%, newspapers dropped 5%, magazines lost 3%, business papers gained 9%, according to April 19 *Printers' Ink*. Magazine's national adv. index shows network radio up 11% in Feb. from Jan., network TV down 3%, newspapers up 3%, magazines down 7%, business papers up 3%.

SYLVANIA'S 110-DEGREE 21-IN. 'PORTABLE': First 21-in. portable definitely in the works, as far as we can learn, will appear in Sylvania's 1958 line, to be introduced in June. Just how "portable" it will be isn't known, for its weight hasn't been divulged -- but it will have a handle. Set will be 15 $\frac{1}{2}$ -in. deep, employ 110-degree tube. Price hasn't been set, but it's to be less than the \$200 top-of-the-line price Sylvania plans for its new series, with antenna extra.

Continuing fight for position with characteristic vigor, Sylvania now feels it has gained 6th place among set makers, based on first quarter sales (Vol. 13:15). This compares with the 10-12th position it was understood to hold year or 2 ago.

Industry statisticians believe portables are running about 30% of total production (Vol. 13:15), and we've asked good cross-section of top producers how their output compares with that figure. RCA spokesman believes that 30% won't hold for the year; that percentage won't run higher than last year -- when it was 23 $\frac{1}{2}$ %, or 1,738,000 out of 7,387,000 total; that this will be particularly true of RCA.

Estimates weren't available from big portable producer GE, but here are the estimates of other manufacturers: Sylvania, 50%, 14 & 17-in., 110-degree; Admiral, 30-35%, 10, 14 & 17-in., 90-degree; Westinghouse, 30%, 14 & 17-in., 90-degree; Philco, 30%, 14 & 17-in., 90-degree; Emerson, 25%, 8 $\frac{1}{2}$, 14 & 17-in., 90-degree; Motorola, 15%, 14 & 17-in., 90-degree. RCA portables are 8 $\frac{1}{2}$ & 14-in., 90-degree, and 17-in., 110-degree. GE's are 14 & 17-in., 110-degree.

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First word on showing of 1958 TV-radio-phono lines came this week from Philco & Motorola. Philco holds distributors' convention June 2-5 in Philadelphia's Bellevue-Stratford Hotel and Forrest Theatre; Motorola's starts July 18 in Chicago's Hilton Hotel. Sylvania plans to bring distributors to Buffalo in 4 regional groups -- probably in June, but dates aren't yet set.

BDSA Supporters Rally: Efforts to get funds restored for 35 industry divisions of Commerce Dept.'s Business & Defense Services Administration are beginning to shape up. Senate Appropriations subcommittee has recessed hearings on Commerce money bill until after Easter holiday. Meanwhile, BDSA says it has letters from many business firms criticizing action of House which cut \$3,650,000 for industry divisions from bill (Vol. 13:15). Defense Mobilizer Gordon Gray, it is understood, has offered to testify in behalf of restoration of funds. An ODM spokesman told us Administration is hopeful Senate will reverse House action. RETMA exec. v.p. James D. Secrest says he has requested opportunity to testify before subcommittee.

NARDA Plumbs Dealers on Servicing: Analyzing 300 responses to questionnaire on servicing, NARDA comes up with these findings: (1) 80% have TV-radio servicing dept. (2) 70% oppose parts warranties over 90 days. (3) 75% oppose manufacturers' service warranties. (4) 13% service other dealers by contract. (5) 19% contract out independent service on TV, 17% on radio. (6) 8 $\frac{1}{2}$ % use factory service on TV, 9% on radio. (7) 8% are charged for factory maintenance on floor stock. (8) 8% are reimbursed by factory for service repair on new stock, but 90% feel they should be. (9) 57% are equipped to service color, and 55% are servicing color. (10) 64% regard servicing as "a necessary expense," and 93% "strive for a normal profit."

Production: TV output was 94,866 week ended April 12, compared with 102,300 preceding week and 136,979 in corresponding week one year ago. It was year's 15th week and brought TV production for year to date to about 1,681,000, compared with 2,119,450 in same period of 1956. Radio production totaled 287,682 (91,885 auto) week ended April 12, compared with 283,754 (97,644) the preceding week and 231,437 (62,968) in corresponding week year ago. Radio output for 15 weeks totaled about 4,530,000 (1,831,000) vs. 4,028,735 (1,585,157) in same 1956 period.

Topics & Trends of TV Trade: Changing discount house operations (Vol. 13:15) are thus epitomized in April 16 *Wall Street Journal* article by 2 reporters assigned to survey situation in New York, with assists from correspondents in other cities: "Discounters more and more are going in for fancy customer credit systems, expensive fixtures in shiny new stores, easier merchandise return policies, product repair and delivery services, addition of needed parking facilities and heavier advertising."

Result is higher operating costs, narrowing price spreads (no difference at all in one particular item, a \$17.95 iron marked down to \$15.95, shopped by the reporters at Abraham & Strauss dept. store and at Davega)—a sort of "merchandising metamorphosis," as these reporters put it in article that merits special attention of the TV-radio-appliance trade.

Article doesn't quite bear out NARDA chairman Mort Farr's flat declaration before Canadian Assn. of Radio, TV & Appliance Dealers this week: "Discount houses have run their course. It's impossible to make money in them now." But Farr makes same general point, citing Polk's of Chicago as having "changed its business methods, just like other discount houses have had to do and many others will still have to do . . ."

And it does point up thesis of Prof. Malcolm McNair, of Harvard business school, who also notes discounters' overhead going up and price differentials narrowing and suggests: "Counterattack with their own method; meet their prices—that's the most effective antidote."

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Opposing views on retail credit terms expressed this week—with new NRDGA pres. Richard H. Rich (Rich's, Atlanta) calling for de-emphasis of nothing-down-long-pay plans lest Govt. step in with regulations, and rebuttal from Louis H. Levine, v.p. of commercial Discount Corp., who says such extreme plans are scarce. He adds that "it is only the rare and excellent credit risk who can get 3-year terms"; that most dept. store credit runs 9 months. Rich also predicted 3% retail sales increase rest of year.

TV shipments to dealers for Jan.-Feb. totaled 922,326, while production was 914,887, reports RETMA in state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). In similar period of 1956, shipments were 1,153,016, production 1,164,629. N. Y. led in this year's shipments with 102,443; Cal. second, 79,908; Pa. third, 62,211. Feb. shipments were 499,251 vs. 423,075 in Jan. and 529,226 in Feb. 1956.

Annual sales of \$23.2 billion for TV-radio-electronics industry by 1965 are predicted in 3rd annual *Electronics Industry Fact Book* issued by RETMA (34 pp., 50¢). Booklet lists 1956 factory sales of \$5.9 billion in TV-radiophones, military & industrial equipment, components; \$5.7 billion in distribution, servicing & broadcasting. It also notes decline in number of TV manufacturers: 1950, 140; 1951, 110; 1952, 94; 1953, 90; 1954, 83; 1955, 72; 1956, 51.

GE's tube sales operations are being decentralized, sales and advertising responsibilities going to the various divisions—CR at Syracuse, receiver at Owensboro, Ky., power at Schenectady. Grady L. Roark, tube sales mgr., transfers to switch gear plant, Philadelphia; A. L. Champigny, adv. mgr. for tube sales, resigns to join Maxon Adv., N. Y.

Whirlpool establishes \$10,000,000 subsidiary, Appliance Buyers Credit Corp. with Whirlpool v.p.-treas. Mason Smith as chairman; Robert Finch, ex-IT&T sales finance mgr., pres.

Hoffman adds hi-fi components line, including amplifier, at \$70; Garrard record changer, \$53; AM/FM tuner, \$100; sound chamber & 3 Jensen speakers, \$50.

"We're still very much in TV & radio, very nicely in the black—and very happy with our present corporate relationship," said Wm. J. Halligan, founder-pres. of Hallcrafters Corp., which in March 1956 became subsidiary of big Penn-Texas Corp. (Vol. 11:51 & 12:6). Rumor that company is pulling out of TV (it's now private-label manufacturer for Western Auto Stores, Gamble-Skogmo, Firestone, et al.) was flatly denied. Halligan also reported nice resurgence of amateur equipment business, and annual Penn-Texas report this week discloses Hallcrafters "also producing in large volume a new 'famous name' electronic organ" disclosed as the "Lowrey." Big Chicago factory employs 1800, including the veteran Bill Halligan's sons Bob, Bill & Jack, and is heavily engaged in defense contracts. Its contribution to Penn-Texas consolidated report is unrevealed, but parent company this week reported 1956 net profits of \$7,100,000 on operating revenues of \$126,000,000, current assets of \$82,300,000, current liabilities \$44,900,000, net worth \$72,890,000. Hallcrafters' last full annual report "on its own" was for fiscal year ended Aug. 31, 1955 and showed earnings of \$406,146 (49¢ per share) on sales of \$29,063,463 as against loss of \$940,946 on \$31,054,363 in preceding year (Vol. 11:47).

U. S. gross national product rose to annual rate of \$427 billion in first quarter, up \$3.2 billion from previous quarter and \$23.6 more than rate year earlier, President's Council of Economic Advisers estimated this week. Council also reported that private domestic investment, including spending for plant & equipment, dropped \$4 billion; that consumer spending increased \$4.1 billion to \$275 billion annual rate.

House cut of \$650,000 from FCC budget was opposed last week by RETMA exec. v.p. James D. Secrest in testimony before Senate Appropriations Subcommittee on Independent Offices. He said FCC needed full \$8,950,000, particularly for mobile radio rule-making and application processing.

Radio shipments to dealers, excluding auto radios, totaled 852,616 first 2 months, compared with 940,524 first 2 months of 1956, as reported in RETMA's state-by-state and county-by-county tabulations. Feb. shipments were 487,454 vs. 365,162 in Jan. and 472,112 in Feb. 1956.

Pre-employment lab manual, *Basic Television and Television-Receiver Servicing*, is due for Sept. issue by RETMA (publisher-distributor, McGraw-Hill). It's fourth volume in series to assist trade & vocational school instructors and administrators.

Canadian TV sales to dealers were 39,396 in Feb., according to RETMA of Canada, compared with 53,946 in Feb. 1956 and 39,426 in Jan. 1957. Factory production for Jan.-Feb. was 65,382 vs. 122,159 for same 1956 period.

Sonora Radio assets (Vol. 13:14) will be sold in next few weeks, receivers having withdrawn petition to block sale. Govt. inventory lists assets at \$500,000; tax lien is \$556,000 and Walter E. Heller Co. has lien of \$350,000.

New 17-in. 90-degree Sylvania tube in "experimental production" weighs 10 lb., has 155-sq. in. viewing area, compared with 13 lb. & 149-sq. in. for present 17-in. 90-degree tube. It uses same deflection yoke and circuitry.

GE's hi-fi operations are being moved to Auburn from TV receiver dept. at Syracuse to increase "concentration on technical development and sales efforts." Move is expected to be completed this month.

Price cuts of \$20-\$40 on TV sets are listed in Montgomery Ward's mid-summer sale catalog, along with reductions for radios and other appliances.

Seventh edition of GE's tube handbook, *Essential Characteristics*, is now available through GE tube distributors.

Trade Personals: Wm. A. MacDonald named chairman, Hazeltine Corp., succeeding Jack Binns, retired but remaining on board; Philip F. Lafollette, pres. of Hazeltine Electronics div., succeeds MacDonald as president of Hazeltine Corp. . . . Robert M. Macrae, v.p.-distribution, appointed v.p.-consumer products marketing, RCA Victor of Canada, by pres. P. J. Casella; Macrae was merchandise mgr. for RCA record dept. in Boston, ex-district rep, RCA Distributing Corp., Chicago . . . George Forman promoted to Emerson adv.-sales promotion director; Al Leon resigns as sales promotion mgr. . . . Joe Marty Jr., ex-gen. mgr. of Admiral's electronics div. who joined Zenith last week, named special field sales rep . . . Thomas G. de Fabiny promoted to Sylvania International div. mgr. of planning & development . . . G. A. Bradford, ex-Compton, rejoins GE as adv. & sales promotion consultant on N. Y. marketing services staff . . . Daniel Echo promoted to asst. mgr., DuMont industrial tube sales dept. . . . Wm. Parker, Westinghouse public relations director, N. Y., adds Metuchen TV-radio publicity duties, replacing Stanley Kempner, transferred to other assignments . . . Maj. L. H. Peter, chief development engineer, Westinghouse Brake & Signal Co., succeeds Sir Robert Renwick, resigned, as pres. of British Radio & Electronic Component Manufacturers Federation . . . Dr. H. R. L. Lamont, an RCA European technical representative, is author of article "Colour TV on Tape" in April *Wireless World*, London . . . Alvin Barshop promoted to Granco district mgr., N. Y.

Prof. Balthazar van der Pol, now 68, onetime honorary IRE v.p., has retired as director of International Radio Consultative Committee (CCIR) which he headed since 1948.

DISTRIBUTOR NOTES: Philco appoints Graybar Electric Co. for Seattle & Tacoma, replacing Love Electric Co., and General Appliance Co. of Iowa, 1520 Walnut St., Des Moines (Morris Levy, pres.) . . . Raymond Rosen & Co. (RCA), Philadelphia, promotes Edward Koob to district mgr. for major accounts of its RCA Victor div. . . . DuMont appoints General Sales Co., 2131 N. Sherman Dr., Indianapolis (M. J. Bliss, gen. mgr.) . . . Sylvania names York Radio & TV Supply, 130 W. Allen St., Springfield, Ill. for tubes . . . Southern Wholesalers (RCA), Washington, promotes John E. O'Connor to exec. v.p., Frank Levine to v.p.-sales.

Philco's radios are now being marketed in some 5000 drug stores, with distribution by Federated Supply Co., N. Y., a central buying office specializing in tobacco products. As another example of diversified outlets, Philco table radios are also being sold at some Penn Fruit Co. supermarkets in Philadelphia area.

Hoffman Labs plans to expand electronic research & development center being built in Los Angeles, increasing floor space from 40,000 to 60,000-sq. ft., with completion scheduled for July.

New record for major appliance sales is predicted for 1957 by GE marketing research mgr. C. A. Brewer. He sees 6% industry-wide increase over 1956 record, which exceeded 1955 by about 4%.

Staver Co., manufacturer of TV-radio tube shields and electronic hardware, has acquired Gasket, Packing & Specialty Co., N. Y., which makes gaskets & washers; it will move facilities to Staver Bay Shore, N. Y., plant.

Color press used by RCA color tube development has been donated to Lehigh U for use in printing research.

Admiral introduces 3 portable radios—AC-DC-battery model at \$30, 6-transistor at \$60 & 8-transistor at \$70.

Emerson advertising account has been resigned by Grey Adv., with termination described as amicable.

ELECTRONICS PERSONALS: J. E. Jonsson, Texas Instruments pres., elected v.p. of gen. management div. American Management Assn. . . . Burrell A. Parkhurst, ex-exec. v.p. of Waldorf Instrument, elected pres. of IT&T's new components div. . . . Edgar Allen Goff Jr. named asst. to pres. of Link Aviation . . . Horace R. Delaney promoted to sales mgr. of Aerovox Crowley div. . . . James Hussey promoted to mgr. of General Radio Los Altos, Cal. sales & engineering office . . . Edward M. Webster, former FCC commissioner, elected chairman of Radio Technical Commission for Marine Services, succeeding Dr. J. H. Dellinger, in turn is succeeded as vice chairman by Capt. John Cross of State Dept. . . . Frederick E. Stote named mfg. mgr., Federal Telephone & Radio semi-conductor div. . . . J. P. Mallen named midwest equipment sales mgr., R. A. Starek asst. midwest sales mgr. and L. A. Wheelock private brand renewal sales mgr. in realignment of Sylvania electronic products regional sales areas . . . J. Frank Leach, Amphenol director of mfg., promoted to mfg. v.p.; gen. counsel Edmund A. Stephan elected to board.

Improvements in flat picture tube, under development by Kaiser Aircraft & Electronics Corp. (Vol. 11:3, 30), were described this week by inventor W. Ross Aiken in technical paper before Washington IRE. He said developmental "thin" tubes (2-3 in. thick) have been made in sizes up to 24-in., that lab experience indicates it is "capable of fulfilling requirements of a thin cathode-ray display tube." Deflection principle, he said, promises tubes with increased brightness at high resolution. "The lack of an electron gun behind the phosphor screen results in a device which may have a transparent back and thus be adaptable to viewing from both sides," he added, "or the device may be transparent with completion of transparent phosphor developments." Resolution of "several hundred lines per inch" has been achieved, he stated, adding that tube may be entirely electrostatic and thus doesn't require deflection yokes, magnets, horizontal & vertical transformers, etc. Special sweep tubes have been developed for use with the tube. He did not predict when tube would be ready for commercial manufacture.

Removal of Patent Office from Commerce Dept., making it independent agency, is provided in bill (S-1862) introduced by Chairman O'Mahoney (D-Wyo.) & Sen. Wiley (R-Wis.) of Senate Judiciary subcommittee on patents, trademarks & copyrights. Measure to "strengthen" agency stems from subcommittee's study of patent system (Vol. 13:5). O'Mahoney & Wiley also sponsor bills to limit patent's life to term dating from application (S-1863) and raise Patent Office salaries, increase Board of Appeals from 9 to 15 members (S-1864).

New recommended standards for electronics industry are contained in 3 booklets issued by RETMA with industry-wide approval: Iron Core Charging Inductors (60¢); Class A Variable Capacitors (30¢); Output Transformers for Radio Broadcast Receivers (25¢)—copies from RETMA Engineering Dept., 11 W. 42nd St., N. Y.

Sonotone is entering hi-fi component market with high-quality, low-price audio-amplifier and has completed development of magnetic tape recorder head, said pres. Irving I. Schaetel in reporting record 1956 earnings of \$847,515 (82¢ a share) on sales of \$18,426,563, compared with \$763,432 (74¢) on \$18,765,558 in 1955.

Three new transistors with possible applications in TV sets, radio communications and radar, are now in initial production by GE. They're germanium tetrodes, one of which is designed to amplify 120 mc—which GE says is highest frequency attained in mass-produced transistor.

El-Tronics Inc. buys Warren Plastic Corp., Warren, Pa. (tube bases) and its Cropp div. (plastic presses).

Electronics Reports: Military electronics expenditures totaled nearly \$15.2 billion in the 6½ years from mid-1950 to end of 1956, RETMA reported this week on basis of its newly devised formula for separating electronics procurement items from remainder of military gear. RETMA figures also show that current defense electronics spending equals or exceeds Korean War level.

From fiscal year 1951 through second quarter of fiscal 1957, RETMA's total of \$15.181 billion in electronics spending is broken down thus: Aircraft, \$5.54 billion; ships & harbor craft, \$498,000,000; combat vehicles, \$896,000,000; support vehicles, \$75,000,000; guided missiles, \$1.783 billion; electronics & communications, \$4.391 billion; research & development, \$1.498 billion; miscellaneous, \$500,000,000.

Percentage of military spending for electronics has increased from 3.7% of total in fiscal 1951 to 9% in second quarter of fiscal year 1957. In year-by-year (fiscal) compilation of military electronics spending, totals were: 1951, \$747,000,000; 1952, \$1.929 billion; 1953, \$3.042 billion; 1954, \$2.663 billion; 1955, \$2.454 billion; 1956, \$2.825 billion; first half 1957, \$1.54 billion.

* * * *

Man-made ionospheric cloud will be created this summer in unique experiment seeking to extend transmissions in 14-148-mc band. Joint Stanford U and Air Force project is to send rocket up 70 mi. where it will discharge gas cloud which will become ionized and reflect signals. Under direction of Prof. Oswald G. Villard Jr., amateurs within 700-mi. radius of Holloman Air Development Center at Alamogordo, N. M., will communicate with each other by bouncing signals off gas cloud, to determine whether it would be usable in long-distance communications. Called "Operation Smoke Puff," tests will determine whether rocket technique can help relieve shortage of channels for distant communication. Stanford announcement said "artificial ionization may prove to be more powerful than the natural kind, and hence capable of reflecting a wider range of radio frequencies."

RCA as an electronic computer manufacturer looms as challenger of companies generally regarded as dominating that field, writes Alfred R. Zipser in April 14 *N. Y. Times* business section. A. L. Malcarney, v.p.-commercial electronics, reported orders for Bizmac office machines amounting to \$10,000,000, with Army, Higby dept. store of Cleveland, Travelers Insurance Co. among customers. IBM is generally regarded as dominating field by far, with Remington-Rand, Burroughs, Raytheon, Minneapolis-Honeywell, GE as runners up.

Airways Modernization Board to "develop, modify, test & evaluate" safe navigation & traffic control systems would be set up in identical bills (S-1856, HR-6872, 6873, 6890) introduced this week. Sponsors are Sens. Magnuson (D-Wash.), Bricker (R-O.), Schoeppel (R-Kan.); Reps. Harris (D-Ark.), Wolverton (R-N. J.), Haskell (R-Del.).

CBS Laboratories Div., headed by Dr. Peter Goldmark, has entered into research & development contract for Minnesota Mining & Mfg. Co., has also been retained by Eastman Kodak for development work on computers, CBS Inc. pres. Frank Stanton reported to this week's annual stockholders meeting.

Overnight delivery of most widely-used capacitors, eliminating usual 5 to 6-week delay following orders, was promised this week to military, industrial & lab users through new special sales service of Micamold Electronics Mfg. Corp., General Instrument Corp. subsidiary.

Packard-Bell Computer Corp. has been established by Packard-Bell Electronics for research & development in digital computers.

TOP 100 PRIME defense contractors were listed again this week by Pentagon, with GE retaining its position of No. 1 among companies heavily in electronics. Defense Dept. issued 2 lists—July 1, 1950-June 30, 1956 and Jan. 1, 1955-June 30, 1956. Comparing electronics firms in the 2 lists, as we've done in consolidated table below, shows most electronics companies rising in ranking on list in latter period. On 1950-1956 list, these are top 10 defense contractors: GM, Boeing, United Aircraft, GE, Douglas Aircraft, North American Aviation, General Dynamics, Lockheed, AT&T, Curtiss-Wright. These are the electronics and related firms in the 2 "top 100" lists (all dollar figures in millions), dashes after a company's name indicating it was not among first 100 prime contractors for period:

Company	July 1950- June 1956		Jan. 1955- June 1956	
	Contracts	Rank	Contracts	Rank
General Electric	\$4,785.5	4	\$1,051.2	4
General Dynamics	4,074.9	7	1,339.7	2
AT&T	2,504.9	9	747.1	6
Sperry Rand Corp.	1,493.6	14	215.6	19
Bendix Aviation	1,443.2	16	295.4	15
Westinghouse	1,250.1	18	101.9	31
RCA	973.6	21	221.3	18
IBM	661.8	30	275.3	16
Avco	641.8	31	119.6	29
IT&T	578.3	32	52.4	66
Raytheon	554.1	35	179.9	22
Philco	528.4	39	124.1	28
Collins Radio Co.	430.2	44	88.7	35
Gen. Precision Equip.	318.9	55	97.9	33
Minneapolis-Honeywell ..	258.6	62	69.1	45
American Bosch Arma	245.6	63	61.0	55
Hazeltine Corp.	223.8	68	32.7	92
Sylvania	214.3	73	—	—
Motorola	195.6	78	42.9	74
Mass. Inst. of Technology...	186.7	82	54.5	63
Dynamics Corp. of America ..	174.3	87	46.2	70
Admiral Corp.	154.9	95	—	—
Burroughs Corp.	—	—	70.7	43
Lear Inc.	—	—	56.3	59
Standard Coil	—	—	31.9	94

Armed Forces Communications & Electronics Assn. convention will be held May 20-22 in Sheraton Park Hotel, Washington. Speakers will include Asst. Defense Secy. Frank Newbury and electronics aide James Bridges; pres. Donald C. Power of General Telephone Co.; Adm. Rawson Bennett, director of naval research; Adm. Joseph N. Wenger.

FCC's revised list of radio equipment acceptable for non-broadcast licensing is available for inspection—but not general distribution—at Commission's Washington & field offices. Covered are maritime, public safety, industrial, land transportation, citizens, domestic public radio services.

Tail gunners on B-52 jet bombers may be relocated by TV from lonely aft posts to forward compartment near rest of crew. American Bosch Arma has Air Force contact to redesign fire control system so that closed-circuit TV, integrated with tail gun's optical sight, permits gunner to operate in comfort.

Packard-Bell Electronics will produce and market "Sigalert" emergency civil defense warning system, as result of "affiliation" of Federal Electronics Corp. with Packard-Bell. Federal holds patent rights to the automatic tape recording system designed for radio stations, newspaper offices, police stations and civil defense posts.

Electronics bibliography of 1956 research reports by Army, Navy & Air Force (PB 121779) is available for \$1.50 from Commerce Dept.'s Office of Technical Services, Washington. Some printed reports listed may be purchased from OTS, others from Library of Congress.

Radio signals lab, with Walter Serniuk as mgr., has been established by Sylvania in new Mountain View, Cal. systems labs, incorporating existing electronic defense & microwave physics labs. Combined facility is headed by Samuel A. Ferguson.

Financial & Trade Notes: CBS Inc. is off to flying start toward another record year, pres. Frank Stanton reporting to April 17 stockholders meeting that revenues for first quarter were 8% ahead of last year's quarter while profits after taxes ran about 32% ahead, per-share earnings climbing to 77¢. In same 1956 quarter, CBS's consolidated net revenues & sales totaled \$88,406,663 and net income was \$4,462,783 (60¢ on 7,485,837 A & B shares) as against 53¢ on 7,316,700 shares in first 3 months of 1955 after adjustment for 3-for-1 stock split (Vol. 12:19). Formal report on first quarter is due for release May 8.

Increased profits, said Stanton, were due in part to last year's liquidation of CBS-Columbia, ill-starred venture into TV set manufacturing. Even though CBS-Hytron is still in the red and probably won't show profit until 1958, he forecast better earnings for CBS Inc. for this year than record 1956 net profit of \$16,283,462 (\$2.17 per share) on revenues & sales of \$355,000,000 (Vol. 13:13).

Meeting was enlivened by all sorts of questions put to Chairman Paley and Pres. Stanton, ranging from an objection to rock 'n' roll music to attacks (by certain plaintiffs in still pending copyright suits against CBS) based on CBS's stockholdings in BMI, the music licensing pool set up to compete with ASCAP. One stockholder also wanted to know why CBS-TV pres. Merle Jones, Columbia Records pres. Goddard Lieberson and CBS-Hytron pres. Arthur Chapman, though directors, held no stock in their company, but a resolution to require this was voted down overwhelmingly despite their agreement to acquire some. Proxy statement shows Jones and Chapman have options on 7500 Class A shares at \$31 & \$30.50, respectively, while Lieberson has option on 7650 at \$22.55.

* * * *

Webcor Inc. reports peak 1956 sales of \$34,305,837 but net loss of \$994,753 after deduction of \$900,000 income tax carryback loss vs. \$31,984,539 and profit of \$589,574 in 1955. Maker of phonos, changers & recorders (formerly Webster-Chicago) did \$27,713,000 of its business in commercial and laminations divisions, which earned \$469,000 before taxes. Current assets at year's end were \$12,822,238, current liabilities \$6,402,450, long-term loans \$2,450,000, earned surplus \$2,207,192. Proxy statement for April 29 annual meeting discloses pres.-chairman Titus Haffa drew no salary in 1956; H. D. Von Jenef, ex-v.p. & gen. mgr. of govt. div., who resigned Dec. 18, drew \$41,083.

"Change in the recent trend of profits in relation to sales and some progress toward a more nearly adequate earnings level necessary for the company to meet the needs of an expanding economy" are seen by GE pres. Ralph Cordiner in announcing first quarter earnings up 16% to \$64,006,000 (73¢ per share) and sales up 11% to \$1,048,850,000. He said consumer goods, electronics products and defense orders shared increase with heavy electrical equipment, while components decreased "slightly."

Collins Radio filed registration with SEC April 17 (File 2-13258) for \$7,917,000 convertible subordinated debentures, due June 1, 1977, offered for subscription by Class A & B common stockholders at rate of \$100 for each 19 shares, proceeds to be used for working capital. Principal underwriters are Kidder, Peabody & Co. and White, Weld & Co.

Tung-Sol is subject of highly laudatory report in April 17 *Investors' Reader*, published by Merrill Lynch, Pierce, Fenner & Beane, 70 Pine St., N. Y.

Texas Instruments Inc. first quarter sales jumped to record high of \$15,252,000 from \$8,853,000 in 1956 quarter, profit to \$790,000 (25¢ per share) from \$540,000 (16¢).

Kay Lab (now Kin Tel) reports first quarter sales of \$1,080,000, profit of \$90,499 vs. \$420,080 & \$15,481 in same 1956 period.

Associated Artists Productions Inc. (AAP), which last year purchased Warner Bros. film library and Paramount's *Popeye* cartoon library for reported total of \$23,500,000, earned net profit of about \$1,000,000 in first quarter, equal to about \$2.50 per share, and v.p.-treas. Maxwell Goldhar states year's profits should run about \$4,000,000. Currently it has about \$24,000,000 in film rental contracts with TV stations. Firm is headed by Eliot Hyman and stock is traded on American Exchange. Original \$9,000,000 loan when it purchased Warner library is reported down to \$6,750,000; also outstanding is \$5,000,000 promissory note to Warner Bros. Stockholders approved 4-1 split this week.

Famous Players Canadian Corp., its pres. John J. Fitzgibbons stating full impact of TV has now been felt and theatre attendance now improving, reports 1956 net profit of \$2,738,455 vs. \$2,933,112 in 1955. Firm operates nearly 400 theatres, also holds 50% ownership in new CKMI-TV, Quebec City (Ch. 5) with its French counterpart in same city, CFCM-TV (Ch. 4), and 50% of CKCO-TV, Kitchener, Ont. (Ch. 13). Annual report indicated plans for further TV expansion, including Canadian rights to Paramount's Telemeter pay-TV system and Lawrence color tube.

Stanley Warner Corp. (S. H. Fabian, pres.), which founded WTRI, Albany (Ch. 35) with Col. Harry Wilder in 1954, now owns it 100%, reports profit of \$2,007,757 (93¢ per share) on total income of \$55,679,300 for 26 weeks ended Feb. 23 vs. \$1,629,088 (74¢) on \$47,380,400 in corresponding period year ago. Whether gains came from theatre chain, including Cinerama operations, and/or its wholly-owned International Latex Co. and other manufacturing operations, is not divulged.

American Broadcasting-Paramount Theatres reports estimated net operating profit of \$1,743,000 (40¢ a share) for first quarter 1957, compared with \$2,570,000 (60¢) in first quarter 1956. Pres. Leonard H. Goldenson said results reflected reduction in revenues from TV network sales made during spring-summer 1956 selling period for 1956-57 broadcast year, but reported "encouraging progress" for 1957-58 season.

Ampex Corp. is negotiating for one-third interest in Orradio Industries, Opelika, Ala. manufacturer of Irish brand recording tape, Ampex pres. George I. Long said this week. He added that Ampex sales for year ended April 30 will total \$17-\$18,000,000, vs. \$10,197,000 for preceding fiscal year and predicted \$30,000,000 in sales for next fiscal year.

WJR, The Goodwill Station Inc., one of few radio-only operators whose stock is publicly traded (Detroit Exchange) reflects upsurge in radio time billings with first-quarter report showing sales of \$947,080, up from \$860,822 in same 1956 period. Net income was \$150,613 (28¢ on 542,130 shares outstanding) vs. 1956 quarter's \$145,276 (28¢ on 516,533 shares).

Raytheon plans to occupy new 42,000-sq. ft. Santa Barbara, Cal. electronics lab in July. Construction will be started soon by Pacific Mutual Life Insurance Co., which will own and finance property, leasing it to Raytheon. It will house some 200 employees.

New advisory committee on semi-conductor devices in electronics div. of Commerce Dept.'s Business & Defense Services Administration will hold first meeting April 25 in Washington.

Skiatron reports 1956 profit of \$4301 vs. \$1459 in 1955. Gross income from govt. contracts & sub-contracts was \$431,578 compared with \$225,930 in 1955.

Dividends: Hazeltine, 35¢ payable June 14 to holders of record May 31; Clarostat, 5¢ April 30 to holders April 19; Technicolor, 12½¢ April 30 to holders April 16.

CLOSED-CIRCUIT TV still intrigues the educators, not only for schoolroom use but as an adult education medium. In latter category, a pilot project as significant in adult education field as Hagerstown experiment is in classroom field, was announced this weekend in N. Y.

Project will involve 608 low-income families living in public housing project in Manhattan's lower west side Chelsea district. Ford Foundation's Fund for Adult Education has made grant of \$200,000 to project, which is co-sponsored by Hudson Guild neighborhood house, N. Y. City Board of Education and Language Research Institute, non-profit foundation with headquarters at Harvard U. Project will employ 3 origination points with switching units, total of 11 cameras. GPL, from which equipment is being purchased, will contribute all engineering, and N. Y. Board of Education will pay for all schoolroom installations.

The 608 families reside at John Lovejoy Elliott Houses on W. 26th St., and will be able to receive closed-circuit programs through master antenna system. Programs will originate at Hudson Guild, Public School 33 & Lower West Side Health Center, and GPL projection unit will be installed in school's auditorium.

Programming will be divided into 2 major categories: Adult & family programming will include nutrition, health, discussion groups, citizenship, neighborhood events, etc. School programming, aimed at both children and adults, will include English classes for the predominantly Spanish-speaking families, Spanish, domestic science, instruction for home-confined children, "school-to-home communication," etc.

Announcement by sponsoring groups said project will "serve as an experimental studio for the development of educational TV and as a pilot program for special-audience TV systems appropriate to a small community or a chain of housing projects." Production staff will include director, asst. director, technician, bilingual secretary plus part-time consultants and evaluators, under Hudson Guild exec. director H. Daniel Carpenter.

Privately operated apartment house closed-circuit system linking 1672 apartments in 4 buildings on lower east side (Vol. 13:13) recently held inaugural program, soon plans regular entertainment-education programs for residents of buildings managed by East River Housing Corp.

■

One application for new TV station, 4 for translators, were filed with FCC this week, bringing total to 121 for stations (27 uhf) and 57 for translators. Station application was for Ch. 2, North Platte, Neb., by Goldenrod Tele-Radio Co., headed by Ray J. Williams, 60% owner of KFRC, Rocky Ford, Colo. Translator applications were for Globe-Miami, Ariz., for Ch. 77, 80 & 83, and Libby, Mont., for Ch. 72. [For details, see *TV Addenda 24-O* herewith.]

Free broadcast time for Canadian elections is being provided by CBC April 29-June 6 with time shared by 4 parties. Schedule calls for 6 hours on English & French TV networks, 12 hours on radio networks in each language, 3 hours on TV for local candidates. Also under consideration is half-hour round-robin June 7 for TV-radio windup of campaign.

Cuban TV wiggle ban hit mambo dancer Ana Gloria this week. Communications Minister Ramon Vasconcelos, who forbids "suggestive body movements" by TV performers (Vol. 13:8), ordered her off air for 5 days because she "wiggled immorally."

TV watches Bundestag in Bonn, where receivers in offices of pres. & administrative director of West German Parliament show them what goes on.

AT&T board may disapprove closed-circuiting of its annual stockholders meetings (Vol. 13:11) but not so American Machine & Foundry Co., whose April 17 annual meeting took place simultaneously in New York's Hotel Sheraton-Astor and Chicago's Blackstone—viewed on 15x20-ft. screens at both locations with direct questions popped at and answered by pres. Morehead Patterson in Chicago and vice chairman Gen. Bedell Smith in N. Y. Said pres. Irving Kahn of Teleprompter, whose group communications div. handled affair (costing about \$20,000): "This pioneering effort by AMF will establish a trend for other corporate stockholder meetings in the future [and] closed-circuit TV will connect a large number of cities for corporate communications with investors." Since Jan., Teleprompter has handled multi-city meetings for American Management Assn., BBDO, Tele-Sell, International Harvester, Western Union.

Exclusive TV contract between KOMO-TV, Seattle, and promoters of May 5 Apple Cup hydroplane race on Lake Chelan, Wash. is "unconstitutional & void" as violation of freedom of the press, Judge J. A. Adams ruled April 13 in Chelan County Superior Court. "Equal access" to event in public park had been demanded in court by KING-TV, Seattle (Vol. 13:9), whose v.p. & gen. mgr. Otto Brandt said ruling "has national significance" and is "great service both to news media and to the general public." W. W. Warren, gen. mgr. of KOMO-TV, denied that "equal access" was issue, arguing that contract covered only "use of some property to be used as a telecast site."

Freewheeling probe of FCC and other regulatory agencies was voted April 18 by 9-member watchdog unit of House Commerce Committee headed by Rep. Moulder (D-Mo.). Given \$250,000 for investigation (Vol. 13:15), subcommittee laid out agenda which takes in legislative standards, enforcement, rules & regulations, political independence of administrators, "identification of regulator with regulated." Chairman Moulder told us first among 17 agencies in line for study are FCC, ICC, SEC, CAA, Federal Power Commission—but no priority for probe had been determined pending selection of subcommittee staff following Easter recess.

USIA budget was cut 26% by House April 17, but VOA's \$4,000,000 plan for new radio facilities in Middle East (Vol. 13:3, 8) survived the \$37,900,000 slash to \$106,100,000 for fiscal 1958—cut of \$6,900,000 under current appropriation. VOA was given \$1,100,000 to start expanded radio program, House agreeing that VOA couldn't use more for purpose in fiscal period. Vote followed plea by President Eisenhower for full USIA budget. Senate will act on appropriation following Easter recess.

TASO propagation measurement program is beginning to pick up speed. Hitherto alone in the field with 2 vehicles on the road, AMST has been joined in Harrisburg, Pa. area by CBS crew using deluxe Chrysler station wagon. Others indicating willingness and ability to assist include Westinghouse Bcstg. Co.; WFIL-TV, Philadelphia; KTTV, Los Angeles. TASO propagation panel currently is seeking to reach agreement on measurement standards & techniques.

American Jewish Committee cited CBS Inc. for "distinguished public service programming" in award presented this week to v.p. Richard S. Salant in connection with organization's 50th anniversary observance in Waldorf-Astoria, N. Y. Citation, first to be given by AJC to mass communications medium, said CBS programming exemplified "the pursuit of equality at home & abroad."

Conelrad equipment worth \$100,000 would be supplied to stations by State of Cal. under terms of bill being considered by legislature.

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SUMMARY-INDEX OF THE WEEK'S NEWS — April 27, 1957

MODIFIED "CRAVEN PLAN" proposed by FCC in 4-3 vote; would drop allocations table, but preserve educational reservations, protect uhfs (p. 1 & Special Report).

SUBSCRIPTION-TV DELAY probable as Reps. Harris & Celler demand FCC hold up consideration of tests until Congress takes look at the situation (p. 2).

FCC NETWORK STUDY group subpoenas 6 film distributors, one live program producer to hearings in New York May 1, charging they withheld information (p. 3).

HERALD-TRAVELER finally gets Boston's Ch. 5 in 4-2 vote, as FCC cites strong showing in local factors. Globe's efforts to reopen record turned down (p. 4).

CHARLOTTE'S WSOC-TV starts programming as KHVH-TV, Honolulu, begins tests pending court action on protest. KPTV, Portland, due off next week (p. 5).

FABULOUS ELECTRONICS BUSINESS thrust into public eye as 5th largest industry. Though TV is eclipsed by military-industrial, set makers see good year (p. 8).

COMPLEX DuMONT DEALS to add profitable WNEW to unprofitable TV operations, with Paramount also proposing to take stock for its KTLA, Los Angeles (p. 10).

TASO APPOINTS CHAIRMEN of operating committees, including top names in manufacturing & telecasting industries; panels schedule meetings next month (p. 6).

NEW PICTURE TUBE SCREEN using transparent phosphors developed by Navy, which claims daylight-bright pictures, "completely new approach" to color (p. 12).

NETWORK TV GAINS 8.4% over 1956 in first-quarter billings of \$126,440,618; CBS leads March increase with \$20,172,173, up 12.8% (p. 12).

FCC AIMS TO DROP ALLOCATIONS PLAN: A modification of the so-called "Craven Plan" for abandoning the TV allocations table was finally proposed by FCC this week, squeaking through with 4-3 vote. Mollifying potentially severest critics by leaving educational channels firmly fixed and by specifying that uhf stations be protected against establishment of more vhf stations in their service areas, Commission aims to build strong case for adoption of proposal. Because of plan's potential widespread impact, we're including full text as Special Report to all subscribers.

Proposal has been in works so long, after vigorous espousal by Comr. Craven, that it came as little surprise. Even if adopted this summer (comments are due June 3), plan can have no immediate drastic effect -- because of simple fact that most valuable vhf channels are already nailed down by stations and applications, hence subject to little shifting around. Big question, of course, is whether proposal is just a prelude to eventual mileage-power-height cuts and DAs permitting addition of vhf channels to major markets. No one knows -- but a lot of people insist that such cuts are inevitable, only a matter of time. In this week's proposal, Commission is quite emphatic in stating that no engineering changes are permitted.

To justify move, Commission states that current method of channel changing by rule-making is cumbersome, inflexible; that an applicant should be able to file for a new channel and a new station at same time, thus cutting out unnecessary procedural step, saving time & money.

Allocations table served useful purpose, Commission said, when there was a huge backlog of applications and relatively few operating stations to nail any sort of allocations plan in place. Now, it says, petitions to change channels are as numerous as applications, and they frequently take even more time to process.

Proposal aims to protect uhf stations by specifying that vhf applicants must pick transmitter sites at least 75 mi. from uhf stations -- unless the uhfs are already getting competition from 2 or more vhf stations.

Commission would also keep allocations table intact for assignments within 250 mi. of Canadian & Mexican borders.

Comrs. Hyde, Bartley & Lee dissented, but only Hyde told why. He simply disagreed that plan would produce flexibility, insisted things would get more com-

plicated instead and would "inevitably tend toward an allocation or distribution of facilities characterized by extremes of concentration and scarcities..." Comr. Mack, though concurring with issuance of proposal, seemed mighty cool about it, saying: "The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission."

Commission also finalized several of its vhf drop-in proposals this week: (1) Added Ch. 4 to Charleston, S.C. (2) Added Ch. 6 to Miami, Comrs. Hyde & Craven dissenting. (3) Shifted Ch. 10 to Duluth-Superior from Hibbing, Minn. & Hancock, Mich. (4) Shifted Ch. 13 to Norfolk, from New Bern, N.C., replacing it with Ch. 12. In addition, Commission invited comments on conflicting proposals to add Ch. 8 to either Moultrie or Waycross, Ga.

Turning to uhf translators, Commission started rule-making proceedings designed to make sure translators don't preclude start of regular TV stations in their service areas. Specifically, proposal would prevent establishment of a translator where a regular station is now operating and would require cessation of a translator whenever a regular station started in same locality.

LAWMAKERS ZERO IN ON SUBSCRIPTION TV: FCC's fee-TV timetable was disrupted this week -- at the very least -- when 2 influential Congressmen wrote Commission urging it to hold off any subscription-TV decision until Congress considers whole issue.

Letters were from Reps. Harris (D-Ark.) & Celler (D-N.Y.), chairmen of Commerce and Judiciary Committees. They were not unexpected (Vol. 13:16) in view of pro-&-con pressures which have been building up as FCC gets deeper into question.

Celler's letter pointed to his bill to ban pay telecasts (HR-586) and requested Commission to "withhold any tests until Congress has had opportunity to consider the proposed legislation," which has been referred to Harris' Committee but not scheduled for hearing. Harris' letter made it clear he thinks FCC doesn't have power to order tests, and it posed series of questions (some of them rhetorical) for FCC.

The Congressional communications spell delay. Those commissioners who are inclined to favor fee-TV tests say that action probably won't be held up more than a couple of weeks. Others say this could open way to full-fledged hearing on Celler bill or other fee-TV legislation and bottle up issue for indeterminate period.

Chairman McConnaughey plans to visit Harris -- and possibly Celler, too -- with any other commissioners who wish to accompany him, to talk over whole toll-TV situation. But some Congressional observers think this won't satisfy Harris, and point out that House Commerce Committee's transportation & communications subcommittee (also headed by Harris) has held no TV or radio hearings so far this session, and that fee TV might be good place to start, since it's relatively virginal territory.

Only other Congressional hearings on fee TV were held last session by Senate Commerce Committee -- culminating this year in "hands off the FCC" policy by Committee unable to agree on draft report urging tests (Vol.13:9). Congress was in Easter recess this week, and no toll-TV hearings are currently on agenda.

* * * *

Congress didn't intend Communications Act to cover pay-TV tests, Harris said in his long letter to FCC. He told Commission to give "ample and detailed evidence that it has the legal power to contain and control this experiment" -- or else "come to the Congress for the [powers] which the Commission must have in order to protect the public interest." Following is the gist of the questions Harris asked "to assist me and the Committee in our thinking on these problems:"

(1) How can fee-TV experiments which force free programming off air be reconciled with Communications Act provisions that FCC explore new systems which can be made available to "all the people of the U.S." or which will lead to "a larger and more effective use of radio in the public interest?"

(2) If Congress grants FCC's pending request for 5-year broadcast licenses, would subscription TV tests also run for 5 years?

(3) Won't it be "practically impossible" to make stations stop pay TV when tests are terminated, in view of investment involved? If courts rule that fee TV is

Full Text of FCC's

Proposal to Abandon Television Allocations Table

Seeking Deletion of Fixed Assignments for Commercial TV Stations Except Those Within 250 Miles of Borders, Educational Assignments Remaining Unchanged

Comr. Mack Issuing Concurring Statement; Hyde Dissenting and Issuing Statement; Bartley & Lee Dissenting

Notice of Proposed Rule-Making Issued April 26, 1957 as FCC Public Notice 57-407, Mimeo 44039

Comments Due by June 3, 1957 (see *Television Digest*, Vol. 13:17)

In the Matter of
Amendment of Part 3, subpart E,
Television Broadcast Stations } Docket No. 12005

NOTICE OF PROPOSED RULE MAKING

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

2. Section 3.606, the television Table of Assignments, was adopted in its present form in the Sixth Report and Order on April 11, 1952. It was determined at that time that television broadcast channels could be more efficiently and equitably allocated on the basis of a fixed Table of Assignments than on the basis of individual applications. We then stated that our conclusion to adopt such an allocation plan was based on the following considerations:

(a) The Table would make for a more efficient use of the available channels.

(b) It would better protect the interests of the smaller communities and rural areas by preventing preemption of available channels by the larger cities.

(c) It would be an effective means of reserving channels for educational purposes.

(d) It would eliminate certain procedural disadvantages in connection with the processing of applications.

3. Five years have elapsed since the adoption of the Sixth Report and Order. The number of operating stations has increased from the 108 "pre-freeze" stations to approximately 500 stations. There are, in addition, about 165 authorized stations which have not yet been constructed. Thus, the Table has served well its purpose of avoiding procedural difficulties and helping to bring television service to almost the entire country at the earliest possible time. It now appears that we should re-examine, in the light of the current development of television service, the considerations leading to the adoption of a fixed Table of Assignments in order to determine whether the public interest might be better served by the initiation of a procedure for allocating television channels on the basis of individual applications.

4. Approximately 90% of the VHF commercial assignments listed in the Table of Assignments have either been authorized or have been applied for, and most of the balance are in sparsely settled areas, chiefly west of the Mississippi River. Because of the outstanding VHF authorizations, there are very few areas (and again most of these are west of the Mississippi) where additional VHF channels may be added in keeping with the station separation requirements of the Rules. Thus, it is apparent that, at least as far as the VHF channels are concerned, the allocation pattern has been so well established that

efficiency in allocation is no longer a compelling reason for a fixed Table of Assignments. And the pattern which has been developed will effectively reserve the great majority of the unclaimed VHF channels for the benefit of the small communities in sparsely settled areas. Moreover, even though UHF authorizations have not come up to expectations, it appears that the UHF allocation pattern has been quite firmly set by the grants that have been made, so that any greater efficiency resulting from use of a fixed table might now be outweighed by the greater flexibility of the application method. This is particularly true with respect to the assignment of low and high UHF channels in neighboring communities, since in many cases the community more interested in establishing local television service has been assigned the less desirable channels.

5. When the Table of Assignments was adopted, the Commission was faced with a huge backlog of television applications, with an unknown number of applicants ready to file their applications when the "freeze" was lifted. Only through a fixed table could the Commission have acted as expeditiously as it did in processing applications, with the result that television service was provided to almost all the nation's population in a relatively short time. Now the situation is different. The backlog of pending applications is no greater than the backlog of petitions for changes in the Table of Assignments, many of which request the drop-in of a VHF or low UHF channel. In several instances it has been noted that the rule making process has consumed more time than the processing of an application subsequently filed. Hence, it appears that the Commission's workload might be considerably lessened and the public interest might be better served and television service more expeditiously provided by eliminating the procedural step of rule making to make a channel available for use in any given community. In addition, if a prospective applicant is relieved of the expenditure of time and money in rule making proceedings and assured that any channel is available which meets technical requirements, he might be encouraged to seek out new or underserved television markets.

6. However, we do not feel that the time has yet come when the Table of Assignments should be completely abandoned. We believe that it is still necessary and appropriate in the public interest to preserve the educational reservations not yet claimed and to protect UHF areas from encroachment by new VHF stations. In our view, any change in the Rules as to availability of television channels must make allowance for such factors.

7. Hence, our proposal is not to delete the Table of Assignments in its entirety, but to maintain a Table containing all noncommercial educational assignments (which cannot be deleted without rule making) and, for the convenience of applicants, all assignments within 250 miles of the Canadian and Mexican borders which have been

accepted pursuant to international agreements. We would also amend Section 3.607 of the Rules to provide that, so long as minimum separation requirements with respect to existing authorizations and minimum field intensity requirements are met, applications might be filed for new or changed facilities on any channel in any community, with the exceptions that no application would be accepted if (1) it did not meet the minimum separation requirements with respect to noncommercial educational assignments listed in the Table of Assignments, or (2) it requests a VHF operation within 75 miles of the transmitter location of an authorized UHF station,¹ unless (a) the proposed transmitter site is beyond an existing VHF transmitter, or (b) the principal city served by the UHF station is receiving Grade A or better service from two or more existing VHF stations, or (c) the principal city to be served by the proposed VHF station is already receiving a city grade signal from two or more VHF stations. We believe that some such limitation on the further spread of VHF service into UHF areas is a necessary precaution in preserving the status quo at least until we have completed our inquiry into the feasibility of transferring all or a substantial part of television broadcasting to the UHF band.² At the same time, we do not anticipate that the limitation will seriously impede the development of a nationwide television service, since our study has not revealed many UHF areas where a new VHF channel, meeting all separation requirements, could be used.

8. The proposed changes in the Table of Assignments and Section 3.607 would require editorial changes in other sections of Part 3 of the Rules and the deletion of Section 1.378(d) of Part 1. There is attached as an Appendix the suggested rule changes necessary to effectuate these proposals. The Commission invites interested parties to submit comments and relevant data on the proposals contained herein. It is emphasized, however, that the Commission is not at this time soliciting, nor will it consider in this proceeding, any requests for the deletion or addition of specific noncommercial educational assignments or for any amendment with respect to station separations or any other technical limitation.

9. Authority for the adoption of the amendments proposed herein is contained in Sections 4(i), 301, 303(c), (d), (f) and (r) and 307(b) of the Communications Act of 1934, as amended.

10. Any interested party who is of the view that the proposed amendments should not be adopted, or should not be adopted in the form set forth herein, may file with the Commission on or before June 3, 1957, a written statement setting forth his comments. Comments supporting the proposed amendments may also be filed on or before the same date. Comments in reply to original comments may be filed within 15 days from the last date for filing said original comments. No additional comments may be filed unless specifically requested by the Commission or good cause for the filing of such additional comments is established.

11. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs or comments shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION

MARY JANE MORRIS
Secretary

APPENDIX

Channel Utilization

3.605 Carrier frequency offset. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of stations operating on the same channel, specified stations will be required to operate with their carrier frequencies offset

¹ The 75 miles separation is suggested as a reasonable distance which would generally prevent a Grade B signal from covering the city in which the UHF station is authorized.

² Any action on our part in terminating the inquiry will, of course, await the report of the Industry-sponsored Television Allocations Study Organization (TASO) and the results of the industry's crash program of UHF research.

10 kc above or below the normal carrier frequencies. The channel assignments of such stations will be identified by a plus or minus mark.

3.606 Table of assignments.

(a) *General.* The following table contains (1) the channel assignments reserved for use by noncommercial educational broadcast stations in the listed communities in the United States, its Territories, and possessions, and (2) assignments for communities within 250 miles of the Canadian and Mexican borders that have been accepted pursuant to international agreements. The noncommercial educational reservations are designated with an asterisk. A noncommercial educational assignment may be added to or deleted from the Table of Assignments only through rule making proceedings. Changes in the border assignments (other than educational reservations) will be made administratively as required by actions on individual applications.

(b) *Table of Assignments.* [The Table is not set forth herein, but will include the educational reservations and assignments within 250 miles of the Canadian and Mexican borders, as listed in the present Table of Assignments.]

3.607 Availability of channels.

(a) Subject to the provisions of paragraphs (b), (c) and (d) of this section, applications may be filed to construct new television broadcast stations or to make changes in the facilities of existing stations (commercial or non-commercial educational) in any community on any channel listed in Sec. 3.603: *Provided, however,* That the proposed transmitter location meets the minimum separation requirements of Sec. 3.610 with respect to existing authorizations and the minimum field intensity requirements of Sec. 3.685. Applications which fail to comply with these requirements will not be accepted for filing.

(b) Assignments reserved for educational purposes are available only for use by noncommercial educational broadcast stations. No application for the construction of a new commercial television broadcast station or to change the transmitter site of an existing station, whether or not accompanied by a petition to amend the Table of Assignments [Sec. 3.606(b)], will be accepted for filing if the proposed transmitter location does not meet the minimum spacing requirements of Sec. 3.610 with respect to a non-commercial educational assignment listed in the Table of Assignments whether or not such noncommercial educational assignment is under authorization.

(c) No application for the construction of a new commercial television broadcast station to operate on Channels 2 to 13, inclusive, or no application for change in the transmitter location of an existing VHF station shall be accepted for filing if the proposed transmitter location is within 75 miles of the transmitter location of a station authorized for operation on a UHF frequency (Channels 14-83, inclusive) unless one or more of the following conditions exist:

1. The principal city served by the UHF station is already receiving Grade A or better service (Sec. 3.683) from two or more VHF stations.

2. The proposed transmitter location is at a greater distance from the UHF station than the transmitter of a VHF station located in the same general direction from the UHF station.

3. The principal city to be served by the proposed VHF station already receives a city grade signal from two or more VHF stations.

(d) Unless the assignment requested is listed in the Table of Assignments, an application to construct a station with a proposed transmitter location within 250 miles of either the Canadian or Mexican border shall be accepted for filing subject to the provisions of any agreements entered into by the United States with Canada and Mexico.

3.610 Station Separations.

(a) Applications for new television broadcast stations or for changes in the transmitter sites of existing stations

will not be accepted for filing if they fail to comply with the requirements specified in paragraphs (b), (c) and (d) of this section as to the distance between the proposed transmitter site and the transmitter of an authorized station or the location of a noncommercial educational assignment listed in the Table of Assignments [Sec. 3.606(b)] but not currently authorized. Distances shall be computed in accordance with the provisions of Sec. 3.611.

Note: Licensees and permittees of television broadcast stations which were operating on April 14, 1952 pursuant to one or more separations below those set forth in Sec. 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Sec. 3.610. Thereafter, the provisions of said section shall be applicable.

(b) Minimum co-channel station separations:

Zone	Ch. 2-13	Ch. 14-83
	Miles	Miles
I	170	155
II	190	175
III	220	205

(2) The minimum co-channel mileage separation between a station in one zone and a station in another zone shall be that of the zone requiring the lower separation.

(c) Minimum station adjacent channel separations applicable to all zones:

Channels 2-13	Channels 14-83
60 miles	55 miles

(2) Due to the frequency spacing which exists between Channels 4 and 5, between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to these pairs of channels (see Sec. 3.603).

(d) In addition to the requirements of paragraphs (a), (b) and (c) of this section, the minimum station separations between stations on Channels 14-83, inclusive, as set forth in Table IV of Sec. 3.698 must be met in either rule-making proceedings looking towards the addition of a noncommercial educational assignment to the Table of Assignments [Sec. 3.606(b)] or in licensing proceedings. No channel listed in column (1) of Table IV of Sec. 3.698 will be assigned to any city, and no application for an authorization to operate on such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in those columns and parallel with the channel in column (1).

(e) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

3.611 Reference points and distance computations.

(a) Station separations shall be determined by the distance between the coordinates of the proposed transmitter site and the coordinates of all authorized or proposed transmitter sites for the pertinent channels. Where a pertinent channel has an unused noncommercial educational assignment the station separation shall be determined by the coordinates of the pertinent community as set forth in the publication of the United States Depart-

ment of Commerce entitled "Air Line Distances Between Cities in the United States," or, if not contained therein, the coordinates of the main post office of such pertinent community. (The Department of Commerce publication may be purchased from the Government Printing Office, Washington, D. C.).

(b) In measuring station separations involving an unused noncommercial educational assignment for cities listed in the Table of Assignments in combination, separation measurements shall be made from the reference point which will result in the lowest separation.

(c) [same as present Sec. 3.611(d)]

DISSENTING STATEMENT OF COMMISSIONER ROSEL H. HYDE

I dissent to the action proposed to delete Sec. 3.606 (Table of Assignments) of the Commission's rules.

On the basis of experience the Commission has had in such matters, which I believe should be given at least some attention, approval of the proposed rule changes would certainly add substantially to the agency's administrative burden, creating backlogs and increased delays; impose added burdens and costs upon applicants and licensees alike; create confusion and uncertainty as to allocation policy; and inevitably tend toward an allocation or distribution of facilities characterized by extremes of concentration and scarcities rather than an equitable distribution as contemplated by the Communications Act. The overall effect of a change in allocation policy such as inherent in the proposed rule is at cross purposes with recent Commission actions intended to make constructive changes in the allocations structure, particularly with regard to making possible larger and more effective use of UHF channels.

In the absence of adequate allocation rules, the Commission actually will not gain flexibility in the allocation of station assignments as claimed by proponents of the rule change, but will lose much of the flexibility now available. The present allocation rules are not and could not legally be made fixed and unalterable; they are subject to change by orderly process though change has generally been resisted by those who would delete the rules themselves.

There is, in my opinion, an agency responsibility to establish uniform rules, easy of application. Such rules are necessary for efficient administration of the agency's work, and essential for the information and guidance of those who have business with the agency or an interest in its actions. The proposed new rules are complex, internally inconsistent, and certain to create difficulties inherent in a situation where all applications cannot be considered under the same procedures.

CONCURRING STATEMENT OF COMMISSIONER MACK

As a member of the Federal Communications Commission, I believe that if one or more Commissioners would like to pose a question to the public and the industry concerned, they are entitled to do so. The fact that I might vote to allow the question to be posed does not in any way prejudice my position in the final action of the Commission.

"broadcasting" and that anyone who meets test requirements must be licensed for subscription service, "the demise of free TV as we know it today would be quickly accomplished and vested rights created before the Congress would be given an opportunity to remedy the situation."

(4) Does FCC feel it has sufficient power to control conditions of sale or lease of decoders and to assure public that tests are temporary?

(5) Does Commission have power to make sure that licensee maintains control over programs and can obtain programming from sources other than the distributor of the particular decoder he is using?

(6) Should rival fee-TV systems be allowed to "carve out" respective territories for exclusive use of their systems" or should FCC determine "which territory or area is to be the monopoly of a particular system?"

(7) Has FCC determined whether closed-circuit TV is better suited for testing fee TV? Harris suggests this "might provide an ideal testing-ground" in densely populated areas, without "blacking out" any free programming.

(8) Harris "presumes" Commission has thoroughly discussed all aspects of the problem, including program production & schedules, price, maintenance of equipment, etc., and asks how many "serious" comments were filed in FCC's toll-TV proceeding.

Celler's letter was brief -- expressing belief Congress ought to be heard and warning: "To undertake tests at this time when Congress may declare a policy in opposition to toll TV would make such tests wasteful in terms of money and manpower."

Note: AFL-CIO pres. George Meany this week wired FCC commissioners pointing out that the labor organization has passed resolution opposing subscription TV.

FILM DISTRIBUTORS CALLED TO FCC HEARING: FCC's network study group got tough this week and issued subpoenas calling 6 TV film producers & distributors and one independent live program producer to hearings starting May 1 in N.Y. Federal courthouse.

Officials of network study group wouldn't say what specific information they were after -- only that those individuals summoned had failed to give complete answers to program questionnaire sent to all producers & distributors. Chief examiner James D. Cunningham will preside over public hearings, expected to last 3 days.

Subpoenaed to attend hearing and "required" to produce evidence were: Harold L. Hackett, pres., Official Films; John L. Sinn, pres., Ziv TV; Michael M. Sillerman, exec. v.p., TPA; Ralph M. Cohn, v.p.-gen. mgr., Screen Gems (Columbia Pictures); an undisclosed official of MCA-TV; Charles Miller, secy., Revue Productions (MCA subsidiary); Harry Fleischman, pres., Entertainment Productions Inc. (live shows).

First 4 companies on list are those which formed Assn. of TV Film Distributors last May in what appeared to be battle with networks, and voluntarily submitted statement to network study committee blasting networks for alleged "pressure" tactics aimed at squeezing out independent producers (Vol. 12:22). Then, last September, the same group was called before Rep. Celler's subcommittee -- and exhibited a surprisingly conciliatory attitude toward networks in public hearing (Vol. 12:37).

FCC defended its position that networks are innocent of monopoly charges until proven guilty, in reply this week to questions posed by Sen. Hennings (D-Mo.) about grant of St. Louis Ch. 11 to CBS (Vol. 13:11). Commission said it was opposed to holding up grants of network applications to wait for outcome of the various network investigations. It added that it believes multiple ownership rules place a "sufficiently low maximum" on number of stations which may be owned. Anyway, it added, if networks are judged guilty of monopoly, court can divest them of stations.

Govt. proposed dissolution of International Boxing Club, convicted March 8 of conspiring to monopolize TV fights and title bouts (Vol. 13:10). Decree filed with N. Y. Federal Judge Sylvester J. Ryan this week by Govt. also asked that IBC officials James D. Norris & Arthur M. Wirtz sell all their capital stock in Madison Sq. Garden Corp. IBC filed proposed decree suggesting that it be ordered to give up exclusive contracts and limiting number of championship fights it may promote during a year.

TV is throttling minor league baseball by heavy major league game schedules (Vol. 13:12), Dan Parker complains in "Two Strikes on Baseball" series in *N. Y. Daily Mirror*. Columnist cites drops in attendance from 41,872,762 in 1949 to 17,031,069 in 1956, number of clubs from 59 to 28.

Song Ad Film-Radio Productions Inc. (Bob Sande, pres.), commercial producers, moves July 1 to KTLA studios, 5800 Sunset Blvd., Hollywood.

BOSTON'S hotly-contested Ch. 5, worth millions, went to WHDH-*Herald-Traveler* April 24 in final 4-2 FCC decision, Comrs. Hyde & Bartley dissenting, Comr. Craven abstaining. Losers were DuMont, Greater Boston TV Corp. (initially favored by chief FCC examiner James D. Cunningham), Mass. Bay Telecasters Inc.

Action by Commission, which had been foreshadowed (Vol. 13:13), brushed aside protests by non-applicant *Boston Globe* that *Herald-Traveler* threatened to use station to drive it out of business (Vol. 13:5).

FCC favored WHDH largely because of its "strong showing" in all "local factors," added to long broadcast experience & record in Boston area. DuMont was "weak" in local residence and ownership-management integration. Greater Boston and Mass. Bay had "modest" showing over WHDH in "civic participation" & diversification of business interests but lacked in broadcasting background.

Comr. Hyde in his dissent said he favored a "higher degree of diversification" than WHDH offered but indicated no choice. Comr. Bartley, who had favored Mass. Bay in earlier FCC voting in case, said record demonstrated WHDH is "adjunct" of *Herald-Traveler*, which used broadcasting facilities for competitive "leverage."

In dismissing *Globe's* petition to intervene, FCC said *Herald-Traveler's* rival had displayed "lack of diligence" in pressing its complaints while hearing record was open. Comr. Bartley concurred but dissented from Commission's

rejection of pleas by Greater Boston and Mass. Bay to reopen case to explore influence by *Herald-Traveler* in death of *Boston Post*.

* * * *

One court appeal was filed this week—as Broadcast House sought reversal of FCC decision giving St. Louis' Ch. 11 to CBS.

Demand for newly assigned channels in major markets is going to be mighty strong. This week, WJMR-TV, New Orleans (Ch. 20) filed for experimental grant to operate on new Ch. 12—stating it wants to compare vhf & uhf operations simultaneously.

WNOX's efforts to dislodge WBIR-TV, Knoxville (Ch. 10), which had defeated WNOX and Tennessee TV Inc. in comparative hearing, suffered setback this week when Commission turned down its petition for rehearing. WNOX had attacked on many fronts but FCC found all its arguments insubstantial.

One site move was authorized—WEAR-TV, Pensacola (Ch. 3) getting permission to shift from spot near city to point 25 mi. northwest, increase height to 1000 ft., power to 100 kw.

Radio WIP, Philadelphia, filed protest against authorization given to WPFH, Wilmington (Ch. 12) to move transmitter near Pitman, N. J., 26-mi. east of Wilmington, 7-mi. closer to Philadelphia. WIP asked for hearing, claiming it would suffer competitively.

Translators authorized: John Day, Ore., Ch. 72 & 77, to John Day Valley TV; Rock Springs, Wyo., Ch. 74, to Translator TV Bestg. Corp.

Radio station sales approved by FCC: KMOD, Modesto, Cal. by Radio Modesto Inc. (John E. Griffin, pres.) to Modesto Bestg. Co. (Ruth W. Finley, pres.) for \$161,500 (Vol. 13:10). KATZ, St. Louis, by Mrs. Cora Lee Garrett & Bernice Schwartz to Rollins Bestg. Inc., operator of WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 AMs, for \$110,000 (Vol. 13:13). WELL, Battle Creek, by *Battle Creek Enquirer & News* (Federated Publications Inc., R. B. Miller, pres.) to Frederick A. Knorr's Southern Michigan Bestg. Corp. for \$100,000 (Vol. 13:11). WAIT, Chicago, Oscar Miller family acquiring control from Adele & Louis E. Moulds and Grace V. & Wm. T. McNeill, paying \$98,000 for their holdings (Vol. 13:16). WTRL, Brandenton, Fla. by Howard A. Donchoe to Blue Skies Bestg. Corp., headed by Lockwood (Dick) Doty, ex-WHAM, Rochester, with 79% control held by Dr. James H. Lockhart Jr., Genesee, N. Y., for \$81,427 (Vol. 13:14). WJVB, Jacksonville Beach, Fla. by J. Lyle Williams Jr. & associates to Andrew B. Letson, owner of AMs in Ocala & Quincy, Fla., for \$60,000 (Vol. 13:13). WKPT, Kingsport, Tenn., pres. C. P. Edwards Jr. acquiring 59 2/3% control by paying Howard Long \$54,000 for 22 1/2% (Vol. 13:16).

Radio station sales reported this week: KHEP, Phoenix, by A. V. Bamford and Harvey R. Odom (also co-owners of CP for radio KMOP, Tucson) under 5-year lease for \$252,000 (with option to buy within 2 years for \$145,000) to Grand Canyon Bestrs. Inc. KEPO, El Paso, by Austin attorney John W. Stayton for \$150,000 to A. V. Bamford & Harvey R. Odom and E. O. Smith, Phoenix. KSTB, Breckenridge, Tex., by Coy Perry and C. M. Hatch (owners of KCLW, Hamilton, Tex.) for \$50,000 to Hugh M. McBeath, chief engineer of KXOL, Ft. Worth. KEPO broker was Hamilton, Stubblefield, Twining & Assoc.

Record sale for \$7,500,000 of radio WNEW, N. Y. to DuMont by Buckley-Wrathner-Loeb interests (Vol. 13:12) was approved this week by FCC. Price includes \$4,815,407 cash, remainder 281,889 shares of DuMont Bestg. stock fixed at 8 1/4.

FCC quietly laid to rest 2 long-pending proposals to require filing of information on patents owned by its licensees. First proposal, initiated in 1951 as aftermath of bitter color hearing in which Commission grilled RCA sharply about patent pool and licensing procedures (Vol. 7:48), would have required everyone with patent rights on communications equipment to disclose mass of information on such patents to Commission. Second proposal, initiated in 1954, would have required those participating in rule-making proceedings to show their patent interests in equipment involved (Vol. 10:50). In rejecting proposal, Commission majority this week said it already has power to require and obtain patent information on case-by-case basis "when situations arise." Comrs. Bartley & Lee dissented from this week's order.

Sale of KERO-TV, Bakersfield, Cal. to Wrathner-Alvarez was protested this week by Robert K. Strauss, 10% owner of WITI-TV, Milwaukee, who asked FCC for hearing—noting he has suit pending in Cal. court charging abrogation of his previous contract to buy KERO-TV. He also cited suit by Mrs. Maria Helen Alvarez against J. D. Wrathner & George E. Whitney, v.p.-gen. mgr. of KFMB-TV (Vol. 13:7) et al, seeking \$10,000,000 damages for alleged fraud.

The 30% of Guy Gannett Publishing Co., publisher of *Portland Press Herald* and other Maine newspapers, held by Public Welfare Foundation Inc., has been bought back by parent firm for sum understood to be \$1,260,000. Public Welfare was established by Charles E. Marsh, 48% owner of *Alexandria* (Va.) *Gazette*. Guy Gannett Bestg. Services, subsidiary of publishing firm, operates WGAN-TV, Portland (Ch. 13) & WGAN. Broker was Allen Kander & Co.

Sale of 25% of WDAK-TV, Columbus, Ga. (Ch. 28) by Radio Columbus to Martin Theatres of Ga. Inc. for \$25,000 is requested in application filed this week. Martin Theatres gains 100% control and Allen Woodall, present gen. mgr., receives \$20,000 over a 4-year period as consultant. Station seeks change of call letters to WTVM.

New and Upcoming Stations: WSOC-TV, Charlotte, N. C. (Ch. 9) begins April 28 with NBC-TV, also carrying some ABC-TV programs, after April 24 test pattern debut. It's second vhf in city where WBTV (Ch. 3) has been operating since 1949; uhf WQMC (Ch. 36) left air March 15, 1955 (Vol. 11:12). Other starter this week was Henry Kaiser's KHVH-TV, Honolulu (Ch. 12), city's fourth outlet, which began April 22 with test patterns, has May 5 programming target—subject to Court of Appeals action on protest filed by KULA-TV (Ch. 4).

Nation's first uhf station is due to go dark April 30, Storer Bestg. Co. asking FCC permission to throw switch on KPTV, Portland, Ore. (Ch. 27). Attorney-oilman George Haggarty is buying assets of station along with city's KLOR (Ch. 12), planning to keep KPTV's NBC-TV affiliation (Vol. 13:6). He'll also keep KPTV call letters. With 2 stations on and one off this week, on-air box score stands at 498 (91 uhf).

WSOC-TV has 50-kw transmitter and 1000-ft. Ideco tower with 12-section antenna near Newell, N. C., also site of temporary studio while permanent studios are being constructed at 1925 N. Tryon St. Owners: pres.-gen. mgr. E. J. Gluck, 1%; Larry Walker, exec. v.p. (ex-gen. mgr. of WBTV), 5%; R. S. Morris, 21%; E. E. Jones, 46%; Hunter Marshall family, 27%. George Henderson, ex-Crosley stations' gen. sales mgr., is gen. sales & promotion mgr.; Robert Provence, ex-WLW, Dayton, program director; James W. Evans, ex-WXEX-TV, Richmond, promotion director; L. L. Caudle Jr., from WSOC, chief engineer. Base hour is \$900. Rep is H-R Television Inc.

KHVH-TV, on grounds of Henry Kaiser's Hawaiian Village Hotel, has 2-kw RCA transmitter, 165-ft. tower with 6-section antenna. Owners are industrialist Henry J. Kaiser, with 75%, and local time salesman & announcer

Hal Lewis, exec. v.p. with 25%. They're 50-50 partners in radio KHVH, ordered off air by FCC while protest was being considered; station will resume shortly, Commission having denied protest this week. KHVH-TV is managed by Lewis; James A. Washburn, ex-KONA-TV, TV exec. producer; Ernest Lindemann, ex-KONA-TV, chief engineer. Base hour is \$350, Rep is Roy V. Smith Assoc.

Brownlee Power Plant Camp, Ore. translators K72AC & K76AC began April 22, repeating KBOI-TV & KIDO-TV, Boise, Ida., owner Idaho Power Co. has informed FCC. Its K70AN & K74AE at Oxbow Power Plant Camp, Ore. are due to start shortly, also repeating the Boise stations, writes A. B. Day, communications engineer for Idaho Power. Construction and operation of translators are under direction of plant engineer Carl Lewis. K77AB, Alpine, Tex., operated by The Honor System TV Assn., began relaying KOSA-TV, Odessa, April 26.

Equipment shipments reported this week by RCA: 100-kw transmitter, second shipped by RCA, to upcoming WIIC, Pittsburgh (Ch. 11) April 25; used 10-kw transmitter April 22 to upcoming educational WMVS, Milwaukee (Ch. 10); 6-kw transmitter April 16 to WMAR-TV, Baltimore (Ch. 2); 12-section superturnstile antenna April 26 to WPFH, Wilmington-Philadelphia (Ch. 12).

Power & height increases: KFEQ-TV, St. Joseph, Mo. (Ch. 2) plans power increase from 50.1 to 100-kw end of May; WDSM-TV, Duluth-Superior, aims to have 804-ft. Ideco tower in use Aug. 1.

NBC's WRC-TV, Washington, lays cornerstone of new studios at 4001 Nebraska Ave. morning of May 2, FCC commissioners and other dignitaries attending.

KVSO-TV, Ardmore, Okla. (Ch. 12) resumed April 26, after being off air since April 2 when tower was destroyed by tornado.

Network Accounts: Warner-Lambert made biggest plunge into network sponsorship to date this week with \$10,000,000 buy of new western series *The Restless Gun*, starring John Payne, on NBC-TV, starting Sept. 23, Mon. 8-8:30 p.m., and alt. sponsorship of NBC-TV's *Tic Tac Dough*, starting Sept. 12, Thu. 7:30-8:00 p.m., both thru Sullivan, Stauffer, Colwell & Bayles. Big pharmaceutical & toiletries manufacturer last Feb. signed \$2,500,000 contract as first sponsor of NTA Film Network (Vol. 13:5) . . . Pillsbury signs for alt. sponsorship of *The Big Record*, replacing *Arthur Godfrey Show* on CBS-TV, starting in fall, Wed. 8-9 p.m. . . . Ford due to drop *Ford Theatre* on ABC-TV Wed. 9:30-10 p.m., at end of summer . . . Kaiser Aluminum, whose *Kaiser Aluminum Hour* leaves NBC-TV in June, may sponsor new filmed *The Mark of Zorro & The Californians* on ABC-TV in fall, former probably Thu. 8-8:30 p.m., latter probably Thu. 8:30-9 p.m. . . . Oldsmobile ready to sign for 9 shows separately starring Jerry Lewis & Dean Martin on NBC-TV in fall, probably in week end time period, thru D. P. Brother . . . Kimberly-Clark (Kleenex) signs alt. sponsorship of *Playhouse 90* on CBS-TV, starting in fall, Thu. 9:30-11 p.m., thru Foote, Cone & Belding . . . Toni and DeSoto renew Groucho Marx's *You Bet Your Life* on NBC-TV next season, Thu. 8-8:30 p.m., thru North Adv. . . . American Tobacco looking for co-sponsor for *Your Hit Parade* on NBC-TV next season, Sat. 10:30-11 p.m. . . . Hallmark and Union Carbide considering sponsorship of NBC-TV opera next season . . . Borden signs again for *The People's Choice* on NBC-TV Thu. 9-9:30 p.m. . . . R. J. Reynolds sponsors *The Bob Cummings Show* on NBC-TV, starting Sept. 24, Tue. 9:30-10 p.m., thru Wm. Esty . . . GE signs again for *Cheyenne* on ABC-TV Tue. 7:30-

8:00 p.m., thru Young & Rubicam . . . Chesebrough-Pond cancelling *Jim Bowie* on ABC-TV Fri. 8-8:30 p.m. . . . R. J. Reynolds may drop *Wire Service* on ABC-TV Mon. 7:30-8:30 p.m.; MGM's *Mystery Street* is possible replacement . . . American Chicle buys one-half sponsorship of *Sugarfoot* on ABC-TV Tue. 7:30-8:30 p.m., thru Ted Bates . . . General Mills cancels *Giant Step* on CBS-TV Wed. 7:30-8 p.m., time period being taken by *My Friend Flicka*.

Jurisdictional dispute forced cancellation of telecast by CBS's WCBS-TV of American Theatre Wing's Antoinette Perry Awards April 21 from New York's Waldorf-Astoria, and there was talk this week of at least 2 lawsuits as a result. Dispute was between IBEW & IATSE over handling of lighting for the show—hinging on question of whether telecast was a "special event" or a "production." At week's end, sponsor Pepsi-Cola was said to be considering suit against WCBS-TV to recover costs of promoting telecast and CBS was weighing several possible actions, including suit against IBEW local.

A 5-10% increase in advertising volume this year, over last year's \$10 billion, was predicted by AAAA pres. Frederick R. Gamble during annual meeting at Greimbrier, White Sulphur Springs, W. Va. Gamble continues as AAAA pres. Other officers elected: Melvin Brorby (Needham, Louis & Brorby), chairman; J. Davis Danforth (BBDO), vice chairman; Ross H. Ryder (Ryder & Ohleyer), secy.-treas.

Rate increases: WBBM-TV, Chicago, March 1 raised base hour from \$3900 to \$4100, with Class AA 20 sec. only rate remaining \$875. WDBO-TV, Orlando, Fla. April 1 raised hour from \$300 to \$450, min. \$65 to \$90. KWTX-TV, Waco, has raised hour from \$250 to \$300, min. \$50 to \$60.

Telecasting Notes: Best and most interesting news coverage of TV scene by general circulation magazines is still found in *Time*. The reason: The magazine generally eschews "fan" material and instead treats TV as genuine news source. Good examples are recent survey of "tyranny of ratings" and cover story on Charles Van Doren. In April 22 issue, *Time* took an oft-asked question—"Are the quiz shows rigged?"—and essayed an answer in 1½ pages of interesting (and controversial) copy. *Time's* answer, elaborated in text of story: "The producers of many shows control the outcome as closely as they dare—without collusion with contestants, yet far more effectively than most viewers suspect" . . . Next TV season "shapes up as an uninspired repeat of the soon-ending current lowercase semester," despairs TV editor George Rosen in April 24 *Variety*. "TV, any way you look at it," he continues, "is precisely in the same unimaginative rut it was 4 or 5 years ago when it took a Pat Weaver to inject a nick-of-time stimulant and generate a coast-to-coast enthusiasm of sorts for a bogged-down medium" . . . Current TV season has had biggest number of program casualties of any to date, sums up April 27 *Billboard*; of 32 new programs that went on air last fall, it finds only "8 positive survivors," with 18 definitely going off and half-dozen still on the fence . . . All-Negro variety series reportedly being discussed with potential sponsors by ABC-TV . . . Record \$2,000,000 in residual payments for TV film reruns will be paid to Screen Actors Guild members in fiscal year ending Oct. 31, predicts SAG exec. secy. John L. Dales . . . Kiddie film package series, under title of *Funarama*, being offered by NTA in 30 & 60-min. segments, consisting of cartoons and movie shorts, mostly in color . . . Universal Pictures hopes to have TV distribution deal signed for its 500 pre-1948 pictures within next 4 weeks . . . MGM formally signed lease deals

TASO panel & committee chairmen, and coming panel meetings, as announced this week by exec. director George R. Town: Panel 1, transmitting equipment, Wm. J. Morlock, GE (Ralph N. Harmon, Westinghouse Bestg. Co., vice chairman); meeting April 24. Committees—standard transmitters (medium & high power), John E. Young, RCA; repeater transmitters, Benjamin Adler, Adler Communications Labs; antennas, Andrew Alford; systems, Orrin W. Towner, WHAS-TV, Louisville. Panel 2, receiving equipment, Wm. O. Swinyard, Hazeltine Research (K. A. Chittick, RCA, vice chairman); meeting May 9. Committees—separate uhf & vhf receivers (vhf-only, uhf-only), Wilson P. Boothroyd, Philco; combination uhf-vhf receivers, John F. McAllister Jr., GE (pro tem); uhf converters, Seymour Napolin, Granco; antennas & transmission lines, George W. Fyler, Zenith; community antennas & distribution systems, Lester C. Smith, Spencer-Kennedy (pro tem). Panel 3, field tests, Knox McIlwain, Burroughs Research Center (Frank L. Marx, ABC, vice chairman); meeting April 29. Committees—bibliography & sources, Richard J. Farber, Hazeltine; questionnaire form, Raymond F. Guy, NBC; picture quality vs. field strength, James D. Parker, CBS-TV, Frank L. Marx, ABC, Raymond F. Guy, NBC, co-chairmen; assembly & correlation of data, Knox McIlwain. Panel 4, propagation data, Frank Kear, Kear & Kennedy (Stuart L. Bailey, Jansky & Bailey, vice chairman); meeting May 21. Committees—measurement of service field, Howard T. Head, A. D. Ring & Assoc.; measurement of interfering fields, George C. Davis; review of existing records of service fields, Wm. S. Duttera, NBC; new factors, Lucien E. Rawls, WSM-TV, Nashville. Panel 5, analysis & theory, Robert M. Bowie, Sylvania (Wm. B. Lodge, CBS, vice chairman); meeting May 22. Committees—psychological aspects of picture quality, Odhen L. Prestholdt, CBS-TV; systems concept, Donald W. Peterson, RCA Labs; TV coverage presentation, Howard T. Head.

for its 723-feature library with Crosley Broadcasting (at a reported \$4,000,000) and with RKO Teleradio's WNAC-TV, Boston (\$2,000,000) . . . Barry & Enright have sold their packaging operation—along with exclusive services of Jack Barry & Dan Enright—to NBC for \$2,200,000. Howard Selsher, producer of Barry-Enright *Tic Tac Dough*, leaves next week for England to set up British version for ITA. Title: *Naughts & Crosses* . . . Charles Van Doren's first assignment under his NBC contract will be 8 minutes of commentary in connection with unsponsored rerun of "Call to Freedom" in *Project 20* series May 5, 4-5:30 p.m. . . . ABC rebuilding Vine St. radio studios in Hollywood for audience participation TV originations . . . Mrs. America of 1956, Ramona Dietemeyer, has been named women's director of KOLN-TV, Lincoln, Neb.; she'll serve as hostess on daily women's show and represent station in community projects . . . "Mr. Television," Milton Berle, said this week he'll probably never return to TV. His filmed series, *Follow That Man*, hasn't attracted a sponsor for NBC-TV this fall.

ABC is transmitting test signals during programming, using 4 lines of vertical interval between pictures, engineering v.p. Frank Marx announced this week. FCC recently authorized various types of tests to determine what test information should be incorporated in vertical interval (Vol. 13:12, 14-15). ABC-TV is transmitting amplitude reference signal for correct picture contrast, using new Telechrome vertical interval test signal keyer.

Ziv TV's international div. moved this week into new headquarters on Maxwell Ave., Cincinnati, from which it plans to operate through its own sales organization in every overseas country with TV except Scandinavian and Iron Curtain nations.

Nine-hop microwave to feed Denver TV station signals to community antenna system in Rapid City, S. D. and intervening points was granted this week to Blackhills Video Corp. in final decision terminating long fight with AT&T. Midwest Video Corp. plans to establish CATV system in Rapid City—and there are prospective systems for Alliance & Chadron, Neb. and Hot Springs, S. D. AT&T had argued that Blackhills and Midwest have interlocking ownership, but Commission ruled this no bar to grant.

Heavy schedule of network public service programs is now carried on Sundays by Boston educational WGBH-TV (Ch. 2) as result of grants from *Boston Globe* and *Record-American*. Under FCC rules which require deletion of commercials, station's Sunday schedule now includes these live network shows: *UN in Action*, *Camera 3*, *Let's Take a Trip*, *Face the Nation*, *World News Roundup* & *Odyssey* from CBS; *Zoo Parade* & *Meet the Press* from NBC.

Walter Winchell says he'll withdraw his \$7,000,000 breach-of-contract suit against ABC (Vol. 11:36, 44), following the announcement that ABC-TV had purchased Desilu's 30-min. weekly film series, *The Walter Winchell File*, dramatizations based partly on stories covered in Winchell's column. Said Winchell: "I don't see how I can sue a network I'm going to work for."

Easing of China ban to permit entrance of "strictly limited number of correspondents" is contemplated by State Dept. Secy. Dulles told April 23 news conference he'll consider relaxation of much-protested travel restrictions (Vol. 13:12) if critics offer plan which wouldn't bring 'general breakdown' of regulation.

"Martin Luther" movie, whose cancellation by *Chicago Tribune's* WGN-TV last Dec. 21 started bitter religious controversy (Vol. 13:11), finally got Chicago showing April 23 over ABC's WBKB. Sponsor was Community Builders Inc.

Personal Notes: Dean Shaffner, ABC Radio v.p. for research & sales development, resigns to join NBC-TV as director of network sales planning . . . E. Charles Straus, ex-Filmcraft Productions & Wm. Morris Agency, named to new CBS-TV post of Hollywood talent & casting director . . . Peter McDonald and Eugene Hallman promoted to new CBC English-language posts of director of TV network programming and director of radio network programming, respectively, both headquartering in Toronto . . . James M. Gaines, gen. mgr. of WOAI-TV & WOAI, San Antonio, succeeds late Hugh A. L. Half as pres. of Southland Industries Inc.; George C. Beaury is treas., Hugh Half Jr. chairman . . . Eric Jensen, gen. mgr. of WLWD, Dayton, named admin. asst. to John T. Murphy, Crosley Bestg. Corp. TV v.p., succeeded by George Gray, gen. sales mgr. of radio WLW, Cincinnati . . . James E. Allen promoted to sales mgr. of WBZ-TV, Boston, succeeding C. H. Masse, resigned . . . Yale Roe, ex-WBKB, Chicago, joins KGO-TV, San Francisco, as national spot sales mgr. . . . J. I. (Jim) Meyerson resigns as gen. mgr. of WITI-TV, Whitefish Bay-Milwaukee . . . Van Beuren W. DeVries, program director of WGR-TV, Buffalo, promoted to station mgr. . . . Judith Waller retires April 30 after 25 years as public affairs & education director of NBC's central div.; she broke into radio in 1922 as first mgr. of radio WMAQ, Chicago; author of textbook, *Radio, the Fifth Estate*, she'll be TV-radio consultant for Michigan State, Purdue & Northwestern . . . Arthur Perles advanced to promotion director of NBC subsidiary California National Productions . . . Chalmers Dale promoted to asst. mgr. of CBS-TV film services dept. . . . Robert O. Paxson, local sales mgr. of KTVH, Wichita-Hutchinson, Kan., becomes sales mgr. of upcoming KETV, Omaha (Ch. 7) in mid-May . . . Judd Woods, ex-Bruce Brewer Adv., named

mgr. of radio WDAF, Kansas City, succeeding V. S. Batton, who retires after 34 years with *Kansas City Star* station . . . Douglas Whitney, ex-RKO Studios & CBS-TV, joins Screen Gems to negotiate & create TV packages . . . Arthur E. Pickens Jr. named programming v.p. of Walter Schwimmer Co.; Bernard Crost promoted to sales v.p. . . . John J. Casserly, ex-CBS TV-radio news staff, appointed Rome INS-INP bureau mgr. . . . Earle Welde promoted from gen. sales mgr. to asst. gen. mgr. of WNAO-TV, Raleigh; Joe F. McGinley promoted from regional to gen. sales mgr. . . . Wm. G. Moody, commercial production mgr. of KIMA-TV, Yakima, Wash., promoted to program director of satellite KEPR-TV, Pasco . . . Howard Henken, ex-Shamus Culhane Productions & Teleprompter, named sales mgr. of Academy Pictures . . . Cleo E. Long resigns as mgr. of KHAD-TV, Laredo, Tex. . . . Peter J. Smith, ex-NBC mgr. of tele-sales, named v.p. of Closedcircuit Telecasting System (Fanshawe Lindsley) . . . Stanley Dudelson transfers as mgr. from Screen Gems north central div., Detroit, to midwest div., Chicago, replacing Henry A. Gillespie, resigned.

Obituary

Nils T. Granlund, 57, known as "N. T. G." for nearly 40 years in show business, died April 21 in Southern Nevada Memorial Hospital, Las Vegas, following taxi accident. He was early success in radio, starting in 1922 at Marcus Loew's WHN (now WMGM), N. Y., where he claimed he introduced Harry Richman, Eddie Cantor, Al Jolson as broadcasting performers. From radio he branched into night clubs in N. Y. & Los Angeles, becoming celebrated as girl show producer. He was m.c. on several early TV shows, ran local *Hollywood Road to Fame* TV program, won \$10,000 recently on NBC-TV's *Big Surprise*. Surviving is his widow.

ADVERTISING AGENCIES: Charles H. Brower, BBDO exec. v.p. since 1946, elected gen. mgr. & vice chairman of exec. committee . . . Paul R. Smith named pres. of Calkins & Holden, succeeding Harold L. McClinton, who resigned to form new Reach, McClinton & Co.; Merlin E. Carlock named vice chairman . . . Ransom P. Dunnell named a v.p. of Alley & Richards in charge of TV-radio, N. Y. . . . Philip L. Worcester, onetime program production mgr. of WNBK, Cleveland (now KYW-TV), named head of TV-radio-film dept. of Fuller & Smith & Ross, same city.

J. H. Whitney & Co. forms subsidiary Corinthian Bestg. Corp. to coordinate management of its TV & radio stations (KOTV, Tulsa; KGUL-TV, Galveston; WISH-TV & WISH, Indianapolis; WANE-TV & WANE, Ft. Wayne). Officers & directors, all Whitney partners: Walter N. Thayer, chairman; C. Wrede Petersmeyer, pres.; Robert F. Bryan, secy.-treas. Petersmeyer is chairman of Corinthian policy committee comprising station managers.

Presentation of FCC awards to employes for superior accomplishment, set for 10:30 a.m. April 30 in Post Office Auditorium, includes citation to John Fitzgerald, chief of Office of Opinions & Review, for "outstanding performance of duties which resulted in the highly successful record of the FCC in disposing of an unprecedented number of adjudicatory cases."

Whistling broker: In addition to being a professional station broker, Bill Stubblefield of Hamilton, Stubblefield, Twining & Assoc., is also a professional whistler—his new record, *Blue Indian Summer* and *With Mighty Hands*, just released by Imperial Records, Hollywood.

Joining Washington law firm of Welch, Mott & Morgan are John B. Letterman, who was with firm in 1951-52, and in private practice since, and Donald E. Bilger, ex-Asst. U. S. Attorney for District of Columbia.

"Mike Awards" to women by *McCall's*, presented April 27 at St. Louis convention of American Women in Radio & TV: Lee Phillip, WBBM-TV, Chicago, "outstanding woman" of 1956 for *Operation Inoculation* in polio epidemic; Ida A. McNeil, radio KGFX, Pierre, S. D., for community broadcasts, particularly to hospital patients; Marian O'Brien, KETC, St. Louis, for *Ladies First* creative writing workshop; Sophie Altman, WRC-TV, Washington, for *Teen Talk*; Elise Kemper, WMAR-TV, Baltimore, for *City Council Report*; DelVina Wheeldon, radio WCKY, Cincinnati, for series on jet flying; Helen Parkhurst, Westinghouse radio stations, for *Growing Pains*.

Certificate of Achievement was awarded NBC by American Public Relations Assn. April 26 at annual convention in Philadelphia for "highly professional public relations program" portraying "value of the network as a unifying force for news, culture, advertising & economics." APRA also cited NBC's educational TV plan (Vol. 13:12) as example of network's "community interest."

Alliance of TV Film Producers names John Zinn, ex-Chertok TV, first full-time exec. director. Other new officers: Maurice Morton, McCadden Productions, pres.; Archer Zamloch, Hal Roach Studios, treas. Maurice Unger, Ziv, continues as v.p., while John Findlater, Revue Productions, remains secy.

ASCAI' reelected all officers at board meeting April 25 in N. Y.: Paul Cunningham, pres.; Louis Bernstein & Otto A. Harbach, v.p.'s.; John Tasker Howard, secy.; Saul H. Bourne, treas.; George W. Meyer, asst. secy.; Frank H. Connor, asst. treas.

Frederick W. Clayton, civil engineer recently serving as member of Nevada Public Service Commission, has been appointed asst. chief of FCC Common Carrier Bureau, filling vacancy.

FABULOUS ELECTRONICS INDUSTRY IN PUBLIC EYE: Burgeoning and pervasive electronics industry, of which TV and military superweapons are the keystones, in last few weeks has become subject of renewed interest by press, financial houses and public. As fastest-growing major U.S. industry, it shows no signs of leveling off -- though rapidly multiplying commercial and military applications now have grabbed spotlight from the mature (and momentarily somewhat troubled) TV segment of industry.

Though electronics volume totaled \$11.6 billion last year (goods & services), according to RETMA -- doubling itself in 6 short years -- it should see another 5-10% increase in 1957, according to Sprague Electric chairman Robert C. Sprague. Judging from general economic indicators, the former RETMA pres. told us this week, "business generally should be good, with electronics doing a little better than the average."

An unpublished RCA research study reinforces the prevalent spirit of bullishness on electronics. It places 1956 industry revenues at \$10.9 billion, projects 1957 figure of \$11.9 billion, foresees \$22.4 billion by 1965.

Same spirit is reflected in recent "profiles" of the industry in Time, Fortune, Wall Street Journal. April 29 Time -- covering much the same ground as April Fortune story -- gives this portrait of electronics today: "From a gross of only \$2 billion in 1946, it has become the fifth biggest U.S. industry, with 4200 companies, a work force of 1,500,000 and sales of \$11.5 billion annually." Time makes forecast: "In the next decade the electronics industry will double again to at least \$22 billion and beyond that the horizons are limitless." However, it adds warning against overdependence on military: "The Pentagon is a notoriously fickle customer."

Fortune began 4-part series this month hailing arrival of electronics as a major industry -- "the first full-length portrait of electronics as a business." The future articles will deal with components, industrial electronics and industry's competitive forces. First story ranks electronics fifth among U.S. industries -- behind automotive, steel, aircraft, chemicals, in that order -- and predicts \$16 billion annual rate of sales & services by 1960, perhaps \$22 billion by 1965.

Phenomenon peculiar to electronics is treated in Wall Street Journal April 24 story -- "the growing number of high-caliber scientists who are forsaking their labs and classrooms to become business executives." Drawing mainly on booming west coast electronics center, article points up problems faced by bankers in dealing with scientists-turned-businessmen. On one hand, some scientists feel their training in objectivity helps solve business problems; on the other, bankers throw up their hands at scientists who buy expensive equipment without finding out if company has money to pay for it -- or those who dream of research schemes while they are in important conferences on financial matters.

* * * *

TV, former glamor-boy of electronics industry, seems to have reached a sales plateau -- somewhere around 7,000,000 sets annually -- while other segments, such as military and industrial, continue strong advance. Even radios & phonos -- with console models now revived under catchall title of hi-fi -- are now forging steadily ahead. But a study of statistics since Jan. 1 shows TV production down some 440,000 from similar period last year and some 800,000 under comparable 1955 term. Key to decrease is that production is finally gearing itself accurately to retail sales.

Feeling of optimism seems to pervade TV industry as it readies itself for new lines to be introduced this summer. One index of TV expectations this year can be gleaned from the RCA study mentioned above. It breaks down total industry analysis into segments, with this line-up for consumer products (TV-radios-phonos-records): 1956 retail, \$4.5 billion; 1957, \$4.85 billion; 1965, \$8.5 billion.

Trend to higher prices also seems pretty definite, reflecting use of 110-degree tube (Vol. 13:13). Sylvania is upping its 110-degree portables \$10 (see p. 9);

GE raised suggested lists of new portables at introduction (Vol. 13:14). One tube maker told us his prices are now at rock-bottom, and with production costs mounting there will have to be price boosts -- which eventually means increases all along the line. A component maker reflected same feeling, stating that TV industry now is "practically giving away the merchandise." Responsible pricing, he said, should aid the industry -- "I don't like being a philanthropist, but I have to be, temporarily."

There's a slowly growing feeling that color may be of some help to industry this year. Component-maker Sprague is one who subscribes to this view, telling us he thinks color is finally beginning to take hold and set sales are coming easier.

Production: TV output was 78,269 week ended April 19, the week before Easter, compared with 94,866 preceding week and 147,038 in corresponding week one year ago. It was year's 16th week and brought TV production for year to date to about 1,750,000, compared with 2,256,859 in same period of 1956. Radio production totaled 266,707 (94,406 auto) week ended April 19, compared with 287,682 (91,885) the preceding week and 249,487 (72,022) in corresponding week year ago. Radio output for 16 weeks totaled about 4,797,000 (1,925,500) vs. 4,276,981 (1,659,970) in same 1956 period.

DISTRIBUTOR NOTES: Emerson appoints Straus Sales Co., 621 N. First St., St. Louis (Milton J. Wise & Eugene J. Straus, partners) . . . Packard-Bell appoints Merwyn Johnson for Seattle area; he succeeds Don Redmond, retired . . . Olympic's N. J. factory branch moves to 10,000-sq.-ft. quarters at 361 Jelliff Ave., Newark, May 1 . . . Westinghouse appoints Westlake Electronic Supply, Seattle, for tubes . . . Sylvania appoints Radio TV Products Inc., 1141 Fell St., Redding, Cal. for tubes.

Sylvania raises price of 17-in. 110-degree portables \$10 to \$150, \$170 & \$180 effective May 13 to cover increased material costs and, says gen. sales mgr. Robert L. Shaw, "to give distributors and dealers better dollar margins." Increase matches GE's \$10 boost when it introduced 14-in. portable with suggested range of \$140-\$150, 17-in. \$170-\$180 (Vol. 13:14). Shaw said: "We feel that the pricing of TV sets has reached the bottom of its downward swing and that most major manufacturers have long recognized the need for a re-pricing more in keeping with the actual expenses of selling in today's competitive market."

Total of 22,824 TV-radio repair shops grossed \$307,922,000 in 1954, according to Census Bureau survey released this week. It lists yearly payroll of \$60,739,000 for 18,281 paid employes. In breakdown by receipts, there were 23 with business of \$500,000 or more; 32 from \$300,000 to \$499,000; 213 from \$100,000 to \$299,000; 638 from \$50,000 to \$99,000; 1144 from \$30,000 to \$49,000; 1474 from \$20,000 to \$29,000; 1423 from \$15,000 to \$19,000; 2528 from \$10,000 to \$14,000; 5468 from \$5000 to \$9000; 3690 from \$3000 to \$4000; 2693 at \$2000.

New product approach will be topic of RCA Victor group at May 6-18 marketing orientation seminar of American Management Assn. at Sheraton-Astor Hotel, N. Y. Group will describe process from idea to marketing finished product.

Business failures in March among TV-radio-appliance retailers totaled 43, representing liabilities of \$1,577,000, according to Dun & Bradstreet monthly report. In Feb. there were 41 failures with liabilities of \$1,273,000; in March 1956, 30 failures with \$1,102,000 liabilities.

Philco ships one model from 1958 line, 21-in. table model at \$180, which it says "is too hot to keep off the market." Balance of line will be shown at June 2-4 Philadelphia distributor convention.

Canadian TV production for Jan.-Feb. totaled 65,382, compared with 122,159 for the same 1956 period, reports RETMA of Canada; Feb. 1957 figure was 31,956 vs. 63,603 in Feb. 1956.

Color saturation is the key to Milwaukee's "Carnival of Color," RCA merchandising-v.p. Martin F. Bennett telling the Milwaukee adv. club that the area will have 210 hours of color TV programming in May. He said public interest in color is mounting—area dealers reporting "substantial rise in number of inquiries . . . and sales." He said time "is ripe for an all-out effort on behalf of color. All of the elements, in fact, are present for a bandwagon psychology that could send color TV sweeping across the country with the same sort of speed we had with black-&-white."

Careful control of consumer credit by retailers was urged this week by Federal Reserve Board member A. L. Mills Jr. in talk at NRDGA conference in Cincinnati. He suggested new forms of credit be analyzed to determine whether they're reducing consumers' respect for obligations. He added that he'd seen no evidence of such de-development "but we must do everything possible to be sure that it will never happen."

Reasons for drop in Canadian TV set sales were listed by RETMA of Canada gen. mgr. F. W. Radcliffe as: (1) Fewer new stations. (2) New markets have smaller sales potential. (3) Fast rate of set purchases has already produced high saturation. He told Canadian Assn. of Radio, TV & Appliance Dealers this week "there is nothing wrong with TV sales in Canada that intelligent analysis and well-planned selling and promotion will not cure."

Westinghouse's Columbus appliance plant (4000 employes) goes back to 5-day week next week after cutback to 4-day week beginning of April. Company had said curtailed work week would continue as long as general market conditions warranted.

NARDA exec. committee chairman Harry B. Price Jr., pres. of Price's Inc., Norfolk, and Louis Bree Smith Sr., consultant, Thorofare Markets Inc., Pittsburgh, were elected directors of Brand Names Foundation, Inc.; they represent Retail Advisory Council.

Crescent Industries has notified Ill. Secy. of State it intends to dissolve and a company spokesman said that, effective immediately, operations and assets will be transferred to parent Warwick Mfg. Corp. "to achieve a more efficient way of doing business."

Heath Co., Daystrom kit-making subsidiary, starts construction of 142,000-sq. ft. plant in St. Joseph, Mich. to replace its 6 present plants in area.

Emerson advertising account for all products, resigned by Grey Adv., goes to Martin L. Smith & Co.

Muntz enters hi-fi with \$140 unit, starts shipments about May 1.

Financial & Trade Notes: DuMont Broadcasting Co., spun off from Allen B. DuMont Laboratories Inc. at end of 1955 (Vol. 11:42) and operating stations WABD, New York (Ch. 5) and WTTG, Washington (Ch. 5), had gross income of \$5,355,149 and loss of \$899,593 in 1956. Its total assets as of Jan. 26, 1957 were \$5,834,368, current assets being \$3,568,168, current liabilities \$2,157,895, cumulative deficit from operations \$1,652,451. Radio WNEW, which it is acquiring (see p. 4) grossed \$4,116,836 and earned \$709,167 in year ended Oct. 31, 1956, and in 3 months thereafter grossed \$1,405,124 and showed net operating profit of \$104,920; its total assets on Jan. 31, 1957 were \$3,704,972, total liabilities \$3,277,791, surplus from operations \$277,181. Its no par common stock outstanding is on the books at \$150,000.

Figures are disclosed in 32-page notice of stockholders meeting May 13 to consider DuMont's purchase of WNEW for \$2,932,087 cash plus 270,147 shares of DuMont capital stock, cash to be raised by entitling DuMont stockholders to purchase 314,812 shares of its stock, at \$8.25 per share, at rate of one for each 3 held. Paramount Pictures Corp. (already owner of 251,400 or 26.6% of the 944,436 DuMont shares now outstanding) has agreed to exercise its rights to purchase 83,800 shares.

Sellers of WNEW are Jack Wrather Jr., 37½%; John L. Loeb & associates in firm of Carl M. Loeb, Rhoades & Co., 37½%; Richard D. Buckley, WNEW mgr., onetime pres. of John Blair & Co., 25%—latter securing 5-year contract to continue managing for 2½% of gross sales (but not in excess of \$120,000) per annum.

Complex financial deal also proposes that DuMont stockholders authorize acquisition of Paramount-owned KTLA, Los Angeles (Ch. 5) for not less than 700,000 nor more than 800,000 shares of DuMont stock, subject to FCC approval, along with 100% of Famous Music Corp. and 50% each of Paramount-Roy Rogers Music Co. and Gomalco Music Corp. KTLA is revealed as having grossed \$3,231,677 in 1954, \$4,070,247 in 1955, \$3,945,401 in 1956 and \$276,694 in 4 weeks ended Jan. 26, 1957. Operating at a loss each year except 1955 (when profit was \$167,499), its deficit at the end of each period was \$680,035, \$512,536, \$485,770 & \$525,348, respectively. Current assets as of Jan. 26 were \$915,744, current liabilities \$1,000,637.

Neither the late John Balaban, who died April 4, nor ex-pres. Robert E. Kintner, now an NBC v.p., will be replaced on American Broadcasting-Paramount Theatres board of directors at annual stockholders meeting May 21, according to April 18 proxy statement which also discloses that Kintner's 1956 remuneration was \$125,000; that an additional \$230,000 is payable to him between 1957 & 1960 pursuant to his Jan. 1, 1951 employment agreement as amended in connection with his resignation last Oct. 12; that pres.-chairman Leonard Goldenson's 1956 remuneration was \$181,000, v.p. Edward L. Hyman's \$54,400, Robert H. O'Brien's \$54,000, v.p. Sidney M. Markley's \$49,200, Robert E. Wilby (Wilby-Kincey Service Corp.), \$33,381. Others among the 15 directors standing for reelection: Earl E. Anderson, v.p., Beech-Nut Life Savers Inc.; A. H. Blank, pres., Tri-States Theatre Corp.; John A. Coleman, partner, Adler Coleman & Co., brokers; Charles T. Fisher Jr., pres., National Bank of Detroit; E. Chester Gersten, vice chairman, Bankers Trust Co., N. Y.; Robert H. Hinckley, v.p., AB-PT; Robert L. Huffines Jr., chairman, southern div., Frank G. Binswanger Inc.; Wm. T. Kilborn, pres., Flannery Mfg. Co. & Ft. Pitt Mfg. Co.; Walter P. Marshall, pres., Western Union; E. Hugh McConnell, 2nd v.p., Metropolitan Life Insurance Co.; Edward J. Noble, chairman, Beech-Nut Life Savers Inc. Report shows 4,145,652 shares of common stock outstanding, Goldenson and wife

Famous Music Corp.'s current assets as of Jan. 31, 1957 were \$542,535, current liabilities \$361,031, retained earnings \$137,942; its sheet music sales, royalties, etc. in 1956 totaled \$836,449 on which profit was \$97,336, and its retained earnings as of Jan. 31, 1957 were \$137,942. No data is given on Paramount-Roy Rogers and Gomalco Music because "combined income and net assets thereof are not regarded as material."

Also to be voted on is Buckley as a new DuMont director, and disclosed is ownership of 20,000 shares of DuMont stock by Robert C. Jones, senior partner, Jones, Kreeger & Hewitt, which also beneficially owns 25,000 shares. Col. Jones was appointed a director last Feb. 27 to succeed Adm. Stanley F. Patten, resigned; he's now largest officer-director stockholder, chairman DuMont's holdings being 15,040 shares excluding 3200 held in irrevocable trust for his son.

Guild Films Inc., reporting on fiscal year ended Nov. 30, 1956, discloses gross rental income of \$4,565,910 and net income of \$8187 vs. \$6,279,123 & \$22,445 in preceding fiscal year. However, current assets rose to \$7,590,402 vs. current liabilities of \$3,387,598, so that working capital was \$4,202,804 as against \$2,162,849 year earlier, and pres. Reuben R. Kaufman, reporting 23 program series now on hand (8 produced by company itself), foresees "unprecedented record volume of domestic sales in 1957" as well as "vast potential" for foreign sales as more TV stations open up. Annual stockholders meeting May 18 is being asked to elect as new directors John J. Cole, sales v.p.; Harry McDonald, ex-RFC, now Washington investment counselor; Sydney S. Murley, chairman, Robin International Inc., industrial importers-exporters. Amendment to articles of incorporation will also be voted on to permit firm to operate broadcasting facilities, including pay TV, designed immediately to permit it to complete FCC-stymied purchase (for \$287,000 plus assumption of some \$350,000 obligations) of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM (Vol. 12:23, 29, 36, 38). Proxy statement, revealing Kaufman controlling 69,106 out of 1,535,116 outstanding shares, shows his 1956 fiscal year remuneration as \$40,769, Cole's \$39,403; it also shows Matty Fox (C&C TV) controlling 251,714 shares (16.4%), and director Nicolas Reisini 177,700 shares (about 12%).

owning 52,700, O'Brien 5600, no other director as much as 5000—with exception of the 8949 owned by Noble personally and 337,304 by Edward John Noble Foundation, charitable trust. In addition, Messrs. Goldenson, Hinckley & Markley hold options respectively on 25,000, 1500 & 7100 shares of common, and an option on 9500 shares held by Kintner was unexercised and terminated.

Westinghouse, fighting back from crippling effects of last year's strike, reports record-breaking sales of \$475,686,000, earnings of \$14,198,000 (82¢ a share) for first quarter, compared with \$225,366,000 sales and loss of \$18,575,000 in similar period last year. Previous first quarter peak was \$406,537,000 in 1954. Chairman-pres. Gwilym A. Price stated: "Although sales billed for the last two quarters have averaged nearly a half-billion dollars, negotiations for new business continue very active and our backlog of orders for apparatus, industrial and atomic products is now at a record level. Defense business continues to be substantial, while in consumer products, Westinghouse, in common with other manufacturers, is experiencing difficult market conditions."

DuMont Labs had \$353,000 loss in year's first quarter on sales of \$10,059,000 compared with net loss of \$79,000 after income tax carryback of \$149,000 on sales of \$11,645,000 for similar period of 1956.

ELECTRONICS PERSONALS: Dr. Arnold O. Beckman, pres. of Beckman Instruments Inc. & Helipot Corp., elected to board of Stanford Research Institute . . . Vernon I. Weihe, ex-Air Transport Assn. & Melpar Inc., joins General Precision Lab's Avionic div. as director of planning activities, headquartering in Washington . . . Samuel M. Kinney Jr. elected Daystrom secy., Roy Sandquist treas., succeeding secy.-treas. George S. Tiernan . . . Gerald R. Sauer named RCA project engineer for Air Defense Command's SAGE operations at Topsham, Me.

Hoffman solar div. has been established by Hoffman Electronics Corp. as part of semiconductor div., Evanston, Ill. It will be headed by Hoffman midwest v.p. M. E. Paradise, with Jerome Kalman as chief engineer. Newly established semiconductor equipment design section in Los Angeles will be headed by N. J. Regnier. In establishing the new branches, pres. H. Leslie Hoffman said "the impact of solar energy upon the electronics field may well be as great in the next 5 years as the impact of transistors has been in the past 5." Currently the only commercial manufacturer of silicon solar cells, Hoffman has contracts for solar power source for U. S. Forestry Service Automatic radio repeater station and experimental solar-powered flashlights for Army Signal Corps.

James D. McLean, who resigned recently as Philco v.p. to become pres. of Hoffman Laboratories Inc., has been nominated to be one of 9 directors of parent Hoffman Electronics Corp., to be elected at annual shareholders meeting May 6. Proxy statement discloses 730,295 shares of common stock outstanding, with pres. H. Leslie Hoffman and family owning 156,005 (21.3%). Mr. Hoffman's 1956 salary was \$30,000, but under deferred compensation agreement commencing Jan. 1, 1960 he will be entitled to \$30,000 annual benefits upon retirement; v.p. M. E. Paradise's 1956 salary was \$58,500, v.p.-treas. C. E. Underwood's \$58,000.

Topp Industries Inc., Beverly Hills, Cal., filed registration with SEC April 19 (File 2-13266) for \$2,750,000 of 6% convertible subordinated debentures due May 1, 1977. Developer & manufacturer of electronics systems for aircraft & missiles industries plans to reduce borrowings and to purchase test & lab equipment for subsidiary Haller, Raymond & Brown Inc. Underwriters are headed by Dempsey-Tegeler & Co.

Webcor reports record first quarter income of \$354,914 (54¢ a share) on sales of \$9,300,364 compared with \$65,596 (10¢) profits on sales of \$7,455,838 for 1956 first quarter. Chairman Titus Haffa attributed improved position to "realistic pricing policies . . . and the results of the reorganization of certain of our departments" as well as increased interest in hi-fi & tape recorders.

Erie Resistor stockholders approved 2-for-1 split (Vol. 13:8) at meeting April 23 in Erie, Pa., authorizing increase in authorized common shares from 500,000 to 1,500,000, creation of 200,000 shares of \$12.50 par preferred, cancellation of 62,475 shares of \$20 par preferred outstanding.

McIntosh Laboratory reports net income of \$46,606 on sales of \$1,065,309 in 1956 compared with \$51,207 on sales of \$779,593 in previous year. Earned surplus was \$98,513 at end of 1956 vs. \$52,252 at end of 1955.

Storer Bestg. Co. earned \$1,286,445 (51.9¢ per share on 973,610 common & 1,501,140 Class B shares outstanding) in first quarter ended March 31, compared with \$1,450,242 (58.6¢) in same 1956 quarter.

Muter Co. earned \$25,585 on first quarter sales of \$2,999,707 compared with \$346 net on \$2,801,968 sales in 1956 first quarter.

Unitronics reports net earnings 76% higher on 40% greater sales for Jan.-Feb., compared with same period in 1956. Pres. Brantz Mayor told L. I. City stockholder meeting this week that 2-month report of \$146,000 (29¢ per share) profit on \$5,451,000 sales indicates "1957 will be a record one for Unitronics—both in sales and earnings." Meeting voted to double the 1,000,000 authorized common shares. For 1956, Unitronics reported net profit of \$588,941 (\$1.25 per share) on \$28,054,836 income (Vol. 13:15). Further diversifying, Unitronics plans merger with Community Antenna Co., Reno, Nev.—cable system serving 2300 subscribers. Mayor, also reporting interest in toll TV, said company has several similar moves in the works. Unitronics divisions are Olympic TV-radio, David Bogen (hi-fi), Presto Recording.

Zenith earned \$1,650,590 (\$3.35 a share) in first quarter 1957 on sales of \$36,658,510 compared with \$1,831,165 (\$3.72) on sales of \$37,915,318 in similar period of 1956. Pres. E. F. McDonald Jr. said TV unit sales held about equal to last year's first quarter record and "contrasted sharply with an industry reduction of 16%." TV deliveries by Zenith distributors to dealers, he said, "were the highest for any first quarter in the company's history . . ." Of FCC consideration of subscription TV, he hopes "this could lead to a favorable decision in the near future, authorizing this new supplemental service" which can provide features "too expensive for advertising sponsorship to support." At the moment, Congressional queries have delayed FCC deliberations on subject (see p. 2).

General Precision Equipment Corp. may approach \$200,000,000 sales this year compared with \$153,261,864 in 1956 (Vol. 13:9), pres. Hermann G. Place told stockholders April 23 in N. Y., estimating first-quarter earnings at 80-90¢ per share vs. 20¢ in same period year earlier. Place acknowledged that company faces problems such as "unhealthy state" of movie business, but said he sees "some signs of improvement" for motion pictures in toll-TV prospects. Holders of \$4.75 cumulative preferred stock authorized directors to issue up to \$20,000,000 of long-term debt financing before Dec. 31, 1959.

Dividends: Electronics Investment Corp., San Diego (Vol. 13:9) reports it will pay quarterly dividend of approximately 3¢ per share from net investment income May 30 to shareholders of record May 1, also on same date will distribute approximately 8¢ per share from net capital gains; Zenith, 75¢ June 28 to holders June 7; Stanley Warner, 25¢ May 24 to holders May 3; Consolidated Electrodynamics, 10¢ June 14 to holders May 29; Sperry Rand, 20¢ June 27 to holders May 24; Westinghouse, 50¢ June 1 to holders May 6; Oak Mfg., 35¢ June 14 to holders May 31; Storer Bestg., 45¢ June 14 to holders June 1; Storer "B," 6¢ June 14 to holders June 1.

American Television Inc. & American Television Mfg. Corp., in Chapter XI proceedings in Chicago federal court, were ruled bankrupt this week by Referee Lawrence J. Miller.

Clevite Corp. reports record sales & profit of \$20,234,000 & \$1,656,000 (88¢ a share) for first quarter 1957, compared with \$18,592,000 & \$738,000 (37¢) in first quarter 1956.

Packard-Bell earned \$403,981 (59¢ per share) in 6 months ended March 31 compared with \$421,274 (61¢) in same period year earlier.

Growth of Philips of Holland (Vol. 12:22) is recounted in May Reader's Digest condensation from *The Financial Times*.

Aerovox earnings rose to \$201,000 (23¢ per share) on sales of \$5,629,000 in quarter ended March 31 compared with \$3600 on \$6,584,000 in first 1956 quarter (Vol. 13:6).

Network Television Billings

March 1957 and January-March 1957

(For February report see *Television Digest*, Vol. 13:14)

STEADY RISE in network TV billings, compared with last year, is reflected in Publishers Information Bureau figures. March statistics, released April 25, show billings hit \$43,533,415—up 7.3% from \$40,588,592 in March 1956. Cumulative first-quarter total increased 8.4% to \$126,440,618 vs. \$116,677,780 in 3-month period year earlier. CBS paced March gains with 12.8% increase to \$20,172,173 from \$17,884,976 in same 1956 month. NBC was up 3.6% to \$16,532,394; ABC, 1.5% to \$6,848,848. The complete PIB report for March:

NETWORK TELEVISION

	March 1957	March 1956	% Change	Jan.-March 1957	Jan.-March 1956	% Change
CBS	\$20,172,173	\$17,884,976	+12.8	\$58,712,735	\$52,633,792	+11.5
NBC	16,532,394	15,955,688	+3.6	47,987,966	44,495,804	+7.8
ABC	6,848,848	6,747,928	+1.5	19,739,917	19,548,184	+1.0
Total	\$43,553,415	\$40,588,592	+7.3	\$126,440,618	\$116,677,780	+8.4

1957 NETWORK TELEVISION BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,715,581	\$20,231,474	\$16,554,941	\$ 43,501,996
Feb.	6,175,488	18,309,088*	14,900,631	39,385,207*
March	6,848,848	20,172,173	16,532,394	43,553,415
Total	\$19,739,917	\$58,712,735	\$47,987,966	\$126,440,618

* Revised as of April 25, 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.

Three applications for new TV stations, 4 for translators, were filed with FCC this week, bringing total to 120 for stations (28 uhf) and 58 for translators. Applications were for Columbus, O., Ch. 40, by Malco Theatres, ex-owners of WEHT (Ch. 50), Henderson, Ky.-Evansville, Ind.; for St. Cloud, Minn., Ch. 7, by Marvin Kratter, who is also applicant for Ch. 11, Fargo, N. D. and Ch. 38, San Francisco; for Terre Haute, Ind., Ch. 2 by Cy Blumenthal, operator of AMs in Arlington & Norfolk, Va. & Kansas City, Kan. Translator applications were for Alturas, Cal. for Ch. 74 by Henderson Chevrolet Inc., and Farmington, N. M., for Ch. 71, 75 & 81 by San Juan Non-Profit T.V. Assn. [For details, see *TV Addenda 24-P* herewith.]

Sunspots sometimes improve radio communications, RCA reported on basis of 10-year study by RCA Communications propagation analyst John H. Nelson. There are "bad sunspots" and "good sunspots," Nelson has found—the latter being those rich in ultra-violet light which has a strengthening effect on ionosphere. His studies showed that transmitting conditions on overseas radio circuits actually get better as number of sunspots increases. By studying relative position of planets, he has been able to predict radio-weather with better than 90% accuracy, according to RCA.

TV still taboo: WNBC, Hartford, Conn., was rebuffed in attempt at live coverage this week of murder trial of 2 men accused of killing 6 in 3-month holdup spree. "Coverage of courtroom proceedings by TV is an extension of the right to open trial—nothing more," v.p. & gen. mgr. Peter B. Kennedy argued in plea to Supreme Court Chief Justice Ernest A. Inglis. But judge said TV camera in full view of witnesses would "interfere with the serious search for truth."

Catholic Education Assn., holding annual meeting in Milwaukee this week, adopted resolution asking members to "maintain an alert interest in experiments to test TV's effectiveness for classroom instruction."

TRANSSPARENT picture tube phosphor making possible sharper pictures bright enough to view in sunlight—and providing basis for "completely new approach" to color set design—was announced at week's end by Naval Research Laboratory in Washington.

Since announcement came at press time, it was impossible to get an evaluation of the development from tube and set manufacturers this week. Navy said "several TV companies have indicated that development in their laboratories will start immediately."

New picture tube screen, which NRL termed "revolutionary," was developed by Lab's Dr. Charles Feldman under same Office of Naval Research aircraft instrument program which spawned the Willys "flat tube" (Vol. 11:3, 30). According to NRL description, development is based on new process for depositing phosphors on face of tube in form of thin transparent films in place of opaque white powders now used. "The films are much more rugged than the powdered screens," says NRL, "can be made brighter because they do not burn out as easily, and present a much sharper image."

Among other advantages claimed: Because phosphors are transparent, there is very little reflection and contrast is maintained even in bright sunlight. Lack of grainy texture permits "image as sharp as the electron beam in the tube."

While a version of the tube could be used with present color receiver design, NRL also described this "new approach" to color: "Films that create different colors can be deposited one atop another and lighted separately or mixed by controlling the speed or the direction of the electrons in the tube. By using one film of each of the 3 primary colors the complete color spectrum can be obtained by proper mixing. Tubes with several combinations of 2 primary colors and blends of these 2 colors are in successful operation and tubes with all colors are in the experimental stage."

Without further explanation, NRL also says the new screen "is expected to lead to the development of 3-dimensional viewing."

TV-equipped railroad train—with its own origination studios—is now in regular use by British Railways (Scottish Region) for special excursions. Studio coach originates programs for closed-circuit system, contains dressing rooms, monitor, announcer's booth, etc. Each of 9 passenger coaches has two 17-in. receivers—one at each end—plus loudspeaker system. Programs consist of "light entertainment and interviews, with occasional views of interesting features of the passing scenery." Film equipment will probably be added later. Equipment was supplied by Pye Ltd.

Completely new line of industrial TV equipment will soon be released by DuMont, engineered and marketed on basis of findings of 2-year nationwide survey of existing ITV installations, industrial TV dept. mgr. Kenneth F. Petersen announced this week. DuMont ITV systems will be sold nationally by independent local distributors holding complete and exclusive sales, installation & service franchises in their own areas.

Closed-circuit home-school TV experiment in New York's Chelsea district (Vol. 13:16) is slated to get underway next fall. It is financed by \$200,000 grant from Ford Foundation affiliate Fund for the Advancement of Education—not Fund for Adult Education as reported last week.

Vice President Nixon appears on NBC-TV's live network service to educational stations May 2, 6:30-7 p.m., in discussion of the Vice Presidency.