THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 3, 1958

SUCCESSFUL NAB CONVENTION concentrates on major issues—highlighted by enthusiasm over video tape, radio upsurge, FCC assurances, etc. (p. 1).

VIDEO TAPE FREEING TV from dependence on film. Networks using recorders for time zone repeats. Results excellent. (pp. 2 & 6).

BARTLEY RENOMINATED TO FCC, unharmed by House subcommittee investigation, no confirmation trouble expected. Cross nomination awaits action (p. 3).

FRONTAL ATTACK ON CATV launched with formation of station group. Western leaders at work on FCC, Congress, NAB, networks. Senate hearings set (pp. 4 & 9).

OPTION TIME & MUST-BUY still illegal, Asst. Attorney General Hansen asserts after 1½ years' investigation. FCC may or may not consider anti-trust angles (p. 4).

BROADCAST EDITORIALS urged by FCC Chairman Doerfer at NAB convention. Stresses "fairness" as antidote to some newspapers' policies (pp. 5 & 8).

INSPIRING SPEECHES AT NAB convention urge broadcasters be mindful of space age obligations, support public service programs (p. 6).

LOVE THAT RADIO, especially network radio, is theme of AMs who hear glowing NAB report from NBC's Matt Culligan (p. 7).

ALLOCATIONS-UHF major FCC concern — "something must be done." Broadcasters ask about program promises, renewals, AM application processing (p. 10).

ACADEMIC DISTINCTIONS mark coming of age of TV & radio. Many leaders hold honorary degrees, more to be bestowed soon. Some trustees and Ph.D.'s (p. 12).

COLOR TV NEEDS SUPPORT from set makers, networks, broadcasters report at NAB convention. More color programs urged (p. 14).

Manufacturing-Distribution

FM STEREO BROADCASTS sparked by NAB convention talk, development of new equipment, prospect of stereo phono boom this fall (p. 15).

EXCISE TAX CUT now seems possible if industry groups join in anti-recession move (p. 16).

FEDERAL FAIR TRADE LAW supported in House hearings by GE, which dropped price-maintenance after court attacks on state laws (p. 16).

NAB MAIN TENTS AND SIDE SHOWS: You name the subject -- and we'll warrant that you would find it somewhere on this week's NAB convention agenda. But the multi-ringed circus into which this annual conclave has evolved -- "the convention on a bicycle," as Variety so aptly characterized the awkward situation in Los Angeles wherein delegates had to scurry between one hotel and another, or one assembly hall and another, and had to make choices of so many concurrent business and social events -- obviously needs some sort of overhaul.

Simple fact is these NAB conventions are getting too big, too sprawling, too unwieldy, for the members' own good. This was more evident than ever this year, even though registrations dropped to something under 2000, of which 360 were for the separate engineering conference. Last year's total was 2358. There were, of course, almost as many more non-registered exhibitors, local citizenry, hangers-on.

There's no gainsaying, though, that it was by and large a successful meeting, despite the absence of so many who felt the distance and cost were just too great or who were just plain disinterested. It was well organized, despite countless conflicts of meetings and entertainments, and the sessions were generally well conducted and certainly worthwhile. Some old-time and should-be leaders were absent, but many more were on hand -- and the big operators were far from ascendancy. It remains to be seen whether the new taboo on film folk as delegates and exhibitors, deeply and loudly resented, will stick for next year.

According to their specialties, your ubiquitous trade press will detail the manifold facets of the convention. As a digest, we've picked and chosen what we regard most important subjects for treatment by our staff. In our book, the more significant matters were these:

(A) The striking evidences of videotape's coming of age, including color tape, with its vast implications (see below). And exciting development of automation techniques in TV-radio station operation.

(B) The heightened spirit of radio operators, both station and network, as they reported a happy upsurge in business (p. 7). But it cannot be overlooked that easily half of this year's station-network attendance came from the 536 TV stations on the air, even considering that the uhf people were few and far between.

(C) The assurances from FCC members, in their panel remarks, that they mean to do right by the industry, want to help it grow & prosper -- this despite actions and delays that sometimes would seem to belie such policy. They promised to attack the perpetual problems of allocations, to speed up application processing, to reduce silly paper work in connection with program requirements, etc., etc. (p. 10).

(D) The exhortation to editorialize on the air, the promise that there will be no reprisals now or "even in 1968" by succeeding Commissions -- theme of main address and later panel remarks by FCC chairman John Doerfer (p. 5). This, at very time FCC is calling networks and stations to account for editorializing on pay-TV.

(E) The war against community antenna services which certain smaller vhf operators, who claim they're being hurt badly, have declared and the prospect that this may be one of TV's and FCC's causes celebres in immediate future (p. 4).

(F) The surprising absence of pay-TV discussion, rank and file apparently satisfied, rightly or wrongly, that the issue has been resolved by Congress, at least for the time being (p. 10).

(G) The apparent disinterest of rank & file in Washington problems, prevailing attitude continuing to be "let the networks worry about that." That the networks are worrying plenty about the latest Justice Dept. aspects of Barrow study hearing (p. 4) is quite apparent despite extraordinary and spontaneous support from respective affiliates they're all enjoying.

(H) The high-level speeches of CBS's Dr. Frank Stanton, keynote award winner, and McCann-Erickson pres. Marion Harper Jr. (p. 6), which lent a lofty tone to the proceedings, in marked contrast with the noisy promotions and extensive partying in hospitality suites and night spots.

(I) The heartwarming, spontaneous ovation accorded veteran FCC Comr. Rosel H. Hyde and enthusiasm over news of Comr. Bartley's renomination (p. 3). Also the fine tributes paid by the broadcast pioneers to movie-radio pioneer Cecil B. DeMille and by the engineering conference to the venerable Dr. Lee de Forest.

THE TAPE AGE—TELECASTING REVOLUTION: TV's greatest technological development since the picture tube itself -- video tape recording -- this week began fulfilling early promise in hour-by-hour, day-by-day operation -- wiping out Daylight Saving Time differentials in Standard Time zones. It's now clear this is only the beginning -- that in sight now is goal of almost complete independence from motion picture film. Indeed, it's easy to visualize the feature film industry eventually leaning on video tape for quick production because rushes can be seen in a matter of minutes.

In 2 short years since first TV tape demonstrations at the 1956 Chicago NARTB convention, video recording equipment has become a practicable working tool for the broadcasters. In less than 2 more years, it will be a necessity.

What tape can do for stations -- now -- has been treated in our past reports. Now, networks and tape-equipped stations testify enthusiastically to its value. At this week's NAB convention in Los Angeles, where video tape stole spotlight third year in a row, the true dimensions of its fabulous promises and potentials became even more apparent.

Vast new storehouse of programming material for local stations, to upgrade programming and help replace dwindling supply of feature film, is now on horizon -- the possibility of syndicated tapes. TV film producers and distributors are eyeing tape developments closely, but keeping their mouths shut. Yet, they know revolution is on. The main unanswered question is: How soon?

Need for large quantities of new programming was hinted at -- unwittingly or not -- by NTA pres. Oliver A. Unger, when he told NAB film panel that TV has dissipated feature film supplies "like a drunken sailor" and warned that availability of new features must decline from now on, that even the 2831 features produced from 1948 through 1957 "would be consumed in short order" if stations use them up at the same rate they did 8-9000 pre-1948 films already in distribution. He also warned that post-1948 features, because of participation of talent guilds, would be priced far higher than earlier movies.

Producing features on tape especially for TV would be an enormously expensive venture and probably won't be essayed to any great extent in foreseeable future.

But tape's big syndication value will be this: Nothing on live TV ever need be lost again. At no extra expense -- except talent fees -- all live network shows may be preserved for future reruns or syndication. Productions which originated on Playhouse 90 or Kraft TV may someday largely replace feature film in station time. Comedy shows, musicals, spectaculars need not be lost after one performance, may be played again and again with live quality.

When most or all outlets are tape-equipped, it's not outlandish to suppose that first-run syndication properties will be offered on tape. It's also sensible guess that network lines -- during off hours -- may someday be used to "deliver" taped programming to stations, the local outlet making duplicates off network feed.

For live-quality commercials, implications are obvious. In fact, 2 companies already are prepared to tape commercials for advertisers.

[For other reports on tape revolution, see p. 6.]

COMMISSION'S BOB BARTLEY RIDES AGAIN: The highly respected Comr. Robert T. Bartley, who has survived both the multiple joys and occasional discomforts of being House Speaker Sam Rayburn's nephew, is in line for another 7 years on FCC as result of renomination by President Eisenhower this week.

White House's announcement was graciously timed, coming when Bartley was attending NAB convention in Los Angeles -- for his term doesn't expire until end of June. It's expected Senate Commerce Committee will endorse him solidly.

Some segments of industry have been irked at times by the Texas Democrat, because he has constantly worried about multiple, absentee and newspaper ownership. But he's been open about it and he hasn't been blindly rigid about it.

There had been fears that Bartley might be hurt when Bernard Schwartz, the ousted counsel of House subcommittee, then headed by Rep. Moulder (D-Mo.), leaked blanket charges of misconduct against commissioners. In due time, however, Bartley came out smelling like a rose of Texas.

One of Bartley's strongest suits is ability to utilize a competent staff. Legal asst. Max Paglin and engineering asst. Horace Slone are among ablest men at Commission. And, incidentally, Bartley has an uncanny knack of corralling some of the most attractive secretaries in town.

Bartley is 46, was appointed to Commission in 1952. His background is business administration (Southern Methodist U). He was on FCC staff 1934-38, served as SEC securities analyst before joining Yankee Network where he became a v.p., later worked for NAB, then on Rayburn's staff, before FCC appointment.

Confirmation of another Democrat, State Dept. official John S. Cross, still hangs fire (Vol.14:10-11,17) -- since Senate Commerce Committee hasn't yet weighed his nomination. It will come up May 14 unless Chairman Magnuson (D-Wash.) calls a special meeting earlier. Approval is expected.

FIERCE STATION vs. CATV INFIGHTING: Looks like a declaration of war on community antenna systems by small-town telecasters. Group of latter, whose lobby strength is greater than their apparent size, met during NAB convention this week, formed organization dedicated to putting crimp in CATV's cables.

Stations were really working hard, buttonholing commissioners at convention, contacting Congressmen, pleading with networks and film producers to fight property rights issue, etc. Current frenzy of action was precipitated by shutdown of KGEZ-TV, Kalispell, Mont. on grounds it can't compete with local CATV system, and petition by KLTV, Tyler, Tex. that it's being squeezed out by local system (Vol. 14:17). Stations warn that unless FCC acts "some of us will have to turn our licenses in."

Newly formed group has taken temporary name of "Committee for Preservation of Free Hometown TV," with organizing committee headed by Wm. C. Grove, KFBC-TV, Cheyenne, Wyo., and including Ed Craney, KXLF-TV, Butte; Marshall Pengra, KLTV, Tyler, Tex. Craney in particular is no slouch at lobbying. He was the man who, when Sen. Wheeler (D-Mont.) headed Senate Commerce Committee, got Senate to pass resolution blocking radio stations from increasing power beyond 50-kw.

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Chairman Magnuson (D-Wash.) of Senate Commerce Committee appears to have given group an attentive ear, for he has scheduled May 27-30 hearings on "general question of TV channel allocations," including "adequate TV service to small and isolated communities and the use of community antennas, satellite stations, etc." He has recalled as special counsel Kenneth Cox, Seattle attorney who handled previous allocations hearings.

Community antenna operators aren't without resources, either. Their leaders are well aware of problems, have sailed into fight. Like their opponents, they also cornered Comr. Hyde in Los Angeles, gave him their side of story. Minority stockholders of KGEZ-TV, who operate town's CATV system, assured him they really mean to put station back on air if given chance (Vol. 14:17). They were aided by several broadcasters who also operate CATV systems.

[For further details on station-CATV struggle, see p. 9.]

JUSTICE DEPT. HOT ON OPTION TIME & MUST-BUY: Role of Justice Dept. in FCC's network hearings is worth very close scrutiny for simple reason that Asst. Attorney General Victor Hansen is convinced that option time and must-buy are illegal. He said this 1½ years ago in testimony before Congressional Committees -- and this week, after staff had studied matter for the intervening period, he reiterated that conviction to us, flatly. His network investigation is still going on.

Justice Dept.'s views are no secret to FCC. Just last week, 5 Commission members (all save Hyde & Lee) met with Justice officials for exchange of legal views -- first time commissioners themselves have been in on the inter-agency discussions.

Justice's stand poses host of questions. FCC can accept its opinion, outlaw option time and must-buy at end of current hearings. Or, it can disagree, and hold that practices are necessary in public interest. Or, it may hold the practices are illegal but needed, ask Congress to create exemption by new law. Or, it can hold they're legal but not in public interest. Or, it can seek legal compromise.

Suppose Commission declares anti-trust matters aren't its concern, in effect telling Justice: "Sue, if you think you should." Many observers assume Justice would go to court -- in light of Hansen's views. And some lawyers think Justice would be out for real blood, divestiture of stations and the like.

Then there's possibility of compromise (Vol. 14:15). This presumes FCC could come up with formula which would placate Justice. It's recalled that Justice in 1943 dismissed suit against networks after FCC adopted present network regulations. Prior to then, networks had unlimited option time -- and Justice was satisfied to see option cut to present level. Now, speculation goes, Justice may be mollified with another slice. It's impossible to tell what Justice will do. Hansen feels strongly about it; so does his asst. Robert Bicks, an active man eager to make trust-busting reputation. But will Attorney General Rogers go along?

At least one strong camp in FCC isn't inclined to let Justice's opinions divert attention from overall public interest considerations. But Justice isn't being ignored. Recent Supreme Court decision, Northern Pacific Railway Co. v. U.S., March 10, is held by attorneys of KTTV, Los Angeles, to be proof that option time and must-buy are illegal per se -- as prohibited "tying" arrangements, a la outlawed block-booking in Paramount Picture case. KTTV attorneys argue that latest decision knocks props out of networks' reliance on Supreme Court's decision in Times-Picayune Pub. Co. v. U.S., of 1953. Northern Pacific case is getting mighty close study nowadays by FCC lawyers and attorneys for parties in network hearing.

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As if networks didn't have enough on their minds, Sen. Magnuson (D-Wash.) this week scheduled week of June 2 for hearings on Bricker network regulation bill (S-376). Sen. Bricker (R-O.) hailed Magnuson's move: "I am convinced the interests of the American viewing public can best be served if the FCC has some sort of regulatory control over the TV networks." Called in as committee counsel is Kenneth Cox, capable Seattle lawyer, who handled previous allocations network hearings. He is due in Washington latter part of May.

FCC, FAIRNESS, AND FREEDOM OF THE AIR: FCC Chairman Doerfer's call to editorialize, in speech at NAB convention this week, is something less than clarion but a good effort nonetheless. On one hand, he urges broadcasters to exert the right to editorialize, as granted by FCC. On other hand, he acknowledges that Commission will call them to task if they aren't "fair." He then speaks bitterly of newspapers that are "unfair," says that "fair" broadcast editorials would be "a refreshing experience for people who have been the captive readers of some local newspapers."

Fact is that broadcasters don't have freedom, can't be very effective as long as a govt. agency can determine what's "fair," and they'll continue to be mighty slow to exercise self-expression as long as that's true. Vigorous editorializing by stations can come only as it did with press, when they can even be "unfair," with their "editors" answerable only to the public.

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Old argument of "spectrum scarcity" is wearing thin as justification for FCC review of news and editorial presentations. Right now, public has greater access to potential diversity of broadcast voices than it has to varied daily newspaper views.

It's really that old govt. "lifted eyebrow" that inhibits stations. Though FCC has yet to take away anyone's station on score of "unfairness," it has made broadcasters mighty leary. Even such a carefully planned telecast as CBS's Khrushchev affair (Vol. 14:16), which provoked criticism from only an infinitesimal section of public, gives broadcasters cause for pause. Suppose a network took an editorial position favoring something FCC majority really didn't like; then imagine how it would fare in current network investigation.

FCC's current inquiries into "biased" telecasts on pay TV and National Assn. of Manufacturers' distribution of Kohler strike hearing kines (Vol. 14:16) probably couldn't be avoided under present Commission rules. But mere receipt of letters from Commission seems to be enough to scare broadcasters.

But Doerfer has done industry a good turn, anyway, by pushing stations to editorialize, even with strings attached. FCC's current policy was certainly a step forward in 1948, replacing Mayflower decision which pretty well blocked stations from editorializing. Next step is to interpret "fairness" more freely, then to dispense with "fairness" concept altogether, allowing true freedom of the air. [For digest of Doerfer's speech, see p. 8.]

Leaders Say 'Know Thyself': You could hear a pin drop in the assembly hall as NAB convention delegates listened to CBS pres. Frank Stanton urge upon broadcasters their enormous responsibilities in this space age, for they knew that he knew whereof he spoke from his experience as a panelist of the much-discussed Gaither Report. They were similarly attentive when Marion Harper Jr., pres. of McCann-Erickson, exhorted them to use their powerful facilities in the cause of combatting depression.

Stanton noted that the 4000 stations (TV, radio) today outnumber daily newspapers better than two to one; that broadcasting, alone among media, can reach all the people at the same time, and immediately; that "in an age over which hangs the threat of ICBM warfare, with all the speedy, unpredictable devastation that it implies broadcasters have a responsibility of critical importance."

They can meet this responsibility, he said, in obvious reference to the new New Dealish threats from Washington, only "if their essential strength and structure are not impaired and if we put our minds to it without qualification." He suggested four fronts on which networks and stations must move:

"First: We must resist with vigor and unity of purpose all shortsighted efforts—however well intended—to weaken the basic structure of broadcasting. Sound practices and economic health are the minimum essentials of getting the job done.

"Second: We must ourselves take a fresh look at the 'public interest, convenience and necessity,' never forgetting that without devotion to this basic element of our charter, we can become just another industry.

"Third: We must broaden our concept of what constitutes an adequate news service. By this, I do not mean adequate in quantity alone. I mean a program service fresh, imaginative, provocative and arresting in quality.

"Fourth: We must join the rest of the press in the fight for the right to get information and, without harassment, to report it. For this is the raw material from which sound public opinion is formed in a democracy."

It's up to the broadcasters to help keep the processes of democracy functioning, to keep people from drifting into passiveness and false confidence. "We are no longer merely an extension of other informational media. We have had leadership thrust upon us. Whatever the risks, whatever the harassments, whatever the discouragements, the survival of our freedom as an industry—as well as that of all of us as a people—may well depend upon how we exercise it."

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"Let Broadcasting Do It" was title and theme of Marion Harper's address—and he spoke not only as a veteran Madison Ave. TV-radio campaigner but as prime mover in the Advertising Council in urging the broadcasters to join wholeheartedly in Council's current all-media anti-recession campaign keyed to theme "The Future of America." Said he:

"The usual assignment of advertising is to build a favorable image of a product. This campaign concerns itself with a favorable image of America's future. Each advertisement, commercial, film and other message pursues the line 'your future is great in a growing America' . . . a country with more people, more jobs, more products—and more public and personal needs to be satisfied." He observed:

"I know of no greater testimonial to the versatility, impact and breadth of coverage of TV and radio than to say this: There is not a single major national need today which broadcasting cannot serve with some vital contribution . . . I urge each of you to give this program as much support and air time as you possibly can—not only as a matter of public interest but for obvious reasons of self interest. Your media have proved they can build sales—they can also build confidence in the country's future."

The Tape Revolution: Video tape's vast promise is now well on way to becoming a telecasting business reality. Bringing closer the day when taped TV pictures will be handled by every station in the land (see p. 2) are these 5 important new developments, all of which have taken place since last year's NARTB convention:

(1) Interchangeability of tapes from one machine to another.

(2) Start of deliveries of regular production units, Ampex having already shipped 112 recorders to 45 outlets and RCA due to begin production deliveries next fall. By year's end, Ampex says it will have equipped 100 stations, with output now well ahead of schedule.

(3) Development of color tape recorders and color conversion kits, first by RCA and then by Ampex.

(4) Development of quick and practical method of splicing TV tape for easy editing.

(5) Standardization of video tape and recorder specifications and characteristics, with RCA adopting principles developed by Ampex.

Needless to say, other inventions are still needed—e.g., a practical device for mass reproduction of tapes at the speed with which film prints are made and this is said to be on the way.

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Two "firsts" in TV color and tape were demonstrated at convention this week—but these were events which had been talked about so much before convention that they hardly seemed new:

RCA-NBC gave first non-laboratory demonstration of its color TV tape recorder, and Ampex showed its color tape adaptor for first time. RCA's color tape pictures, previously shown to press & industry in operation at Camden (Vol. 13: 43), was demonstrated this time in actual operation at NBC's "Tape Central" at Burbank, where bank of 11 Ampex and RCA machines, 8 of them capable of recording color, was shown in operation.

Ampex's first color demonstration was held in conjunction with GE, which showed its new live color camera, transistorized and compact (Vol. 14: 47), in action with Ampex tape.

Fact that color quality tended to be variable in both demonstrations doesn't detract from conclusion that color tape is here. One has but to compare quality of today's nearly perfect monochrome tape-recorded pictures with those of 2 years ago to realize that so far as color recording is concerned "this is it."

Some observers at convention were surprised at the vigor with which GE is pushing its live color camera—and speculating that GE is ready to ride the color horse as soon as it shows signs of breaking into a trot. Presumably same is true of GE's TV receiver manufacturing operations.

NBC currently is only network using color tape equipment, though CBS has 2 Ampex color converters on order. All 3 networks have tape centers on west coast for Pacific and Mountain Time repeats. ABC's eastern and central zone repeats are handled from Chicago, CBS's from New York and NBC's from Los Angeles.

AT&T came through with circuits required for Standard Time repeats, making continuity of program schedules possible in nearly all Standard Time zones when nation switched to Daylight Time. Only large section forced to continue schedule-change practice is Washington-Oregon, which remains on Standard Time in summer. All networks quote excellent preliminary reports from their affiliates on quality of the delayed telecasts.

That video tape already has become a station necessity is obvious to many far-sighted telecasters. Price of the recorders ($45,000 for Ampex's, $49,500 for RCA's black-&-white) has caused good deal of hesitation among station people, particularly since 2 machines are needed for best results.

Attitude of many telecasters brings to mind some broadcasters' first reactions to TV itself: We don't believe it; it's expensive; we can't make it pay off; let's wait and see. As in case of TV itself, a dozen years ago, it has been the more progressive stations with live-minded engineers which have pioneered use of video tape.

Emergence of video tape has catapulted youthful Charles P. Ginsburg, now mgr. of Ampex advance video development, into ranks of electronics engineering statesmen. Leader in development of TV tape, Ginsburg—one-time engineer for San Franscisco's radio KSFO—already has been awarded 2 of engineering's top honors: IRE's Zworykin TV prize and SMPTE's David Sarnoff Gold Medal.

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Another TV tape recorder, BBC-developed "VERA" (Vol. 14:15,16), has been put into practical use in London—though BBC is awaiting arrival of an Ampex machine for comparison purposes. U.S. broadcast engineers at NAB convention said VERA would be impractical for American TV since it currently is capable of taking only 2.5-mc bandwidth—inadequate for U.S. TV standards. It also has same drawbacks as early developmental RCA video recorders—high speed mechanism and inability to accommodate standard-length programs on convenient sized reels. Addressing NAB engineering luncheon, BBC engineering director Sir Harold Bishop gave this description of VERA:

"It employs ½-in. magnetic tape and a tape speed of 200-in. a sec. The tape is of the normal thin base sound-recording type and is not specially selected. There are 2 video tracks with a band-splitting system in which the video signal is divided into 2 frequency bands, 0-100 kc and 100 kc-3 mc. The 0-100-kc band is made to frequency-modulate a carrier so that the low-frequency difficulties inherent in the conventional magnetic recording system are avoided. What is even more important is that the amplitude limiting associated with the reception of frequency-modulated signals may be incorporated in the reproducing chain to eliminate undesirable amplitude fluctuations, and so overcome almost all 'dropout' difficulties. It does, in fact, work very well. The higher video band from 100 kc upwards is recorded simultaneously on a second track in a conventional manner. Separate recording and reproducing head-stacks are employed, so that continuous monitoring of the recorded picture and sound during the process of recording can be carried out."

'20th Century Phoenix': Foregoing titled significant talk on upsurge in network radio by Matthew J. Culligan, NBC v.p. in charge of radio network, at NAB convention—basic theme being along lines of pres. Robert W. Sarnoff's recent remarks reprinted by us (Vol. 14:13) under caption "Network Radio—No Time for Requiem."

Admitting TV inroads on night audience, Culligan noted NBC radio network (CBS's, too) has 14 of the 15 original radio advertisers back, though all quit at some time during last 5 years; that in 1956 NBC Radio had 26 clients, in 1957 it had 115; that 1958 payments to affiliates will be 2½ times those of 1956; that affiliates aren't quitting any more, 5 being added in last 6 months, 10 more shortly. Said he:

"The more dedicated radio station owners . . . recognize that by 1960 there will probably be over 4000 radio stations in America. About 3000 will be glorified jukeboxes, wallowing in hopeless mediocrity with the same weary rehashes of wire service news reports and rock 'n' roll or whatever fad music replaces it. There will be about 750 network affiliates who will stand head-&-shoulders above this hopeless mob of jukeboxes [bringing] world-wide and national news live to their audiences, along with the great name commentators . . . World Series, political conventions, outstanding sports [and] top stars.

"Their service will be appreciated. Their prestige will soar. Their adult audiences will enlarge. Their rates will rise. Their income from national spot, local sponsors and the network will increase . . . and the profit levels will exceed those attained in the pre-TV era."

Note: ABC Radio has announced no plans to change from curtailed schedule recently decided upon (Vol. 14:12-13), while MBS continues to report it's at break-even point (which NBC & CBS do not state yet) and that it has every intention of staying in business. New MBS chairman-pres. Armand Hammer and exec. v.p. George Vogel met with affiliates at Los Angeles this week, amid reports recently ousted Roberts-Hauser group (Vol. 14: 9) wants to sell its 50% stock and that Paul Roberts has already disposed of his share.

National spot radio business in multiple-station markets totaled $152,003,000 in 1957 vs. $119,994,000 in 1956—up average of 27%, according to Adam Young radio rep firm, which says estimates are based on FCC data for previous years and "firm's own first-hand knowledge of billing trends in the majority of the country's larger markets." Biggest increases (each at least 40%) were reported in Columbus, O., El Paso, Los Angeles, New Haven, Norfolk, Pittsburgh, Portland, Ore., Providence, San Francisco-Oakland, Springfield, Ill., Toledo, Wilmington.

President Eisenhower will address dedication ceremony of new NBC studios in Washington May 22.

Doerfer Editorializes: A healthy pitch to broadcasters, prompting them to editorialize, was made by FCC Chairman Doerfer in speech at NAB convention this week (see p. 5), but his remarks show why exercise of the "right" is still difficult.

"Having fought and won the battle for the right to editorialize," he said, "the broadcasters have failed to follow up this conquest—at least to extent expected by the Commission.

"Apparently, the shock of such an unexpected victory in 1948 has left the broadcasting industry too dazed to properly exploit the breakthrough. But 10 years is a long time to stand in stunned silence—especially when the press continues to appropriate this field unabated and virtually unchallenged by the only other effective medium of mass communication that exists."

Doerfer noted that 1400 cities have daily newspapers but only 100 have competitive papers. Despite need for more editorial voices, he said, only about 5% of radio stations editorialize on daily basis, only 35% occasionally.

Stations should have no fear of "reprisals by public officials," he said. Even if FCC reversed present policy of encouraging editorials, he stated, Communications Act prohibits censorship, and First Amendment of Constitution keeps Congress from curtailing free speech. He went on, however:

"It is true that a broadcaster must exercise more care than a press editor. After all, the newspaper publisher need not seek the renewal of a license every 3 years. He may be hasty, careless, vindictive or callous to accepted standards of fairness. Not so a broadcaster. He must use reasonable care to be fair and has an affirmative obligation to ensure the presentation of conflicting views by responsible elements in a community. But is this bad? It may be an innovation in many American communities. It promises to be a refreshing experience for many people who have been the captive readers of some local newspapers.

"This concept of an obligation to be fair and to actively seek out and present opposing views by responsible people may come as quite a shock to some newspaper editors.

"But that is one of the best opportunities a broadcaster has for performing a worthwhile local public service. If he uses reasonable diligence and establishes an overall pattern of fairness, he will have little to fear from any public officials on any level."

Newspaper ownership of stations concerns some members of Congress, Doerfer said. He noted "constant drum of criticism" against FCC's authorization of newspaper ownership—which was about 25% of TV in 1952, is still about same.

"Pressures are building up, Doerfer said, which may culminate in Congress establishing fixed criteria by which applicants in comparative cases are chosen. The diversification of mass media argument will, I am sure, be hotly debated. I hesitate to venture any guess as to the outcome . . .

"But whatever the merits of a proposed divorcement between the printed and the broadcast media, there is every indication that newspaper-owned facilities will be tolerated only if they establish a completely independent editorial staff for broadcasting their comments and, perhaps, even an independent local news staff—especially in view of the irresistible temptation on the part of some newspapers to editorialize through a selection of news, the wording of headlines, and the negligent or intentional omission of factual information from their news columns. In any event, the accent of the day seems to be upon more independence and fairness in the dissemination of news and views.

"Broadcasters have also, in some recent attempts to editorialize, displayed some peculiar ideas of what constitutes an adequate presentation of opposing views. In the recent flurry to editorialize on the merits and demerits of subscription TV, some broadcasters presented the position of opposing views to permit a test of subscription TV by a designated member of their staff. I suppose you could refer to him as the loyal opposition."

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Doerfer thus illustrated the opportunities and difficulties. Even newspaper-owned stations aren't too excited by prospect of editorializing. One reason, of course, is that they already have a "voice." Another is that they don't want to jeopardize the TV-radio profits which are increasingly important to sustain that voice. For example, *N.Y. Times* last week for first time disclosed its earnings, and despite fact it garnered $66,900,000 ad revenues in 1957, 30.6% of all advertising in N.Y. papers, its profits on publishing were $1,462,814 after taxes. From newsprint company it owns, *Times* netted $1,547,253 in 1957. Profits from publishing were only $71,985 in 1953, $61,346 in 1954, hit peak of $2,287,304 in 1956.

Times doesn't own TV, has radio WQXR, which isn't in a class with TV as an earner. But it may readily be seen that many a publisher gets far more out of TV than out of his newspaper and is content to treat station as source of income rather than as a personal "voice."

Accolade to the broadcasters from Edwin W. Ebel, General Foods v.p. & chairman of Advertising Council's TV-radio committee, speaking at NAB Los Angeles convention: "In the past 18 months, broadcasters and broadcast advertisers contributed more circulation, more time and talent to more information campaigns in the public interest than was contributed in any such period in the history of your industry, including wartime . . . Year-end figures show that the circulation given to Council campaigns in 1957 through network commercial programs alone increased 50% over 1956, rising from 10 billion to over 15 billion home impressions." Does this advertising work? Ebel's reply was a resounding "yes" as he cited Stop Accidents and Prevent Forest Fires campaigns. Currently, Council is campaigning for "Confidence in a Growing America" as means of combating recession.

American Research Bureau's "Arbitron" instant rating system (Vol. 14: 1) will probably go into daily operation in New York City area next week, ARB pres. James Seiler said at Los Angeles. It will start initially with slightly over 100 homes on hookup, increasing by about 15 homes daily. The service won't be offered for sale, however, until 225-home sample is operating—probably by end of May. Installations have been made in 300 homes, but difficulties in balancing telephone lines have caused delay. It's understood A. C. Nielsen Co. is also planning instant rating service and has ordered 100 devices to place in home sets due to be delivered next Dec.

Los Angeles will be host to triennial meeting of International Radio Consultative Committee (CCIR) April 2-30, 1959, at Biltmore Hotel. The meetings are held by govt. officials and industry representatives of 50 countries.

CATV-Station Battle Lines: Small-town telecasters appear to have made some impression on FCC, with their charges that community antenna systems threaten their existence (see p. 4). Comr. Rosel Hyde, with whom they conferred last week in Ida., stated at NAB convention that matter is "serious"; that FCC should study it.

They'll have tough time persuading Commission that systems are common carriers, though they plan to ask for reconsideration of recent adverse decision (Vol. 14:14). Latest effort is more indirect—to get at systems through their microwave licenses, which FCC does control.

Stations have long tried, with little success, to persuade NAB and bigger stations to take up cudgels in their behalf. But big-city stations haven't been able to get worked up about it, particularly since they enjoy the bonus coverage provided by CATV systems without cost. Even some small and uhf stations make much of this bonus in their sales pitches.

Small-town group has had somewhat better luck with Congress—getting ear of Sen. Magnuson (see p. 4) and Sen. Mansfield (D-Mont.), who spoke up last week (Vol. 14:17). Some western Congressmen are already sworn enemies of CATV systems because latter have fought to shut down or control illegal vhf boosters operated by their constituents.

Strategy of getting at CATV systems through program property rights is an uncertain one. Courts have never settled matter of signal ownership. For example, CBS pres. Frank Stanton says his lawyers believe it's doubtful that pickups by CATV systems can be stopped, as of now. And the small-town station operators don't want a court test (1) for fear they may lose, and (2) long delay, to say nothing of legal costs, might be disastrous to some.

First formal move of new small-station group was to resolve at this week's Los Angeles meeting to ask FCC to: (1) Require common carriers, translators, boosters and private microwave operators to file written consent from program property rights owners to relay originating station signals. (2) Allow stations liberal and permanent use of their own private microwaves in lieu of AT&T's or other common carriers'.

Broadcast Pioneers' "citations for distinguished achievement" were presented at group's 17th annual dinner April 29 in Los Angeles by pres. John Patt, WJR, Detroit, to Dr. W. R. G. Baker, EIA pres., Syracuse U research v.p. and retired GE v.p., for contributions to electronics industry and advancement of electronics engineering profession (in absentia); to FCC Comr. Rosel Hyde for his part in North American radio agreement negotiations; to pres. Earle C. Anthony, of Los Angeles' KFI, for public service and leadership; to Bing Crosby & Bob Hope for their service in making "a happier world." J. Walter Thompson v.p. John U. Reber was honored with posthumous Hall of Fame award for pioneering radio's commercial and entertainment possibilities; it was accepted by Mrs. Reber. Special citations were presented to CBS chairman Wm. S. Paley, accepted by pres. Frank Stanton, and to Cecil B. DeMille, who addressed dinner. New president of group, which has a prime project, the establishment of a Broadcasters Hall of Fame and Museum, like baseball's at Cooperstown, N. Y., is Frank Pellegrin, v.p., H-R Television.

British Color, UHF, FM: Progress of BBC in color, uhf and FM as outlined by Sir Harold Bishop, director of engineering, in luncheon address April 30 at NAB Los Angeles convention:

"As I understand it, the public acceptance of color TV in this country has been slower than was first expected. Three years ago, the BBC decided to carry out experimental color transmission to test the NTSC system modified for Britain standards and to give our manufacturers the opportunity of studying receiver problems. The results of these transmissions have been encouraging but we are uncertain when the public demand for color will build up, and no decision has yet been made to introduce a color service in Britain . . .

"We are not so far using the uhf bands. We have watched the problems you have encountered in this country in the use of these frequencies, and we shall read with great interest the final report of TASO . . . In view of the International Radio Conference at Geneva next year, it is very important that we should be fully informed about the potentialities and shortcomings of the uhf bands allotted for TV . . . We are investigating propagation over short and long distances and carrying out picture transmissions to provide a direct comparison between vhf and uhf, using a 200-kw ERP transmitter working on 654 mc. We have a number of mobile laboratories in the field and a statistical study of the results should be ready in the autumn . . .

"As a result [of departures from European AM allocations], all our medium-frequency stations suffer interference . . . We foresaw that this situation would get progressively worse and, some years ago, we decided to build a network of FM transmitters operating in the band of 88-100 mc to duplicate the programs given on medium frequencies and to provide facilities for local broadcasting. This task has been largely completed, and we are now covering some 98% of the population on FM. The sale of FM receivers is going well, although I do not myself believe that FM will ever replace the standard band completely . . . There is, incidentally, a marked trend towards incorporating FM radio facilities in TV receivers."

TASO Progress: Final report of TASO will probably be delayed until end of year, the allocations study's exec. director Dr. George R. Town told NAB Engineering Conference in Los Angeles this week. He revealed several modifications in TV standards are being considered, among them: (1) Circular polarization, which may provide better service in shadow areas, particularly for uhf. (2) Cross-polarization, to minimize co-channel interference. (3) Reduction in ratio of sound-to-picture power to reduce possibility of lower-adjacent-channel interference. He said TASO is well on way to developing more reliable methods for preparing propagation curves.

New low-cost vidicon camera and microwave unit, being offered to telecasters for first time, was demonstrated at this week's NAB convention by Ling Systems Inc., 11754 Vose St., N. Hollywood, Cal. Complete vidicon chain with microwave remote unit mounted in Volkswagen van is being offered on 60-mo. lease basis for about $500 a month.

Co-channel interference reduction possibilities are discussed in *Polarization Discrimination in TV Broadcasting*, new report of FCC's technical research div. (Report T.R.R. 4.3.10), available from the div.—or from us.

FCC Scans Industry Problems: In panel discussions, press interviews and informal conversations, FCC members spent Govt.'s money well by attending NAB convention in Los Angeles. Even Commission's strongest critics acknowledge value of their attendance at the "big one."

Scarcity of TV channels and the fallow uhf spectrum continue to gnaw most seriously at Commission's conscience. Commissioners continue to agree that "something must be done." Comr. Ford is particularly concerned, asserting:

"This is the most urgent problem we have at the Commission. We better look for an answer. We must find a solution or uhf will slip until there isn't any more uhf; 49% of the uhf stations have gone off the air. Patchwork answers won't do. TASO will come through with information, but we have a lot of work to do while waiting for it; we also have technical data. Uhf works where it's deintermixed. If we decide to go to all uhf, it would take a period of years to do so."

Chairman Doerfer: "We've got to have a fresh attitude on deintermixture."

Comr. Craven: "In the long range, we may have to go to all uhf or another part of the spectrum. We aren't twiddling our thumbs."

Comr. Bartley: "It's a local area problem. Uhf does well with deintermixture."

NAB pres. Harold Fellows noted that industry has invested some $500,000-$600,000 in TASO's work, urged that Commission weigh its findings which he termed "real evidence."

Uhf stations' Committee for Competitive TV noted sparse uhf attendance, held no general meeting. According to exec. director Wallace M. Bradley, ⅔ of on-air uhfs are not NAB members, and he said that informal discussions among uhf operators "indicated it is inevitable that one or 2 things will take place in the near future—either (1) the FCC switches to an all-uhf system, or (2) the FCC reduces mileage operations, reduces power, and directionalizes the vhf system."

Curiously, pay-TV was completely absent from agenda, except that anti-pay-TV filmed statement by Chairman Harris (D-Ark.) of House Commerce Committee, released last month for distribution to TV stations (Vol. 14:16), was shown at management session—and its significance wasn't lost. In the 3-min. clip, Harris warns FCC not to proceed with announced intention to consider pay-TV test applications after Congress adjourns—else he'll "call the Committee back together in session and conduct hearings into the entire problem."

In press conference, Doerfer stated Commission will go ahead with plans, assuming Congress doesn't take additional action by adjournment, and will weigh facts as they exist at the time. He said it is duty of FCC to move.

Slow processing of applications, a chronic ailment, was brought up again. Doerfer stated that Commission is trying to get more funds, more staff—and he reiterated that FCC is frustrated by the interminable "due process" provided by law. He again urged that Congress relieve Commission of "protest rule" burdens and permit fuller consultation with expert staff.

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Programming promises and plans of stations are very much on commissioners' minds. Ford said that present new-application form should be changed; that applicants can't be expected to "crystal ball" programming. Craven called application form "a kind of censorship," said that applicants should be permitted to cite local needs, tailor program representations in light of available service.

License renewal forms of TV & radio stations, being revised by FCC, come up for Commission consideration shortly. Industry has been seeking revisions permitting stations to make better showing on record of broadcasting public affairs programs. One change being considered by Commission is to permit stations to offer judgment as to what percentage of their programs may be considered "educational" even though they don't fall within FCC's educational category, which requires such programs be "prepared by or in behalf of educational organizations."

Fellows staunchly defended FCC's attendance at convention, declared: "If govt. officials must travel to observe, to learn and in other respects discharge their official responsibilities, as I believe they must, then let the Govt. pick up the tab and relieve industry of this responsibility." Commissioners are paying own expenses, using Govt. system permitting them to get up to $25 through itemization—but most were out-of-pocket on the trip, anyway.

FCC Seeks Clarification: "Errand boy" role assigned FCC by Court of Appeals in Miami Ch. 10 case, wherein Commission asked matter be remanded to it because of alleged improprieties (Vol. 14:16), isn't a proper one, Commission told court this week—and it asked for clarification of remand order. "The seriousness of the matter," FCC stated, "and the nature of the problem involved cannot, in our opinion, relieve the Commission of its obligation under the Act to determine initially the competence to participate of its individual members and the basic qualifications of applicants for radio & TV facilities. While such determinations are, of course, subject to review by the Court, we do not believe that it would be appropriate for them to be made, in the first instance, by the Court. Nor, assuming *arguendo* that one or more of these determinations could be made originally by the Court upon the basis of findings of fact developed at an evidentiary hearing, do we believe that any authority exists for directing the Commission to serve in the capacity of 'special master' for the Court." Meanwhile, grand jury continues Ch. 10 investigation, has called attorneys for applicants to appear in couple weeks.

Toll TV spokesman, the San Francisco-published *Pay-TV Newsletter & Digest*, which apparently had suspended publication for some weeks, came out last day of NAB convention May 1 with strongly worded third edition insisting all is going quite well despite pay TV's opponents and detractors, including Congress. Regardless of Washington edicts, despite Los Angeles revocation of Skiatron charter, it claims success for system in Bartlesville closed-circuit tests and in huge theatre turnout for Robinson-Basilio closed circuit (Vol. 14:10). It announced ambitious plans for "first national conference on pay TV" it's calling in Los Angeles in early fall, listed agenda even more inclusive in topics of discussion than NAB convention with its 30 speakers, 15 panels.

Break-even point for 39-episode half-hour TV film series now averages $1,725,000, said TPA pres. Milton A. Gordon at April 28 NAB convention TV film panel. Average "negative cost" of 30-min. TV film program—exclusive of print costs, advertising, sales, overhead, etc.—is now about $27,625, he said, representing 30% increase in 3 years.

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.
Weekly Newsletters Published Saturdays
Television Factbooks Published in February & August
AM-FM Directory Published in January
TV and AM-FM Addenda Published Weekly

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Personal Notes: Joseph A. McDonald, NBC asst. gen. attorney & former ABC v.p., resigns, is expected shortly to become partner in Washington TV-radio law firm, Smith & Hennessey . . . Gayle V. Grubb, Storer v.p. in charge of San Francisco office and onetime ABC v.p. there, resigns . . . Charles Holden, from Hollywood, promoted to production mgr. of CBS-TV network programs, N. Y. . . . Arthur J. Johnson promoted to NBC-TV station sales mgr., N. Y., R. D. Daubenspeck to mgr. of NBC-TV network sales development & presentations, Chicago . . . Hugh Ben La Rue takes over radio KTIX, Seattle, buying it for $270,000 from Tele-Broadcasters Inc. (H. Scott Killgore), leaves post of exec. v.p.-gen. mgr. of KTVR, Denver . . . Bennet H. Korn, DuMont Bcstg. Co. public relations director, adds duties of program director for WABD, N. Y. succeeding John M. Grogan, who was named DuMont radio programming v.p. . . . Walter Bartlett, ex-*Indianapolis Times*, named sales mgr. of WLWC, Columbus, succeeding Gregory Lincoln . . . Fred L. Vance, ex-KWTV, Oklahoma City, named station mgr. of KVOA-TV, Tucson . . . Norman Cissna named NTA midwest sales mgr., 612 N. Michigan Ave., Chicago; Lionel Furst, Paul O'Brien, Augie Cavallaro join national sales dept. . . . Wm. L. McGee promoted to western v.p. of Interstate TV Corp. . . . E. Tillman Stirling, asst. U. S. attorney for District of Columbia, joins Washington communications law firm of Welch, Mott & Morgan . . . Dalton Danon named Guild Films western div. mgr. . . . Arthur Settle appointed public relations director for Metropolitan Educational TV Assn., N. Y.

New NAB TV board members elected at Los Angeles convention are G. Richard Shafto, WIS-TV, Columbia, S. C., and Dwight Martin, WAFB-TV, Baton Rouge, La. Members reelected: James D. Russell, KKTV, Colorado Springs; Joseph Baudino, Westinghouse; C. Howard Lane, KOIN-TV, Portland, Ore.; John E. Fetzer, WKZO-TV, Kalamazoo; Payson Hall, Meredith; Joseph J. Bernard, KTVI, St. Louis; Henry B. Clay, KTHV, Little Rock; C. Wrede Petersmeyer, Corinthian; Willard E. Walbridge, KTRK-TV, Houston. Network members reelected: Alfred Beckman, ABC; Wm. B. Lodge, CBS; Frank M. Russell, NBC.

David Lachenbruch, ex-*Television Digest*, joins staff of *Radio-Electronics*, N. Y., as associate editor.

Obituary

John S. Phipps, 84, father of John H. Phipps, owner of WPTV, Palm Beach and WCTV, Thomasville-Tallahassee, Fla., died at his Palm Beach home April 27. Surviving are two other sons, daughter.

John R. Gilman, 63, retired v.p. of Roy S. Durstine Adv., originator of *Lux Radio Theatre*, died at his home in Tiverton, R. I., April 30. Surviving are widow, son, 3 daughters.

ADVERTISING AGENCIES: Elliott W. Plowe, ex-BBDO, named senior v.p. of Calkins & Holden . . . Wm. J. McIlvain promoted to v.p. broadcasting dept. of Leo Burnett, succeeded as director of network relations by Paul A. Louis . . . Frank Clarke named v.p. of Erwin Wasey, Ruthrauff & Ryan, Los Angeles . . . Brooks Elms named a v.p. of Sullivan, Stauffer, Colwell & Bayles . . . John W. Connor promoted to v.p. of Cunningham & Walsh . . . A. Roy Barbier elected a v.p. of MacManus, John & Adams . . . Joel Kaplan, ex-Irving Serwer Adv., named exec. v.p. of Ashe & Engelmore, N. Y. . . . John J. Remillet promoted to v.p. and marketing director of D. P. Brother & Co., Detroit . . . Philip J. Kelly, ex-Calvert Distillers, elected a v.p. of Lynn Baker . . . Walter L. Niebling Jr. promoted to v.p. Dobbins, Woodward & Co., S. Orange, N. J.

Assn. of Federal Communications Consulting Engineers, at pre-NAB conclave in Mexico City, attended by many Latin America broadcasters and marked by entente cordiale, elected treas. George E. Gautney, Gautney & Jones, as 1958 pres., succeeding Kear & Kennedy's Robert L. Kennedy; Howard T. Head, A. D. Ring & Assoc., v.p.; Robert M. Silliman, secy.; Wm. E. Benns Jr., treas. Directors elected: David L. Steel of Page, Creutz, Steel & Waldschmitt; John H. Mullaney, head of own firm; Edward F. Lorentz, Commercial Radio Equipment Co.

Harry C. Butcher has sold his KIST, Santa Barbara, Cal. (250-w, 1340 kc) for $197,500 to group headed by his mgr. Carl Rembe, whose chief backer is A. C. Morici, head of Contadini foods, with A. R. Elman, Chicago accountant. Mr. Butcher, ex-CBS Washington v.p., wartime naval aide to President Eisenhower, will continue to reside in Santa Barbara but will devote fulltime to his wholly-owned KIVA, Yuma, Ariz. (Ch. 11).

Ward H. Quaal, gen. mgr. of WGN & WGN-TV, Chicago, reelected pres. of Quality Radio Group at Chicago meeting; W. H. Summerville, WWL & WWL-TV, New Orleans, v.p.; Wm. D. Wagner, WOC & WOC-TV, Davenport, secy-treas. New directors: Frank Gaither, WSB, Atlanta; John B. Taney, WRVA, Richmond.

Wm. S. Hedges, NBC v.p.-integrated services, onetime NAB pres., this week received 1958 plaque of "VIPs" as man "who has done most in the past year for the broadcasting industry". Group comprises 16 who went on then Col. Ed Kirby's Air Force junket to European warfront in 1944, has met annually since then at NAB conventions.

Joe Higgins, WTHI-TV, Terra Haute, Ind., a top industry golfer, won NAB-*Broadcasting* golf tournament April 29 at Los Coyotes Club (Los Angeles) with score of 74—sixth time he has won it in last 10 years (Vol. 14:15).

Robert Eastman, ex-pres. of ABC Radio, establishes own rep firm, first client being N. Y.'s WNEW for area outside N. Y. He plans offices in N. Y., Chicago, San Francisco, currently works out of home in Waccabuc, N. Y.

American Women in Radio & TV, at convention in San Francisco last week, elected Nena Badenoch, National Society of Crippled Children & Adults, Chicago, as pres.

Ralph F. Craig and Hale Rood, independent music producers, form Hardric Productions, 510 Madison Ave., N. Y., specializing in musical commercials.

New reps: WNEP-TV, Scranton, Pa. to Avery-Knodel (from Bolling); WINR-TV, Binghamton, N.Y. to Everett-McKinney May 1 (from Hollingbery).

Do You Know That . . .

WHEN MRS. SCOTT BULLITT was named recently to the board of regents of the University of Washington, it was something more than a tribute to one of the industry's grand and gracious ladies for the fine job of educational and public service broadcasting her Northwest TV-radio stations are doing. To many of us, it was a well-merited symbol of recognition of the coming of age of American TV & radio, for academic distinction generally comes with mature achievement.

With the season of commencements almost upon us, we'll soon be reading about more honorary degrees bestowed upon top people in TV & radio. As of now, the only holder of the more than the 21 held by RCA's David Sarnoff, age 67, is the great Owen D. Young, onetime head of GE, who now at 84 lives in graceful retirement in his hometown of Van Hornsville, N. Y. Mr. Young was actually Gen. Sarnoff's mentor in the founding of RCA and NBC, and they're fast friends.

CBS's William S. Paley is a life trustee of Columbia U but his biography shows no honoraries. Its pres. Dr. Frank Stanton, whose Ph.D. is an earned one, has them from his alma maters Ohio State and Ohio Wesleyan and from Birmingham-Southern College. **Ed Murrow** also won an honorary from his alma mater, Washington State '30, has them too from Temple U, Muhlenberg College, Rollins College.

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Allen B. DuMont, one of TV's great developers of the CR tube, holds honorary degrees from Rensselaer Polytech (where he was graduated in 1924) and from Brooklyn Polytech, New York U, Fairleigh Dickenson College—and he won the coveted 1947 American School & Colleges Award. RCA's Frank Folsom, a leading Catholic layman, has LL.D.'s from Notre Dame, Fordham, San Francisco U, Manhattan College, St. Joseph's College. Sylvania's Don G. Mitchell has them from Rensselaer, Stevens Tech, Northeastern U, Middlebury College, Parsons College; Motorola's Paul V. Galvin, from Loyola U, Chicago.

Dr. Alfred N. Goldsmith, the "engineer's engineer," onetime chief engineer of RCA, ex-editor of *IRE Proceedings*, made such a deep study of medical electronics that his friends sometimes think his doctorate (Columbia '11) is medical; he's also a Columbia and Lawrence College honorary, an honorary member of the N.Y. Medico-Surgical Society and honorary fellow of the International College of Surgeons.

RCA's Dr. **Elmer W. Engstrom** (Minnesota '23) holds a New York U honorary D.Sc., was recipient of Minnesota's award for outstanding achievement in 1950, is on advisory councils of Princeton and New York U electrical engineering colleges. Philco's British-born Leslie **J.** Woods was honored by Drexel Inst.; GE's retired v.p., Dr. W. R. G. Baker by Union College, his own school; ex-FCC chairman **George McConnaughey**, by Western Reserve, his alma mater; ex-FCC Comr. Robert F. Jones, also an ex-Congressman from Ohio, now a Washington attorney, by Ohio Northern; J. W. West, pres. of *Augusta Chronicle's* WRDW-TV & WRDW, by Augusta Law School; Paul M. Segal, Washington radio attorney, by Loyola U, New Orleans.

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Trustees or regents of colleges and universities from the industry's ranks include: H. Leslie **Hoffman**, Hoffman Electronics, U of So. California; **Benjamin Abrams**, Emerson, Long Island U; Ross D. Siragusa, Admiral, Loyola U, Chicago; **Larry Gubb**, Philco (retired), Cornell. Westinghouse's **Gwilym** S. Price is trustee of Carnegie Tech, Carnegie Library, Carnegie Institute as well as of Allegheny College; Westinghouse pres. Mark W. Cresap is trustee of Williams College.

The *Louisville Courier-Journal's* Barry **Bingham** is on board of trustees of Rockefeller Foundation, its pres. **Mark** Ethridge on board of Ford Foundation. **Hulbert Taft Jr.**, of the *Cincinnati Inquirer* family, who runs its TV-radio stations, is a trustee of the Cincinnati Conservatory of Music. NBC v.p. **Joe** McDonald is a trustee of Webb Institute of Marine Engineering, Glen Cove, L. I., from which he was graduated as a naval architect in 1924.

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Earned Ph.D's are fairly numerous. Besides the aforementioned, to mention a few that come immediately to mind, there are DuMont v.p., Dr. **Thomas T. Goldsmith**; Washington consulting engineer, Dr. Frank Kear; Washington attorney, **Vernon Wilkinson**, who got his degree in international law, studied at the Sorbonne, never uses the title; Washington electronics consultant, Dr. Albert F. Murray; founder-owner of Hartford's WDRC, Dr. Franklin Doolittle.

Then there are Dr. O. H. Caldwell, member of original Radio Commission, now retired; Dr. **George Town**, on leave as associate dean of engineering, Iowa State College, to prepare the important TASO report; Dr. Irvin Stewart, onetime FCC commissioner, retiring in June as pres. of U of West Virginia.

Note: Dr. Lee DeForest, specially honored at this week's NAB convention, holds honorary degrees from Yale's Sheffield Scientific School, where he got his B.S. degree in 1896, Ph.D. in 1899, and from Syracuse U, Talladega College, Beloit College. At age 85, the inventor of the 3-electrode tube as detector, amplifier and feedback oscillator, is still very active in his lab at 1027 No. Highland Ave., Los Angeles.

Dissident Report on ETV: Reversing favorable finding last fall after first year of closed-circuit TV instruction at Los Angeles City College, faculty members conclude system has "devitalized" teaching, failed to alleviate teacher shortage. Report to city school board, which operates junior college, says second year of 3-year pilot TV experiment for 500 students in physics, geography, health education courses hasn't been worth $70,000 annual outlay. Faculty suggests TV techniques are no more effective than herding students into auditorium, lecturing them simultaneously. In other ETV developments: (1) D. C. area started first televised adult education course with 7:15-8 a.m. shorthand lessons on WTOP-TV, Washington. (2) April 26 *Business Week* said in special education roundup that ETV "verdict must remain open," but techniques "undoubtedly will spread—and probably spread rapidly." (3) April 27 *Parade* enthused over success of Russian language course on GE's WRGB, Schenectady.

EIA contribution to ETV in closed-circuit experiments in Hagerstown (Md.) schools (Vol. 13:35) won "national recognition award for association achievement in the public interest" from U. S. Chamber of Commerce at 46th annual meeting in Washington this week. EIA was cited for persuading manufacturers to donate equipment, cooperating with U. S. Office of Education and Joint Council on Educational TV to obtain participation of Ford Foundation's Fund for Advancement of Education in project.

New and Upcoming Stations: For its size, Albuquerque may be best served city in nation—now that educational KNME-TV (Ch. 5) has joined commercial KOB-TV, KGGM-TV & KOAT-TV. Debut of KNME-TV apparently infected educators in neighboring Ariz., for U of Ariz. this week applied for educational Ch. 6 in Tucson. The May 1 starter brings educational station total to 32—and overall total 536 (92 uhf).

KNME-TV has RCA 2-kw transmitter formerly used by KOB-TV (Ch. 4) installed in same building housing KOB-TV's new 6-kw unit. It's hooked up with KOB-TV auxiliary tower on Sandia Crest. Campus building has 2 studios, control room, film room & offices connected by microwave with transmitter. Bernarr Cooper is director of TV-radio; Mrs. Harris Hester, production asst.; Vorce McIntosh, ex-WTTW-TV, Chicago, chief engineer.

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

KAYS-TV, Hays, Kan. (Ch. 7) has begun construction of studio-transmitter building and 700-ft. Liberty tower, plans start next summer, writes Robert E. Schmidt, mgr. & 49⅓% owner. Standard Electronics 10-kw transmitter has been ordered for June 1 delivery; station plans to get ABC-TV programs via private relay from KAKE-TV, Wichita (Ch. 10). Base hour will be $150. Rep will be Katz on sales with KAKE-TV.

CFCL-TV-2, Elk Lake, Ont. (Ch. 2), planned as second satellite of parent CFCL-TV, Timmins, Ont. (Ch. 6), has GE transmitter due June 1, plans June 15 start, according to owner J. Conrad Lavigne. Satellite CFCL-TV-1, Kapuskasing, Ont. (Ch. 3), began last Dec. Foundation construction has begun, but work hasn't started on 400-ft. Wind Turbine tower. CFCL-TV plans to raise base hour from $180 to $200 when CFCL-TV-2 gets on the air. Reps are Paul Mulvihill & John N. Hunt.

Rate increases: WCBS-TV, New York, April 1 raised base hour from $8000 to $8250, 20 sec. remaining $2000. WJZ-TV, Baltimore, April 1 raised hour from $1400 to $1540, 20 sec. $300 to $350. KPRC-TV, Houston, April 1, hour from $1100 to $1200, min. remaining $250. WLWA, Atlanta, April 1 added Class AA hour (7:30-10 p.m. daily) at $1000, min. at $225, Class A hour remaining $900. KCRG-TV, Cedar Rapids, Ia. March 15 raised hour from $425 to $500, min. $85 to $100. KFYR-TV, Bismarck, April 1, hour $275 to $350, min. $60 to $75. Spot increase: WCPO-TV, Cincinnati, April 15 raised min. from $275 to $290, 10 sec. $137.50 to $145. Rate cut: WTTV, Bloomington-Indianapolis, May 1 cuts hour from $1000 to $700, min. $180 to $100, but rate for news & special events programs remains $1000 per hour.

Shift of Ch. 2 from Springfield, Ill. to St. Louis in deintermixture case was upheld by Court of Appeals this week. In very brief decision, Judges Edgerton, Fahy & Bastian stated: "Upon the basis of a full hearing the Commission weighed the various factors involved and reached a reasoned decision within its competence. We find nothing arbitrary, capricious or otherwise illegal in the decision."

CP for WHK-TV, Cleveland (Ch. 19) was dropped this week by *Cleveland Plain Dealer*, after FCC notified owners applications for extension of time and for transfer of CP to DuMont Bcstg. indicated necessity for hearing. Sale of WHK & WHK-FM to DuMont for $700,000 was approved two weeks ago (Vol. 14:16).

Assn. of Maximum Service Telecasters, in Los Angeles, meeting, reelected Jack Harris, KPRC-TV, Houston, as pres.; Charles H. Crutchfield, WBTV, Charlotte, first v.p.; Donald D. Davis, KMBC-TV, Kansas City, 2nd v.p. Newly elected secy-treas. was Harold Essex, WSJS-TV, Winston-Salem. New board members elected: Essex; C. Wrede Petersmeyer, Corinthian (Whitney) group; Alex Keese, WFAA-TV, Dallas. Exec. director Lester W. Lindlow announced MST has just completed study of TV signal characteristics in Fresno, Cal. area, fifth such survey to be completed and submitted to TASO. Next project will be technical study of TV directional antennas. He said MST is taking no position on ultimate use of DA's, only wants to make sure policy decisions are based on "solid factual technical data." Studies will be made using stations with co-channel spacings exceeding minima required by FCC. So far, MST's policy has been to oppose experimental work using DA's to drop in channels with spacings shorter than those in FCC rules.

Views on "antenna farms" (Vol. 14:5) were elaborated upon this week by CBS station relations & engineering v.p. Wm. B. Lodge. He said CBS goes for principle of farms but suggests FCC proposed rule be modified to: (1) Relieve applicant of need for making "adequate showing" that his structure won't be "an undue hazard to air navigation." (2) Relieve applicant from making expenditures in anticipation of undetermined needs of possible future broadcaster who may want to use his tower. (3) Define "antenna farm area" to relieve applicant of expense of special aeronautical study. (4) Require "aviation interests" to "compromise their needs to the fullest extent possible in order to provide tower heights required to deliver the maximum broadcast service to the public."

Fully transistorized miniature TV camera, designed to provide broadcast quality picture, was offered to telecasters for first time at NAB convention by Dage TV div., Thompson Products Inc. Tiny camera chain weighs 4 lbs., requires only 8 watts power, may be operated for 30 min. from hearing-aid battery. Of modular construction and using plug-in printed circuit strips, camera sells for about $8000. Transistorized pocket-sized sync generator, part of the camera unit, will also be offered separately at $2500. New broadcast camera is outgrowth of similar industrial-type camera developed by Dage for military, having been sold to Signal Corps.

Two TV applications filed this week: For Ch. 8, Moline, Ill., by Iowa-Illinois TV Co., 65% owned by Peoples Bcstg. Corp. (KVTV, Sioux City, Ia. and 4 radio stations), 20% by Kingsley H. Murphy (family is 40% owner of KRNT-TV, Des Moines), 5% by Moline Mayor Arnold R. Smith; for educational Ch. 6, Tucson, Ariz., by U of Ariz. Application for Ch. 2, Terre Haute, Ind., was dismissed by Cy Blumenthal, leaving competition between Wabash Valley Bcstg. Corp. and Illiana Telecasting Corp. Number of applications pending is 118 (29 uhf). [For details, see *TV Addenda 26-N*.]

CBS's purchase of WCAU-TV & WCAU, Philadelphia for $20,000,000 (Vol. 13:51) is being held up pending FCC's investigation of rules violations, isn't likely to be acted upon for 4-8 weeks. In addition to violations alleged in Barrow Report on networking, Commission is investigating charges that networks and stations presented biased pay-TV programs (Vol. 14:16). Commission has responses from networks on the charges of network rules violations, is getting them from stations. Networks & stations have 20 days from April 16 to respond to toll TV charges.

The Trouble with Color: No amount of local programming and promotion can put color TV over without far more support from set makers and networks. That was consensus of three colorcasting pioneers this week in Los Angeles at NAB's first color panel since 1956.

However, there was no inclination to throw in the sponge—the telecasters agreeing in their unabated belief in color and outlining further promotional efforts.

"Our enthusiasm for color has not waned," said commercial v.p. Louis Read of New Orleans' WDSU-TV, "but until people have seen color they are not interested." He said interest of advertisers had dropped considerably, and blamed "general apathy" for failure of manufacturers and dealers to promote color sets.

Pres. Clair R. McCollough of Lancaster's WGAL-TV added: "Color won't take off until all networks are behind it with at least 2½ hours nightly in prime time, and until all manufacturers make and promote sets and reduce the cost by $100-$150." Exec. v.p. Owen Saddler, KMTV, Omaha, expressed opinion that present prices are low enough but that the bottlenecks are distributors and dealers who refuse to push color sets. Gen. mgr. Harold See of San Francisco's KRON-TV asserted "salespeople aren't interested in color, they don't know how to tune the sets and they show customers a poor picture."

RCA broadcast & TV equipment dept. mgr. Edwin C. Tracy commented that cost of colorcasting equipment "is not likely to decrease" and that "tremendous progress has been made in decreasing the actual cost of sets" so that both dealer and distributor now enjoy satisfactory profit margin. He said he knew of no prospects for reducing retail prices.

In other aspects of local color picture: (1) Saddler said most important points for colorcaster to bear in mind are compatibility (good monochrome picture), heavy promotion, commercial salability of color shows. (2) Read stated that WDSU-TV is eliminating the 10% premium charge for color in some cases until set circulation increases; it's now about 5000 in area. (3) McCollough said WGAL-TV will estimate premium charge for color on basis of color set circulation delivered, rather than "cost-plus" basis. Basic initial cost for local color equipment is about $200,000, he said, and operating costs are considerably higher than for monochrome.

Hoover Scores TV, Movies: "Film trash mills" are operating in TV & movie industries to "flaunt indecency and applaud lawlessness," FBI director J. Edgar Hoover said in May *Law Enforcement Bulletin*, published by his agency. He conceded "many responsible leaders" in both industries produce wholesome entertainment, but asserted others put "money above morals" to "picture criminals as heroes for youth to idolize." FBI chief was promptly answered by NAB pres. Harold E. Fellows in closing remarks at Los Angeles convention: "To the best of my knowledge, and that of the members of the TV Code Review Board, there have never been released any authoritative studies, made by accepted scientific methods, supporting the contention that TV contributes materially to juvenile delinquency. On the other hand, there have been many studies by educators, librarians & others showing that TV is a constructive influence on our young people."

IATSE, NABET Threats: Two major TV labor disputes—one unexpected—exploded May 2, disturbing peace which followed settlement of 11-day IBEW strike against CBS (Vol. 14:16). IATSE was reported on verge of video tape jurisdictional walkout from 35 member firms in N. Y. Film Producers Assn. which make TV filmed commercials and industrial & other films. NABET balked at signing master contracts for engineers, technicians, others employed by NBC & ABC (Vol. 14:15) despite reported overwhelming rank-&-file ratification of new 3-year agreements along lines of IBEW-CBS settlement. Long-smoldering IATSE video tape dispute began blazing when FPA rejected "too broad" jurisdictional demands by union which were submitted by IATSE east coast council of locals. Walkout would involve cameramen, stagehands, film editors, etc. Trouble at NBC & ABC was not so acute, NABET refraining from immediate strike call over demand that networks sign separate pacts for engineering groups which voted 906-401 to accept new terms and for small units of editors & publicists who rejected them. Networks insisted on signing overall agreements for 1600 employes at NBC, 1200 at ABC.

Shutdown of Hollywood motion picture & TV film production at major studios was threatened this week by Screen Directors Guild following rejection by Assn. of Motion Picture Producers of contract demands, including higher residual payments for TV reruns of theatrical movies, participation in earnings from any pay-TV productions. First steps toward walkout by directors were scheduled to be taken at Guild membership meeting May 4. Already beset by AFM strike which started Feb. 19 (Vol. 14:9), dispute with Writers Guild of America (West) over extra pay for movies on pay TV (Vol. 14:8), studio managements nevertheless were reported adamant against SDG. "If we give [directors] anything on pay TV all the other unions will move in and what the directors got would have to be multiplied many times," spokesman said. "We might just as well go out of business."

TV & radio news reporting have brought "exciting new dimension to journalism," CBS pres. Frank Stanton said in speech at U of Mo. School of Journalism May 2. "Combining sight, sound & action, TV has brought the world into almost every American home, giving remote places reality and revealing the important figures of the world as both more & less than legendary names," he said. "Moreover, by their very natures, radio & TV are the media that often first trigger the interest of people in new events, new personalities, new problems." School presented Stanton with its Honor Award for "distinguished service in journalism."

New CBC governing body of 5 full-time members drawn from judiciary, finance & broadcasting, replacing present 11-man board of governors in TV-radio control, will be proposed by Conservative govt. after Canadian Parliament convenes in Ottawa May 12, according to reports this week Last year Royal Commission headed by R. M. Fowler (Vol. 13:13) urged revamped CBC system under 15-man board.

New community antenna system for Alliance, Neb. is in the works with grant of franchise to Denver's Collier Electric Co.—operator of string of CATV systems in Colo., Wyo. & Neb. (see *TV Factbook No. 26*).

Ampex videotape shipments: one to KDUB-TV, Lubbock, Tex.; 2 to Associated Rediffusion, England; 2 to Osaka TV Bcstg. Corp., Japan; one to WRAL-TV Raleigh; one to WFLA-TV, Tampa.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Trade Report
May 3, 1958

NEW RADIO SERVICE—FM STEREO? FM broadcasters and equipment makers, riding biggest wave of optimism in 7 years, were engrossed in a hot new debate at this week's NAB convention in Los Angeles: Standards (or lack of them) for a 3-D hi-fi service.

Stereophonic or binaural FM makes use of the 2 phenomena which FM broadcasters credit for the resurgence of their medium -- multiplexing and the rage for hi-fi (Vol. 14:13). For nearly 10 years, FM-AM stereophonic broadcasts have been aired intermittently -- but with a definite parlor game flavor. Another recent novelty is FM-FM stereocast -- requires cooperation of 2 competing FM outlets, but now actually attracting sponsors in Los Angeles.

Drawbacks of both AM-FM & FM-FM systems is that they require 2 stations. The logical answer is multiplexing, where 2 or more carriers may be transmitted on one FM channel. Two-channel multiplex receivers can be manufactured relatively inexpensively, manufacturers say, and there's talk of a converter to be offered at $29.50.

* * * *

Stereo broadcasting bears directly on radio & phono makers' plans to mass produce & market packaged stereo for the fall market. First, it opens up a potential new market for the light FM radio business. Or, if the music lover already has one FM radio or hi-fi system, it opens the market for an additional speaker and components necessary to pipe in stereo broadcasts.

Right now, the home-record player industry is struggling with several stereo problems: compatibility, tape vs. discs, cartridges, changers, etc. While these are being ironed out by the engineers, stereo broadcasters may build a stereo audience on which the industry can capitalize in the not too distant future.

Multiplexed stereo cannot be broadcast on regular basis without change in FCC rules, which classify multiplexing as a private service. Many FM stations already offering functional music argue that a home stereo-multiplex service would touch off wave of piracy of their background music. Proponents of stereo-now retort that the security of functional music can be safeguarded by special set of FCC stereo standards augmented by simple modification in functional music transmitter.

"Subscription radio" is proposed by some functional music operators as a home stereo service, with fees paid either on annual or one-shot basis -- the money going to the broadcaster in exchange for the stereo service.

Two basic systems of stereo-multiplexing are being pushed: (1) Narrow-band system, which proponents say would provide good reception and still permit stereo broadcaster to offer functional music on a third channel. (2) Wide-band system, said by its backers to provide higher fidelity, particularly in fringe areas.

Wide-band system backers generally are in favor of new FCC rule-making for stereo FM now. In fact, petition has been filed by multiplex equipment manufacturer Dwight Harkins, Phoenix, Ariz., asking Commission to standardize on wide-band system developed by Crosby Laboratories Inc.

Most proponents of narrow-band system are urging against quick Commission action, arguing that broadcasters should wait for further equipment development, for availability of home stereo phonograph systems, etc. Adoption of wide-band standard, they point out, would force FM broadcaster to choose between stereo and functional music for subcarrier channel, whereas he could have both with narrow band.

This is the background of the stereo FM discussions -- in both management and technical sessions, and particularly in the corridors -- at NAB convention.

Though FCC is in no hurry to act on standards, there's no question that you'll be hearing more -- much more -- about stereophonic FM as a companion to, or integral part of, the stereophonic phonograph hi-fi systems due to come on the market in large volume next year.

EXCISE TAX CUT—IS IT A 'SLEEPER'? Wise politicos on Capitol Hill who usually can call the turn on big legislative issues say an excise tax cut is "sleeper" to watch for next 60 days. So, TV-radio industry which has worked long and ineffectually to halve -- or eliminate -- 10% levy on TV sets, radios, phonos and some components may get its way this year after all.

Splinter groups seeking individual excise tax cuts now have rallying point -- anti-recession. With a little logrolling and back-scratching they can get together and push an excise tax cut through. A sizable group of Congressmen wants to help the distressed railroads by cutting tax on fares and freight; the automobile industry -- Peck's Bad Boy of the current business slump -- has a wide following for its tax cut plan; another group wants to help the hard-hit movies by taking off the admissions taxes; still another group wants to boost household appliance sales; and, the TV-radio-phono industry is not without its partisans in Congress.

No one group has enough votes to pass a tax cut. Add them all up, however, and the votes are there -- and to spare.

An excise tax cut makes political sense, too. A Democratic Congress wants credit in an election year for cutting taxes; the tax-cut-shy Administration might figure it can take an excise tax cut without raising the bugaboo of inflation, or as a compromise to a much broader tax measure.

The Demos got backing from their party leader -- Adlai Stevenson -- who said a tax cut is necessary as an anti-recession measure -- "especially a cut in excise taxes on business." Organized labor would lend its backing if only on theory that half a loaf is better than none.

Prompt, united action is required. Already there are reports that a "buyers' strike" is in the wind while consumers wait for lower prices after the tax cut. And, when Congress really starts talking about excise tax cuts there will be period of a month or so when it will be mighty hard to move goods without promise of a rebate in the event of a tax cut.

TV-Radio Production: TV set production was 84,999 week ended April 25 vs. 76,118 preceding week & 78,269 in 1957. Year's 16th week brought production to 1,458,355 vs. 1,750,000 last year. Radio production was 162,421 (48,574 auto) vs. 158,588 (42,605 auto) preceding week & 266,707 (94,406 auto) last year. For 16 weeks, production totaled 3,107,946 (1,007,955 auto) vs. 4,797,000 (1,925,000 auto) in same 1957 period.

GE Backs Fair Trade: Climbing back on fair trade bandwagon it abandoned in Feb. (Vol. 14:9-10), GE came out this week for bill (HR-10527) by Chairman Harris (D-Ark.) of House Commerce Committee providing for a new Federal price-maintenance law.

Statement filed with Commerce subcommittee on commerce & finance by Robert C. Walton, representing GE's housewares & radio receiver div., suggested some textual changes in Harris measure—attacked at hearings by FTC as possibly unconstitutional—but otherwise gave support.

Walton related how company's long-standing list-price structure had been weakened by court decisions against state fair trade laws under McGuire Act, leading to GE dropping its fair trade policy. But he reaffirmed GE's belief that brand-name marketing system has advantages for consumers and thousands of small dealers.

Similar backing for Harris bill came from pres. Joseph Fleischaker of National Appliance & Radio-TV Dealers Assn. He said it was "best device that has yet been proposed" in fair trade legislative field, urging enactment to help small independent merchants "against the ravages of mail order discount firms."

FTC chairman John W. Gwynne, however, put Administration damper on bill. He opposed it—as FTC has opposed all resale price maintenance since 1917—as being "unsound economically," tending to destroy competition and favor big companies. Gwynne said "there would appear to be some doubt" of measure's constitutionality. Hearings under Rep. Mack (D-Ill.) continue next week.

Webcor tripled hi-fi phono sales last year and set a new record in tape recorders, sales v.p. H. R. Letzer told annual meeting in Chicago this week. He said company has "completely redesigned [record] changer with significant improvements," and plans introduction of new line of tape recorders.

British TV sales in Feb. were 98,000 vs. 94,000 in Feb. 1957, up 4%; radio 87,000 vs. 78,000, up 12%.

Trade Personals: Gibson Kennedy promoted to gen. sales mgr. for all Philco consumer products; in reorganization of field staff, 4 new area sales mgr.'s are: James McMurphy, Philadelphia; John Ramsey, Atlanta; Reese Llewellyn, Chicago; Paul Burks, Los Angeles . . . Richard J. Sargent, Westinghouse mgr. for marketing, consumer products div., elected a v.p. . . . Donald W. Collins named sales mgr. of new Sylvania factory branch, Teterboro, N. J. . . . Robert B. Means named sales mgr., western district, RCA electron tube div. . . . Frederick G. Reiter promoted to pres. of Philco Finance Corp. . . . Robert C. Sprague, chairman of Sprague Electric, named Hotchkiss School Alumni "Man of the Year" . . . Harold Schulman resigns as asst. to pres. Joseph Friedman of Trav-Ler Radio . . . Edward F. Taylor Jr., named south central district sales mgr., Sylvania home electronics div. with headquarters in New Orleans . . . Wm. J. Geiger named sales mgr. of Admiral Distributing Co., Philadelphia . . . Leo Hahn promoted to field sales mgr. for Emerson; Eugene Van Cleve to adv. & sales promotion mgr. . . . Milton A. Schindler, ex-Snyder Mfg. Co., Philadelphia, named pres. of Continental Electronics Corp., Los Angeles . . . John Sanabria, ex-American Television, acquires Kine-Lab, Chicago, manufacturer of closed-circuit TV . . . Morton K. Tillman resigns as sales mgr. of Pentron's premier div.

ELECTRONICS PERSONALS: Arthur F. Vinson, GE v.p., heads new apparatus & industrial div. . . . John W. Simpson, Westinghouse mgr. of Bettis atomic power div., elected a v.p. . . . Arie Vernes elected pres. of Philips Electronics, succeeding Pieter van den Berg who becomes chairman . . . Milton N. LaPidus elected chairman of Pyramid Electric, North Bergen, N. J., Ralph M. Scarano, pres. . . . Donald Parris, director electronics div., Commerce Dept. business & defense services administration, left April 28 for international conferences in Europe, returns in about a month . . . Ames G. Giordano, ex-Federal Telecommunications, named chief engineer of Blonder-Tongue, Newark . . . Carl L. Lang, ex-IT&T, named joint-ventures mgr., Page Communications Engineers, Washington . . . Allen B. Anderson, ex-Lear, appointed adv. & public relations mgr. of Motorola military electronics div., Phoenix.

DISTRIBUTOR NOTES: RCA Distributing Corp. establishes branch in Atlanta, Gordon H. Bahl, mgr. . . . DuMont opens Boston distribution branch, Wm. A. Cheever, ex-L. J. McAllister, mgr. . . . Hoffman appoints Fowler Distributing, Portland, Ore., for TV, radio, hi-fi . . . Columbia Records appoints K-B Columbia Co., Peoria, for records, phonos.

Robert Ferree, of International Resistance Co., has been elected pres. of Producers of Associated Components for Electronics. Other new officers: first v.p., Howard Saltzman, Alpha Wire Co.; 2nd v.p., Martin Roth, South River Metal Co.; secy-treas., Walter Jablon, Mark Simpson Mfg. Co.; exec. v.p., David Susser, N. Y. attorney.

Dr. Harold S. Black, Bell Labs, awarded AIEE Lamme gold medal.

Obituary

Gilbert Gustafson, 52, Zenith v.p. for engineering, died April 24 at Billings Memorial Hospital, Chicago. Surviving are widow, 3 sons, daughter.

Adolph L. Gross, 49, pres. of Adolph L. Gross Assoc., N. Y. hi-fi manufacturers' rep, died in London hospital April 25. Surviving are widow, son.

Financial Reports:

Paramount Pictures hopes for "early solution" to mass production of color TV receiver using Lawrence single-gun tube, said pres. Barney Balaban this week in annual report. He said work on tube by DuMont Labs and Paramount's Chromatic TV Labs (Vol. 14:14, 15) has progressed to point where DuMont is "confident final pilot models for field testing will be produced in time to meet the 1959 market for color TV receivers." Balaban also said International Telemeter Corp. (90% Paramount-owned) plans to install wired closed-circuit pay TV system "in a few communities in the U. S. & Canada around the end of this year." As reported earlier, Paramount & consolidated companies earned $4,783,201 ($2.47 per share) in 1957 vs. $8,731,568 ($4.43) in 1956 (Vol. 14:16), but Balaban pointed out cash position was improved—$16,808,607 vs. $11,704,988—and film inventory was reduced to $50,712,877 in 1957 from $57,111,840.

TelePrompTer Corp. increased gross revenues in 1957 to $2,264,345 from $1,784,607 in 1956 but lost $212,694 (59¢ per share) last year vs. earnings of $206,841 (58¢) year earlier. Results for 1957 were adjusted for 2½-for-1 stock split in July. Balance sheet lists current assets of $651,479 as of Dec. 31, 1957 vs. $683,239 year earlier, current liabilities $381,435 vs. $185,128. Reorganization started late last year has put company "in a good position to operate again on a profitable basis," pres. Irving B. Kahn said. He saw "extremely sound basis for substantial growth" in such closed-circuit sports projects as TelePrompTer's theatre-TV handling of Robinson-Basilio championship fight (Vol. 14:14).

Westinghouse earnings—as predicted at annual meeting last month (Vol. 14:14)—dropped to $12,903,000 (72¢ per share) on sales of $449,329,000 in first 1958 quarter from $14,198,000 (82¢) on $475,686,000 year earlier. Backlog for atomic products was higher than at end of 1957 period, however, and negotiations for new apparatus, industrial & defense products business "are becoming more active," chairman Gwilym A. Price said.

Dividends: Westinghouse, 50¢ payable June 2 to stockholders of record May 12; Tung-Sol, 35¢ June 2 to holders May 12; International Resistance, 5¢ June 2 to holders May 15; Capitol Records, 25¢ plus 15¢ extra, both June 30 to holders June 16; Howard W. Sams, 20¢ June 30 to holders June 16; Stanley Warner, 25¢ May 26 to holders May 9; Television-Electronics Fund, 8¢ May 31 to holders May 1.

Meredith Publishing Co., whose Meredith Group subsidiaries own WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City, and radio KRMG, Tulsa, earned $2,736,097 ($2.11 per share) in 9 fiscal months ended March 31 vs. $3 607,524 ($2.79) year earlier.

Tung-Sol earned $535,422 (52¢ per share on 893,800 shares) on sales of $13,730,470 in 13 weeks ended March 29 vs. $944,755 ($1.25 on 716,175) on $16,134,823 year earlier, when results did not include Chatham Electronics.

Hoffman Electronics earned $435,218 (59¢ per share) on sales of $9,960,064 in first 1958 quarter vs. $512,802 (70¢) on $11,493,599 year earlier.

Oak Mfg. Co. earned $30,653 (5¢ per share) on sales of $3,459,157 in Jan.-March quarter vs. $138,201 (21¢) on $4,736,847 year earlier.

Corning Glass earned $3,189,152 (47¢ per share) in 12 weeks ended March 23 vs. $3,872,798 (57¢) in same 1957 period.

Harris Throws Teaser: Naming no names or stations, Chairman Harris (D-Ark.) of House Commerce legislative oversight subcommittee said this week it has evidence improper "contacts" with FCC have been made by interested parties in comparative TV proceedings in addition to now-celebrated Miami Ch. 10 case—and he questioned legality of licenses won.

In speech to administrative law section of D. C. Bar Assn., Harris continued to avoid disclosure of just where his investigation of FCC will go next (Vol. 14:17). But—"in passing"—he said "our committee files now contain indication that . . . ex-parte contacts have been made in a number of other comparative TV cases," and:

"Since such contacts are prohibited by law, even though the Commission itself may have taken no action with respect to the parties making them, it is interesting to conjecture what may be the legal status of the licenses which were granted in such instances."

Harris speech otherwise was largely reiteration of charges & conclusions by subcommittee that over the years "some of the members of the Commission" and "some members of the industry and industry organizations" have engaged in "questionable conduct" which "has seriously undermined public confidence in the Commission."

"In the restoration of such confidence, the Commissioners may help themselves greatly, if they will," Harris said. "In the restoration of this confidence, the industry which has gone far beyond what it should have done, can do much, if it will."

Harris also swiped at subcommittee's dismissed counsel Bernard Schwartz. He promised that "no dubious methods will be used in developing information as has occurred in the past," said subcommittee now has "excellent staff" under Robert Lishman—"and I have no doubt as to the final results."

Suspension action against "several stations" will be initiated by NAB's TV Code Board, outgoing board chairman W. B. Quarton, WMT-TV, Cedar Rapids, told board meeting in Los Angeles this week. Principal violations involve advertising—multiple-spotting, excessive commercial time, personal product advertising, program-length commercials. This will be first such suspension action in code's history, although Quarton revealed that "a few stations have resigned, some by our request." Most stations found violating code, he added, have voluntarily corrected abuses. Monitoring program showed that 85% of all advertising violations were on 25% of stations. Roger Clipp, Triangle Stations, was installed as new chairman of Code Board.

Liquor ad ban bill by Sen. Langer (R-N. D.) was put quietly on legislative shelf again this week by Senate Commerce Committee, which wound up hearings on perennial measure (S-582), took no action. Attacks last week by dry forces on interstate advertising of alcoholic beverages (Vol. 14:17) were answered for record this week by brewers, distillers, advertisers. They used such terms as "unfair," "un-American," "unsound," "unnecessary," "unconstitutional" to describe proposed ban, which they said was "backdoor" attempt to reimpose Prohibiton.

Biggest TV program deal for single series of shows—$12,000,000 for 48 Desilu Productions films next season—was reported closed in Hollywood by Westinghouse this week. Series including comedy, musicals, drama, 7 *I Love Lucy* episodes is scheduled to replace *Studio One* on CBS-TV Mon. 10-11 p.m.

COMMON STOCK QUOTATIONS

Week Ending Friday, May 2, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
RUDD & CO.
Member New York Stock Exchange
734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958 High	Low	Stock and Div.	Close	Wk. Chg	1958 High	Low	Stock and Div.	Close	Wk. Chg
9¼	7	Admiral	8½	−¼	354	300	IBM 2.60	350	−2⅝
23	19⅜	AmBosch .30e	22	+¾	34¼	29¼	IT&T 1.80	31¼	—
17¾	13	AmBcstg-Par 1	17⅝	−⅛	41½	36⅛	I-T-ECirB .45e	37⅜	+⅛
37⅞	32¼	AmMy&F 1.60	34	−1¼	7⅞	6⅞	ListIndust ¼e	7	+⅛
177⅝	167⅞	AT&T 9	175¼	−1¾	43⅞	36⅞	Litton Ind	41⅝	+1⅜
26½	22⅜	Ampbenol 1.20	25⅜	+⅜	15½	12⅞	Loew's	15¼	+½
29⅞	25⅛	Arvin 2	25⅛	−1¾	37	30¼	Magnavox1½b	36¾	+1½
7¼	5⅝	Avco .10e	6¼	−¼	28¾	24	Mallory 1.40b	24	−½
25¾	19½	BeckInst 1¼f	19½	−1½	88¾	76	Mpls.H'll 1.60a	87¾	+5
53	44⅝	BendixAv 2.40	48	+1	42¼	36¼	Motorola 1½	36⅝	—
32¼	27⅝	Burroughs 1	29⅜	—	9	7⅜	Nat'l Thea ½	8⅜	+⅛
18⅜	15¾	Clevite ¼e	16¼	−½	38⅜	30⅝	Paramount 2	37¼	+¾
29¾	24½	CBS "A" 1b	29⅛	—	17⅛	12⅜	Philco	14⅜	−⅛
29½	24⅛	CBS "B" 1b	28¾	−⅜	35	30¼	RCA 1a	32⅜	−⅛
16¼	12½	Col Pict ⅜t	15	−⅛	26¾	21½	Raytheon 1¼t	26⅝	+⅝
35¼	27⅞	Cons Elec .40	31¼	−1⅜	7⅛	5	Republic Pic	5⅝	—
26½	19½	Cons Electron	25⅝	+⅝	34¾	29	SangElec 1.80	29½	+½
16½	12¾	Cor-Dub .20e	15	+⅞	16⅛	13¼	Siegler .80	14	+⅛
86¾	74⅝	CornGlass 1a	81⅜	+1½	3⅞	2¾	Sparton	3⅜	+⅜
3⅝	3	Davega	3⅜	+⅛	20⅝	17¼	SperryRan .80	17¼	−¼
35	30	Daystrom 1.20	31	−¼	8¼	6	Standard Coil	7⅜	—
16¼	13⅞	Decca 1	15⅛	−¼	18	14½	Stanley-War 1	17¾	+½
21½	14	Disney .40b	20⅛	+⅜	33¾	29	Stew Warn 2b	33¾	+⅝
109½	97⅛	EastKod 1.55c	109½	+2½	24½	20	StorBcstg 1.80	24	+1
35	29	EmerElec 1.60	34⅞	−¼	37½	31½	Sylvania 2	31½	−1⅛
6⅛	4⅛	EmersonRadio	5⅞	−⅛	35⅞	26¾	Texas Instru	31⅝	−⅜
8½	7	Gabriel .60	8	−⅛	55¼	41⅜	ThomProd 1.40	44¾	+1⅛
65¾	55¼	Gen Dynam 2	55¾	−⅞	26⅞	23¼	Tung-Sol 1.40b	24⅝	+⅜
64¼	57	Gen Electric 2	59¼	−1½	27	21¾	20thC-Fox 1.60	25¾	−¾
7⅝	4⅝	Gen Inst. .15g	7⅝	+⅜	22	15¼	UnitedArt 1.40	21¼	+¾
41	29½	GnPrEquip2.40	31¾	+1¾	22⅝	19	Univ. Pict 1a	20¼	−1
30	22¼	Gen Tire .70b	24	+1	19½	16⅞	WarnBros 1.20	18½	−⅝
45¾	40⅜	Gen. Teleph. 2	45¾	—	65½	57¼	Westingh El 2	58¼	−⅝
26⅝	21	HoffmanElec 1	25⅞	+⅛	77	67½	Zenith new	75¾	−1¼

AMERICAN STOCK EXCHANGE

1958 High	Low	Stock and Div.	Close	Wk. Chg	1958 High	Low	Stock and Div.	Close	Wk. Chg
3⅜	3	Allied Artists	3	—	37½	30½	Hazeltin 1.40b	31¼	−½
45	34½	Allied Con 1a	37¼	−1¼	2⅞	2	Herold Ra .20	2⅜	+¼
15⅛	12⅞	AmElectro ½	13¾	−⅛	4⅝	3¾	Int Resist .20	4	—
10⅛	8⅜	AssocArtProd	9½	−¼	6¼	4¼	Lear	5¼	—
11¾	7¼	AudioDev .05d	10¾	—	⅝	⅜	Muntz TV	¾	+⅛
10⅛	7⅜	BelockInst ⅛t	9⅜	−⅛	3½	2½	Muter Co. ¼t	3⅜	−⅛
½	⅜	C & C TV	⅝	+3/16	9	5⅝	Nat'l Telefilm	9	+1
3¾	2⅞	Clarostat .15g	3¼	—	1¾	1	Nat Union El	1½	−⅛
4⅝	3	DuMont Lab	3⅞	−⅛	6⅞	2¾	Norden-Ketay	3	+⅛
4⅛	2⅞	Dynam Am	3⅜	−⅛	3⅝	2⅞	Oxford El .10r	3⅛	—
13⅛	10	EletcronicCom	11½	—	16	11	Philips El	13¼	−⅛
7⅞	6⅜	Electronics Cp	6¾	+⅛	8⅝	6⅝	Servomech .40	7⅞	−¼
31⅝	19½	FairchCam½g	24⅛	−1⅛	6	3⅜	Skiatron	4⅜	+¼
24⅞	17¼	General Trans	21½	−1⅛	4⅜	3½	Technicolor	4⅜	+⅛
17¼	14⅝	Globe Un .80	15⅜	—	4½	3½	Trans-Lux .20g	4	—
3⅜	2½	Guild Films	3	—	4⅞	4¼	Victoreen Inst	4¼	—

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	1 13/16	2	Machlett Labs .25g	16¾	18
Aerovox	4⅜	5	Magna Theatre	1¾	2½
Airborne Inst	43½	46	Maxson (W. L.) .05	4⅞	5¼
Altec Co. .80	6¼	7	Meredith Pub. 1.80a	30½	33
AMP Inc .50	19¾	21	National Co. (4% stk.)	11½	13
Ampex	62½	65	Oak Mfg. 1.40	11¼	1½
Baird Atomic	7	8	Official Films .10	1⅛	1⅜
Cinerama Inc.	1½	2	OR Radio	18¾	19½
Cinerama Prod.	1 13/16	2¼	Pacific Mercury TV	5⅝	6
Cobu Electronics	8⅛	8½	Packard-Bell .50	11	12
Collins "A" .35	12⅜	13	Panellit	5⅛	5½
Collins "B" .35	12	12¾	Perkin-Elmer	22½	24
Cook Elec. .40d	17¾	19	Philips Lamp (14% of par)	36¾	38
Craig Systems	4½	5	Reeves Soundcraft (stk.)	3 1/16	3½
DuMont Bcstg.	7¾	8½	Sprague Electric 1.20	27	29
Eitel-McCullough (5% stk)	24	26	Taylor Instrument 1.20	30	32
Elec Assoc (stk)	41½	44	Tele-Broadcasters	2⅝	3
Erie Resistor .40b	6	7	Telechrome .30	8¼	9
Friden Ind. 1	55	58	Telecomputing	4⅛	5
Giannini, G. M.	13⅛	14	Teleprompter (stock)	5⅝	7
Granco Products .05	11⅛	12	Time Inc. 3.75	61	64
Gross Telecasting 1.60	18¼	20	Topp Industries (stock)	9¼	10
Hewlett-Packard	25¼	26	Tracerlab	6½	7
High Voltage .10g	32¼	34	Trav-Ler	1	1⅜
Hycon	2⅛	2½	United Artists	4¼	4½
Indiana Steel Prod. 1.20a	17	18	Varian Associates	17¼	18
Jerrold	2	2½	Webcor .15c	9⅜	10
Ling Industries	2½	2¾	Wells-Gardner	7¼	8
Leeds & Northrup .60b	24½	26	WJR Goodwill Sta. .50d	13	13½

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend. * No trade

THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — May 10, 1958

FINANCIAL DATA ON 104 companies for years 1950-thru-1957, with some first-quarter 1958 reports, in Special Supplement with this issue (p. 1).

REPS SEEK SHOWDOWN with networks at FCC hearings, postponed to May 19. Networks not inclined to quit spot sales field. Next on agenda (pp. 2 & 6).

NAB CONVENTION AFTERMATH: Dissatisfaction with many of its aspects, as reported here last week. Affiliate conventions growing more important (p. 2).

STATION-CATV DISPUTE precipitating FCC inquiry, maybe hearing. Basic question of local vs. outside signals. Involves translators, etc. (p. 3).

RHODEN THEATRE CHAIN and film syndicate-station owner National Telefilm Associates (NTA) admit merger talks under way (p. 4).

BRISK AM-FM ACTION as Commission strives to cut into big backlog. Seven AM grants, 3 FM; 15 station sales approved. RCA-Westinghouse court case (p. 6).

PAY TV QUIESCENT, apparently, but Zenith appoints new public relations counsel as Teco Inc. renders report. Actors Equity resolves for pay TV (p. 7).

NETWORK TV BILLINGS gain 13.5% in first 1958 quarter over same period last year. ABC pacing percentage increase with 36.8% (p. 7).

MORE ON WHEREABOUTS of ex-network vice presidents: those who have retired or are now in advertising agencies or in program production (p. 7).

ASCAP UNDER ATTACK in Congress, as Roosevelt subcommittee recommends Justice Dept. anti-trust action, Senate committee hears support for BMI (p. 8).

TAPE EXCHANGE PROBLEMS in international telecasting posed by BBC's "VERA" system, will be considered at Moscow conference on TV standards (p. 14).

Manufacturing-Distribution

STEREO BANDWAGON ROLLS as leaders announce plans for fall introduction of new systems, conversion kits. Britain exporting stereo (p. 10).

NOTE OF OPTIMISM in quarterly reports of TV-radio companies despite generally declining sales, profits. Philco cuts salaries (p. 11).

COLOR TV SALES ahead of last year, more programs on air, RCA reports at annual meeting (p. 12).

FINANCIAL DATA ON TV-ELECTRONICS FIRMS: We waited until all 1957 calendar reports were in before updating our annual Special Report on "Financial Data on Television-Electronics Companies" which has proved to be one of our most popular services. By now, too, 65 first-quarter reports were also available -- and so they're included in the 20-pp. supplement made available herewith to our subscribers.

Exactly 104 companies are now detailed. The tabulations kept for us by Chicago financial consultant Edgar N. Greenebaum Jr. show where stock is traded, capitalizations, and for the years 1950 through 1957 each firm's sales, pre-tax earnings, net profit, net per share, dividends, total assets, price ranges. It's noteworthy that 1957 figures, with rare exceptions, reflect profit squeezes though in general sales held up; first-quarter 1958 shows many declines in sales & earnings.

Companies in TV-radio broadcasting whose financial data are listed are AB-PT, Avco, CBS, GE, General Tire, Gross, Meredith, Metropolitan (nee DuMont), National Telefilm, Paramount, RCA, Storer, Time Inc., Westinghouse, WJR The Goodwill Station.

In industrial fields, you will find all the majors -- with 9 companies added since our last Report a year ago. The new ones: Allied Control, Clevite, Emerson Electric, Hewlett-Packard, High Voltage, Machlett Labs, Howard W. Sams, Telecomputing Corp., Thompson Products. Eliminated are Unitronics (Olympic Radio), now part of Siegler, which is listed; also some firms outside scope of our circulation.

Extra copies of Report are available at $2 each; 10 for $12.50; 25 for $20.

REPS GEAR FOR ASSAULT ON NETWORKS: Flourishing station sales representative business is next phase of FCC network hearing -- resumption of which has been delayed from May 12 to Mon., May 19 because of press of other Commission business. After the reps come uhf Committee for Competitive TV and then spokesmen for 6 individual stations. Just ahead of reps are several CBS and NBC-represented station managers (see p. 6).

Dean Roscoe Barrow himself, with his economist Jesse Markham, will ring down curtain on whole hearing -- with rebuttal testimony -- probably in June.

Basic goal of reps is to get networks out of their business. Barring that, they'd like to freeze net representation at present lists. Besides CBS-owned stations, CBS-TV Spot Sales represents 8 others, NBC-TV Spot Sales 7; in radio, CBS reps 9, NBC 8. ABC isn't in rep business.

Aside from desiring the lush business they might get via stations now handled by NBC & CBS, reps fear networks have tremendous leverage because of vital nature of affiliations, especially when it comes to adding to their stables. Networks deny any big plans to expand, CBS having testified present list is just right, NBC that it might add a couple. They plainly aren't inclined to get out of the business, see nothing wrong with it -- and it's profitable.

It's common knowledge that, while networks stick to straight 15% commission, independent reps frequently make deals for less with their more important clients. And all reps aren't of one mind on all aspects of current hearings. While some may not like option time and must-buy, pressures from their stations may force them to remain silent on or straddle those issues.

Reps also face another hazard. They're presently unregulated and, if their plea to FCC is for aid on economic battlefronts, it's likely FCC will want to probe into their books, perhaps report on their combined earnings as it does on networks and stations every year. Rep business is sharing boom enjoyed by the better-placed stations since advent of TV, but faces none of the public service responsibilities that Washington demands of stations.

National spot now accounts for about 50% of station revenues on better-positioned stations, sometimes up to 60%; network, about 25%; local, about 25%. That's reversal of situation that obtained in radio's heyday, when rule-of-thumb was that affiliates got 50% from networks, 25% from national spot, 25% from local.

NAB CONVENTION—SOME AFTERTHOUGHTS: Rather too cruelly, we think, Variety captions genial George Rosen's convention post-mortem of May 7: "NAB -- Shoulda Stood in Bed." The ubiquitous Mr. Rosen makes some of the same points we did last week (Vol. 14:18) except that he maintains "nothing happened [to] make it worth while" -- which isn't quite fair when you consider some of the major items on the agenda, and particularly the highly important engineering sessions. Some were perhaps too high dome for the sales and showfolk element, most were too widely scattered for convenience, nearly all faced too many concurrent distractions to command the attendance they deserved.

"Perhaps the answer may lie," it's suggested, "in the projected plan of the NAB board to restrict attendance at future conventions to broadcasters operating strictly on a policy level, eliminating all of the extraneous folderol and thus making an effort to achieve the dignity, stature and uninterrupted let's-get-at-the-core-of-our-problems 'format' of the publishers' convention."

As for NAB board's decree that "the TV film boys, with their carnival of exhibits, must go," it's adduced now that "the vidfilm contingent" was at first bitter and then didn't care one way or another because their sales were nil, so now figure they can do better with a convention of their own. One thing apparent after L.A.:

NAB conventions are fading in importance so far as most management is concerned. But separate conventions of affiliates of the respective networks -- their attendance by invitation, their agendas usually down to earth, their delegates full of competitive zeal, and undistracted by sideshows -- are growing in importance.

COMMISSION PONDERS CATV COMPETITION: FCC tackled the tough and touchy station vs. community antenna argument this week (Vol. 14:18), hasn't decided what to do yet -- but it's aiming toward an "inquiry." Staff is drafting document for further consideration, but the Commission has yet to decide whether to conduct hearings, or what.

More the Commission gets into subject, the more complicated it becomes. One basic question is policy on competition between out-of-town stations, whose signals are piped to homes, and local stations who claim that loss of viewers this way can prove fatal. In a typical case, should public be deprived of 3 piped-in big-city signals so that local station can "monopolize" audience? On other hand, CATV systems serve only towns & villages, so should scattered rural viewers be deprived of their sole service because a small-town station's audience has been emasculated -- thus driving station off air?

And how about translators, illegal boosters, ordinary satellites? They also produce competition for local stations.

Overhanging whole problem is question of "economic protection." Commission has been split in recent years, but majority has generally ruled against intervening in economic disputes, notably in cases of uhf -- even if stations fear they may be forced to the wall. [For further details of controversy, see below.]

* * * *

CATV-station battle intensified this week, when purchasers of KFBB-TV, Great Falls, Mont. (Ch. 5) announced they're calling off $600,000 deal, as they had warned they might (Vol. 14:16), because of CATV competition and inability to get private microwave. Buyers, 50% each, are Ed Craney [KXLF-TV, Butte (Ch. 4), KXLJ-TV, Helena (Ch. 12) and 5 Mont. AMs] and group headed by A.W. Schwieder [KID-TV, Idaho Falls, Ida. (Ch. 3)]. Contract calls for each to forfeit $25,000 for canceling.

One station has already suspended operations -- KGEZ-TV, Kalispell, Mont. (Ch. 9) -- blaming local CATV system (Vol. 14:16-18). CATV operators, who also own 30% of KGEZ-TV, say they're willing to put KGEZ-TV back on air, claim station has been run uneconomically.

Where Does CATV Fit? FCC's last important ruling on community antenna systems (above) was to conclude they aren't common carriers, aren't under Commission jurisdiction (Vol. 14:14). Now, the small-station group that brought original complaint has asked for reconsideration of decision.

Current petition insists that FCC's reasoning was ill-founded; that its definition of "common carrier" is faulty; that CATV systems do handle "interstate commerce" in form of programs originated out of state; that "at the very least, the Commission would have the authority to require that the CATV systems establish practices which would cause the minimum harm to operating TV stations"; that FCC can regulate CATV systems through their microwave licenses; that a hearing should be held to resolve doubts; that Congress should be asked for new law, if present laws are inadequate to protect stations.

One of the slimmer reeds relied upon by stations is the "property rights" approach—a claim that owners of program rights can forbid CATV operators from using signals without permission. Courts have never ruled finally on issue, but even networks doubt they could win in courts (Vol. 14:18).

Illegal booster question is coming to head, too, what with Senate Commerce Committee conducting hearings May 27-30 on TV allocations, including small-town service. FCC has long had rule-making pending to "clean up" the unauthorized vhf boosters so as to protect existing services. Operators of illegal boosters haven't cared much for FCC's proposals, because they'd require expenditures for equipment & maintenance. Commission's proposal lost an important champion this week when equipment maker Ben Adler formally withdrew endorsement.

"The trend in illegal booster activities is so appalling," said Adler, "that unless checked immediately ,this cancerous growth threatens the foundations of all TV broadcasting as a public service."

Adler reported that number of illegal boosters had nearly doubled in last 6 months; that many operate with as much as 5-30 watts; that boosters are interfering with each other, "mother stations", translators, CATV systems; that booster operators "have no intention of complying with any rules short of ones that will permit them to do what they are now doing." He urged booster operators be required to switch to uhf translators, of which some 150 are operating.

NTA-Rhoden Group Merger? National Theatres Inc., which has acquired Kansas City's WDAF & WDAF-TV (Ch. 4) for $7,600,000 (Vol. 14:17) and which ended last fiscal year Sept. 24, 1957 with total assets of close to $55,000,000 is "exploring the question whether there would be a basis for an association" with National Telefilm Associates Inc., which owns WNTA-TV, Newark-N. Y. (Ch. 13), formerly WATV, radio WNTA and KMSP, Minneapolis (Ch. 9), formerly KMGM-TV. NTA ended 1957 with total assets of more than $32,000,000, largely in film library.

Joint statement by National Theatres pres. Elmer C. Rhoden and NTA chairman Ely A. Landau admitted conversations first reported in trade press, stating "exhaustive studies of the matter will be made by both parties during the next few months." But no further details were disclosed.

Such a merger would be in line with announced diversification program of National Theatres Inc., which operates more than 300 theatres in 20 states, is moving into various ventures, has big interest in current Cinemiracle blockbuster *Windjammer*, with ex-CBS west coast v.p. Charles L. Glett heading its subsidiary National Film Investments Inc. (Vol. 14:13). Big theatre company did $59,000,000 business fiscal year ended Sept. 24, 1957, earned $2,266,000 (84¢ per share on 2,699,486 shares outstanding) and ended year with surplus of $22,000,000. For next 26 weeks, ended March 25, 1958, it reported revenues of $26,482,791 & net profit of $743,897 (28¢).

NTA is partner with 20th Century-Fox in much-publicized NTA Film Network, had nearly $11,000,000 sales, $1,100,000 net profit ($1.07 per share on 1,020,350 shares outstanding) in fiscal year ended July 31, 1957; nearly $4,000,000 sales & $422,000 profit (41¢) in 6 months thereafter. Its stock in recent weeks has shown considerable flurry, with reports current that G. Gerald Cantor, of investment bankers Cantor, Fitzgerald & Co., a director, has been buying up its stock; proxy statement for its last annual meeting in Feb. indicated he owned 85,000 shares, second largest stockholder on board to Rhoden's 88,325.

National Theatres Inc. is traded on N. Y. Stock Exchange, NTA on American Stock Exchange.

* * * *

Such a merger was viewed by *N. Y. Times'* veteran Hollywood correspondent Thomas M. Pryor as "another step toward vertical integration of the 2 media [TV & films] . . . Investors interested in the entertainment business dream of the day when there might emerge a completely integrated organization that would produce, distribute and exhibit movies for theatres and TV. This could constitute an empire that would dwarf the old movie producer-distributor-theatre combines." He points out that such a merger would become "a matter of interest" to the Dept. of Justice anti-trust div., notably since National Theatres' former parent firm was 20th Century-Fox, which owns half of NTA's film network project, now comprising 63 stations. He might have added, too, that it will come under purview of FCC, which authorized ABC-Paramount Theatres merger but has licensed relatively few theatrical interests in TV as yet, mainly because so few have applied (for list of theatre interests owning TV stations, see *TV Factbook No. 26*, p. 380).

More Movies for TV: Another big sale of post-1948 movies to TV loomed this week with reports from Hollywood that United Artists has placed 65 feature films on block. This would make second major such sale, Republic having concluded first big deal early in year (Vol. 14:3-4).

List reportedly includes a number of 1953-56 hits such as *Foreign Intrigue, The Ambassador's Daughter, Moulin Rouge, Night of the Hunter*. Hollywood comment on rumored deal brought out that United Artists is a film distributing company, does not produce films, and consequently faces a different situation with respect to controversial issue of film release to TV than major studios.

Reaction to United Artist move was caustic from several top movie executives. Said Buddy Adler, head of 20th Century-Fox, staunch opponent of post-1948 film sales: "I am adamantly against this sale. It's a horrible thing which will have an adverse effect on our business."

Said Sol C. Siegel, MGM production head: "We are firmly against any such sales to TV and selling these pictures at this time is a great disservice to the industry." Said Abe Schneider, pres. of Columbia: "I'm strongly opposed to selling any post-1950 motion pictures for use on TV."

Meanwhile, Theatre Owners of America pressed its plan to keep post-1948 films off TV (Vol. 14:10-11). TOA pres. Ernest G. Stellings wrote film company heads suggesting they try an orderly program of re-issue as an antidote to the trend toward sales to TV. He said TOA and other exhibitor groups would urge theatres to book re-issues under most favorable circumstances.

MCA-TV's Paramount film package of 700 pre-1948 features was sold this week to WCBS-TV, N. Y.

TV Strikes Pend: One of two major TV labor disputes flared into a short-lived, one-day strike May 5 by IATSE against 35 member firms of N. Y. Film Producers Assn. over video tape jurisdiction (Vol. 14:18). Film craftsmen returned to work when FPA refused to negotiate on new contract until strike was terminated. Talks were still going on at weekend. Meanwhile, stalemate continued in the threatened NABET strike against NBC & ABC, where union still insists on bargaining rights for small units of editors & publicists seeking separate contracts. (Vol. 14:18). No strike call has been issued by NABET in this dispute although it was believed union members would refuse to cross picket lines should dissident groups set them up. Networks continued to insist on overall contracts for 1600 employes at NBC, 1200 at ABC.

Movie writers still earn more than do TV writers—but not much. Report this week by Writers Guild of America, West, Hollywood, said movie writers earned $11,028,500 in year ended April 1, or $122,700 less than preceding fiscal year. TV writers earned $9,224,000, up 26% from preceding year's $6,814,000. Radio writers declined 21%—to $300,000 from $467,000. Union's capital at end of March was $138,800, up from $83,100, with dues from TV-radio branch based on gross earnings rising to 46.5%, dues from screen writers going down to 53.5%.

Ampex videotape recorder use at KDKA-TV, Pittsburgh was "launched last week with a flourish," according to station, which recorded arrival of Pirates ball club 9 p.m., telecast it at 11:15 p.m.

TvB's latest selling aid—"Co-Op TV plans"—has been released to member stations. Pocket-size, 160-pp. loose-leaf booklet has 27 consumer product categories, co-op data for 321 companies, 345 co-op plans.

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Personal Notes: Frank V. Bremer completed 48 years in radio when he retired May 6 as v.p. of WAAT (which he founded in 1926) and WATV (1948) when the Newark-New York stations were taken over this week by National Telefilm Associates under recent purchase deal (Vol. 14:10). He operated amateur "FB" in Jersey City in 1910. An engineer, residing at 12 Hamilton Ave., Arlington, N. J., he now acts as consultant for NTA, Marine Enterprises, Multiplex Research Inc. . . . Joseph W. Evans Jr., ex-KFJZ-TV, Fort Worth, named sales mgr. of WVUE, Wilmington-Philadelphia . . . Robert D. Daubenspeck promoted to NBC-TV sales development mgr., Chicago; Arthur J. Johnson to station sales mgr.; Ira Wolff to sales promotion mgr. N. Y., succeeding Ernest Fladell, resigned . . . C. Thomas Garten, ex-mgr. of radio WSAZ, Huntington, W. Va., elected v.p. & commercial mgr. of WSAZ-TV, with John L. Sinclair appointed mgr. of WSAZ-TV operations in Charleston; Thomas J. Murray named mgr. of WKAZ, Charleston & George R. Andrick mgr. of WSAZ, Huntington . . . Dwight Wheeler, ex-WAKR-TV, Akron, named operations mgr., WWTV, Cadillac, Mich. . . . John B. Sias elected v.p. of Peters, Griffin, Woodward rep firm . . . Clark N. Barnes, ex-Headley-Reed rep office mgr., Los Angeles, named mgr. of Pearson rep office there, succeeding David Cassidy, now with Adam Young . . . Thomas B. Campbell & Edwin C. Charney named v.p.'s of Branham rep firm . . . G. Warren Carhart, ex-*Standard Rate & Data*, joins Chicago office of Allen Kander, brokers . . . Myron Blackman, ex-Philco Distributors, named merchandising specialist for KTLA, Los Angeles . . . Arthur Spirt elected central div. v.p. of TPA . . . Herbert H. Greenblatt, ex-RKO Pictures, named gen. sales mgr. of NTA Pictures. . . . Fred S. Houwink, gen. mgr. of WMAL-TV & WMAL, Washington, elected to board of licensee Evening Star Bcstg. Co.

Andrew G. Haley, veteran Washington TV-radio-communications attorney, whose hobby interest for years has been rockets, is pres. of newly formed Missiles-Jets & Automation Fund, diversified investment trust which this week filed with SEC 500,000 capital shares to be marketed to investors at $10 a share by underwriting group headed by Ira Haupt & Co. Fund plans to become open-end mutual company about 30 days after registration is effective. Its chairman is Dr. Theodore von Karmen, who heads scientific advisory committee of General Motors' Allison div. and who is chairman of NATO's aeronautical research advisory group. Haley was a founder and former pres. of Aerojet Engineering Corp., is pres. of International Astronautical Federation, gen. counsel of American Rocket Society.

New ABC-TV affiliates board of governors: chairman, Joe Drilling, KJEO, Fresno; vice chairman, Wm. Walbridge, KTRK-TV, Houston; secy., Joe Herold, KBTV, Denver; treas., Joe Bernard, KTVI, St. Louis.

ADVERTISING AGENCIES: John B. Simpson promoted to new post of v.p. & national broadcasting director for Foote, Cone & Belding, N. Y., succeeded as Chicago broadcasting director by Homer Heck; v.p. Roger Pryor named head of broadcast production, all offices . . . Jere Patterson resigns as exec. v.p. of Erwin Wasey, Ruthrauff & Ryan to establish own agency . . . Sidney Garfield elected pres., Sanford L. Hirschberg exec. v.p., Peck Adv. . . . George Polk elected a v.p. of BBDO . . . Orrin Spellman, v.p. of Erwin Wasey, Ruthrauff & Ryan, Philadelphia, moves to N. Y. as assistant to pres. . . . Robert Guggenheim Jr. and Ralph Yambert named v.p.'s of MacManus, John & Adams, Los Angeles . . . William J. Lyons elected a v.p. of Dowd, Redfield & Johnstone . . . Charles S. Adorney elected a v.p. of Cunningham & Walsh . . . Henry Starr elected a v.p. of Leo Burnett . . . David B. McCall, Reva Fine, Clifford D. Field named v.p.'s of Ogilvy, Benson & Mather . . . Ralph Smith promoted to v.p. of Sullivan, Stauffer, Colwell & Bayles . . . James M. Loughran, ex-Erwin Wasey, Ruthrauff & Ryan, named v.p. of Donohue & Coe, Los Angeles . . . Douglas A. Lawrance elected a v.p. of O. S. Tyson, N. Y. . . . Richard St. John resigns as v.p. of Guild, Bascom & Bonfigli, San Francisco . . . Clark E. Zimmerman, ex-McCann-Erickson, Cleveland, named director of market research for Lang, Fisher & Stashower, same city.

Latest Film Directory: The authoritative *TV Film Source-Book, Series, Serials & Packages*, was published this week by Judy Dupuy's Broadcast Information Bureau, 535 Fifth Ave., N. Y., ($20). Formerly known as *TV Film Program Directory*, spring-summer 1958 edition is Vol. 3, issue 3, lists 7430 feature films, 1317 western features, 3405 cartoons now available, including Paramount's pre-1948 backlog of 700 features recently acquired by MCA. Miss Dupuy also published *Free Film* directory in Feb., plans *Feature Film* for June release. Note: Latest BIB volume states that New York, Los Angeles, Chicago, Philadelphia must pay at least one-third of income of any feature film release; also observes that there's "no dearth of advertisers willing to pay for a picture that will have a top draw."

Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee, and Sig Mickelson, CBS v.p. for news & public affairs, speak at Conn. Broadcasters Assn. meeting, Waverly Inn, Cheshire, Conn., May 23.

FCC Comr. Frederick W. Ford makes maiden speech as commissioner at Federal Communications Bar Assn. meeting, Willard Hotel, Washington, May 27.

Radio newscaster Cecil Brown, having done stints on all the other networks, joins NBC June 1.

Obituary

Bill Goodwin, 47, ace TV-radio announcer who has handled Burns & Allen, Bob Hope, Frank Sinatra, Eddie Cantor, Paul Whiteman & Edgar Bergen shows, and who has appeared in pictures, died in his car May 9 near Palm Springs, apparently victim of a heart attack. His most recent show was TV's cartoon *Boing Boing Show.* Surviving are his widow, 4 children.

Elaine Sterne Carrington, 66, originator of radio soap operas, including *Pepper Young's Family* and *When a Girl Marries*, with record of more than 12,000 daily dramas since 1932, died in N. Y. May 4. Surviving: son, daughter.

James H. Skewes, 70, part owner of WTOK-TV, Meridian, Miss., editor & publisher of *Meridian Star*, died in that city May 6. Surviving are widow, son.

Irving H. Fitch, 66, retired adv. director of Gannett TV-radio-newspaper group, died in Rochester, May 4.

FCC's Heavy AM-FM Agenda: Most big TV cases and grants are pretty well worked out of FCC's system—but its AM-FM agenda is enormous. For example, after week's hiatus for NAB convention, Commission authorized 5 uncontested AM grants, all small town; 3 FM grants (for San Francisco, Austin, Tex., Haverhill, Mass.); 2 AM grants from hearing decisions—and it approved 15 radio station sales. These are just a fraction of its "facilities" work—which included setting numerous radio applications for hearing, etc. [For details of foregoing, see *AM-FM Addenda S.*]

Justice Dept. this week supplemented its appeal to Supreme Court in RCA-Westinghouse Philadelphia-Cleveland station-swap case (Vol. 14:2, 9, 10). In Jan., Philadelphia Federal Court Judge Kirkpatrick had ruled that FCC's approval of transaction settled any anti-trust questions; that Justice Dept. was foreclosed from taking further action. Justice then appealed directly to Supreme Court. This week, Justice added memorandum stating:

"The Commission is faced with the equally undesirable alternatives of either deferring action on any broadcast matter with anti-trust implications until the United States has proceeded in the courts or itself becoming a forum for anti-trust litigation . . . Thus, while the Commission may deny applications as not in the public interest where violations of the Sherman Act have been determined to exist, its approval of transactions which might involve Sherman Act violations is not a determination that the Sherman Act has not been violated, and therefore cannot forestall the United States from subsequently bringing an anti-trust suit challenging those transactions."

Memorandum was submitted by Solicitor General Lee Rankin, signed by FCC gen. counsel Warren E. Baker, asst. gen. counsel Richard A. Solomon, attorney Ruth V. Reel.

Court of Appeals this week ruled that WKST-TV, New Castle, Pa.-Youngstown, O. (Ch. 45) can keep its channel and its Youngstown transmitter location, deciding against appeals by CP-holder WXTV, Youngstown (Ch. 73), which sought crack at Ch. 45, and Ch. 45 applicant Jet Bcstg. (WJET, Erie, Pa.; WHOT, Campbell, O.). Judges Edgerton, Burger & Fahy held that WKST-TV didn't lose channel when FCC reassigned its channel from New Castle to New Castle-Youngstown and that WKST-TV didn't "abandon" channel by going off air for 2½ years. Appellants argued that WKST-TV became a Youngstown station without competing with Youngstown applicants, but Court stated:

"There is no evidence that the location of WKST-TV's studio in New Castle constitutes a sham, or that it is in reality a Youngstown station. We concede it may be hard to say whether a station with studios in New Castle, antenna and transmitter in Youngstown, covering both Youngstown and New Castle audiences, and competing with Youngstown stations for audiences, networks and advertisers, is a New Castle station. We find no basis for disturbing the conclusions reached by the Commission."

* * * *

Buffalo's Ch. 7 should still go to Great Lakes TV Inc., examiner H. Gifford Irion stated this week in "second supplement" to his initial decision which first favored the applicant Jan. 31, 1956. Record had been reopened after WKBW-TV Inc. was permitted to amend to higher antenna & power. Issues were coverage and WKBW-TV Inc.'s financial qualifications. This week, Irion concluded that all 3 applicants (3rd is WWOL) had about same proposed coverage; that WKBW-TV had adequate financing; that Great Lakes was still best. Great Lakes is combination of *Buffalo Courier-Express;* WPIT, Pittsburgh; Cataract Theatres, Niagara Falls; WKTV, Utica.

One CP for station, 4 for translators, were granted. Ch. 27, Portland, Ore. was awarded to Trans Video Co. of Ore. (Wallace J. Matson, operator of Portland CATV system). Translators were for Ch. 74 & 75, Chloride, Ariz. and Big Sandy Valley-Hualpai Mt. Park, Ariz.; Ch. 76, Canby, Cal.; Ch. 74, No. Warren, Pa.

KVAR, Mesa, Ariz. (Ch. 12) was granted waiver of rules to identify itself as both Phoenix & Mesa.

Allocation petition by radio KXJK, Forrest City, Ark. seeks shift of Ch. 8 from Jonesboro, Ark.

Agenda of Barrow Hearing: When FCC network probe resumes Mon., May 19 (see p. 2), first witnesses scheduled are 2 from CBS-represented stations—Jay Wright, KSL-TV, Salt Lake City; Glenn Marshall, WMBR-TV, Jacksonville. Then one speaking up for NBC Spot Sales—Nathan Lord, WAVE-TV, Louisville.

Then come Station Representative Assn. witnesses and the dissident Petry firm, which isn't a member. The SRA witnesses are Lloyd Griffin, Peters, Griffin, Woodward; Lewis Avery, Avery-Knodel; Frank Headley, H-R Television; Eugene Katz, The Katz Agency; John Blair, Blair-TV.

There may be some variations in their testimony, possibly on subject of option time, but they're all expected to oppose networks engaging in rep business and to offer some counter-proposals to the Barrow Report's recommendations. For Petry, exec. v.p. Edward Voynow is due to testify, followed by uhf spokesman John English, part-owner of WSEE, Erie (Ch. 35) and off-air WNAO-TV, Raleigh (Ch. 28).

The 6 stations due to send witnesses, as yet unnamed, are KVAR, Phoenix; WCSH-TV, Portland, Me.; WDSU-TV, New Orleans; WFLA-TV, Tampa; WLAC-TV, Nashville; KFDM-TV, Beaumont.

For lists of TV stations represented by network spot sales and other rep organizations, see *TV Factbook No. 26*, pp. 297-306. Radio stations additionally represented, besides affiliates of the TVs, are (by NBC) WHK, Cleveland & KGU, Honolulu; (by CBS) WCCO, Minneapolis & WRVA, Richmond.

Renewal Form Changes: FCC is finally proposing several changes to license renewal forms, accepting some industry recommendations. It now goes to Budget Bureau for approval of form, not substance, then will be put out for rule-making. Among changes proposed (1) AM and TV have different time periods. AM is to report on basis of programming 6 a.m.-6 p.m.; TV 6-11 p.m. Previously, both reported for entire day. (2) Former 14½-min. program segment has been replaced by 14-min. This permits 1-min. spot before and after sustaining program, yet permits program to be classified "sustaining." (3) Mechanical reproduction rule is being changed so that if less than half of program is recording, whole program may be classified "live." Previously, program had to be "primarily" live to be called "live"—and "primarily" was frequently considered ambiguous term. (4) Promotional spots, if not paid, will now be counted "sustaining."

Aug. is vacation month again at FCC, per custom. One meeting will be held in month, required by law, and individual commissioners will be available to act on motions, handle emergencies.

Network Television Billings

March 1958 and January-March 1958

(For Feb. report see *Television Digest*, Vol. 14:15)

NETWORKS CONTINUED to gain in March gross time billings which hiked first 1958 quarter to $143,704,116, or 13.5% over same 1957 period. ABC-TV billings led percentagewise, up 36.8% in quarter, NBC-TV billings went up 12.2%, CBS-TV's 6.8%. Complete TvB report for first quarter and March:

NETWORK TELEVISION

	March 1958	March 1957	% Change	Jan.-Mar. 1958	Jan.-Mar.* 1957	% Change
ABC	$ 9,402,407	$ 6,848,848	+37.3	$ 27,013,004	$ 19,739,917	+36.8
CBS	21,211,070	20,172,173	+ 5.2	62,715,826	58,712,735	+ 6.8
NBC	18,845,860	16,631,974	+13.3	53,975,286	48,087,546	+12.2
Total	$49,459,337	$43,652,995	+13.3	$143,704,116	$126,540,198	+13.5

1958 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
January*	$ 9,168,609	$ 22,094,015	$ 18,344,111	$ 49,606,735*
February*	8,441,988	19,410,741	16,785,315	44,638,044*
March	9,402,407	21,211,070	18,845,860	49,459,337

* Figures revised as of May 2, 1958.

Note: These figures do not rcpresent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Leading National Advertisers and TV Bureau of Advertising 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.

Census of 1960 will include TV, Commerce Secy. Weeks advised Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Count of radio sets, however, will be dropped first time since 1930 "because the 1950 census found radio in nearly every American home."

Free Nielsen audience analysis is offered by NBC-TV to advertisers adding spot schedule to their network programs. NBC reports recent Nielsen study shows audiences increased twofold or even fivefold with spot schedule addition.

Pay TV's Teco Reports: That Zenith is bearing most of cost of its vigorous pay-TV campaign, was made more evident this week when (1) it appointed Hill & Knowlton as public relations counsel, adding that important firm to its big list of special counsel and publicists, and (2) annual report of Teco Inc. was released in advance of shareholders meeting set for May 13 at its offices at 231 So. La Salle St., Chicago. Teco Inc. was formed about 10 years ago to promote and operate Zenith's Phonevision system commercially as and when authorized, and $1,000,000 was raised by permitting Zenith stockholders to purchase its 100,000 shares at $10 a share.

The Teco Inc. report shows it spent only $27,139 in 1957 and $24,263 in 1956, biggest item being $12,000 officers' salaries—presumably that of pres. S. I. Marks. It shows loss of $208 in 1957 and $874 in 1956. Its current assets are $965,216, of which $930,648 is in govt. securities on which interest of $26,931 was received in 1957, main source of income. Current liabilities include deficit since organization of $38,488 and the $1,000,000 capital stock.

Pay-TV appears quiescent at moment, but it would be idle to think Zenith publicity machine has halted or that proponents have given up simply because of lack of enthusiasm for idea in Washington, notably Congress. Last week, Actors Equity Council, headed by actor Ralph Bellamy, staunch pay advocate, endorsed tollvision in resolution asserting it means more jobs, more construction, etc., and slapping at "monopolistic controls" which it claims are exercised by advertisers who "dictate the trends of artistic expression."

Pros and cons of educational TV are subject of new book titled *Mass Communication and Education*, published this week by Educational Policies Commission ($1.50, 137 pp., National Education Assn., 1201 16th St. NW, Washington, D. C.). Book says TV "is another effective aid in teaching process," warns "it is not the educational revolution . . . won't solve teacher shortage."

Do You Know That . . .

NETWORK VICE PRESIDENTS have come and gone so frequently over the 30-odd years since chain broadcasting began that the Madison Ave. gagsters sometimes refer to them as "vulnerable persons," to their titles as "very precarious." Fact is, those who have not retired for age, disability or the sheer enjoyment of their well-earned competences are really doing quite well, for the most part, in a multitude of occupations.

We've already reported on those who went into station management (Vol. 14:13) and on all the ex-presidents and ex-executive vice presidents of the networks (Vol. 14:16). There are still a huge number of former v.p.'s around—and some notes on what happened to them ought to be particularly apropos these days of heavy turnovers at network top levels.

First, as to those who have retired: There's the ageless **John F. Royal**, NBC's beloved ex-program boss, as spry as ever at 72 (come next July 4) and reporting to his office in the NBC executive suite daily as a program consultant. There's "Judge" **A. L. Ashby**, NBC's first gen. counsel, now 72, who quit in 1947 to become president of his alma mater Olivet College, in Michigan, became pres.-emeritus in 1950, now lives at 7 Cathy Pl., Menlo Park, Cal. There's **Ken Dyke**, another NBC stalwart of old, who went off to war, rose to Brig. Gen., returned to join Young & Rubicam as pres., recently was retired, now does advertising consulting and is also consultant to USIA (Voice of America).

One of NBC's "orginals" in 1927 was **John W. Elwood**, now 63, who left his v.p. post in N. Y. to run KNBC, San Francisco, 1942-50, retired to head Radio Free Asia, and for last 4 years has been doing security work on radio for Govt. in Washington. He's a cousin of retired GE chairman Owen D. Young, one of NBC's founders. His wife, who was Lee Penrose, secy. to NBC's original exec. v.p., the late George McClellan, is now asst. mgr. of Washington's socialite Sulgrave Club.

CBS-TV's ex-pres. **Jack Van Volkenburg** was only 54 when he retired last year (Vol. 12:44); we reported on him in Vol. 14:16. And its onetime exec. v.p. **Joe Ream**, at 55, is back in Washington as CBS's v.p. there, succeeding retired v.p. **Earl Gammons**; Ream had retired about 5 years ago to run a cattle ranch in Florida, but was persuaded by Frank Stanton to take the capital post after his first wife died. Gammons does public relations work, represents Storer among others.

Adrian Murphy, another of the younger CBS v.p.'s who made their pile and retired, was last reported living in Tucson. Ex-CBS sales v.p. **Kelly Smith**, retired, makes his home at Winding Lane, Stoney Brook, Westport, Conn. And **Frank Falkner**, who went up in CBS from engineering ranks, now lives in retirement at Piney Point, Boiceville, Ulster County, N. Y. We reported on Sam Pickard in Vol. 14:7; he always had the Midas touch, made a fortune while CBS v.p., was last heard from as operating a swank fishing resort at Point Paradise, Fla.

* * * *

Advertising agencies and the program field naturally claimed a lot of network ex-v.p.'s. With the exception of the capable, popular William B. Lewis, now pres. of Kenyon & Eckhardt, all still have v.p. titles. "Bill" Lewis was CBS program director and then v.p. for 6 years before going with OWI for wartime service; he elected to go into agency work after the war.

At McCann-Erickson as TV v.p. is **Tom McAvity**, recently NBC v.p. for program sales; also **Harold Morgan** and **William Wylie**, both ex-ABC. **George Frey**, NBC careerist from WEAF control room days, was its first TV network sales v.p., is now v.p., Sullivan, Stauffer, Colwell & Bayles Inc. **Richard A. R. (Dick) Pinkham**, also an NBC career man, who as program v.p. produced the *Today*, *Home* and *Tonight* shows, has been for about a year TV-radio v.p., Ted Bates & Co. **John Lanigan**, ex-NBC, is now v.p., Compton Adv., N. Y., and **Merritt Schoenfeld**, ex-ABC Chicago v.p., is now with an agency in that city.

Another ex-NBC v.p. in charge of sales, **Edward D. Madden**, who quit in 1953, now heads very successful Keyes, Madden & Jones, Chicago, a div. of Russel M. Seeds agency. And **Don Searle**, who first ran his family oil company's KOIL, Council Bluffs, Ia., went on to become gen. mgr. of KGO, San Francisco for ABC in 1943, v.p. in 1944; he quit in 1948, helped found KOA-TV, Denver, still owns part of it as well as 3 midwest radio stations. Searle lives at 11950 San Vicente Blvd., Los Angeles, recently set up an adv. agency in Hollywood known as Special Events Inc. (Vol. 14:15).

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Robert O'Brien, one of youngest members of Securities & Exchange Commission in New Deal days and a crack lawyer, was with Paramount Theatres group that acquired ABC and set up AB-PT, left that company last year to become exec. v.p. & treas., Loew's Inc. (MGM). At MGM is **Jason Rabinowitz**, who quit ABC as administrative v.p. in latter 1957. In charge of subsidiary MGM-TV is **Charles C. (Bud) Barry**, who started as an NBC announcer in 1937, became Blue Network v.p., then ABC-TV v.p., rejoined NBC as radio program and then TV v.p., shifted to William Morris Agency in 1955. MGM-TV's program director is **Adrian Samish**, producer of the *Northwest Passage* series, ex-ABC-TV and radio programming v.p. 1943-47, NBC-TV exec. producer 1953-54.

Screen Gems Inc., subsidiary of Columbia Pictures, has **Harry Ackerman** as production v.p.; he was a CBS producer in 1948, its West Coast program v.p., producer of *Ford Star Jubilee* spectaculars, and quit CBS last June to produce own *Leave It to Beaver* and *Bachelor Father*. Also at Screen Gems, as director of international operations, is **William H. Fineshriber Jr.**, who held big jobs at CBS & MBS before becoming NBC network TV & radio v.p. 1953-54, then TPA v.p. 1955-56.

David Sutton started in radio as a salesman for WBBM, Chicago, went up in various CBS stations and, except for wartime hitch as a Marine captain, was with that network in sales before being made sales v.p. in 1950; 2 years later he went to MCA as v.p. in charge. Also at MCA is **Alexander (Sandy) Stronach**, ABC-TV program v.p. 1950, network v.p. 1951.

Michael Dann, NBC program sales v.p., left to become pres. of Henry Jaffe Enterprises, recently joined CBS as v.p. (Vol. 14:13). **Irving Fein**, ex-CBS v.p. in charge of adv., publicity & sales promotion, resigned to become pres. of J&M Productions, 366 No. Camden Dr., Beverly Hills, which produces the *Jack Benny Show*. **Donn Tatum**, ex-ABC, is now v.p., Walt Disney Productions, Hollywood. **Robert Saudek**, quit ABC to produce *Omnibus* for Ford Foundation, now runs it independently. **Leonard Reeg**, also ex-ABC, is now a Hollywood program producer with John E. Gibbs & Co.

Note: There are still several dozen ex-v.p.'s and managers whose whereabouts we've checked or are checking—and we'll report on them later.

Target Is ASCAP: Definitely, this was not ASCAP's week in Congress. In House, Rep. Roosevelt's (D-Cal.) Small Business subcommittee came up with report urging Justice Dept. to consider anti-trust action against ASCAP. In Senate, Commerce Committee heard long list of witnesses testify against the ASCAP-supported Smathers bill (S-2834) which would prohibit TV & radio stations from music publishing and record manufacturing businesses (Vol. 14:12-14).

Roosevelt subcommittee said there's serious question whether ASCAP is following "terms and spirit" of 1950 anti-trust consent decree. Group believes that ASCAP is dominated by 24-man board which gets disproportionate share of royalties. For example, subcommittee said, the 12 publisher members of board got $6,165,792 of the $10,342,368 distributed to all publisher members in 1957. Subcommittee also questioned ASCAP's complicated formulas for voting, counting and crediting performances of compositions, distributing royalties, handling grievances, etc.

In Senate hearing, witnesses praised BMI as an alternative to "monopoly" of ASCAP. Omar F. Elder Jr., ABC secy. & asst. gen. counsel, said ABC owns only 4½% of BMI, which pays no dividends, and only reason it owns stock is "so that each station will have its small share toward maintaining an adequate alternative competitive source of supply of music so that one organization will not have virtually a complete monopoly in this area." He said that ABC's Am-Par Record Corp. has both ASCAP and BMI subsidiaries; that at least 70% of music on TV-radio is ASCAP; that barring broadcasters from music publishing & recording would be "carrying discriminatory legislation to an unprecedented degree."

Typical of BMI support was testimony of Lewis R. Chudd, pres. of Imperial Records, who started 11 years ago, built up to 15,000,000 record sales in 1957. He said BMI had brought "genuine competition into the music business," asserted he'd never known disc jockeys to care whether record was ASCAP or BMI.

Novel witness was Mrs. John Axton, Jacksonville high school teacher who composes rock & roll; she expressed indignation at charges such music contributes to juvenile delinquency. She said BMI, unlike ASCAP, gives new composers a break.

Hearing resumes May 21 with testimony by CBS Inc. v.p. Richard S. Salant, Columbia Records pres. Goddard Lieberson, RCA Victor Record div. v.p. George R. Marek, NBC asst. gen. attorney Joseph McDonald, Motion Picture Assn. pres. Eric Johnston.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

"Each medium—the newspapers, radio, TV—has its own individual capabilities . . . radio and TV brought an exciting new dimension to journalism. Ours is the strength of immediacy in reporting, often in transmitting the very event as it is happening. Combining sight, sound and action, TV has brought the world into almost every American home, giving remote places reality and revealing the important figures of the world as both more and less than legendary names. Moreover, by their very natures, radio and TV are the media that often trigger the interest of people in new events, new personalities, new problems —sending them to the printed media for further and continual information. In the decade or so that we have had TV as a new presence in journalism, we have organized ourselves to meet our job as reporters [and] have joined the older media in fulfilling the reporting function so that a certain level of performance is expected of us. We are getting the stories, and we are getting them to the people." —Frank Stanton, pres. of CBS, before Missouri School of Journalism May 2, upon acceptance of its Honor Award for Distinguished Service in Journalism.

"Whaddya mean the movies are going to pot? Blockbusters and specialized films are grossing all-time highs. In only 210 theatres, *Around the World in 80 Days* has grossed $32,000,000. *The Ten Commandments*, reports Paramount, has brought in $42,000,000 since its late 1928 release. Of the 10 fattest money-making pictures ever produced, all except *Gone with the Wind* have been produced since 1952 . . . *The Bridge on the River Kwai, Peyton Place, Sayonara, Old Yeller, Raintree County, A Farewell to Arms, Don't Go Near the Water* . . . One reason for all this is that the pictures are emphatically better than they were in the '40s. The public has been showing in no uncertain terms that if they're to be lured from their cozy TV sets there has to be something special."—Richard L. Coe, drama critic, *Washington Post.*

"Implications of tape recording almost stagger the human imagination. It is theoretically possible here and now—economics remain to be worked out—for viewer to record his favorite TV programs and play them back at his convenience again & again. Or, not inconceivably, housewife of tomorrow will stop at tape counter in supermarket and rent or buy for home showing new motion picture or spectacular reviewed in that morning's newspapers. Anyone who presumes to claim he knows now the shape and form of tomorrow's entertainment, education and culture has overlooked most elementary reality of contemporary civilization: the electron."—Jack Gould, *N. Y. Times.*

"Should a TV station editorialize? A station that has the mind to harbor an opinion and the courage to utter it just seems more important than a station that won't dare open its mouth. There is something awfully bland about news divorced from opinion. It encourages the notion that no improvement is possible in this best of all possible worlds."—John Crosby, N. Y. Herald-Tribune.

"Advertisers are idiots. Young & Rubicam is a madhouse, but it's the best of the agencies. The thing that louses up TV drama is the networks."—TV-movie playwright Paddy Chayefsky, in interview with James O'Neill Jr., *Washington Daily News.*

Giants, Dodgers on TV: Missing from early-season baseball TV lineup (Vol. 14:16), San Francisco Giants and Los Angeles Dodgers will be seen live on home screens after all. NTA's newly-acquired WATV, N.Y.-Newark, which became WNTA-TV May 7 (Vol. 14:14), signed former N.Y. clubs for total of at least 40 games to be fed into N.Y. area from St. Louis & Pittsburgh starting May 14. Probable sponsor: Budweiser. Dodgers and Giants also will be seen on WOR-TV, N.Y., when they play Phillies in Philadelphia. In addition, Westinghouse's KPIX, San Francisco, is offering to televise Giants-Dodgers games there on no-fee basis, but Giants pres. Horace Stoneham was reported turning down bid because of exclusive—but non-operating—pay-TV contract with Skiatron.

KULA-TV, Honolulu (Ch. 4), ABC-TV affiliate, is being acquired for $685,000 by Henry J. Kaiser, who will dispose of his independent there, KHVH-TV (Ch. 13), after having operated since May 5, 1957. Sellers, owning 25% each, are Richard C. Simonton, Jack A. Burnett, Arthur B. Hogan, Albert Zugsmith. Zugsmith owns 25%, Hogan 10%, of WREX-TV, Rockford, Ill. (Ch. 13) and each owns 25% of radio KBMI, Henderson, Nev. Zugsmith controls radio KRKD, Los Angeles. In Honolulu deal, Kaiser retains radio KHVH; sellers keep radio KULA.

Commercial TV service in Ireland is proposed by its Govt., and a commission has been set up to consider proposals to establish system, including proposals by U. S. entrepreneurs. Prime requisite is that system shouldn't cost Irish Govt. anything but will be owned & supervised by Govt. Commission's address: Hamman Buildings, 11, Upper O'Connell St., Dublin. In West Germany, Assn. of West German Branded Goods Producers voted in favor of adopting British-type commercial system, run by independent corporation supervised by control board.

Suit against Mary Pickford & Buddy Rogers was filed recently by Piedmont Publishing Co. in Los Angeles Superior Court, to force them to sell their ⅓ interest in WSJS-TV, Winston-Salem, to Piedmont for $126,812. Piedmont charged actress and her husband, buying the stock in 1953 for $50,000, agreed to give Piedmont option to repurchase in 6 years—but now refuse to sell.

Radio WARM, Scranton, is being sold for $195,000 under terms of merger bringing WNEP-TV, Scranton (Ch. 16), formerly WARM-TV, and WILK-TV, Wilkes-Barre (Ch. 34) under control of Transcontinent TV Corp. (Vol. 14:7). Buyer is WSBA-TV, York (Ch. 43) & WSBA, pres. Louis J. Appell Jr., holding 10% personally.

Balance sheet of KTUL-TV, Tulsa (Ch. 8) & KTUL shows $255,829 defiicit, $178,939 current assets, $807,966 fixed assets, $1,139,063 liabilities. Feb. 28 balance sheet of Tulsa Bcstg. Co. was filed with application to sell its radio KFPW, Fort Smith, Ark. to George T. Hernreich for $75,000.

Cuban Ministry of Communications has assigned 3 channels in Pinar del Rio—Ch. 3 to Telemundo S.A., Ch. 5 to Circuito CMQ S.A., Ch. 8 to Radio Television Nacional.

FCC waived minimum-hour rules to permit only 2 hours daily operation by Spanish-language KCOR-TV, San Antonio (Ch. 41), which said it was unable to provide longer schedule.

WFLB-TV, Fayetteville, N. C. (Ch. 18), state's only remaining uhf, has cut on-air hours to 3-11 p.m., operating staff from 25 to 15.

Station Representatives Assn. moved May 1 to 366 Madison Ave., N.Y. (Yukon 6-9390).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING • WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Trade Report
May 10, 1958

THE LEADERS ARE BALLYHOOING STEREO: There must be good reasons why 4 major companies in home entertainment apparatus field picked annual stockholder meeting to introduce latest stereophonic developments -- better reasons than merely to take shareowners' minds off gloomy profit picture. You'll be interested in enthusiastic comments on stereo at these meetings & elsewhere. We've kept you up to date on this brand new business, which we tagged "Bright Star for Fall" (Vol. 14:12), with our stories -- one almost every other week -- since first of the year.

Now, industry topkicks are filling up seats in the bandwagon. It looks like they'll all be aboard by time fall lines go to market. Here are latest comments:

(1) RCA pres. John Burns this week showed 1400 stockholders new stereophonic cartridge which he announced can provide full hour of stereo music -- "live 3-dimensional sound of unprecedented depth & clarity" -- and hailed it as one of 6 new products by RCA to "help beat recession" (p. 11). Then, he treated his stockholders to sample of stero music, got vigorous applause. Added Burns:

"We believe stereophonic tapes -- along with new stereo discs we are bringing out, mail-order clubs, other innovations -- will produce a continued rise in demand for classical & popular music. Stereo sound brings to the American home a thrilling musical experience, and does this at a price well in reach of the average family."

(2) Motorola chairman Paul Galvin got a similar reaction when he showed his stockholders hi-fi phono converted into stereo recorder in Chicago this week, said Motorola will show stereo to distributors in June, market players in July.

(3) Hoffman Electronics sales v.p. Paul Bryant showed stockholders in Los Angeles what he described as "new approach to stereo for the home" -- a conversion package to adapt Hoffman hi-fi for stereo, including amplifier-&-speaker unit, pickup cartridge for discs, wire & cable for simple modification. He said Hoffman would urge customers to "Buy Hi-Fi Now -- Convert to Stereo Later."

(4) Zenith sales v.p. Leonard Truesdell told Sales Executives Club in N.Y. this week stereo will be "shot in the arm" needed to boost sales and employment in overall radio industry, promised "full stereo line from Zenith in June."

(5) Westinghouse shareowners, meeting in Metuchen, N.J., last month got their first taste of stereo music, were told company would show stereo to distributors in June, have line on market this fall.

(6) It's also no secret GE is going into phono field for first time and can be counted on to give stereo every consideration. It's hi-fi component mfr. now. Admiral is super-enthusiastic about stereo and Allen B. DuMont has some interesting ideas up his sleeve for announcement in near future.

* * * *

Among majors, only Magnavox has stereo available now -- 2 factory-equipped models, conversion kits for all hi-fis. Among the smaller phono makers, Paramount Enterprises has released its Hallmark line of stereo equipment, advertises player and dual speaker system for $149.95. Webcor, Wilcox-Gay, Granco & Sonic are among those ready to go with stereo or planning fall delivery.

Indicative of keen industry interest in orderly development of stereo was the plea this week from Admiral pres. Ross Siragusa for industry standards to avoid the kind of confusion that has beset hi-fi.

And we learn our British cousins are taking serious note of stereo, may even be ahead of U.S. makers in some refinements. Big London Radio & Electronics Components Show in late April featured stereo by several makers. Garrard uncovered models for American market using 45-45 system. Pye & Decca promised stereo discs in June.

TV-Radio Production: TV set production was 77,344 in week ended May 2 vs. 84,999 preceding week & 81,408 in 1957. Year's 17th week brought production to 1,536,714 vs. 1,835,975 last year. Radio production was 149,604 (39,754 auto) vs. 162,421 (48,574 auto) preceding week & 275,067 (96,517 auto) last year. For 17 weeks, production totaled 3,258,318 (1,044,992 auto) vs. 4,894,124 (2,022,467 auto).

Upbeat Business Thinking: This week's quarterly reports (p. 13), and nearly all recently released annual reports for 1957 (see Special Report herewith) show downtrend in the electronics fields, notably consumer products such as TVs & radios —but there's a vital note of optimism running through the statements of industry leaders made this week at stockholder meetings or accompanying their reports. For example:

"We believe," said RCA pres. John L. Burns, "that the best way out of a recession is to sell your way out. That is exactly what we intend to do—to sell our way to higher volume and higher profits." He thereupon outlined expansion plans, showed or hinted at new products (p. 10)—evoking from *N. Y. Herald Tribune* business writer Donald I. Rogers this comment:

"This was not idle chit-chat. It was not—as so many president's reports are—idealistically promising. It was hard fact, and as such, newsworthy, for this is one of the first consumer goods industries to take positive action to bail the economy out of its temporary indisposition."

* * * *

Something of the same attitude is evident in several other reports of the week. Motorola pres. Robert W. Galvin, after noting the value of diversification, wrote stockholders this week:

"Within the next few months we conservatively anticipate a healthy step-up in our radio and TV volume and will be producing car radios for the new 1959 automobiles. As a result of these factors, and our anticipation of steady volume and profits in communications and military divisions, the first quarter decline is not representative of our expectations for the year."

Said H. Leslie Hoffman, pres. of Hoffman Electronics, whose first quarter also slumped (Vol. 14:18): "It used to be that the industry sold about 35% of its total [TVs] in the final quarter; about 25% in the third quarter; 18% in the second quarter; 22% in the first quarter. Last year, we sold as many [TV] receivers in the first quarter as in the last. This year will probably see us go back to the old pattern." He predicted industry production of 5,000,000 sets this year, and his consumer products v.p. P. E. Bryant said his company's second quarter TV sales would run 20% or better than first. Hoffman stockholders also were given hint that company may undertake new acquisitions this year, may float more stock to finance them. Pres. Hoffman was quoted on Dow-Jones ticker May 9 as stating one large acquisition is in the works which will place his company high up among producers of over-all systems.

DuMont seemed to have had tougher luck than most, the first quarter loss figures being greater than indicated by upward trend shown in 1957 (p. 13) when, pres. David T. Schultz told stockholders, firm made money on its TV sales. He attributed poor quarter to "the lowered level of the national economy—particularly as it applies to consumer goods [and to] the slowness with which defense contracts are being let." DuMont is known to be planning big things in stereo, and Schultz foresees good prospects ahead for TV also. This week, DuMont's TV picture tube div. added third shift, went on round-the-clock basis, mgr. William Carlin stating this was due to big increase in orders.

* * * *

One of the few majors showing sizeable gain in 1957, and an excellent first quarter (Vol. 14:17), Zenith Radio had its sales v.p. Leonard Truesdell at N. Y. meeting of Sales Executives Club May 6, where he commented:

"It is the experience of our management that sound and aggressive merchandising of quality products can beat the current sales slump. Firms which put quality first and have the courage to lead will not only stay healthy but will also continue to get their share of the market." He boasted, understandably, of Zenith's ability to run counter to the industry's downward spiral, revealed that its unit sales of portable radios (mainly all-transistor) had gone up 40% first 4 months of 1958 from like 1957 period, and that TV unit sales to dealers reached an all-time high in April.

Sylvania, which also reported sales & earnings declines in first quarter (Vol. 14:17), told stockholders this week: "When all factors are taken into consideration—the upturn that we foresee in the markets for electronic components, our greatly increased defense business, and the gradual resumption of higher volume in our other product lines—we anticipate that sales in the second quarter will be better than the first, and that the third and fourth periods will compare favorably with last year."

Siegler pres. John Brooks told *Wall St. Journal* this week he thinks business recession "has leveled off, at least as far as we can see." He said Hallamore electronics div. had received $5,000,000 new orders in last 15 days. He estimated first quarter net has declined to about $207,000 or 14¢ a share on 1,515,306 shares now outstanding, from $207,474, or 27¢ on 746,200 shares in third quarter of fiscal 1957. Results include operations of Unitronics div. (formerly Olympic Radio) and Hufford Corp., El Segundo, Cal., merged into Siegler last Sept.

* * * *

Note: Philco has cut salaries of some 4000 employes because of business decline, informing them May 8 that those earning $5-10,000 were being cut 5%, those more than $10,000 cut 10%. Most of those affected are in 5 Philadelphia area plants, though cuts apply also to 5 other plants. At same time, it was disclosed that production workers at 2 Philadelphia plants agreed, through their IUE union, to one-year contract giving them 5¢ an hour wage increase. Their average wage is now $2. Philco met a strike-caused slump 4 years ago by same salary-cutting device. Standard Coil also cut salaries and perhaps others did, but didn't make it known.

"Tape Strobe" device, used with 60-cycle light source to determine whether tape recorder or player is operating at correct speed, is offered at $21.50 by Scott Instrument Labs, 17 E. 48th St., N.Y.

Trade Personals: John L. Burns, pres. of RCA, and Charles M. Odorizzi, exec. v.p., sales & services, fly to Brussels Fair June 7 to visit RCA-NBC color TV exhibit, which Frank Folsom, chairman of exec. committee, is also due to visit shortly; Burns & Odorizzi plan to visit company's European operations, returning about end of June . . . Alan M. Glover elected v.p. of RCA semiconductor & materials div. . . . Arthur Freed, ex-Freed Electronics, named v.p. marketing of Servo Corp., Hyde Park N. Y. . . . Gordon E. Burns promoted to mgr. GE receiving tube & electronic components replacement dept. . . . John T. Thompson, ex-GE, named mgr. of new Raytheon distributor products div. . . . Kenneth M. Lord, ex-GE, named engineering director of Stromberg-Carlson electronics div. . . . Wilfred G. Caldwell promoted to gen. attorney for CBS-Hytron . . . Calvin Karnstedt, ex-KSTP-TV, St. Paul, joins Setchell Carlson, New Brighton, Minn., as national sales mgr. . . . E. Donald Burlingame promoted to mgr. of Sylvania's Batavia plant . . . F. W. McDonald promoted to mgr., Hotpoint Chicago district, succeeded at Milwaukee by E. W. Putz . . . Alfred D. Burke promoted to gen. sales mgr. of Westinghouse Electric Supply, Chicago . . . John W. Vogt appointed mgr. of Westinghouse Appliance Sales, Buffalo . . . I. Edelstein, v.p. of Trav-Ler Radio, adds duties of gen. sales mgr.

Sylvania chairman & pres. Don G. Mitchell estimated Govt. this year will spend record $4.3 billion for "electronic defense," speaking this week at opening of company's new Amherst Engineering Lab., Williamsville, N. Y. He said this sum would exceed "industry's total civilian & military business only 10 years ago."

Obituary

Edmour Frederic Giguere, 44, RCA electronics consultant, died of a heart attack at his N. Y. home May 5. Surviving are widow, daughter.

A Scattering of Color: Impromptu poll of some 1400 RCA stockholders at annual meeting May 6 wasn't conducive to warming cockles of its executives' hearts, dedicated as they are to putting over color TV. Bearing out disappointing findings of telecasters as reported at NAB Convention (Vol. 14:18), only a handful of people present raised hands when asked whether they owned color sets. "That's not enough," was all Gen. Sarnoff could say. One stockholder did recount how he had been told by dealers to go to RCA Exhibition Hall in Radio City if he wanted to see color, that he did so but was ignored by attendants, thus lost interest.

Though it's apparent dealer exposure of color isn't all it should be, the RCA official report still insists: "Color TV continues to advance not only in programming but also in merchandising. Sales of color sets to consumers are running well ahead of last year. Intensive color promotions in many parts of the country are producing excellent results. Dealers are becoming convinced that their greatest future profits will be realized in color TV receivers. The quality and performance of the RCA 1958 line are so good that color has been widely accepted, and RCA looks forward to future increases in sales during the rest of this year.

"Of the 515 TV stations on the air [actual count now is 536], 324 are now equipped for network color."

Color-tube patent interference case between RCA and Philco was settled in RCA's favor last week by decision of Court of Customs & Patent Appeals. It involves No. 310,944 of RCA's Arthur Liebscher and No. 219,093 of Philco's Wilson P. Boothroyd, deals with screen of one type of color picture tube. Philco claimed Liebscher patent applies only to screen with white phosphor and strips of colored filters, doesn't cover screens with strips of color phosphors. Court concluded Liebscher claims are broad enough to cover both.

DISTRIBUTOR NOTES: Harry Schecter, who was named asst. to Zenith v.p. L. C. Truesdell 2 weeks ago, now going to N. Y. as gen. mgr. of factory branch, succeeding Wm. E. Skinner, resigned . . . Motorola appoints 555 Inc., Little Rock, for all consumer products . . . Sylvania appoints G & W Distributing, Youngstown, for TV, radio, hi-fi . . . Hoffman Electronics appoints Fowler Distributing, Portland, Ore., for TV, radio, hi-fi . . . Paramount Enterprises appoints Ben Neutra for new Hallmark stereo systems in Philadelphia.

Price-discrimination charges against Hamburg Bros., Pittsburgh RCA distributor, were dismissed this week—FTC adopting recommendation of examiner Joseph Callaway. FTC concluded that Hamburg's lower prices to its bigger customers "were justified either on the basis of selling costs or sale of distress merchandise."

EIA holds semi-annual clinic on consumer products statistical data May 14-15 at Sheraton-Park hotel, Washington. RCA mgr. for market research D. J. McCarty is chairman. Representatives of 35 TV-radio-phono-tape makers will consider, among other matters, need for new FM and hi-fi statistics.

Increases in Mexican import duties on TV-radio-phono and allied equipment range from 20% on TV-radio chassis to 130% on tape recorders, according to official schedule received this week at Commerce Dept. Mexican tariff is compound duty, based on weight, valuation (invoice or official, whichever is higher) and surtax.

TV picture tubes with re-used bulbs, labeled "reprocessed," may be taboo, is inference of recent Federal Trade Commission ruling (No. 6702) on product as far removed as used oil. FTC Comr. Anderson told Royal Oil Corp., Baltimore, that selling purified crankcase drainings as "reprocessed oil" was deceptive, that "reprocessed" suggested new oil additionally processed for higher quality. FTC attorneys had been awaiting oil decision as precedent for crackdown on tube rebuilders.

Perennial advocates of fair trade, the National Assn. of Retail Druggists this week urged Congress to adopt price-maintenance bill (HR-10527) by Chairman Harris (D-Ark.) of House Commerce Committee (Vol. 14:18). NARD counsel Herman S. Waller testified at committee hearing that small businessmen need protection against bait-priced sales of brand name merchandise. Justice Dept. registered expected opposition to bill, questioned its constitutionality.

Factory sales of picture tubes for first 1958 quarter were 1,812,825 worth $36,195,858 vs. 2,322,480 worth $41,580,150 a year ago, drop of 21%. EIA reports March sales were 634,779 ($12,643,404) vs. 833,257 ($14,850,847) a year ago. Receiving tube sales for the first quarter were 84,990,000 worth $74,611,000 vs. 125,041,000 worth $104,808,000 for same 1957 period, a 32% drop. March totals for receiving tubes were 28,524,000 ($25,697,000) vs. 43,010,000 ($37,007,000) a year ago.

High-resolution radar CR tube, developed by Westinghouse, offers 667 lines per in.

Financial Reports:

RCA PRESIDENT John L. Burns really captured the headlines after the industry's biggest entity held its sometimes stormy annual stockholders meeting May 6—this despite report on reduced quarterly sales & earnings. During first 3 months of 1958, RCA sales declined 5.8% to $278,339,000 from $295,773,000 in same 1957 quarter; profit after taxes fell 29.7% to $9,004,000 (59¢ per share) from $12,810,000 (87¢). Nevertheless, all divisions of the company, chairman David Sarnoff told the gathering, are operating in the black at present.

For all 1957, RCA revenues were $1,176,277,000, net profit $38,549,000, or $2.55 per share (Vol. 14:9). As for full-1958 prospects, Mr. Burns said: "Our plans contemplate our business for the full year 1958 running ahead of the rate for the first 3 months, and we hope that economic conditions for the nation as a whole will so develop that we will be able to carry out these plans."

It was the optimistic note on future prospects, the promises of big new developments ahead, at a time when nearly all quarterly reports seemed to be downbeat, notably in the electronics industry, that garnered the headlines for RCA. Its 3-point program "to sell our way to higher volume and higher profits" embraced expansion of existing activities, creating new departments to go after business in certain key areas, introducing important new products & services that will create new markets.

For example, Burns announced a high-fidelity tape cartridge for home music players-recorders (see p. 10), said 5 other new products (undisclosed) will be revealed one at a time that will be applicable to national defense, in business & industry, in the home. He recapitulated the company's 7 new major units, notably its Astro-Electronics products division; educational electronics dept., dealing with closed-circuit TV and other school equipment; telecommunications div.; semi-conductor & materials div.; atomic energy services; Model C Stellarator Project; ballistic missile early warning system dept.

BMEWS dept. represents billings of more than $400,000,000, he stated. Defense orders first quarter went up $130,000,000 from same 1957 period, will be 10% greater for year than 1957's $267,000,000, which was 23% of RCA's total business last year. He told about 2-year $5,000,000 contract with Army Signal Corps for electronic miniaturization—and showed for first time a new RCA experimental radio the size of a fountain pen, complete with batteries, antenna, earphones; its 5 modules, each about one-tenth of a cubic inch, corresponded to tubes and circuits of a conventional 5-tube radio receiver, and it weighs only 2 oz.

[For further reports on RCA meeting, see pp. 10 & 12.]

Motorola sales slumped to $40,894,492, earnings to $677,782 (35¢ per share) in first quarter from $52,281,795 & $2,137,587 ($1.10) in 1957 quarter, pres. Robert W. Galvin reporting to stockholders this week that consumer products (TVs, radios) and auto radio divisions had suffered declines, along with semi-conductor div., while 2-way radio & microwave business, as well as military electronics, had increased sales and showed profit.

Allen B. DuMont Laboratories Inc., reflecting downturn in consumer product sales and slowness of defense contract awards, lost $943,000 on sales of $9,806,000 in first quarter 1958 vs. loss of $353,000 on sales of $10,059,000 for same 1957 period. First-quarter loss was greater than that of all 1957, which was $543,616 on sales of $43,582,435 vs. loss of $3,886,734 on $47,401,006 sales in 1956 (Vol. 14:11).

Midwestern Instruments Inc. reports first-quarter sales of $1,184,697, profit $58,558 after expenditures of $98,400 for product research & development—with Midwestern div. accounting for $782,252 sales & $55,282 profit, Magnecord div. $402,445 sales & $3276 profit. New orders totaled $1,284,922, up from $751,311 in 4th quarter 1957. Annual report of Tulsa manufacturer of magnetic tape & recording equipment, amplifiers, oscillographs, etc., also released this week, shows that in 1957 Magnecord div. sales were $1,371,890, loss $336,016, while Midwestern div. sales were $4,021,455, profit $503,743—making consolidated sales of $5,393,345, profit $167,727. Earned surplus at Dec. 31, 1957 was $175,749. Pres. G. R. Murrow called 1957 "year of transition," noting firm had acquired Magnecord with its $2,400,000 tax loss carry forward and had moved its plant from Chicago to Tulsa last year; that it had acquired Data Storage Devices Co., Los Angeles, last Nov., also moving it to Tulsa; that it has taken over Modern Art Finishing Co., Chicago.

Ampex Corp. fiscal year ending April 30, 1958 will show sales of about $30,000,000, earnings after taxes around $1,500,000, or more than $2 per share, said pres. George L. Long Jr. in talk this week to Los Angeles Society of Security Analysts. Big video tape developer (Vol. 14:18) had net income of $1,087,000 ($1.51 a share) on sales of $18,737,000 in fiscal year ended April 30, 1957, expects to show profit of about $2,100,000 on $40,000,000 in 1959 fiscal year, which, would mean about $2.85 a share on 734,000 shares presently outstanding.

Paramount Pictures reported income of $6,947,000 in first 1958 quarter from instalment sales of film, principally to TV, and other special transactions. In addition, it had operating income of $1,405,000, making quarter's total $8,352,000 ($4.43 per share on 1,884,916 shares) vs. $1,299,000 (66¢ per share) for the same period last year.

Stanley Warner Corp., whose diversified operations include theatres, International Latex Corp. and WTRI, Albany, earned $506,429 (24¢ per share) in 13 weeks ended March 1 vs. $1,038,158 (48¢) year earlier. In 26 weeks ended March 1 earnings were $1,310,960 (63¢) vs. $2,007,757 (93¢) year earlier.

Decca Records earned $168,117 (11¢ per share) in first quarter after allowing for its share of undistributed profits of its subsidiary Universal Pictures (Vol. 14:16). This compares with $974,958 (61¢) in 1957 quarter.

International Resistance Co., for 15 weeks ended April 13, reports sales of $3,430,009, net loss of $150,287, vs. $4,515,277 sales and earnings $117,845 (9¢ per share) in same 1957 period.

Correction: Howard W. Sams & Co., Indianapolis, has record first quarter sales of $1,177,470, before-tax profits of $83,181, bringing 9 months of fiscal year to $3,316,772 sales & $364,447 before-tax profits vs. $3,005,426 & $327,712 for same period preceding year. Figures as published in Vol. 14:16 related to associated printing concern, Waldemar Press Inc. Note: For Sams Co. fiscal records, see *Financial Supplement* with this issue.

Dividends: Westinghouse, 50¢ payable June 2 to stockholders of record May 12; IBM, 65¢ June 10 to holders May 12; Storer. 45¢ June 13 to holders May 29; Erie Resistor, omitted May 5; Paramount Pictures, 50¢ June 13 to holders May 26; WJR The Goodwill Station, 10¢ June 4 to holders May 21.

Corning Glass has moved its electronic components sales dept. to Bradford, Pa.

COMMON STOCK QUOTATIONS

Week Ending Friday, May 9, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
RUDD & CO.
Member New York Stock Exchange
734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958 High	1958 Low	Stock and Div.	Close	Wk. Chg
9¼	7	Admiral	8¾	+¼
22⅝	19⅜	AmBoscb .30e	21¼	−¾
18	13	AmBcstg-Par 1	17⅛	−½
37⅞	32¼	AmMy&F 1.60	34¾	+¾
177⅝	167⅞	AT&T 9	175⅞	+⅝
27⅞	22⅜	Amphenol 1.20	26⅜	+1
29⅞	24½	Arvin 2	24¼	−⅞
7¼	5⅝	Avco .20e	6⅜	+⅛
25¾	19	Becklnst 1¼f	19½	—
53	44⅝	BendixAv 2.40	47⅞	—
32¼	27⅝	Burroughs 1	31¾	+2⅜
18⅜	15¾	Clevite ¼e	16⅜	+⅛
30½	24½	CBS "A" 1b	29⅞	+¾
30⅜	24⅛	CBS "B" 1b	29½	+¾
16¼	12½	Col Pict ⅜t	15⅜	+⅜
35¼	27⅞	Cons Elec .40	29⅞	−1⅜
26¾	19½	Cons Electron	26	+⅜
16½	12¾	Cor-Dub .20e	15	—
86¾	74⅝	CornGlass 1a	84½	−¾
3⅝	3	Davega	3⅜	—
35	30	Daystrom 1.20	31¼	+¼
16¼	13⅞	Decca 1	14⅝	−½
21½	14	Disney .40b	21⅝	+1⅜
107⅞	97⅛	EastKod 1.55e	107	+½
36⅜	29	EmerElec 1.60	36⅝	+1¾
6⅛	4⅛	EmersonRadio	6	+⅛
8½	7	Gabriel .60	7⅞	+⅛
65¾	55	Gen Dynam 2	57⅛	+1⅜
64⅛	57	Gen Electric 2	59⅜	+⅛
7⅝	4⅝	Gen Inst. .15g	7⅜	−¼
41	29½	GnPrEquip2.40	31¼	−½
30	22¼	Gen Tire .70b	23⅝	−⅜
45¾	40⅜	Gen. Telepb. 2	46⅞	+1⅛
26⅝	21	HoffmanElec 1	26¾	+⅞
354	300	IBM 2.60	354½	+4½
35¼	29¼	IT&T 1.80	34⅝	+⅜
41½	36⅛	I-T-ECirB .90e	37½	−⅛
7⅞	6¾	ListIndust ¼e	6⅞	+⅛
43⅞	36⅞	Litton Ind	42⅛	+½
17½	12⅞	Loew's	17⅜	+2⅛
37	30¼	Magnavox1½b	36½	−¼
28¾	23⅝	Mallory 1.40b	25¼	+1¼
88¾	76	Mpls.H'll 1.60a	87½	−¼
42¼	35	Motorola 1½	36¾	+⅜
9	7⅜	Nat'l Thea ½	8¾	+⅜
38⅜	30⅝	Paramount 2	37½	+¼
17⅛	12⅜	Pbilco	14⅝	+¼
35	30¼	RCA 1a	33¾	+1⅜
27¼	21½	Raytheon 1¼t	26⅞	+¼
7⅛	5	Republic Pic	5⅜	−¼
34¾	29	SangElec 1.80	28⅜	−1⅛
16⅛	13¼	Siegler .80	13⅞	−⅛
4	2¾	Sparton	3⅜	—
20⅝	17¼	SperryRan .80	18¾	+1½
8¼	6	Standard Coil	7⅞	+½
18	14½	Stanley-War 1	16¾	−½
34⅜	29	Stew Warn 2b	33⅞	+⅛
24⅞	20	StorBcstg 1.80	24½	+½
37½	31½	Sylvania 2	36	+1½
36¾	26¾	Texas Instru	36⅝	+2
55¼	41⅜	ThomProd 1.40	44½	+1¼
26⅞	23¼	Tung-Sol 1.40b	24¾	+⅛
27	21¾	20thC-Fox 1.60	27	+1¼
22⅞	15¼	UnitedArt 1.40	22	+¾
22⅝	19	Univ. Pict	19	−1⅝
19½	16⅞	WarnBros 1.20	18	−½
65½	57¼	Weatingh El 2	59	+1
77⅜	67½	Zenith ½h	75½	−¼

AMERICAN STOCK EXCHANGE

1958 High	1958 Low	Stock and Div.	Close	Wk. Chg
3⅜	2⅞	Allied Artists	3¼	+¼
45	34½	Allied Con 1s	41	+3½
15½	12⅞	AmElectro ½	13¾	—
10⅛	8⅜	AssocArtProd	9⅜	−⅛
12½	7¼	AudioDev .05d	12½	+1¾
10⅛	7⅜	BelockInst ⅛t	9¼	−⅛
¾	⅜	C & C TV	¾	+⅛
3¾	2⅞	Clarostat .15g	3⅛	−⅛
4⅝	3	DuMont Lab	3¾	−⅛
4⅛	2⅞	Dynsm Am	3½	+⅛
13⅛	10	EletcronicCom	11	−½
7⅞	6⅜	Electronics Cp	6½	−¼
31⅝	19½	FsirchCam½g	21⅝	+½
24⅞	17¼	General Trans	20⅜	−1⅛
17¼	14⅝	Globe Un .80	16¼	+⅞
3⅜	2½	Guild Films	3½	+½
37½	30½	Hazeltin 1.40b	35	+¾
2⅞	2	Herold Ra .20	2⅛	−¼
4⅝	3¾	Int Resist .20	4	—
6¼	4¼	Lear	5⅛	−⅛
11/16	⅜	Muntz TV	11/16	−1/16
3½	2½	Muter Co. ¼t	3½	+⅛
9¼	5⅝	Nat'l Telefilm	9	—
1¾	1	Nat Union El	1½	—
6⅞	2¾	Norden-Ketay	2⅞	−⅛
3⅝	2⅞	Oxford El .10r	3	−⅛
16	11	Pbilips El	14¼	+1
8⅝	6⅝	Servomecb .40	8⅜	+½
6	3⅜	Skiatron	4⅜	+¼
4⅜	3½	Technicolor	4⅜	—
4½	3½	Trans-Lux .20g	4	—
4⅞	4¼	Victoreen Inst	4¼	—

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked
Advance Ind	1⅞	2⅛
Aerovox	4⅛	4½
Airborne Inst	45¼	47
Altec Co. .80	6¼	7
AMP Inc .50	19¾	21
Ampex	68	70
Baird Atomic	7	7½
Cinerama Inc.	1⅝	2
Cinerama Prod.	11 3/16	2¼
Cobu Electronica	8⅛	8⅝
Collins "A" .35	12¾	14
Collins "B" .35	12½	13½
Cook Elec. .40d	16⅛	17
Craig Systems	4½	5
DuMont Bcstg.	7¾	9
Eitel-McCullough (5% stk)	23	25
Elec Assoc (stk)	42	44
Erie Resistor .40b	5⅝	6¼
Friden Ind. 1	54	57
Giannini, G. M.	12⅝	14
Granco Products .05	1	1⅜
Gross Telecasting 1.60	18	19
Hewlett-Packard	24	26
High Voltage .10g	31	33
Hycon	2 1/16	2⅜
Indiana Steel Prod. 1.20a	17½	18½
Jerrold	2	2⅜
Ling Industries	2 7/16	2¾
Leeda & Northrup .60b	24	26
Machlett Labs .25g	17	18
Magna Theatre	1¼	1¾
Maxson (W. L.) .05	4⅞	5½
Meredith Pub. 1.80a	30	32
National Co. (4% stk.)	11¼	12
Oak Mfg. 1.40	13	14
Official Films .10	1 1/16	1 5/16
OR Radio	21½	23
Pacific Mercury TV	6⅛	6¾
Packard-Bell .50	11⅛	11½
Panellit	5½	6
Perkin-Elmer	22⅜	23¼
Philips Lamp (14% of par)	37	39
Reeves Soundcraft (stk.)	3 1/16	3¼
Sprague Electric 1.20	26¾	28
Taylor Instrument 1.20	29¼	31
Tele-Broadcasters	3	3½
Telechrome .30	8⅜	9
Telecomputing	4¼	5
Teleprompter (stock)	5⅝	6¼
Time Inc. 3.75	61½	64
Topp Industries (stock)	9½	10
Tracerlab	6⅝	7
Trav-Ler	1⅜	1¾
United Artists	3¾	4½
Varian Associates	17⅛	18
Webcor .15c	9¾	10
Wells-Gardner	7⅜	8
WJR Goodwill Sta. .50d	13	13½

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend. * No trade

'VERA' Raises Problems: BBC's "VERA" video tape recording system (Vol. 14:16) poses not only question of competition in export market with RCA and Ampex but serious prospect of complicating international program exchange. Right now, film is standardized, offers no problems. But telecasters are scarcely likely to purchase 2 types of tape recorders. Subject is bound to come up in forthcoming Moscow conference on international TV standards late this month (Vol. 14:16).

BBC is very pleased with VERA. In Washington this week, its director of engineering Sir Harold Bishop told us he believes device could be adapted to U. S. standards with little difficulty. "We haven't done it," he said, "but we haven't had any need to do it. I see no unusual problems involved. Our people have come up with solutions in longitudinal recording, and I'm surprised that U. S. manufacturers didn't."

BBC does no manufacturing, but turns any new developments over to equipment makers. VERA uses more sq. in. of tape per program than RCA & Ampex recorders —100 sq. in. per second (½-in. tape running 200 in. per second) vs. U. S. 30 sq. in. per second (2-in. tape at 15-in. per second)—but Bishop says U. S. 2-in. tape costs about 10 times as much per sq. in. He acknowledges that mass production should bring price down.

Bartley a Shoo-in: Hearing on Comr. Robert T. Bartley's nomination to another FCC term, before Senate Commerce Committee May 7, was really a breeze. As acting chairman Pastore (D-R. I.) put it: "I can't speak for the committee, but I think you can sleep tonight." Short hearing brought out little new. Sen. Mansfield (D-Mont.) sent letter expressing fear small-town stations were being stifled by community antenna systems (see p. 3), asked for Senate and FCC investigations. Bartley said Commission is considering subject, opined that FCC has basic job of weighing advantages to public of multiple signals through CATV systems vs. single signal from local station. Sen. Monroney (D-Okla.) made pitch for continuance of educational TV reservations, and Bartley said he still endorses them, believes educators need plenty of time to utilize channels. Sen. Thurmond (D-S. C.) said he's "bitterly opposed to pay TV," has no objection to "cable theatre" subscription systems—but told Bartley he didn't need to comment on subject. Pastore congratulated President Eisenhower for reappointing a Truman appointee. He asked Bartley if he's an "Eisenhower Democrat." Bartley said: "No [but] I like him very much." Committee action on nomination is expected May 14, and it's assumed John S. Cross' appointment will be considered at same time.

Picture Salaries Still Good: Proxy statement for June 3 annual meeting of Paramount Pictures discloses Barney Balaban, pres., received 1957 remuneration of $124,800, which included $20,800 expense allowance, and is holder of 12,500 shares of stock. Y. Frank Freeman, v.p. in charge of West Coast studio, got $130,000, including $7800 expense allowance (holds 5200 shares); Paul Raibourn, v.p.-planning & budget, $59,800 (100 shares); George Weltner, v.p.-worldwide sales, $65,000 (245 shares, also 75 DuMont Labs, 40 DuMont Bcstg., now Metropolitan Bcstg.); Adolph Zukor, chairman, $78,000 (1000 shares). At 20th Century-Fox, top officer 1957 salaries and stockholdings were: Spyros P. Skouras, pres., $233,841 (10,000 shares, plus 37,766 owned by family); Joseph H. Moskowitz, v.p. $148,119 (not a director); W. C. Michel, exec. v.p., $100,360 (1393 shares); Murray Silverstone, v.p., $148,960 (not a director).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING • WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Special Report
May 10, 1958

Financial Data on Television-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers and Broadcasters

Compiled as of May 9, 1958 for *Television Digest* by

Greenebaum & Associates, Financial Consultants in Electronics,
30 West Monroe St., Chicago 3, Ill., Financial 6-2137

NYSE—New York Stock Exchange   ASE—American Stock Exchange   Midwest—Midwest Stock Exchange
Pacific—Pacific Coast Stock Exchange

ADMIRAL CORP. (NYSE)

Capitalization
Debt: $12,000,000
Common: $1 par, 2,362,096 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$230,397,662	$37,775,281	$18,767,554	$7.95	$1.00	$ 67,960,665	39¼- 17¼
1951	185,925,058	18,725,621	9,586,833	4.06	.88	68,756,734	29⅜- 20¼
1952	190,724,326	18,942,133	8,711,133	3.69	.83	87,530,549	32¾- 24¾
1953	250,931,605	21,340,965	8,213,165	3.48	1.00+20% stk.	107,642,418	32¾- 18⅝
1954	219,565,089	15,581,974	6,547,974	2.77	1.00	109,126,766	29⅛- 18¼
1955	202,361,797	5,752,144	2,282,144	.97	1.00	104,823,433	30¼- 20¼
1956 (a)	185,880,606	2,740,024	1,504,024	.64	1.00	105,404,038	22⅛- 12⅝
1957	172,663,167	1,176,067	965,067	.41	none	102,115,752	14⅞- 6½
1958 (3 mo.)	....	....	......	..	none	....	9¼- 7

(a) Restated to include domestic real estate subsidiary and all foreign operations in Italy, Mexico and Brazil.

AEROVOX CORP. (Unlisted)

Capitalization
Debt: $3,717,000
Common: $1 par, 868,720 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$23,751,172	$3,428,572	$1,749,418	$2.51	$ .30	$11,682,140	12¼- 4⅛
1951	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10½- 6½
1952	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10⅝- 6½
1953	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12¾- 9
1954	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8⅞
1955	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13⅞- 8
1956	25,095,656	1,633,693(d)	909,893(d)	1.05(d)	none	15,379,924	8¾- 4
1957	20,892,597	409,778	276,272	.32	none	12,835,934	6¼- 2⅞
1958	....	......	......	..	none	....	5 - 3⅛

(d) Deficit.

AIRCRAFT RADIO CORP. (Unlisted)

Capitalization
Note: $700,000
Common: $1 par, 296,112 shares

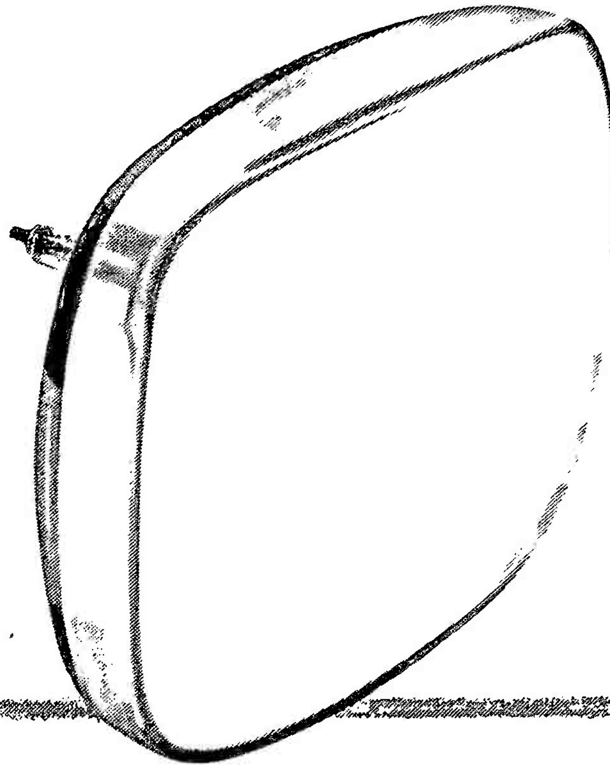
Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$3,360,292	$ 596,214	$ 296,414	$1.06	$ .60	$2,852,417	6¾- 5
1951	7,444,324	1,731,828	348,856	1.25	.70	6,364,882	9 - 6⅛
1952	8,995,835	1,464,897	389,897	1.39	.75	6,094,349	8¾- 7¾
1953	9,424,869	1,590,611	390,611	1.40	.75	6,510,587	10 - 8
1954	8,460,347	1,551,127	576,127	2.05	1.05	5,507,435	17 - 7¼
1955	7,479,731	888,994	434,994	1.49	.90	6,176,995	21 - 12½
1956	8,685,054	1,181,784	581,784	1.96	.90	8,847,272	19 - 12
1957	10,159,185	1,384,493	594,493	1.95	.90	8,936,871	25 - 16½
1958 (3 mo.)	....	....	......	...	.20	....	23 - 17

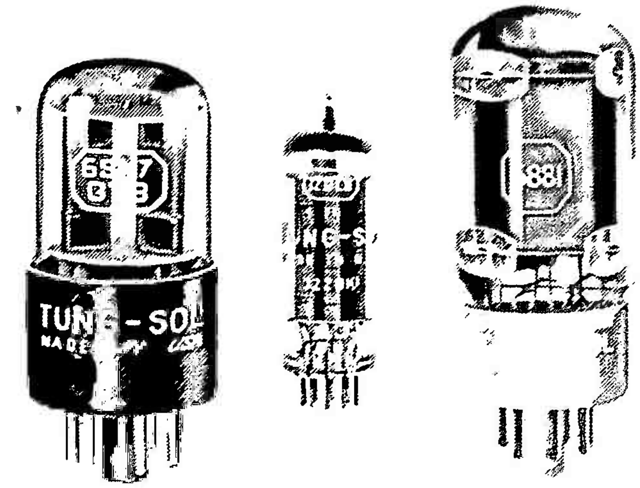
ALLIED CONTROL CO. INC. (ASE)

Capitalization
Preferred: 7% cumulative preferred, $4 par, 91,980 shares
Common: $1 par, 225,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$1,890,156	$ 181,926	$ 121,926	$ .42	none	$1,254,251	....
1951	3,560,128	592,268	329,235	1.34	none	2,011,046	....
1952	7,146,610	796,532	257,910	1.02	none	2,680,725	4 - 2¾(a)
1953	7,105,272	584,304	184,304	.69	none	2,755,572	3½- 3 (a)
1954	6,907,705	710,177	322,177	1.28	$ .20	2,526,405	18½- 14¼
1955	7,362,112	651,124	384,721	1.55	.80	3,233,731	19 - 12½
1956	10,887,047	1,733,163	793,163	3.37	.80	3,603,247	21⅜- 12⅝
1957	13,883,587	2,604,716	1,234,716	5.34	1.15	4,183,479	52½- 19⅜
1958	....	....	....	...	1.10+5% stk.	....	45 - 34½

(a) Preferred stock.





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You can fill virtually every entertainment socket with Tung-Sol Blue Chip Quality tubes—cathode ray, series string, hybrid auto radio, TV, hi-fi and radio.

PROGRESS THROUGH INCREASED SERVICE

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Underscoring Tung-Sol's steady diversification and product development, is rigid adherence to uniformly high standards of quality control. Tung-Sol has maintained these standards without compromise. They are your assurance of product performance . . . let you specify Tung-Sol, confident you specify the "best that can be made."

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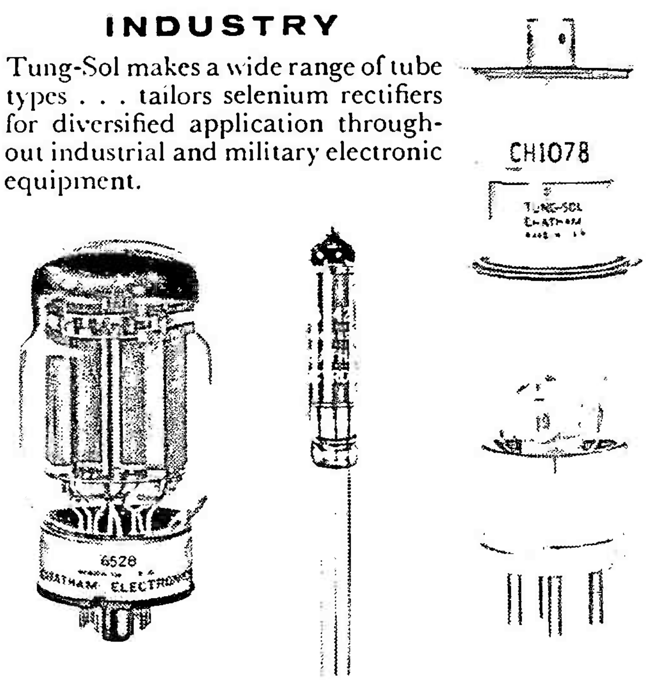
INDUSTRY

Tung-Sol makes a wide range of tube types . . . tailors selenium rectifiers for diversified application throughout industrial and military electronic equipment.



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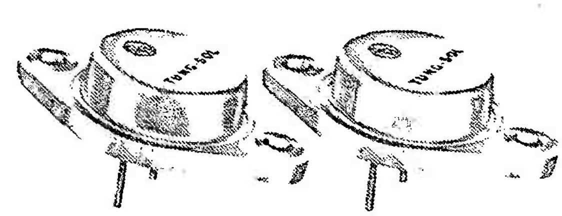
For reliability, long life of electronic equipment and manufacturing economics, specify Tung-Sol transistors in the JETEC 30 (TO-5 OUTLINE) package.



TUNG-SOL®

AMERICAN BOSCH ARMA CORP. (NYSE)

Capitalization
Debentures: $1,214,000, 3¾s, due Nov. 1964
Preferred: 5% cumulative serial preferred Series A & B, $100 par, 18,550 shares
Common: $2 par, 1,866,599 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$35,643,481	$5,200,242	$2,545,242	$1.88	$1.05	$22,135,487	20 - 10¼
1951	75,898,047	7,894,820	2,607,820	1.91	1.20+20% stk.	45,580,299	17½- 12¾
1952	90,539,243	846,048(d)	509,708(d)	.54(d)	.90+ 2% stk.	48,983,258	15⅜- 10⅝
1953	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12¾- 6¼
1954	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15¼- 9
1955	73,805,025	6,533,568	3,383,568	1.86	1.00+ 2% stk.	44,290,499	22¼- 14¼
1956	122,237,735	9,666,357	4,626,357	2.43	1.00+ 5% stk.	54,593,088	23⅞- 16½
1957	134,339,863	10,510,387	5,080,387	2.67	1.05	66,114,872	27 - 16⅛
1958 (3 mo.)	27,018,890	1,826,708	886,708	.46	.30	....	22⅝- 19⅜

(d) Deficit.

AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Capitalization
Debt: $52,209,184
Preferred: 5% cumulative preferred, $20 par, 323,399 shares
Common: $1 par, 4,149,363 shares

1950*	$ 45,879,660	$ 132,605	$ 84,605	$ .05	none	$ 26,491,261	14¼- 7⅞
1951*	58,983,129	741,943	368,943	.22	none	31,025,927	14⅛- 10⅛
1952	167,136,730	13,578,802	6,961,113	1.34	$1.25	141,124,092	21¼- 11½
1953	172,018,661	8,980,587	4,376,626	2.14	1.00	137,754,108	15⅞- 12⅝
1954	188,795,705	9,826,142(a)	4,721,787(a)	1.11(a)	1.00	138,376,649	25¼- 14½
1955	198,350,068	16,011,623(a)	8,218,017(a)	1.89(a)	1.20	138,593,905	33½- 22⅛
1956	206,915,705	15,724,544(a)	7,734,545(a)	1.78(a)	1.30	146,192,447	32½- 21⅞
1957	215,877,026	9,779,524(a)	4,894,524(a)	1.10(a)	1.00	154,125,813	24⅞- 11⅝
1958 (3 mo.)	....	3,913,000(a)	1,854,000(a)	.43(a)	.50	....	18 - 13

Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. * 1950 and 1951 figures for ABC only.
(a) Excluding capital gains.

AMERICAN ELECTRONICS, INC. (ASE)

Capitalization
Debentures: $3,500,000, convertible subordinated 5¼s, due 1973
Debt: $1,748,166 notes
Common: $1 par, 850,119 shares

1950	$ 340,000	....	....	....	none	....	....
1951	1,510,000			....	none	....	....
1952	2,518,964	$245,118	$ 62,774	$ .12	none	....	....
1953	3,900,300	452,489	180,879	.36	none	....	....
1954	6,109,380	583,957	297,783	.59	$ .22½	$3,204,561	15¼- 4
1955	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10½
1956	10,379,641	758,109	376,128	.73	.50	7,879,677	13¾- 11
1957	17,908,135	1,180,042	603,650	.78	.50	14,484,448	21½- 11
1958	....	....	......	..	.12½	....	15⅛- 12⅞

AMERICAN MACHINE & FOUNDRY CO. (NYSE)

Capitalization
Debentures and Notes payable: $102,867,700
Preferred: 3.90% cumulative, $100 par, 63,670 shares
5% cumulative, $100 par, 17,956 shares
Common: $7 par, 3,266,217 shares

1950	$ 27,577,242	$ 3,405,846	$2,015,846	$1.53	$ .80	$ 30,470,533	17¼- 12¾
1951	54,203,434	5,989,962	3,352,962	2.31	.80+2½% stk.	53,855,489	20⅜- 14⅛
1952	105,821,447	8,647,077	4,167,077	2.05	.80+5% stk.	78,872,791	24⅜- 16¾
1953	139,200,765	9,790,611	5,275,611	2.44	1.00+5% stk.	89,541,324	24⅞- 19⅛
1954	126,507,387	7,868,022	4,023,022	1.64	1.00+2½% stk.	105,826,171	28⅜- 21⅜
1955	145,000,977	9,789,016	4,774,016	1.66	1.00+2% stk.	132,788,863	35⅞- 23¼
1956	198,057,542	18,976,676	8,975,676	3.03	1.05+4% stk.	182,385,380	40¾- 24¼
1957	261,753,625	24,136,249	11,782,249	3.51	1.30	225,619,194	43¾- 29⅛
1958 (3 mo.)	51,357,594	6,212,265	2,683,271	.82	.40	....	37⅞- 32¼

AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)

Capitalization
Debt: $5,688,000,000
Subsidiary preferred: $17,904,300
Common: $100 par, 64,648,178 shares

1950	$3,261,528,032	$ 587,720,864	$346,962,051	$12.12	$9.00	$11,575,966,607	161¾-146¼
1951	3,639,462,365	704,221,388	364,874,176	11.00	9.00	12,774,216,000	161⅛-150
1952	4,039,644,218	798,087,900	406,661,306	10.43	9.00	13,997,345,000	161⅜-150⅞
1953	4,416,729,614	937,599,573	478,512,265	11.32	9.00	15,434,549,000	161¼-152⅛
1954	4,784,500,427	1,058,836,919	549,931,223	11.42	9.00	16,515,526,000	178¼-156
1955	5,297,043,174	1,291,183,107	664,243,416	13.10	9.00	14,479,641,983	187⅜-172¾
1956	5,825,297,685	1,451,160,747	755,933,854	13.16	9.00	16,206,571,233	187⅛-165
1957	6,313,833,200	2,098,371,577	829,779,296	13.00	9.00	17,677,875,672	179⅞-160
1958 (3 mo.)	....	....	178,440,000	2.76	4.50	....	177⅝-167⅞

AMPEX CORPORATION (Unlisted)

Year ending April 30

Capitalization
Debentures: $5,500,000, 5%, due 1972 (a)
Common: 50 cents par, 734,265 shares(a)(b)

1950	$ 387,514	....	$ 60,601(d)	$ .25(d)	none	....	....
1951	968,472	$ 129,931	114,931	.48	none	....	....
1952	2,301,707	167,823	76,823	.32	none	....	....
1953	3,548,593	202,020	88,520	.37	none	$2,156,234	....
1954	5,418,373	70,191	25,691	.06	none	3,769,231	....
1955	8,163,663	762,622	365,736	.69	none	4,749,525	20 - 14¼
1956	10,196,967	607,275	311,275	.58	none	6,301,532	43 - 17
1957	18,737,000	2,212,000	1,087,000	1.51	none	18,954,000(a)	60 - 30
1958	30,000,000(e)	....	1,500,000(e)	2.00(e)	none	....	63 - 44

(a) Pro-forma. (b) Shareholders to vote on 2½-for-1 split Aug. 26. (d) Deficit. (e) Estimated.

AMP, INCORPORATED (Unlisted)

Capitalization:
Notes: $1,100,000, 4½% Promissory Note due 1969
Common: $1 par, 2,017,496 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 5,480,538	$1,342,201	$ 590,201	$ .31	none	....	....
1951	10,188,612	1,776,868	458,868	.23	none	....	....
1952	11,545,957	1,509,646	342,646	.17	none	....	....
1953	15,312,235	1,644,021	409,561	.21	none	....	....
1954	16,040,373	2,102,032	902,032	.46	none	....	....
1955	21,647,301	3,709,128	1,605,588	.83	none	$12,108,805	....
1956	32,299,301	6,587,742	3,227,742	1.66	none	15,411,029	19½ - 16¼
1957	36,097,574	6,312,779	3,350,779	1.66	$ .50+4% stk.	16,687,337	30 - 14½
1958 (3 mo.)	....	....	....	...	.25	....	20 - 16¼

AMPHENOL ELECTRONICS CORP. (NYSE)

Capitalization
Debt: $1,200,000, 4½% notes, due 1967
Common: $1 par, 700,560 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$12,944,833	$2,020,833	$ 920,833	$2.30	$ .70	$ 7,757,607	10⅜ - 6⅛
1951	25,495,624	3,441,866	941,868	2.35	.80	14,621,200	12¼ - 9
1952	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17⅜ - 10¾
1953	32,023,107	1,963,272	801,223	2.00	1.00	16,637,597	19 - 13
1954	25,584,049	1,269,491	679,491	1.70	.75	15,066,063	15⅛ - 9
1955	23,263,702	1,669,687	952,687	2.38	.57½	13,540,996	19 - 12⅜
1956	27,318,319	2,557,987	1,257,987	2.51	.95	15,705,915	19½ - 15¼
1957 (a)	31,410,903	3,501,594	1,686,594	2.41	1.15	22,442,042	33⅞ - 19½
1958	....	....	....	...	.60	....	27⅞ - 22⅜

(a) Includes Danbury-Knudsen from Aug. 1, 1957, date of acquisition.

ARVIN INDUSTRIES INC. (NYSE)

Capitalization
Common: $2.50 par, 899,025 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$53,684,138	$6,940,369	$3,605,126	$4.05	$1.67	$23,565,630	30¾ - 18⅛
1951	63,997,212	7,482,755	2,691,063	3.02	2.00	26,578,148	28⅜ - 22¾
1952	64,289,781	5,310,512	2,209,733	2.48	2.00	27,364,995	32¾ - 25⅛
1953	73,395,197	5,311,720	2,255,001	2.53	2.00	27,135,716	32¾ - 25½
1954	53,372,759	4,630,593	2,231,198	2.50	1.60	27,978,690	27 - 21
1955	67,421,583	8,445,322	4,052,091	4.55	1.70	32,033,832	34 - 24
1956	64,612,775	7,875,165	3,784,839	4.22	2.00	32,122,082	31⅜ - 26⅞
1957	69,705,700	7,676,373	3,689,976	4.10	2.00	31,346,329	36½ - 28
1958 (3 mo.)	11,188,072	66,662	37,498	.04	.50	....	29⅞ - 24⅜

ASTRON CORP. (Unlisted)

Capitalization
Debt: $139,375
Preferred: 4% cumulative preferred, $10 par, 3,900 shares
Common: 10 cents par, 645,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	$1,461,687	N.A.	$ 33,331	$ .05	(b)	(b)	(b)
1952	2,421,216	N.A.	100,648	.05	(b)	(b)	(b)
1953	3,164,983	N.A.	118,252	.18	(b)	$ 836,579	(b)
1954	3,421,760	$569,231	287,431	.45	(b)	1,206,212	(b)
1955	4,101,170	607,639	296,339	.46	$ .20	2,174,924	5 - 3½
1956	5,128,525	460,519	227,519	.35	.40	2,281,279	4⅝ - 3
1957	4,841,129	352,708	185,708	.29	.20	2,202,612	3½ - 1⅝
1958	....	......	......	...	.05	....	2⅜ - 1¼

N.A. Not available. (b) Privately owned.

AVCO MANUFACTURING CORP. (CROSLEY) (NYSE)
Year ending Nov. 30

Capitalization
Debt: $24,953,000
Preferred: No par cumulative conv. 127,727 shares
Common: $3 par, 9,075,846 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$256,966,971	$28,735,633	$12,635,633	$1.47	$ .50	$222,980,159	9⅛ - 5¾
1951	286,598,113	22,089,214	10,089,214	1.10	.60	186,877,718	8⅝ - 6⅞
1952	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8¼ - 6⅞
1953	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8¾ - 4½
1954	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4⅝
1955	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8¼ - 5½
1956	320,556,285	18,112,847(d)	16,387,847(d)	1.84(d)	none	181,728,051	7⅝ - 5
1957	314,882,677	10,552,601	12,832,794	1.38	.10	159,752,919	7¾ - 4⅞
1958 (3 mo.)	70,580,470	2,847,723	2,797,723	.30	.20	....	7¼ - 5⅝

(d) Deficit.

BECKMAN INSTRUMENTS, INC. (NYSE)
Year ending June 30

Capitalization
Debt: $9,280,000
Common: $1 par, 1,325,843 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*	$ 5,207,856	$1,431,353	$ 694,853	$ .69	$ .13	....	(b)
1951*	8,215,712	1,918,190	628,090	.58	none	$ 5,990,000	(b)
1952(a)	5,785,740	1,326,848	326,848	.30	none	7,148,028	17¾ - 10½
1953	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11⅝
1954	18,652,870	2,320,280	920,280	.85	none	12,726,495	27½ - 13¾
1955	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29⅜ - 19⅜
1956	29,362,131	3,344,856	1,744,856	1.36	3% stk.	21,859,411	43⅛ - 25⅛
1957	38,088,730	349,432	209,432	.16	3% stk.	36,256,196	47¾ - 21
1958 (6 mo.)	19,627,983	171,215(d)	82,215(d)	.06(d)	none	....	25¾ - 19

* 12 months ending Dec 31. (a) 6 months to June 30. (b) Privately owned. (d) Deficit.

BELOCK INSTRUMENT CORP. (ASE)
Year ending October 31

Capitalization
Debt: $59,028
Preferred: 6% cumulative, $100 par, 1,870 shares
Common: 50 cents par, 800,239 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	Incorporated Nov. 14, 1950						
1951(a)	$ 907,308	....	$196,062(d)	$ .27(d)	none	....	(e)
1952	3,542,365	....	78,319	.09	none	....	(e)
1953	8,154,821	$ 289,371	155,251	.19	none	....	(e)
1954	10,259,380	745,810	348,375	.45	none	$4,746,583	(e)
1955	14,896,878	1,426,310	679,443	.89	none	7,423,344	27⅞- 11⅛
1956	13,801,336	977,763	457,403	.58	3% stk.	9,447,002	19⅛- 12½
1957	13,255,083	280,950(d)	132,330(d)	.18(d)	3% stk.	9,244,144	14 - 6¼
1958	....	....	....	..	1½% stk.	....	10⅛- 7⅜

(a) 10 months to Oct. 31. (d) Deficit. (e) Privately owned.

BENDIX AVIATION CORP. (NYSE)
Year ending September 30

Capitalization
Debt: $1,480,000 notes
Common: $5 par, 5,042,836 shares

1950	$219,419,794	$30,599,434	$16,954,116	$4.00	$2.37½	$143,366,391	26¾- 17¼
1951	340,540,415	32,037,957	11,818,601	2.79	2.25	209,534,918	30 - 23¼
1952	508,701,892	50,660,972	15,295,159	3.61	1.87½	259,320,862	32 - 22⅝
1953	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34⅛- 25
1954	607,711,607	61,796,575	25,537,771	5.62	2.00+7% stk.	285,430,724	52¾- 30
1955	567,249,923	58,717,287	25,888,599	5.66	2.10	278,064,860	59½- 45
1956	581,418,734	48,348,993	24,278,263	5.04	2.40+5% stk.	321,783,177	64⅜- 48½
1957	711,237,146	59,366,546	27,499,034	5.44	2.40	370,089,085	66¾- 42
1958 (3 mo.)	167,064,856	10,371,564	4,897,486	97	.60	353,474,463	53 - 44½

CLAROSTAT MFG. CO. INC. (ASE)

Capitalization
Debt: Mortgage, $14,170.
Common: $1 par, 417,993 shares

1950	$5,985,241	$772,999	$406,780	$.99	$ .16	$2,199,374	6⅛- 2¼
1951	5,914,310	968,763	316,265	.76	.30	2,336,293	6⅝- 4⅛
1952	5,584,513	506,115	235,282	.56	.30	2,468,194	6¼- 4½
1953	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4⅜
1954	5,682,093	107,823	57,920	.14	.25	2,309,990	7½- 5⅜
1955	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4⅛
1956	7,468,492	467,539	227,924	.55	.20	2,565,910	5 - 3⅛
1957	7,207,102	276,543	132,710	.32	.15	2,472,742	5 - 2½
1958	....	....	....	...	none	....	3¾- 2⅞

CLEVITE CORP. (NYSE)

Capitalization
Debt: $10,837,000, 3¼% notes, due serially until 1971
Preferred: 4½% cumulative, $100 par, 49,451 shares
Common: $1 par, 1,807,152 shares

1950	$42,187,243	$ 7,914,228	$3,914,228	$2.88	$1.30	$25,283,265	15⅞- 11⅞
1951	49,463,559	7,687,826	2,887,826	2.03	1.15	39,212,523	19 - 15⅜
1952	53,307,874	8,144,240	3,444,240	1.97	1.15	53,748,600	27½- 17⅝
1953	70,528,107	7,978,611	3,478,611	1.77	1.15	59,439,142	25⅝- 18
1954	59,204,627	5,618,648	2,668,648	1.33	1.15	58,536,954	24⅜- 18
1955	71,935,883	10,004,753	4,854,753	2.54	1.25	61,832,282	25⅜- 20½
1956	73,581,604	7,671,593	3,971,593	2.06	1.15	61,465,000	24¼- 18
1957	71,368,224	7,408,539	3,988,539	2.08	1.15	59,342,564	25½- 15⅛
1958 (3 mo.)	15,656,000	817,000	558,000	.28	.25	....	18⅜- 15¾

COLLINS RADIO CO. (Unlisted)
Year ending July 31

Capitalization
Debt: $5,859,619 notes.
Debentures: $7,917,000 convertible subordinated 5s, due 1977.
Preferred: 4% convertible preferred, $50 par, 122,442 shares
Common: $1 par, Class A and B, 1,504,367 shares

1950	$12,534,018	$1,075,177	$ 415,765	$ .27	none	$ 8,523,681	3⅞- 1
1951	19,325,837	1,093,704	753,732	.48	$ .11	19,125,921	4⅜- 3
1952	64,130,371	5,913,432	1,836,139	1.22	.11	31,116,050	6¾- 3⅞
1953	80,028,767	6,870,809	1,580,307	1.05	.13	34,398,396	7⅝- 5¼
1954	90,300,464	7,398,976	2,599,369	1.74	.14	42,794,136	23 - 6⅜
1955	108,164,689	7,194,145	3,347,059	2.23	.35	47,558,771	28½- 17¾
1956	125,141,055	6,506,001	3,195,930	1.96	.35	59,127,378	32¼- 21¾
1957	123,912,221	5,406,267	2,699,179	1.63	.35	67,639,698	28½- 9½
1958 (6 mo.)	47,044,606	272,590	559,590	.29	none	72,204,097	15¼- 10¾

COLUMBIA BROADCASTING SYSTEM, INC. (NYSE)

Capitalization
Notes: $47,332,000, Mortgage $3,707,190
Common: Class A $2.50 par, 4,342,598 shares
Class B: $2.50 par, 3,538,802 shares

1950	$124,105,408	$ 9,555,329	$ 4,105,329	$ .80	$ .53	$ 53,833,265	13⅜- 8⅜
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11¾- 5⅝
1952	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13⅜- 11
1953	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16⅞- 12¾
1954	373,380,139	23,214,645	11,414,645	1.62	.63	169,298,915	29½- 13⅞
1955	316,572,766	29,897,427	13,397,427	1.83	.77+2% stk.	180,089,502	32 - 22½
1956	354,779,843	35,083,462	16,283,462	2.17	.90+2% stk.	196,097,774	34½- 22⅝
1957	385,409,018	48,593,367	22,193,367	2.90	1.00+3% stk.	222,870,272	36⅛- 23½
1958	....	....	....	....	.25	....	30½- 24½

CONSOLIDATED ELECTRODYNAMICS CORP. (NYSE)
Capitalization
Debt: $5,684,233
Common: 50 cents par, 1,063,355 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 2,808,571	$ 654,801	$ 364,604	$ .72	$ .30+15% stk.	....	13¼- 9⅛
1951	5,614,550	1,062,591	437,591	.67	.40	$ 5,031,798	14⅝- 13⅛
1952	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17½- 10¾
1953	14,074,064	919,906	510,406	.57	.40	11,796,346	15¼- 10⅝
1954	15,644,520	1,633,363	842,863	.94	.40	13,096,930	31½- 13½
1955	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31¼- 20
1956	25,036,689	2,208,263	1,283,263	1.35	.50	23,535,513	37 - 21
1957	30,541,382	1,178,729	771,729	.73	.40	31,413,654	54¾- 25⅛
1958 (3 mo.)	6,986,000	145,000(d)	56,000(d)	.05(d)	.20	....	35¼- 24⅞

(d) Deficit.

CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)
Year ending September 30
Capitalization
Debt: $1,000,000, Notes
Common: $1 par, 787,500 shares

1950*	$14,759,568	....	$ 716,365	$2.45	$.50	....	13½- 8¾
1951*	12,432,733	$ 517,208	222,208	.78	.90	$ 4,460,578	11½- 7⅞
1952*	7,203,564	299,035(d)	299,035(d)	1.06(d)	.15	3,373,604	10½- 6⅛
1953*	7,581,023	486,953(d)	486,953(d)	1.74(d)	none	3,380,371	9⅞- 4⅝
1954	6,824,076	202,190(d)	202,190(d)	.72(d)	none	2,913,557	26⅞- 5
1955	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44⅛- 23⅞
1956	27,892,951	4,556,597	2,156,597	3.12	none	15,294,178	36½- 26½
1957	28,537,288	4,186,931	1,971,931	2.50	none	18,493,641	35½- 18
1958 (3 mo.)	8,799,710	1,559,997	748,497	.95	none	....	26¾- 19½

* Consolidated Electronics was formerly Reynolds Spring Co. (1950-53). (d) Deficit.

COOK ELECTRIC CO. (Unlisted)
Year ending June 30
Capitalization
Debt: $1,800,000, 5¾% notes, due 1967
Common: $5 par, 593,308 shares

1950	$ 4,496,000	$ 334,000	$ 204,000	$ .36	$ .33	....	....
1951	6,390,000	879,000	334,000	.60	.19	....	....
1952	11,396,052	1,647,839	447,839	.80	.25	$5,419,995	17⅛- 7½
1953	12,459,152	1,389,558	427,058	.76	.19+ 5% stk.	6,593,552	7½- 7
1954	14,103,369	1,216,664	511,664	.91	.30+ 5% stk.	7,292,342	16¾- 15
1955	15,253,052	506,386	251,386	.45	.15+ 1½% stk.	7,492,651	17 - 10¾
1956	15,218,090	208,101	103,101	.18	.10	7,819,576	14½- 8½
1957	24,583,521	1,753,099	858,099	1.49	.20+ 1½% stk.	11,246,916	18¾- 12
1958 (6 mo.)	12,690,284	148,966	106,004	.18	none	12,600,264	23½- 17¾

CORNELL-DUBILIER ELECTRIC CORP. (NYSE)
Year ending September 30
Capitalization—
Debentures: $3,300,000, 3⅞s 1972. Debt: $900,000 notes; $192,500, 1st 4½s, due 1959. Cumulative Pfd: $5.25 (no par), 9,282 shares
Common: $1 par, 512,390 shares

1950	$ 23,927,117	$ 2,888,524	$ 1,747,524	$3.07	$ .78	$ 13,664,008	14¼- 8¾
1951	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16⅞- 10⅞
1952	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18¾- 15½
1953	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26⅝- 18¼
1954	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,679	36 - 21½
1955	34,955,172	3,909,002	1,809,002	3.41	2.10	21,769,804	37⅜- 29
1956	33,107,016	2,375,047	1,085,047	2.01	1.40	20,405,875	40½- 20
1957	32,494,378	1,364,928	754,928	1.38	1.20	21,411,350	27½- 12½
1958 (3 mo.)	6,994,023	....	80,153(d)	.25(d)	.20	....	16½- 12¾

(d) Deficit.

CRAIG SYSTEMS, INC. (Unlisted)
Year ending July 31
Capitalization—Common: $1 par, 744,380 shares

1950(a)	$ 802,207	$ 91,835	$ 56,573	$ .11	none	(c)	(c)
1951(a)	1,952,471	187,197	69,559	.14	none	(c)	(c)
1952(a)	4,192,332	386,402	111,616	.22	none	(c)	(c)
1953(a)	4,591,654	354,323	104,989	.21	none	(c)	(c)
1954(a)	4,887,828	512,081	209,435	.42	none	(c)	(c)
1955(b)	11,506,053	1,431,113	696,913	.95	none	$5,835,985	(c)
1956(d)	9,570,015	975,173	463,673	.64	.40+ 2% stk.	6,511,853	9 - 7
1957	12,840,360	1,058,841	502,841	.68	.30+ 2% stk.	6,678,837	9⅛- 4⅛
1958	....	....	....	...	none	....	5 - 4

(a) Craig Machine Co. only. (b) Pro-Forma. Year ending Nov.30.
(c) Privately owned until Feb. 7, 1956. (d) Consolidated; includes LeFebure Corp., from Feb. 10, 1956, date of acquisition.

DAYSTROM, INC. (NYSE)
Year ending March 31
Capitalization
Debt: $2,407,746 notes.
Debentures: $8,000,000, convertible, subordinated 4¾s, 1977
Common: $10 par, 905,423 shares

1950	$32,763,201	$1,829,136	$1,174,136	$1.88	$1.25	$21.800.160	16½- 10¾
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20¼- 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16⅜- 13½
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16⅛- 11½
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23¼- 11½
1955(a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32½- 23
1956	63,192,498	3,544,181	1,784,181	2.01	1.20	40,244,242	30⅜- 22
1957	74,402,239	5,183,811	2,458,811	2.77	1.20	47,607,250	47 - 27½
1958 (9 mo.)	60,627,000	3,654,000	1,754,000	1.94	.60	....	35 - 30

(a) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955

DuMONT BROADCASTING CORP.—See Metropolitan Broadcasting Corp.

DuMONT (ALLEN B.) LABORATORIES, INC. (ASE)
(Officially separated from DuMont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time.)

Capitalization
Mortgages Payable: $686,115
Preferred: 5% cumulative convertible; $20 par, 122,016 shares
Common: $1 par, 2,361,092 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	N.A.	N.A.	....	....	$1.00	....	27 - 13⅛
1951	N.A.	N.A.	....	....	.25	....	19 - 14¼
1952	$62,013,191	$2,897,903	$1,424,603	$ .72	.25	....	19¾- 15
1953	72,305,202	3,093,362	1,544,362	.62	none	....	17¾- 8½
1954	71,457,950	1,739,102	870,273	.35	none	$63,251,041	16⅝- 9⅛
1955	57,826,809	3,674,397(d)	3,674,397(d)	1.56(d)	none	45,103,385	17⅛- 9⅛*
1956	46,646,878	5,230,441(d)	3,886,734(d)	1.65(d)	none	39,349,410	10 - 4⅜*
1957	42,691,148	534,616(d)	534,616(d)	.23(d)	none	35,412,247	6⅛- 3*
1958 (3 mo.)	9,806,000	....	943,000(d)	.40(d)	none	....	4⅝- 3

N.A. Not available. (d) Deficit. * Ex DuMont Broadcasting Stock.

DYNAMICS CORP. OF AMERICA (ASE)

Capitalization
Debt: $9,620,500
Preferred: $1 cumulative convertible, $2 par, 492,244 shares
Common: $1 par, 2,666,989 shares

1950	$14,780,757	$1,287,895	$1,287,895	$ .51	none	$13,751,583	7⅛- 1⅞
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5¾- 3¾
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4¼
1953	40,719,686	4,402,468	1,402,468	.54	$ .20+5% stk.	27,089,811	5¾- 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8⅜- 4
1955(a)	41,894,958	4,038,398	2,012,071	.61	.40	29,418,501	9⅞- 6½
1956	44,177,220	3,474,054	1,848,054	.54	.40	29,827,494	8⅜- 5⅝
1957 (3 mo.)	9,949,459	....	308,003	.07	.20	....	7⅝- 2½
1958	....	....	....	...	none	....	4⅛- 2⅞

(a) Reeves-Ely Laboratories merged into Dynamics Corp. Jan. 20, 1956; effective for accounting purposes Dec. 31, 1955

EITEL-McCULLOUGH, INC. (Unlisted)

Capitalization
Common: $1 par, 825,272 shares

1950	$ 7,944,472	$2,408,717	$1,170,925	$1.55	none	....	....
1951	7,099,430	748,021	378,680	.50	none	....	....
1952	10,137,692	1,531,646	613,094	.81	none	$5,597,669	....
1953	11,576,674	1,132,166	596,871	.79	none	5,511,877	....
1954	9,452,689	1,263,099	622,761	.75	$ .18	5,562,560	....
1955	8,950,179	1,351,810	645,844	.86	none	6,455,077	....
1956	13,879,779	2,644,722	1,254,488	1.60	.25+ 5% stk.	8,677,895	35 - 15½
1957 (6 mo.)	15,800,000(e)	....	....	...	5% stk.	....	36½- 20
1958	....	....	....	...	none	....	28½- 20½

(e) Estimate

ELECTRONIC ASSOCIATES, INC. (Unlisted)

Capitalization
Debt: $1,450,000, convertible subordinated debenture 5s, due 1971
$93,251 mortgage and notes
Common: $1 par, 612,651 shares

1950 N.A.		....	....	...	.....	....	....
1951	$ 989,461	N.A.	$ 75,668	$ .34	none	N.A.	N.A.
1952	1,069,849	$ 175,115	96,758	.23	.04	$2,684,882	2⅜- 1¼
1953	4,273,726	260,804	130,686	.28	.05	2,728,241	3¾- 2½
1954	4,059,927	498,037	244,558	.48	.06	3,676,912	7¼- 2⅞
1955	5,484,287	1,012,548	491,523	.86	.12	4,480,672	18½- 12½
1956	8,816,953	2,018,529	929,811	1.61	.12	8,447,474	33 - 15¾
1957	12,298,274	2,134,344	1,001,998	1.64	5% stk.	10,491,739	59 - 27¼
1958 (3 mo.)	699,203	163,025	83,752	.14	none	....	41 - 32½

N.A. Not available

ELECTRONIC COMMUNICATIONS, INC. (ASE)
(Formerly Air Associates, Inc.)

Capitalization
Notes: $592,071
Preferred: 6% cumulative convertible, $10 par, 60,891 shares
Common: $1 par, 236,733 shares

1950	$ 6,113,201	$ 32,734	18,014	$ .07	$ .10	$ 3,558,563	7 - 3⅞
1951	11,494,502	86,363	83,971	.22½	.30+stk.	7,884,861	9½- 3¼
1952	16,244,452	112,695	46,695	.03	.40	12,227,422	9⅞- 5½
1953	19,034,877	141,659	141,659	.44	none	9,555,147	8½- 6¼
1954	18,233,740	688,311	344,311	1.31	none	8,219,234	13¾- 7½
1955	12,587,052	84,051	54,051	.07	none	7,898,622	12¾- 7¾
1956	14,238,111	219,986	95,986	.25	none	9,131,950	13½- 9
1957	16,980,451	596,391	245,311	.88	none	11,607,726	12⅞- 8
1958	....	....	....	...	none	....	13⅛- 10

ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization
Debt: $3,800,000 notes
Preferred: $100 par 6% non-cumulative 4,586 shares
Common: $1 par, 707,428 shares

1950	$ 1,536,217	$ 41,379	$ 36,520	$ .05	none	....	(b)
1951	1,836,768	85,283	36,207	.05	none	....	(b)
1952	3,627,215	191,342	76,884	.11	none	....	(b)
1953	4,636,565	349,031	190,906	.27	none	$2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16¼- 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11½
1956	6,973,306	1,024,152(d)	476,467(d)	.71(d)	none	9,536,045	24¼- 9⅝
1957	8,037,553	367,487	182,653	.22	none	8,398,768	12⅞- 5½
1958	....	....	....	...	none	....	7⅞- 6⅜

(b) Privately owned.
(d) Deficit.

EMERSON ELECTRIC MANUFACTURING CO. (NYSE)
Year ending September 30

Capitalization
Debt: $3,390,000, convertible subordinated debenture 5½s, due 1977. $6,587,000 notes
Preferred: 7% cumulative, $100 par, 8,831 shares
Common: $4 par, 678,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$40,651,495	$4,456,348	$2,073,767	$3.48	$1.06	$20,526,096	18¼- 10⅝
1951	44,008,692	4,087,532	1,497,507	2.48	1.12	24,419,403	17¾- 12¾
1952	55,368,442	1,974,006	1,467,506	2.43	1.12	23,392,004	13¾- 11
1953	55,844,449	3,310,652	1,448,152	2.22	1.12	27,029,553	14¾- 10¾
1954	44,718,095	2,213,495	1,013,495	1.52	1.12	23,219,061	16¼- 11½
1955	40,347,929	2,528,263	1,228,263	1.86	1.12	28,014,736	23¾- 15¼
1956	56,498,889	4,562,926	2,247,926	3.47	1.19	31,809,083	32½- 21⅝
1957	65,341,252	4,409,191	2,369,716	3.40	1.55	39,143,070	34 - 22⅛
1958 (6 mo.)	34,111,110	2,627,405	1,254,620	1.80	.40	....	36⅜- 29

EMERSON RADIO & PHONOGRAPH CORP. (NYSE)
Year ending October 31

Capitalization
Debt: $6,350,000
Common: $5 par, 1,950,862 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$74,188,297	$11,969,778	$6,514,716	$3.70	$1.10	$27,320,398	18⅜- 7⅜
1951	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16⅛- 12¾
1952	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15¾- 11½
1953	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15⅛- 9½
1955	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16⅜- 11¾
1956	73,882,029	331,748	84,852	.04	.30+1% stk.	44,280,455	13¼- 5¾
1957	54,803,069	222,586	138,431	.07	none	41,326,467	6⅞- 3¾
1958 (3 mo.)	....	....	297,699	.15	none	....	6⅛- 4⅛

ERIE RESISTOR CORP. (Unlisted)

Capitalization
Debt: $1,738,500, 4⅝% notes, due 1973
Preferred: 90 cents cumulative convertible, $12.50 par, 100,000 shares
Common: $2.50 par, 710,579 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$10,490,919	$1,715,272	$826,104	$1.49	(b)	$5,303,827	(b)
1951	9,317,724	660,989	363,292	.62	$ .31¼	4,989,653	6⅜- 5½
1952	10,750,936	845,476	450,333	.81	.40	5,356,564	7 - 5⅜
1953	12,845,735	1,160,239	595,511	1.01	.40	6,531,130	7¾- 6¾
1954	14,866,836	700,418	317,767	.44	.40	9,951,069	8½- 6½
1955	22,358,644	1,771,490	959,433	1.60	.20	11,609,028	8⅞- 5¼
1956	23,300,749	1,793,147	956,452	1.59	.40	13,261,328	11⅛- 7¾
1957	24,737,643	1,009,998	542,811	.68	.40+3% stk.	13,497,514	13⅛- 6⅜
1958	....	....	......	...	.05	....	8¼- 5¾

(b) Privately owned.

FRIDEN, INC. (Pacific)

Capitalization—Debt: $5,000,000 notes. Common: $1 par, 1,046,404 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$16,467,239	N.A.	$1,582,152	$2.07	$ .44	N.A.	....
1951	25,241,464	$5,880,695	1,846,608	2.41	.50	$14,234,704	....
1952	21,923,873	4,294,249	1,775,916	2.32	.50	14,113,067	....
1953	23,004,213	3,223,112	1,540,000	2.01	.50	14,744,864	....
1954	25,616,663	3,773,208	1,850,144	2.42	.50	16,714,680	....
1955	31,437,755	4,828,659	2,376,982	3.11	.65+2% stk.	19,387,179	35 - 23
1956	50,624,940	7,641,694	3,591,625	3.60	.95	30,481,834	50½- 34½
1957	56,655,526	7,892,978	3,741,567	3.58	1.00+5% stk.	37,468,030	71¾- 38
1958	....	....	....	...	.25	....	56 - 39⅞

N.A. Not available.

GABRIEL CO. (NYSE)

Capitalization—Preferred: $5 cumulative pfd. $10 par, 35,651 shares. Common: $1 par, 520,538 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$12,670,521	$1,591,672	$824,272	$2.20	$ .55+10% stk.	$ 6,331,749	8⅝- 7⅜
1951	15,795,488	1,009,112	591,992	1.07	.45	10,382,992	9⅛- 7⅜
1952	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953	21,976,182	376,642	214,642	.35	none	9,974,912	7⅛- 4½
1954	18,310,269	51,291(d)	23,891	.11(d)	.30	8,486,682	7⅜- 4¾
1955	15,295,612	531,923	262,923	.45	.15	8,808,983	9⅝- 5⅝
1956	19,209,638	793,203	378,203	.68	.60	10,186,071	9⅛- 6⅜
1957	21,654,218	1,353,686	753,686	1.40	.60	8,890,317	10¾- 6¼
1958 (3 mo.)	3,752,209	83,839	40,243	.07	.15	....	8½- 7

(d) Deficit.

GENERAL DYNAMICS CORP. (NYSE)
(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization—Debt: $17,352,344. Debentures: $26,797,000, 3½s, due 1975. Common: $1 par, 9,798,191 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 78,947,256	$ 4,141,672	$ 2,370,672	$ .51	$ .42	$ 51,963,237	10⅝- 8
1951	116,270,550	9,284,381	4,557,980	1.51	.33	62,917,034	13⅞- 8⅞
1952	182,649,610	14,083,176	6,157,922	1.91	.75	94,715,067	22⅞- 12¼
1953	271,886,140	17,801,111	7,886,111	2.34	.75	110,690,126	23⅛- 15½
1954	712,150,670	48,027,226	22,777,226	3.07	1.08	234,446,340	41⅛- 18
1955	687,274,182	44,254,386	21,254,386	2.82	1.43	294,816,011	53⅜- 24⅞
1956 (a)	1,082,861,349	68,271,094	35,687,692	4.01	1.60	487,577,843	59⅝- 37¾
1957	1,562,538,900	91,828,763	44,278,763	4.80	2.00	570,604,595	68⅝- 46¾
1958 (3 mo.)	386,419,273	20,022,366	9,872,366	1.01	1.00	....	65¾- 55

(a) Pro-forma; includes operations of Liquid Carbonic, merged on Sept. 30, 1957.

GENERAL ELECTRIC CO. (NYSE)

Capitalization
Debt: $300,000,000 3½% debentures, due 1976; other liabilities, $83,809,561
Common: No par, 87,411,676 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$2,233,800,000	$397,100,000	$179,700,000	....	$1.27	$1,335,415,000	16¾- 13¾
1951	2,619,600,000	434,100,000	143,700,000	....	.95	1,588,070,000	21½- 16½
1952	2,993,400,000	447,000,000	164,900,000	....	1.00	1,579,523,878	24¼- 18⅛
1953	3,510,600,000	497,500,000	173,800,000	....	1.33	1,696,588,736	30¾- 22⅛
1954	3,334,708,206	407,164,027	204,371,317	$2.36	1.47	1,691,979,938	48½- 37⅞
1955	3,463,734,419	385,203,709	208,908,054	2.41	1.60	1,727,553,319	57¾- 46¼
1956	4,090,015,685	423,756,849	213,756,849	2.46	2.00	2,221,146,920	65½- 52¾
1957	4,335,664,061	507,972,026	247,972,026	2.84	2.00	2,361,318,604	72⅜- 52⅜
1958 (3 mo.)	964,966,000	98,584,000	49,184,000	.56	1.00	....	64¼- 57

GENERAL INSTRUMENT CORP. (NYSE)
Year ending February 28

Capitalization
Debt: $2,634,877, notes & mortgage
Common: $1 par, 1,373,273 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$13,634,582	$ 107,184(d)	$ 107,184(d)	$ .22(d)	$ .40	$ 8,749,655	13½- 8¼
1951	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	11⅝- 7¼
1952	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	11⅛- 6¼
1953	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	14½- 9¾
1954	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	12¼- 8⅛
1955	22,795,029	839,140(d)	412,220(d)	.50(d)	.37½	8,749,655	13 - 7⅝
1956	28,928,604	570,127	285,474	.21	.37½	12,386,859	10⅛- 6⅜
1957	33,254,735	1,004,419	505,407	.37	.15	15,747,899	8⅛- 4
1958 (9 mo.)	25,271,168	1,148,527	551,527	.40	none	....	7⅝- 4⅝

(d) Deficit.

GENERAL PRECISION EQUIPMENT CORP. (NYSE)

Capitalization
Debt: $23,113,443
Preferred: $4.75 cumulative, no par, 101,491 shares
$1.60 cumulative convertible, no par, 59,225 shares. $3.00 cumulative convertible, no par, 194,196 shares.
Common: $1 par, 1,125,810 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 27,072,360	$ 1,591,899	$1,141,098	$1.45	$1.00	$ 26,371,314	21⅜- 12⅛
1951	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27⅜- 17½
1952	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24½- 16⅞
1953	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27⅜- 21⅛
1954	123,332,634	11,725,090	5,488,090	5.54	1.90	91,357,754	52¼- 25
1955	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71½- 36½
1956	153,261,864	5,194,729	2,394,729	1.64	2.40	119,117,579	53½- 34½
1957	185,093,842	8,994,949	4,263,949	3.03	2.40	132,373,853	47¼- 30¼
1958 (3 mo.)	42,764,000	....	....	.16	.60	....	41 - 29½

GENERAL TELEPHONE CORP. (NYSE)

Capitalization
Debentures: $50,842,000, convertible, due 1971
Funded debt: $488,494,000
Preferred: $2.20 convertible, $50 par, 3,255 shares
$2.37½ convertible, $50 par, 7,414 shares
$2.12½ convertible, $50 par, 195,481 shares
Subsidiary preferred: $126,494,000
Common: $10 par, 14,888,000

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 70,080,262	$12,961,343	$ 4,135,727	$1.17	$ .89	$306,606,171	13⅜- 10⅞
1951	84,796,003	18,478,234	5,528,812	1.17	.89	373,751,529	14¼- 12
1952	102,004,210	26,168,493	8,763,425	1.45	.89	369,288,813	15⅞- 13⅛
1953	127,946,088	38,753,190	13,952,116	1.77	.98	419,646,338	20¼- 15½
1954	188,517,000	59,964,000	24,052,000	1.84	1.07	613,075,000	24¾- 19¾
1955	209,813,000	76,178,000	31,007,000	2.62	1.31	693,453,000	45⅜- 23⅛
1956 (a)	259,306,000	76,101,000	42,784,000	3.11	1.65	951,806,000	46 - 38
1957	289,046,000	78,722,000	45,100,000	3.05	1.85	1,105,380,000	45¼- 36¼
1958 (3 mo.)	76,219,000	....	10,693,000	.72	1.00	....	47⅜- 40⅜

(a) Includes Peninsular Telephone Co.

GENERAL TIRE & RUBBER COMPANY (NYSE)
Year ending November 30

Capitalization
Debt: $1,314,000 4¼% subordinated debentures due 1981; $11,025,000 subordinated debentures due 1982
$3,741,300 4¾% notes due 1981. $1,195,000 5% subsidiary notes. $53,733,000 subsidiary notes.
Preferred: 5½% cumulative, $100 par, 106,868 shares
4½% cumulative, convertible, $100 par, 35,334 shares
$5.00 cumulative, $100 par, 99,762 shares
Common: $2.50 par, 4,773,408 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$125,375,837	$15,718,416	$ 8,557,616	$2.10	$ .45	$ 75,027,859	5¼- 2⅞
1951	170,771,522	19,992,236	7,016,641	1.69	.53	98,452,324	9¼- 5⅛
1952	185,914,247	12,378,477	6,147,918	1.46	.60	113,206,476	10 - 7½
1953	205,371,098	10,010,134	6,275,158	1.48	.60	120,241,084	10½- 6⅞
1954	216,986,110	7,542,980	4,502,645	.96	.60	150,811,696	14¼- 8¾
1955	295,731,096	19,738,731	9,704,731	2.09	.67+3⅓% stk.	183,243,797	21⅝- 13⅞
1956	390,471,772	21,823,129	10,860,129	2.30	.67	237,908,652	22¼- 15¾
1957	421,165,147	19,300,355	11,300,355	2.12(a)	.67½+4% stk.	261,349,571	32⅞- 18⅜
1958 (3 mo.)	96,565,835	3,104,124	1,754,124	.30	.17½+2% stk.	....	30 - 22¼

(a) Includes RKO Teleradio Pictures Inc.

GIANNINI (G. M.) & CO. (Unlisted)

Capitalization
Preferred: 5½% cumulative convertible $20 par, 44,717 shares. Common: $1 par, 307,454 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 952,418	....	$ 83,990(d)	$ .89(d)	none	....	....
1951	2,571,379	....	194,619	1.46	none	....	....
1952	4,704,034	$827,909	263,726	1.91	none	$2,191,793	....
1953	4,334,195	328,247	103,247	.39	none	1,873,305	....
1954	4,308,467	222,617(d)	52,617(d)	.27(d)	none	2,138,192	....
1955	6,436,330	620,787	290,787	.94	none	2,845,110	9⅝- 4⅝
1956	9,510,091	715,521	339,521	1.05	.25+200% stk.	4,253,037	13¾- 9½
1957	10,553,918	604,736	310,736	.84	none	4,183,512	21½- 11
1958	....	....	....	....	none	....	15¼- 12

(d) Deficit.

GLOBE-UNION INC. (ASE)

Capitalization—Debt: $4,189,000. Mortgage: $116,674. Common: 5 par, 824,910 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$41,348,440	$5,399,747	$2,699,747	$4.22	$1.90	$22,531,771	25⅜- 11
1951	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼- 20⅛
1952	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953	48,180,147	3,392,276	1,682,276	2.35	1.10+2½% stk.	23,359,305	27¾- 22
1954	44 106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955(a)	56,622,579	3,800,510	1,671,996	2.03	1.20	23,595,716	24⅜- 20
1956(a)	58,667,310	2,366,383	1,166,383	1.42	1.20	27,315,879	22 - 16⅝
1957	65,036,285	2,879,282	1,339,232	1.62	1.20	27,570,612	20¾- 16⅝
1958	....	....	....	....	.20	....	17¼- 14⅝

(a) Includes WICO Electric Co. acquired June 14, 1956, for both years.

GROSS TELECASTING, INC. (Unlisted)

Capitalization
Common: $1 par, 200,000 shares; Class B, $1 par, 200,000 shares.

Year	Sales	Pre-Tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 515,317	N.A.	$107,149	$ .27	none	N.A.	....
1951	906,524	N.A.	196,508	.49	none	N.A.	....
1952	1,452,531	$ 749,599	357,077	.89	none	N.A.	....
1953	1,857,326	927,933	419,891	1.05	none	N.A.	....
1954	2,241,589	1,320,464	639,464	1.60	none	$2,992,157	....
1955	2,607,530	1,499,947	724,947	1.81	$ .90	3,268,490	....
1956	2,815,408	1,568,926	741,926	1.85	1.30	4,015,248	20 - 15
1957	2,733,846	1,399,239	674,239	1.68	1.60	3,865,137	21¾- 14½
1958	....	....	....	....	.80	....	18½- 14¾

N.A. Not available.

HAZELTINE CORP. (ASE)

Capitalization
Debt: $158,093
Common: No par, 733,016 shares.

1950	$ 4,078,000	$2,783,741	$1,428,431	$2.04	$ .87½	....	12½- 8
1951	6,957,344	4,938,790	1,459,490	2.09	.87½	$25,090,342	23⅝- 11⅞
1952	9,237,190	6,578,732	2,006,790	2.87	1.50	25,862,549	26½- 17⅞
1953	10,057,032	7,256,906	2,085,706	2.98	1.50	26,266,608	30 - 19
1954	8,525,768	5,733,264	2,666,264	3.81	2.00	25,560,204	59⅜- 26⅛
1955	5,947,166	3,531,824	1,604,824	2.24	2.00	22,798,931	59¾- 36½
1956	6,918,475	4,240,162	2,007,162	2.80	1.40+2½% stk.	27,535,758	48 - 32
1957(a)	55,700,484	4,296,612	2,030,612	2.77	1.40+2½ stk.	32,199,811	44½- 29¾
1958	....	....	....	....	.35	....	37½- 30½

(a) 1957 figures reflect gross sales, prior years are reported on a net basis.

HEWLETT-PACKARD CO. (Unlisted)
Year ending October 31

Capitalization—Debt: $776,245. Common: $1 par, 3,000,000 shares.

1950	$ 2,301,744	....	....	....	....	....	(a)
1951	5,538,889	....	....	....	....	....	(a)
1952	10,952,980	$2,337,955	$ 705,839	$ .23	none	....	(a)
1953	12,839,406	2,579,544	765,866	.25	none	....	(a)
1954	12,599,096	1,491,784	640,770	.21	none	....	(a)
1955	15,338,179	2,874,057	1,316,236	.43	none	....	(a)
1956	20,161,621	3,738,990	1,803,266	.59	none	$14,190,515	(a)
1957	27,948,790	4,998,448	2,402,557	.80	none	14,661,504	17 - 15½
1958	....	....	....	....	none	....	25 - 16½

(a) Privately owned.

HIGH VOLTAGE ENGINEERING CORP. (Unlisted)

Capitalization—Debt: $859,271. Common: $1 par, 372,156 shares.

1950	$1,094,516	$ 97,311	$ 54,213	$ .15	$ .10	....	....
1951	1,155,250	115,837	62,631	.17	.10	....	....
1952	1,113,336	120,268	59,520	.16	.10	....	....
1953	1,452,557	126,193	66,651	.21	.10	$1,450,595	....
1954	1,681,004	171,446	86,998	.28	.10	1,479,327	....
1955	2,007,101	205,453	106,452	.29	.10	2,749,132	....
1956	2,812,885	322,852	167,852	.45	.10	4,642,995	31 - 20½
1957	4,894,079	664,986	330,436	.89	.10	5,539,492	27 - 17½
1958	....	......	......	....	.10	....	34 - 23

HOFFMAN ELECTRONICS CORP. (NYSE)

Capitalization
Debt: $2,380,000
Common: 50 cents par, 736,260 shares

1950	$29,580,510	$3,804,053	$1,923,053	$3.37	$ .80	$10,720,620	21¾- 7⅛
1951	20,487,258	318,266	340,066	.60	.50	11,936,215	14 - 7½
1952	36,566,955	3,662,318	1,756,272	2.40	.25	16,543,902	15½- 10½
1953	50,415,146	3,068,655	1,199,655	1.64	1.00	15,657,392	16⅜- 13
1954	42,647,008	3,202,513	1,485,513	2.03	1.00	16,272,669	24 - 13⅜
1955	44,416,673	3,241,596	1,560,596	2.13	1.00	22,472,037	31⅜- 20½
1956	46,580,279	3,330,883	1,601,974	2.19	.75	18,446,923	25¼- 18½
1957	40,968,617	3,517,372	1,655,372	2.25	1.00	18,669,699	25⅞- 17¼
1958 (3 mo.)	9,960,064	881,179	435,218	.59	.50	....	26⅝- 21

HYCON MANUFACTURING CO. (Unlisted)
Year ending January 31

Capitalization
Debt: $450,000 5% debentures due 1965. Preferred: 5½% Cum. conv. pfd., $10 par, 120,000 shares.
Common: 10 cents par, 2,750,790 shares

1951	$ 1,880,906	$ 30,768	....	$ .10	none	....	....
1952	4,154,039	203,196	....	.02	none	....	....
1953	3,953,000	192,282	$ 82,282	.07	none	$2,115,124	2 - ⅞
1954	12,115,300	124,433	67,733	.03	none	4,829,717	7⅜- 1⅝
1955	11,943,793	982,592	443,592	.21	none	6,806,110	10¾- 6⅝
1956	8,946,386	190,217	80,217	.01	none	6,622,694	7⅛- 3
1957	7,899,262	3,488,433(d)	2,882,337(d)	1.07(d)	none	6,782,079	4⅜- 2⅜
1958 (6 mo.)	6,000,231	514,169	514,169	.17	none	6,343,328	3 - 1⅞

(d) Deficit.

INDIANA STEEL PRODUCTS CO. (Midwest)

Capitalization
Debt: $925,000 Notes Payable
Common: $1 par, 293,298 shares

1950	$6,071,293	$1,075,740	$500,740	$1.76	$ .40	$3,115,307	5 - 3⅜
1951	7,840,671	1,836,326	586,326	2.06	.62½	3,365,448	9¼- 9⅛
1952	6,385,912	888,565	306,565	1.08	.55	3,666,359	8⅜- 6
1953	8,092,637	1,463,866	335,925	1.18	.68¾	3,806,534	12¼- 7¼
1954	7,055,158	1,307,854	587,854	2.07	.75	4,129,037	19⅝- 9
1955	9,402,753	1,711,945	766,945	2.70	.95	4,744,532	23 - 18½
1956	11,329,592	1,714,336	764,336	2.61	1.20	6,729,812	25¼- 19½
1957	12,494,526	1,722,280	807,280	2.75	1.25	6,677,868	23⅞- 18
1958 (3 mo.)	....	184,897	78,347	.27	.60	....	19⅞- 17½

INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

Capitalization
Debentures: 2⅝%, due 1965, $20,000,000
Debt: 3½% note, due 1971, $50,000,000
3% note, due 1968, $35,000,000
3⅞% notes, due 1974, $30,000,000
3⅞% notes, due 1977, $25,000,000
3¾ note, due 2052, $115,000,000
3¾% note, due 2055, $100,000,000
Common: No par, 11,841,197 shares

Year	Sales	Earnings Pre-tax	Profit Net	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 214,916,717	$ 61,101,309	$33,301,309	$3.17	$1.05	$ 299,952,591	96 - 74
1951	266,798,483	77,292,090	27,892,090	2.66	1.10	394,119,472	92⅜- 79⅞
1952	333,728,245	78,474,541	29,874,541	2.84	1.16	428,228,982	98⅝- 74⅜
1953	409,989,104	92,319,210	34,119,210	3.25	1.22	520,438,451	101⅞- 93⅝
1954	461,350,278	98,336,625	46,536,625	4.43	1.48	565,475,154	150 - 78⅜
1955	563,548,792	117,672,633	55,872,633	5.32	1.56	629,510,998	180 -139⅝
1956	734,339,780	143,784,510	68,784,510	6.55	1.90	769,049,451	225 -149
1957	1,000,431,597	186,291,589	89,291,589	7.73	2.20	1,086,969,222	376½-249
1958 (3 mo.)	267,450,370	48,688,118	23,396,118	1.98	1.30+2½% stk	....	354¾-300

INTERNATIONAL RESISTANCE CO. (ASE)

Capitalization
Debt: $1,104,350
Common: 10 cents par, 1,354,898 shares

Year	Sales	Earnings Pre-tax	Profit Net	Net Per Share	Dividends	Total Assets	Price Range
1950	$11,085,109	$2,209,584	$1,056,638	$1.01	$ .30	$7,550,975	6 - 2⅛
1951	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6⅝- 4⅝
1952	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5¾- 4
1953	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5⅛- 3⅜
1954	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5⅛- 3¾
1955	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12⅜- 5
1956	16,787,913	1,208,599	523,416	.39	.20	8,821,231	8¼- 4½
1957	15,374,721	1,160,818	469,870	.35	.20	8,149,869	6⅛- 3⅝
1958 (a)	3,430,009	....	150,287 (d)	.11(d)	.10	....	4⅝- 3¾

(a) 15 weeks to April 13. (d) Deficit.

INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization
Debt: $28,692,000, 4⅞% convertible subordinated debentures, due 1983. $18,000,000, 15-yr. 3% debentures, due May 15, 1961
Subsidiary Debt: $78,907,481. Subsidiary preferred: $9,610,555.
Common: No par, 7,176,677 shares

Year	Sales	Earnings Pre-tax	Profit Net	Net Per Share	Dividends	Total Assets	Price Range
1950	$253,100,000	....	....	$2.38	none	....	16 - 9¼
1951	298,000,000	....	....	2.60	$ .60	....	19⅛- 13⅛
1952	397,562,175	....	$22,147,753	3.09	.80	$579,705,657	20¾- 15
1953	408,029,558	....	22,377,611	3.12	1.00	602,761,430	20¼- 13⅝
1954	372,638,805	$51,863,576	20,068,525	2.80	1.00	636,969,623	26¾- 17⅞
1955	448,378,128	62,851,571	23,070,327	3.21	1.30	687,451,677	31⅛- 23¾
1956	501,405,379	73,347,000	28,109,946	3.92	1.70	760,837,677	37⅜- 29¼
1957	592,827,257	63,870,680	22,412,814	3.12	1.80	799,873,050	37¾- 25¾
1958	....	....	....	...	.90	....	34⅝- 29¼

JEFFERSON ELECTRIC CO. (Unlisted)

Capitalization
Debt: $2,000,000, 3⅞% promissory note, due Aug. 1, 1968
Common: $5 par, 396,925 shares

Year	Sales	Earnings Pre-tax	Profit Net	Net Per Share	Dividends	Total Assets	Price Range
1950	$12,444,850	$1,468,730	$718,730	$6.05	$2.00	$7,016,500	23¾- 16½
1951	13,947,432	1,426,516	459,516	3.87	2.50	7,198,125	27½- 20¾
1952	11,438,103	551,475	370,475	.93	1.50	8,052,106	11 - 10
1953	14,666,906	120,736	71,222	.18	.60	9,533,434	10⅜- 5¾
1954	14,298,178	155,878	93,878	.24	.40	8,487,076	8¼- 5¼
1955	15,761,194	698,750	348,750	.88	.20	9,079,994	7¼- 5
1956	18,206,349	1,604,901	774,901	1.95	.30	9,584,121	12 - 7
1957	18,075,748	1,564,532	754,532	1.90	.60	9,849,593	12 - 8
1958 (3 mo.)	4,299,816	211,132	106,843	.27	.15	....	11¾- 7⅞

JERROLD ELECTRONICS CORP. (Unlisted)

Year ending February 28

Capitalization
Debenture: $2,750,000, convertible subordinated 6s, due 1975
Common: $1 par, 1,097,460 shares.

Year	Sales	Earnings Pre-tax	Profit Net	Net Per Share	Dividends	Total Assets	Price Range
1951	$ 840,808	N.A.	$ 18,609	$ .02	none	N.A.	N.A.
1952	984,209	N.A.	18,696	.02	none	N.A.	N.A.
1953	1,280,851	$ 67,804	24,514	.02	none	N.A.	N.A.
1954	2,483,639	335,456	167,663	.15	none	N.A.	N.A.
1955	2,816,634	405,784	202,226	.18	$ .10	$4,645,300	4 - 2⅝
1956	3,703,065	248,474	169,422	.15	none	4,579,566	3¾- 1¾
1957	5,142,702	166,134	161,529	.15	none	4,805,297	3½- 1⅝
1958 (6 mo.)	2,638,920	85,824(d)	77,798(d)	.07(d)	none	....	1⅞- 1⅜

N. A. Not available. (d) Deficit.

LEAR, INC. (ASE)

Capitalization
Debt: $2,990,000, 4¼% subordinated debentures, due 1970
Common: 50 cents par, 2,368,156 shares

Year	Sales	Earnings Pre-tax	Profit Net	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 7,952,666	$ 22,132(d)	$ 22,132(d)	$ .01(d)	none	$ 7,617,298	4⅝- 1 13/16
1951	21,227,093	1,703,631	803,631	.40	none	10,978,105	6⅜- 3¼
1952	44,065,980	3,873,543	1,097,543	.53	none	16,455,709	4⅛- 2½
1953	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5¼- 2¾
1954	54,435,637	5,002,227	2,305,727	1.05	$ .30	24,395,795	9¾- 3⅞
1955	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13⅜- 7¼
1956	63,900,786	3,406,018	1,977,799	.85	.30	33,526,685	10¼- 7⅜
1957	64,692,576	2,108,921	858,921	.36	.30	32,418,665	8¾- 4
1958	....	....	......	...	none	....	6¼- 4¼

(d) Deficit.

LEEDS & NORTHRUP CO. (Unlisted)
Year ending May 31

Capitalization
Debt: $4,000,000, 3⅜% notes, due 1972
Preferred: 5% cumulative convertible, series A, $25 par, 129,060 shares.
5% cumulative convertible, series B, $25 par, 32,508 shares
Common: 50 cents par, 673,897 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$14,750,000	$ 954,000	$ 570,000	$ .65	$ .50	N.A.	N.A.
1951	21,327,000	2,706,000	1,015,000	1.41	.63	N.A.	N.A.
1952	30,974,000	4,422,000	1,092,000	1.43	.50	N.A.	N.A.
1953	31,913,450	3,287,832	929,134	1.12	.41	N.A.	N.A.
1954	30,488,550	2,654,539	875,186	1.02	.44	$17,292,748	N.A.
1955	27,688,440	1,901,535	800,439	.94	.44	17,734,747	14 - 12½
1956	30,516,523	2,267,816	1,163,816	1.92	.45	22,443,345	27½- 13½
1957	37,156,180	3,612,552	1,649,152	2.23	.60+2% stk.	26,483,273	35 - 20¼
1958 (9 mo.)	26,032,369	1,932,261	823,671	1.00	.30	....	24½- 19¼

N.A. Not available.

LITTON INDUSTRIES, INC. (NYSE)
Year ending July 31

Capitalization
Long-term debt: $11,989,000.
Preferred: 5%, $100 par, 27,747 shares
Common: 10 cents par, 1,686,358 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953	Incorporated Nov. 2, 1953						
1954(a)	$ 2,980,051	$ 347,420	$ 154,420	$ .28	none	$ 4,200,176	....
1955	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9½
1956	14,920,050	1,995,703	1,019,703	.97	none	10,826,182	32½- 14¾
1957	28,130,603	3,232,493	1,806,492	1.51	none	16,823,383	56⅝- 29½
1958 (6 mo.)(b)	39,902,000	3,523,000	1,802,987	1.05	none	53,672,000	43⅞- 36⅞

(a) 9 months to July 31
(b) All figures in 1958 reflect acquisition of Monroe Calculating Machine Co. in January, 1958.

MACHLETT LABORATORIES, INC. (Unlisted)

Capitalization
Debt: 4% Note due 1963, $740,000.
6% Debenture bonds, due 1974, $62,600.
Common: $5 par, 588,795 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 4,580,318	$496,179	$275,727	$ .48	......	....	....
1951	6,623,384	594,794	272,399	.48	......	....	....
1952	7,742,553	561,843	282,602	.49	......	....	....
1953	9,408,651	892,535	341,968	.60	......	....	....
1954	8,103,270	510,312	209,735	.37	......	....	....
1955	8,195,572	786,142	460,502	.81	$ .15½	$6,530,673	15½- 11
1956	8,032,304	606,865	293,618	.50	.20	7,352,018	16½- 14
1957	10,270,520	811,203	395,203	.67	.25	7,775,861	15 - 11
1958	....	......	......	..	.10	....	16¼- 14½

MAGNAVOX CO. (NYSE)
Year ending June 30

Capitalization
Debt: $5,550,000, 4¼% installment notes, due 1969
Preferred: 4¾% cumulative convertible, $50 par, 117,774 shares
Common: $1 par, 894,195 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$31,716,630	$3,207,982	$2,007,982	$2.55	$ .46	$12,625,236	24¼- 10⅞
1951	44,177,645	5,624,883	2,233,237	2.73	1.13	17,256,171	18¼- 12⅛
1952	36,837,503	2,638,775	1,343,760	1.62	1.36	18,854,075	22½- 15⅝
1953	57,959,669	4,548,337	2,238,337	2.65	1.36	29,824,144	22¼- 15⅝
1954	62,974,430	5,332,530	2,102,530	2.51	1.36	28,543,292	24¼- 16⅛
1955	55,071,765	4,571,087	2,426,087	2.90	1.38	31,728,825	41⅞- 23
1956	70,529,646	6,220,442	3,100,442	3.54	1.50+5% stk.	41,567,963	41 - 31½
1957	87,467,864	7,109,226	3,759,226	3.90	1.50+5% stk.	48,491,855	44 - 28⅛
1958 (6 mo.)	48,354,485	4,792,508	2,407,508	2.54	.75+5% stk.	....	37 - 30¼

P. R. MALLORY & CO. (NYSE)

Capitalization
Debt: $15,430,385 notes
Preferred: 5% cumulative convertible, series A, par $50, 87,099 shares.
Common: $1 par, 1,404,759 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$39,158,150	$5,403,758	$2,553,758	$2.82	$ .63	$19,079,931	15⅞- 8⅝
1951	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20⅛- 13⅞
1952	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½- 17⅜
1953	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32⅜- 25⅛
1955	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28⅝
1956	68,356,203	5,815,108	3,065,108	2.60	1.40	51,329,388	42½- 31¼
1957 (a)	77,579,878	7,228,357	3,138,357	2.06	1.40+2% stk.	57,972,949	50¾- 23½
1958 (3 mo.)	16,147,142	....	434,721	.27	.70	....	28¾- 23⅝

(a) Includes Radio Materials Corp., merged in Sept., 1957, for entire year.

MAXSON (W. L.) CORP. (Unlisted)
Year ending September 30

Capitalization
Common: $3 par, 737,985 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 3,229,917	....	$ 211,364	$ .41	$ .20	....	4¼- 1¾
1951	7,453,985	$ 770,496	614,012	.96	.125+4% stk.	5,742,010	5⅞- 3⅜
1952	15,923,380	1,351,494	526,494	.91	6% stk.	11,168,817	7 - 4
1953	34,377,128	2,160,502	1,085,502	1.78	.10 +6% stk.	13,755,827	9⅜- 6⅜
1954	37,143,323	3,246,353	1,496,353	2.27	.40 +8% stk.	16,161,773	17½- 9⅜
1955	24,625,281	2,068,120	930,120	2.09	.375+2% stk.	12,670,505	22¼- 11
1956	16,648,454	1,725,109(d)	720,109(d)	.97(d)	.10 +2% stk.	13,155,109	16¼- 5⅜
1957	21,086,258	462,122	485,122	.66	.05	10,465,976	9¼- 4
1958 (3 mo.)	4,942,531	140,370	18,370	.02	none	....	6⅝- 4¼

(d) Deficit.

MEREDITH PUBLISHING CO. **(Unlisted)**
Year ending June 30

Capitalization
Notes Payable: $1,200,000
Common: $5 par, 1,294,749 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$24,469,838	$5,041,376	$3,117,560	$2.42	$1.75	$16,151,715	15¾- 12¾
1951	29,277,838	6,580,696	2,934,841	2.28	.67½	18,852,617	18 - 14
1952	33,587,255	7,416,949	2,938,616	2.28	.80	31,724,336	16¼- 14
1953	39,009,361	8,022,751	3,349,153	2.60	1.07½	32,717,314	20¼- 15⅛
1954	41,298,782	7,887,860	3,682,470	2.85	1.20	34,390,026	25¼- 19¼
1955	42,753,555	7,628,356	3,623,865	2.81	1.35	35,049,149	32 - 22
1956	48,459,633	8,343,617	4,047,146	3.14	1.60	38,484,600	31 - 24
1957	53,071,711	9,542,200	4,644,417	3.59	1.90	41,536,847	34½- 26½
1958 (9 mo.)	38,049,890	5,785,497	2,736,097	2.11	.45	....	30¾- 25

METROPOLITAN BROADCASTING CORP. **(Unlisted)**
(Formerly DuMont Broadcasting Corp.)

Capitalization
Debt: $3,410,215
Common: $1 par, 1,541,137 shares. (Stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2½ held.)

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	....	....	....	....	.....	....	....
1951	....	....	....	....	.....	....	....
1952	$2,830,742	$834,525(d)	$834,525(d)	$ .88(d)	none	....	....
1953	4,534,401	84,433(d)	84,433(d)	.09(d)	none	....	....
1954	5,384,053	161,386(d)	161,386(d)	.17(d)	none	$ 2,732,416	....
1955(a)	2,697,185	222,359(d)	222,359(d)	.24(d)	none	....	7⅜- 5⅞
1956(b)	5,355,149	......	899,593(d)	.95(d)	none	....	7⅝- 5
1957(c)	8,907,010	243,460	243,460	.16	none	13,217,301	10⅜- 6
1958	....	......	......	..	none	....	8 - 6⅜

(a) 27 weeks to July 17. (b) 52 weeks to December 29. (c) 52 weeks to December 28. (d) Deficit.

MINNEAPOLIS HONEYWELL REGULATOR CO. **(NYSE)**

Capitalization
Debentures: $5,300,000, 2¾s, due 1965
$13,700,000, 3.10% due 1972
$25,000,000, 3¾s, due 1976
Common: $1.50 par, 6,959,758 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$109,281,673	$25,866,656	$12,500,656	$2.39	$1.25	$ 82,696,070	21¼- 15½
1951	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28⅜- 20⅝
1952	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼- 26¾
1953	214,018,825	28,687,825	10,329,825	1.65	1.12½	133,127,715	34¼- 26¾
1954	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾- 33½
1955	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 48¼
1956	287,944,462	47,375,257	22,463,657	3.40	1.75	213,899,754	90½- 58
1957	324,886,719	45,678,135	21,367,135	3.07	1.75	246,626,987	131 - 73½
1958 (3 mo.)	73,165,631	9,069,927	4,277,927	.61	.40	244,063,282	88¾- 76

MOTOROLA INC. **(NYSE)**

Capitalization
Debt: $19,054,756
Common: $3 par, 1,935,131 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$177,104,670	$26,669,569	$12,809,247	$7.28	$2.05	$ 55,008,726	25⅞- 10⅝
1951	135,285,087	14,689,231	7,289,102	4.12	.98	61,818,769	57¾- 40¼
1952	168,734,653	15,576,165	7,012,700	3.62	1.50	81,162,847	44¾- 36
1953	217,964,074	15,512,489	7,076,335	3.66	1.50	86,871,213	43⅛- 29¼
1954	205,226,977	16,523,889	7,572,024	3.91	1.50	94,531,084	53⅜- 30¼
1955	226,653,593	18,740,426	8,490,539	4.39	1.50	104,431,218	60¾- 44¼
1956	227,562,168	16,887,834	7,966,817	4.12	1.50	113,721,148	51¾- 37½
1957	226,361,190	15,597,031	7,824,431	4.04	1.50	121,879,297	51¾- 35¾
1958 (3 mo.)	40,894,492	1,458,480	677,782	.35	.75	....	42¼- 35

THE MUTER CO. **(ASE)**

Capitalization
Debt: $960,000
Common: 50 cents par, 762,729 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$14,389,725	$2,034,200	$1,034,200	$1.59	$ .45	$5,234,673	10½- 4¾
1951	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9½- 7⅛
1952	12,653,060	778,018	345,573	.52	.60	5,371,762	9½- 7½
1953	15,190,004	912,255	447,463	.66	.45+3% stk.	5,254,404	8⅞- 5½
1954	12,175,971	468,595	280,436	.39	.15+2% stk.	5,144,773	7⅜- 4¾
1955	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4⅛
1956	12,126,563	38,531	31,646	.04	none	5,200,529	4⅞- 2½
1957	14,301,067	....	377,819	.50	none	....	3⅞- 2⅛
1958 (3 mo.)	2,628,721	....	23,540	.03	5% stk.	....	3⅞- 2½

(d) Deficit.

NATIONAL CO., INC. **(Unlisted)**

Capitalization
Debt: $1,110,000 debenture 5s due 1965; $900,000 notes
Preferred: $3.60 cumulative preferred; no par, 3,180 shares
Common: $1 par, 295,487 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$4,175,229	$ 17,476	$ 17,354	$ .02	$ .05	$2,823,320	5⅞- 1¾
1951	4,525,219	46,859(d)	42,957(d)	.22(d)	none	4,228,097	4¾- 3⅛
1952	9,261,000	232,578	172,578	.65	.10	4,861,352	5¼- 3⅜
1953	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5
1954	7,298,055	518,834	230,334	.84	.20+4% stk.	3,819,795	12⅞- 5
1955	5,125,607	780,965(d)	380,965(d)	1.44(d)	.20+4% stk.	5,414,524	18½- 9¾
1956	6,856,734	66,296(d)	36,296(d)	.17(d)	4% stk.	4,364,889	11½- 8¼
1957	5,566,627	148,104	72,104	.21	4% stk.	4,397,035	10¾- 8½
1958	....	....	......	..	none	....	11¾- 9¾

(d) deficit.

NATIONAL TELEFILM ASSOCIATES, INC. **(ASE)**
Year ending July 31

Capitalization
Debt: $4,600,000, 6% sinking fund notes, due 1962
Common: 10 cents par, 1,020,350 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1952	Incorporated Aug. 21, 1952						
1953 N.A.							
1954	$ 355,594	$139,831(d)	$139,831(d)	$.22(d)	none	N.A.	N.A.
1955	1,417,515	291,932(d)	293,008(d)	.45(d)	none	$ 3,282,073	4⅞- 2½
1956	3,818,627	653,877	441,877	.68	none	13,092,934	9½- 3
1957	10,976,479	2,148,031	1,094,031	1.07	none	32,143,270	9¾- 5⅝
1958 (6 mo.)	7,962,992	942,006	422,006	.41	none	....	9 - 5⅝

N.A. Not available. (d) Deficit.

OAK MANUFACTURING CO. **(Midwest)**

Capitalization
Common: $1 par, 655,894 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$13,145,807	$2,713,088	$1,188,037	$1.81	$1.12	$ 7,102,958	14¾- 8⅜
1951(c)	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12⅞- 10⅞
1952	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953	20,680,957	3,529,017	1,239,017	1.89	1.12	8,666,478	14½- 12½
1954	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19¾- 13¼
1955	22,783,785	3,588,483	1,688,483	2.57	1.26+25% stk.	10,140,303	24¾- 16⅛
1956	24,902,554	3,684,105	1,784,105	2.72	1.40	10,878,501	24¼- 19
1957	20,875,613	2,224,131	1,084,131	1.65	1.40	10,695,216	20¾- 13¾
1958 (3 mo.)	....	....	30,653	.05	.35	....	16 - 12¼

(a) Year ending May 31 of following calendar year. (c) 7 months to Dec. 31

OXFORD ELECTRIC CORP. **(ASE)**

Capitalization—Mortgage: $25,100. Common: $1 par, 284,221 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$4,554,998	$179,044	$ 95,450	$ .40	$ .10	$1,499,230	....
1951	3,955,141	180,312	91,201	.39	.15	1,344,610	3½- 1⅝
1952	4,403,686	150,312	78,712	.33	.15	1,273,660	3 - 1⅞
1953	5,712,801	130,338	99,886	.42	.15	1,277,240	2⅞- 2⅜
1954	5,418,269	114,043	93,983	.40	.11	1,196,027	3¼- 2⅜
1955	6,714,304	188,961	130,037	.55	.14	1,485,392	4⅝- 2⅞
1956	7,696,402	263,604	214,904	.91	.15	1,756,332	4⅞- 2⅞
1957	8,615,903	217,480	118,480	.42	.10+10% stk.	1,877,175	4½- 2¾
1958	....	......	......	..	.10+10% stk.	....	3⅝- 3

PACIFIC MERCURY TELEVISION MFG. CORP. **(Unlisted)**
Year ending June 30

Capitalization—Debt: $740,000. Common: Class A&B, 50 cents par, 700,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 4,713,620	....	....	....	$ .05	....	3 4/5- 2
1951(a)	5,947,096	115,635	72,135	$ .14	none	$2,414,365	3⅛- 1½
1952(a)	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1⅝
1953(a)	16,983,669	1,108,297	426,297	.61	none	6,637,000	5¾- 2½
1954(a)	15,065,490	366,515	196,015	.28	none	5,032,151	4⅞- 2⅜
1955(a)	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956(b)	17,332,982	921,752	482,752	.69	none	7,726,750	7⅞- 4¼
1957	20,001,656	1,184,754	557,754	.80	none	9,853,011	10⅝- 4½
1958 (6 mo.)	10,690,419	....	286,000	.41	none	....	5¾- 4⅝

(a) Year ending March 31. (b) 15 months to June 30.

PACKARD-BELL ELECTRONICS CORP. **(Unlisted)**
Year ending September 30

Capitalization
Debt: $1,688,017, notes
Common: 50 cents par, 688,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$13,894,713	$2,168,510	$1,308,510	$2.61	$1.50	$ 4,378,079	8¾- 4
1951	18,772,528	2,814,750	1,014,751	1.73	1.00	5,492,521	10¾- 7⅛
1952	22,724,273	3,089,295	968,051	1.65	1.00	9,394,702	15¼- 10½
1953	32,152,750	3,545,503	1,139,642	1.66	1.00	14,028,133	13¼- 11
1954	17,744,136	365,086(a)	164,296	.24	.80	9,358,050	12 - 7
1955	21,641,690	1,241,242	638,933	.92	.32½	10,525,383	13 - 8
1956	28,405,060	1,962,356	862,356	1.25	.50	12,840,259	10½- 8½
1957	32,262,878	1,394,447	704,447	1.02	.50	13,197,105	11 - 8½
1958 (6 mo.)	16,918,971	865,136	412,935	.60	.25	12,272,211	12 - 10⅛

(a) Operating loss.

PARAMOUNT PICTURES CORP. **(NYSE)**

Capitalization—Debt: $23,067,518. Common: $1 par, 1,939,716 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 81,825,286	$10,311,275	$6,565,041	$2.67	$2.00	$117,929,986	22⅛- 17½
1951	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33½- 21
1952	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30⅞- 21¼
1953	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30⅜- 24½
1954	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40⅜- 26
1955	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44⅝- 36
1956	96,579,079	10,101,568	8,731,568	4.43	2.00	133,672,234	36½- 27⅝
1957	111,213,462	7,610,201	4,783,201	2.47	2.00	138,279,348	36⅞- 28
1958	....	....	....	...	.50	....	38⅜- 30⅝

PHILCO CORP. **(NYSE)**

Capitalization
Debt: $23,000,000
$200,000, subordinate debenture 4s, due 1980. $750,000, subordinate debenture 4¾s, due 1978.
Preferred: Series A $3.75 cumulative, $100 par, 100,000 shares
Common: $3 par 3,984,787 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$335,318,054	$33,703,616	$15,483,616	$4.50	$2.55	$121,294,609	23¼- 20
1951	305,328,670	22,012,646	12,168,046	3.35	1.60	119,476,461	27⅝- 20⅞
1952	366,963,850	25,631,457	11,491,207	3.15	1.60	144,400,293	36⅜- 26⅝
1953	430,419,858	35,316,077	18,350,577	4.86(a)	1.60+5% stk.	168,468,430	36½- 26⅝
1954	349,276,998	10,543,965	6,768,965	1.69	1.60	164,587,570	29⅝- 28
1955	373,359,297	17,286,329	8,423,329	2.13	1.60	178,146,894	43⅜- 30
1956	347,901,014	557,690	398,690	.01	80+1% stk.	203,768,503	36½- 16
1957 (b)	372,628,558	7,939,179	4,363,179	1.00	4% stk.	195,166,979	18⅜- 11
1958 (3 mo.)	74,016,000	2,149,000(d)	1,027,000(d)	.28(d)	none	....	17⅛- 12⅜

(a) Including $1.33 from sale of TV station. (b) Includes Canadian subsidiaries. (d) Deficit.

PYRAMID ELECTRIC CO. (Unlisted)

Capitalization
Debt: $248,693
Preferred: 5% cumulative convertible, $10 par, 75,000 shares.
Common: $1 par, 745,875 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951	$3,010,531	....	$ 80,087	$.10	....	....	....
1952	4,731,810	$ 370,916	136,617	.18	$.05	$1,512,880	....
1953	5,768,876	385,869	138,922	.23	.05	1,552,576	....
1954	7,773,882	1,109,282	529,645	.71	.05	2,768,502	10 - 3¼
1955	9,631,956	262,202	126,236	.15	.20	3,827,672	12⅝- 6½
1956	10,040,432	76,666(d)	34,497(d)	.10(d)	none	3,533,017	6⅝- 2⅜
1957	8,076,254	115,469(d)	53,469(d)	.12(d)	none	2,939,635	3 - ⅝
1958	....	......	.....	..	none	....	1½- ⅝

(d) Deficit.

RADIO CONDENSER CO. (Unlisted)

Capitalization
Debt: $1,200,555
Common: $1 par, 435,815

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 9,535,998	$ 932,843	$534,575	$1.31	....	....	....
1951	9,718,912	908,611	464,406	1.15	....	$5,220,423	....
1952	14,743,068	1,262,106	521,837	1.25	....	6,569,694	....
1953	21,465,247	693,405	384,002	.92	$.15+4% stk.	8,400,209	15¼- 11
1954	13,039,972	294,890(d)	138,082(d)	.33(d)	.10	7,952,391	12 - 10
1955	17,547,956	1,022,072	560,472	1.29	.20+4% stk.	8,772,481	11 - 8
1956	16,294,801	237,297	130,029	.30	.10	8,674,880	9 - 6
1957	15,654,029	482,144	238,421	.55	.20	8,399,310	6 - 4
1958	....	......	......	...	.05	....	4½- 4

(d) Deficit.

RADIO CORPORATION OF AMERICA (NYSE)

Capitalization
Debts: $100,000,000—3% notes due 1970-74; $50,000,000—3¾% notes due 1973-77; $99,995,100—3½% subordinated conv. debentures due 1980
Preferred: $3.50 cumulative, no par, 900,824 shares
Common: No par, 14,031,114 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 584,425,121	$96,992,865	$46,249,865	$3.10	$1.50	$311,846,886	24¼- 12¼
1951	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25¼- 16⅜
1952	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29⅜- 23¼
1953	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29⅜- 21
1954	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39¼- 22½
1955	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55⅜- 36¾
1956	1,127,773,541	80,074,245	40,031,247	2.65	1.50	690,557,138	50⅝- 33⅞
1957	1,176,277,371	77,048,794	35,548,794	2.55	1.50	720,772,768	40 - 27
1958 (3 mo.)	278,339,000	18,008,000	9,004,000	.59	1.00	....	35 - 30¼

RAYTHEON MANUFACTURING CO. (NYSE)

Capitalization
Debt: $13,135,000, 4%, 4½%, 4¾% Promissory Notes
Common: $5 par, 2,981,789 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 59,533,260	$ 1,610,413	$ 935,413	$ .49	none	$32,331,492	13½- 6⅛
1951(a)	89,662,122	6,029,063	2,179,063	1.12	none	52,120,396	12⅜- 8¼
1952(a)	111,286,879	5,947,898	2,047,898	.84	none	75,196,765	12¾- 9⅛
1953(a)	179,179,379	13,009,672	3,859,672	1.68	none	91,238,649	14⅝- 8
1954(a)	177,099,790	10,023,316	3,523,316	1.53	10% stk.	93,640,690	14½- 7¾
1955(a)	182,504,693	9,166,561	4,521,561	1.72	5% stk.	82,836,163	25¾- 18
1956(a)	175,490,226	4,343,538	1,254,633	.45	none	99,306,978	19½- 13
1956(b)	111,844,055	1,364,743	654,743	.23	none	108,451,571	19½- 13
1957	259,864,539	10,003,170	4,828,170	1.70	none	127,219,842	23¾- 16⅜
1958 (3 mo.)	80,393,000	....	1,734,000	.58	5% stk.	....	27¼- 21½

(a) Year ending May 31. (b) 7 mos. ending Dec. 31.

HOWARD W. SAMS & CO., INC. (Unlisted)
Year ending June 30

Capitalization
Common: 120,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$1,052,102	$ 43,701	$ 28,367	$ .23	$ .05+10% stk.	$ 257,343	N.A.
1951 (a)	1,378,036	112,831	34,451	.29	.10	367,695	N.A.
1952 (a)	1,951,803	113,952	34,164	.28	.05	521,342	N.A.
1953 (b)	1,293,225	83,745	26,343	.22	none	636,835	N.A.
1954	2,798,979	218,179	79,239	.66	.10	820,125	N.A.
1955	3,278,377	289,791	131,513	1.10	.30	1,048,892	N.A.
1956	3,707,874	364,984	164,852	1.37	.50	1,447,680	N.A.
1957	3,984,324	394,835	182,886	1.52	.50	1,509,831	N.A.
1958 (9 mo.)	3,316,772	364,447	....	...	..	....	N.A.

(N.A.) Not available. (a) Calendar year. (b) Six months, Jan. 1-June 30, 1953. Note: This tabulation does not include The Waldemar Press Inc., nor The Howard Company Inc.

SIEGLER CORP. (NYSE)
Year ending June 30

Capitalization
Debt: 5½% convertible subordinated debentures, due 1966, $1,335,000.
4½-6% notes, due 1959-1971, $1,009,344.
5½% senior notes, due 1969, $3,000,000.
5½% senior notes, due 1962, $2,250,000.
Common: $1 par, 1,515,306 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	$ 2,540,018	$ 343,932	$ 204,286	$ .39	(b)	(b)	(b)
1951 (a)	3,532,564	754,312	379,568	.73	(b)	(b)	(b)
1952	3,698,466	282,530	140,530	.27	(b)	(b)	(b)
1953	22,997,505(e)	820,663(e)	411,598(e)	.89(e)	....	....	....
1954	24,510,584(e)	1,467,091(e)	737,531(e)	1.60(e)	....	....	....
1955	29,287,827(e)	2,429,932(e)	1,111,569	1.80(e)	$ .15(f)	5,881,884(f)	14 - 10½(f)
1956	47,119,300(e)	3,316,099(e)	1,704,880	1.61(e)	.80(f)	15,436,832(f)	21¼- 12¾(f)
1957	68,164,267(e)	3,142,827(e)	1,560,026(e)	1.34(e)	.80(f)	37,123,247(e)	21⅛- 12⅜
1958 (9 mo.)	57,450,030	....	964,814	.64	.40	....	16⅛- 13¼

(a) Year ending Dec. 31. (b) Privately owned until July 12, 1955. (e) Pro-forma combining Siegler, Unitronics and Hufford Corp., these companies having merged Sept. 13, 1957. (f) Siegler only.

SPEER CARBON CO. **(Unlisted)**

Capitalization
Debt: $4,800,000
Preferred: $7 cumulative pfd. $100 par, 4,565 shares
Common: $2.50 par, 440,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$13,818,516	$3,685,784	$1,760,759	$6.62	$1.20	$12,938,802	27¼- 13¼
1951	13,951,563	2,691,023	1,076,023	2.37	1.20	22,963,723	33 - 20¼
1952	13,642,634	1,409,311	718,311	1.56	1.00	22,060,894	24¼- 19¼
1953	15,609,779	1,385,217	611,217	1.31	1.00	22,316,798	21½- 13
1954	13,064,675	1,223,474	508,474	1.08	.60	22,254,568	15¼- 11¾
1955	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19¾- 15½
1956	20,045,530	4,171,346	1,925,346	4.30	1.50	25,972,553	33 - 19¼
1957	21,101,500	3,609,185	1,682,185	3.75	1.50	27,352,257	33¼- 21¼
1958 (3 mo.)	4,303,348	506,275	233,275	.51	.25	26,500,799	25¼- 20½

SPERRY RAND CORP. **(NYSE)**

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955)
Year ending March 31

Capitalization
Debt: $113,816,912
Preferred: $4.50 cumulative; $25 par, 102,267 shares
Common: 50 cents par, 28,279,311 shares

1950(a)	$349,942,000	$49,600,000	$23,626,000	$ .92	....	....	....
1951(a)	468,359,000	68,000,000	26,023,000	1.02	....	....	....
1952(a)	631,720,000	75,500,000	28,081,000	1.10	....	....	....
1953(a)	689,565,000	73,900,000	28,012,000	1.09	....	....	....
1954(a)	696,206,000	85,500,000	44,851,000	1.75	....	$483,922,636	....
1955(c)	353,943,880	45,519,563	23,585,563	.92	$ .36	....	29⅝- 21
1956	710,696,087	83,598,878	46,348,878	1.80	.80	557,492,756	29⅛- 21¾
1957	871,047,239	85,362,352	49,612,352	1.83	.80	708,536,343	26⅛- 17⅝
1958 (9 mo.)	648,571,966	43,107,346	26,107,346	.91	.40	....	20⅝- 17¼

(a) Pro-forma. (c) 6 months to Dec. 31, 1955.

SPRAGUE ELECTRIC CO. **(Unlisted)**

Capitalization
Debt: $1,597,000, 3⅝% Promissory notes, due Nov. 1, 1964
Common: $2.50 par, 1,244,987 shares

1950	$28,614,860	$ 6,725,904	$3,345,404	$2.69	$ .60	$15,350,554	15¼- 6⅝
1951	38,491,215	8,500,534	2,720,334	2.19	.89	21,096,487	18¼- 13⅝
1952	44,449,891	10,169,353	3,136,853	2.53	.93	21,866,421	37⅜- 17⅜
1953	46,778,633	9,604,981	2,888,081	2.33	1.07	24,424,669	38⅜- 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60½- 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,433	61 - 47
1956	44,659,844	4,208,997	2,176,297	1.75	1.20	29,329,798	55 - 30¼
1957	46,187,841	4,199,201	2,220,101	1.78	1.20	29,447,694	38 - 21½
1958	....	....	....	....	.30	....	32 - 22¾

STANDARD COIL PRODUCTS CO. **(NYSE)**

Capitalization
Debentures: $3,739,070, 5% convertible subordinated due Dec. 1, 1967; mortgage $66,618
Common: $1 par, 1,470,000 shares

1950	$35,632,396	$10,464,265	$5,266,442	$3.58	$ .25	$10,133,662	11¾- 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14¾- 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18⅞- 12⅝
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17¼- 12½
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17⅞- 12⅝
1955	60,472,454	522,313(d)	320,313(d)	.22(d)	.85	27,253,490	20¼- 10¼
1956	59,168,450	3,070,871(d)	1,819,371(d)	1.24(d)	none	29,739,718	12¾- 6¼
1957	61,330,530	823,062	802,862	.56	none	37,394,605	9⅜- 5¾
1958	....	....	....	...	none	....	8¼- 6

(d) Deficit

STORER BROADCASTING CO. **(NYSE)**

Capitalization
Debt: $2,073,011
Common: $1 par, 973,610 shares; $1 par Class B, 1,501,140 shares

1950	$ 6,657,114	$ 1,895,085	$ 926,475	$ .39	$ .06	....	(b)
1951	9,560,086	3,406,327	1,464,776	.63	.10	....	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	$11,923,761	(b)
1953	14,901,078	6,161,231	2,186,415	.94	.24	17,446,319	7⅜- 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19⅜- 7⅜
1955	24,051,726	8,792,878	4,330,429	1.73	1.37½	28,152,046	29⅛- 20¾
1956	28,313,383	11,452,891	5,517,207	2.23	1.75	28,534,596	29½- 22⅛
1957	26,214,828	11,287,076	6,396,164	2.58	1.80	31,504,942	29¼- 18¾
1958	....	....	....	....	.45	....	24⅞- 20

(b) Privately owned.

SYLVANIA ELECTRIC PRODUCTS, INC. **(NYSE)**

Capitalization
Debt: $17,000,000, debenture 4s, due 1978
$19,544,498, debenture 3¾s, due 1971
$5,880,000 debenture 4⅝s, due 1975
$20,000,000, 4½% notes
$111,146, 5% mortgage loan
Preferred: $4 cumulative no par, 95,112 shares
Common: $7.50 par, 3,531,774 shares

1950	$162,514,814	$19,221,185	$ 8,221,185	$5.37	$2.00	$ 92,880,543	26⅜- 18¼
1951	202,806,387	26,153,973	8,253,973	4.17	2.00	150,968,617	39 - 23¾
1952	235,023,437	17,660,625	6,960,625	3.04	2.00	176,418,658	41⅞- 32¼
1953	293,267,408	24,486,181	9,536,181	3.10	2.00+10 % stk.	204,433,298	40 - 29¼
1954	281,641,987	18,380,941	9,480,941	2.92	2.00	191,379,534	48⅞- 31⅞
1955	307,371,315	27,912,970	13,812,970	4.29	2.00	203,163,659	49⅞- 41
1956 (a)	332,344,159	27,979,389	14,835,389	4.10	2.00	224,328,756	55⅞- 42
1957	342,957,061	24,255,839	12,655,839	3.48	2.00	247,310,924	46¼- 29¼
1958 (3 mo.)	72,132,543	....	1,167,818	.30	.50	....	37½- 31½

(a) Includes operations of Argus Camera which became a division Jan. 2, 1957.

TELECOMPUTING CORP. (Unlisted)
Year ending October 31

Capitalization
Debt: $422,433
Preferred: 6%, $100 par, 6,450 shares
Common: $1 par, 2,507,911 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)...........	$ 441,620	$ 66,915	$ 37,243	$ .31	none	....	(c)
1951 (a)...........	780,779	44,451	31,451	.12	none	$ 817,605	2¾- 1⅞
1952 (a)...........	1,664,840	126,844	56,844	.20	none	828,522	11½- 2½
1953 (a)...........	2,022,854	71,622	43,622	.13	none	1,006,510	17¼- 7
1954 (a)...........	1,786,728	896,734(d)	798,887(d)	1.60(d)	none	1,368,689	14 - 9½
1955 (a)...........	1,771,162	414,791(d)	414,791(d)	.83(d)	none	4,089,716(b)	11½- 6⅛
1956 (b)...........	10,225,569	....	43,174	.029	none	5,114,300(e)	8¾- 6½
1957 (f) (10 mo.)...	25,685,448	1,258,850	728,850	.27	none	13,776,888	5¼- 2½
1958 (3 mo.).......	7,493,479	264,095	264,095	.10	none	....	5 - 3¼

(a) Prior to merger with Whittaker Gyro, Inc. (b) After merger with Whittaker Gyro, Jan. 27, 1956. (c) Privately owned. (d) Deficit. (e) From Balance Sheet, Dec. 31, 1956. (f) Includes Wm. R. Whittaker Co., Ltd., merged Oct. 31, 1957.

TELEPROMPTER CORP. (Unlisted)

Capitalization
Debt: $690,668
Common: $1 par, 356,591 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 N.A...........							
1951................	$ 96,221	$ 16,093(d)	$ 17,243(d)	$ .07(d)	none	N.A.	N.A.
1952................	233,968	42,999	35,881	.14	none	N.A.	N.A.
1953................	308,361	17,281	8,129	.03	none	N.A.	N.A.
1954................	533,661	49,421	38,583	.15	none	N.A.	N.A.
1955................	1,215,559	140,232	96,743	.32	none	$1,006,863	N.A.
1956................	1,784,607	270,141	206,841	.58	none	1,533,747	11 - 8
1957................	2,264,345	265,694(d)	212,694(d)	.59(d)	none	1,913,638	10½- 5
1958................	....	....	....	...	....	....	6½- 3¾

N.A. Not available. (d) Deficit.

TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization
Notes: $7,000,000
Common: $1 par, 3,256,988 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950................	....	....	....	....	.....	....	....
1951................	....	....	....	....	.....	....	....
1952................	$20,431,452	$2,289,738	$ 909,975	$ .30	none	$13,396,944	....
1953................	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5¾- 5⅛
1954................	24,387,334	2,380,718	1,200,995	.40	none	15,123,336	14 - 5¼
1955................	28,684,653	2,502,941	1,581,790	.49	none	19,591,604	16⅞- 10⅛
1956................	45,699,358	4,260,514	2,349,103	.72	none	27,288,083	18⅜- 11⅝
1957................	67,338,574	7,463,617	3,765,362	1.11	none	37,716,284	31½- 15⅞
1958 (3 mo.).......	20,480,000	2,154,000	1,109,000	.34	none	....	37⅝- 26¾

THOMPSON PRODUCTS, INC. (NYSE)

Capitalization
Debt: $12,185,000, debenture 3¼s, due 1971
$19,729,500 4⅞% subordinated debentures, due 1982
Preferred: 4% cumulative, $100 par, 83,788 shares
Common: $5 par, 2,764,110 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950................	$123,312,550	$16,630,266	$ 8,252,459	$3.41	$ .75	$ 73,276,414	21¼- 16
1951................	194,899,449	20,698,050	7,687,246	2.82	1.00	120,331,473	23⅞- 16¼
1952................	274,080,027	28,852,579	9,252,579	3.41	1.00	167,225,800	29¾- 21⅛
1953................	326,399,987	27,662,923	9,652,923	3.56	1.00+5% stk.	151,834,249	30⅞- 20⅝
1954................	266,980,897	24,789,645	11,678,645	4.25	1.10	136,512,119	53 - 42½
1955................	286,299,015	23,170,792	11,340,792	4.03	1.40	146,159,287	60½- 43⅝
1956................	306,508,120	26,897,605	13,012,605	4.60	1.40	204,928,315	80 - 48⅜
1957................	368,578,428	24,972,034	11,942,034	4.20	1.40	197,838,586	89¾- 46
1958 (3 mo.).......	73,990,105	3,978,668	1,926,668	.67	.70	181,214,434	55¼- 41⅜

TIME, INC. (Unlisted)

Capitalization
Debt: $13,500,000, Subordinates 1st 4½s, due 1970
Notes Payable: $31,278,945
Common: $1 par, 1,954,569 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950................	$134,719,833	$15,812,416	$ 8,500,693	$4.36	$2.75	$ 82,393,453	36¾- 25
1951................	149,571,479	13,990,219	7,287,400	3.73	2.37½	86,086,824	35½- 27½
1952................	156,785,799	15,796,597	7,750,475	3.97	2.37½	93,824,010	35¼- 29⅞
1953................	170,448,966	16,259,281	8,144,414	4.18	2.50	101,141,707	36 - 30⅝
1954................	178,155,775	14,531,621	8,056,905	4.13	2.50	108,221,241	49 - 35½
1955................	200,181,865	17,506,072	9,195,588	4.72	2.75	112,531,774	58½- 46¼
1956................	229,373,627	26,627,224	13,850,137	7.10	3.50	177,158,949	80½- 54
1957................	254,095,798	23,145,301	12,023,547	6.15	3.75	208,060,343	70½- 52
1958................	....	....	....	....	.75	....	63 - 52

TRAV-LER RADIO CORP. (Midwest)
Year ending April 30

Capitalization
Debt: $1,062,500, debentures 6s, due May 15, 1967
Common: $1 par, 761,995 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)............	$13,892,485	$2,309,275	$1,156,851	$1.52	$ .30+20% stk.	$6,484,714	5⅛- 3¾
1951(a)............	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4½- 2¾
1952(a)............	11,860,387	388,565	291,565	.38	none	4,224,853	3⅛- 2½
1953(a)............	14,470,145	735,847	316,641	.42	.10	4,602,709	3⅛- 2⅛
1954(a)............	16,347,813	459,657	241,349	.32	.22½	5,339,934	3 - 2
1955(a)............	17,497,351	264,275	222,982	.29	.07½	6,380,841	4¼- 1⅞
1956 (4 mo.) (b)....	4,900,868	929,876(d)	204,876(d)	.27(d)	none	7,103,739	2½- 1
1957................	13,045,460	358,986(d)	370,737(d)	.49(d)	none	5,838,663	1⅜- 1
1958 (6 mo.).......	7,842,000	108,000(d)	104,000(d)	.14(d)	none	....	1⅞- 1

(a) Year ending Dec. 31.
(b) In 1956 changed from a calendar year to fiscal year ending April 30.
(d) Deficit.

TUNG-SOL ELECTRIC, INC. (NYSE)

Capitalization
Debt: $6,120,000, notes
Preferred: 5% convertible, series 1957, $50 par, 100,000 shares
Common: $1 par, 893,800

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$29,425,022	$6,280,786	$3,058,151	$6.61	$2.00	$14,881,402	20½- 8⅝
1951	31,484,760	5,713,572	2,049,458	4.23	1.25	17,115,034	24¼- 16¼
1952	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	21⅞- 16¼
1953	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,437	24⅞- 16½
1954	39,052,458	4,302,062	2,077,062	3.15	1.25	26,728,555	30¼- 16¼
1955	51,114,549	6,854,393	3,239,393	4.65	1.60	30,561,228	33½- 25
1956	53,838,822	5,819,397	2,909,397	3.83	1.25+5% stk.	33,493,366	36⅜- 27
1957	64,106,913	6,754,916	3,129,916	3.31	1.40+3% stk.	43,262,704	37½- 21¾
1958 (3 mo.)	13,730,740	1,228,622	535,422	.52	.70	....	26⅞- 23¼

VARIAN ASSOCIATES (Unlisted)
Year ending September 30

Capitalization
Debt: $2,000,000, notes
Common: $1 par, 1,344,850 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$ 460,035	$ 48,478	$ 35,980	$ .16	none	....	....
1951	1,756,879	88,935	24,734	.08	20% stk.	....	....
1952	3,826,702	151,540	76,336	.16	none	....	....
1953	5,023,272	172,299	86,255	.12	none	$4,172,546	....
1954	5,902,640	458,837	224,669	.32	none	4,451,641	....
1955	7,162,350	912,896	432,896	.41	none	6,101,128	....
1956	11,000,116	1,479,578	502,578	.42	none	10,295,360	18 - 12
1957	16,836,086	1,581,280	763,280	.56	none	15,248,307	20 - 14⅜
1958 (6 mo.)	....	....	238,870	.18	none	....	18⅜- 14¾

WEBCOR, INC. (Midwest)

Capitalization
Debt: $750,000, 4¾% notes, due 1961.
$1,400,000, 5¼% notes, due 1968.
Common: $1 par, 650,737 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$19,086,151	$2,324,494	$1,212,050	$2.69	$1.50+20% stk.	$ 8,713,877	20¼- 10¾
1951	17,971,469	677,596	457,635	1.01	1.00	7,878,317	16⅝- 11¼
1952	19,580,636	707,800(d)	408,951(d)	.90(d)	.50	10,406,339	13½- 7½
1953	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9⅛- 7
1954	31,741,046	1,139,198	564,198	1.09	.15+ 5% stk.	12,940,996	11½- 7⅞
1955	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15⅜- 8½
1956	34,305,837	1,894,753(d)	994,753(d)	1.53(d)	.50+5% stk	15,935,212	15 - 8½
1957	40,374,042	4,011,297	1,961,297	3.01	.25	18,517,242	12⅝- 8¼
1958 (3 mo.)	7,818,330	....	146,462	.23	.15	....	14¼- 9⅝

(d) Deficit.

WJR THE GOODWILL STATION, INC. (Unlisted)

Capitalization
Common: $1.25 par, 572,552 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$3,519,151	$ 810,746	$474,746	$ .92	$ .70	$3,070,287	8½- 6
1951	3,422,626	987,630	477,630	.92	.70	3,307,127	12 - 7⅞
1952	3,383,293	928,714	441,714	.86	.70	3,364,715	11 - 9
1953	3,369,943	992,096	457,096	.88	.70	3,491,443	10⅜- 8¾
1954	3,009,884	758,846	373,746	.72	.60	3,390,554	12⅞- 9½
1955	2,759,803	569,736	274,739	.53	.45	3,308,551	15¼- 10¼
1956	3,516,765	1,063,112	478,112	.88	.50+5% stk.	3,814,796	13¼- 10¼
1957	3,570,773	1,038,681	495,681	.86	.50+5% stk.	4,077,273	13 - 10⅛
1958 (3 mo.)	853,727	....	110,303	.19	.10	....	13¼- 11⅞

WELLS-GARDNER & CO. (Unlisted)

Capitalization
Common: $1 par, 414,300 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$17,825,098	$1,674,235	$ 954,235	$2.33	$ .75	$5,643,428	12⅛- 5⅛
1951	12,758,749	588,099	451,447	1.10	.60	4,462,000	8¾- 6¼
1952	16,301,043	969,976	459,976	1.12	.60	6,385,335	8¼- 6⅛
1953	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8¼- 6⅝
1954	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5¾
1955	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13¾- 9⅞
1956	24,152,104	2,179,610	1,054,610	2.55	1.00	8,668,582	14⅛- 10¼
1957	15,687,999	201,573	76,573	.18	.40	7,372,406	14⅛- 5⅞
1958	....	....	......	....	none	....	8¼- 5⅞

WESTINGHOUSE ELECTRIC CORP. (NYSE)

Capitalization
Debentures: 2⅝s, due Sept. 1, 1971, $20,995,000
3½s, due Dec. 15, 1981, $300,000,000
Preferred: $3.80 Class B, $100 par, 486,385 shares
Common: $12.50 par, 16,946,912 shares

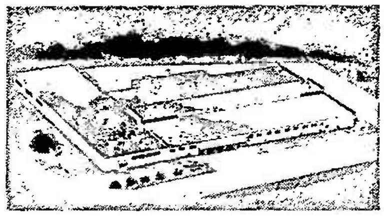
Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950	$1,019,923,051	$159,664,532	$77,922,944	$5.36	$2.00	$ 800,461,178	36 - 29⅛
1951	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42½- 34⅝
1952	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48⅜- 35⅛
1953	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52½- 39½
1954	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50⅛
1955	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83¼- 53¼
1956	1,525,375,771	5,292,061	3,492,061	.10	2.00	1,264,469,283	65⅞- 50⅞
1957	2,009,043,776	139,452,980	72,652,980	4.18	2.00	1,400,682,932	68⅝- 52⅜
1958 (3 mo.)	449,329,000	....	12,903,000	.73	1.00	....	65½- 57¼

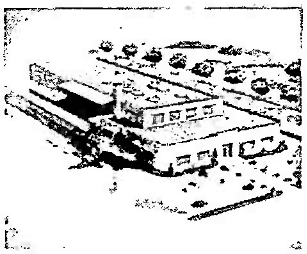
ZENITH RADIO CORP. (NYSE)

Capitalization
Common: No par, 984,928 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a)	$ 87,704,071	$11,527,903	$5,627,003	$5.72	$ .75	$51,971,284	35⅛- 15¾
1951	110,022,780	11,771,940	5,370,740	5.45	1.50	50,275,866	35¾- 23¾
1952	137,637,697	13,222,133	5,845,933	5.94	1.50	54,416,548	44 - 34
1953	166,733,276	13,157,701	5,631,701	5.72	1.50	52,042,451	42 - 31⅝
1954	138,608,360	12,056,264	5,676,264	5.77	1.50	62,604,970	48 - 31¾
1955	152,905,005	17,104,491	8,034,491	8.15	2.50	67,604,887	71¼- 43
1956	141,529,855	13,298,717	6,178,717	6.28	2.50	69,193,175	70⅝- 50½
1957	160,018,978	17,340,577	8,165,577	8.29	2.50	84,338,732	70⅛- 45⅝
1958 (3 mo.)	42,173,732	4,333,437	2,036,759	2.07	1.50	....	77⅜- 45⅝

(a) Year ending March 31.





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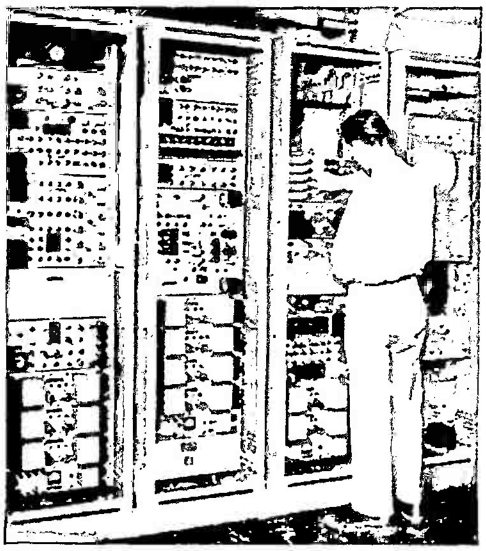

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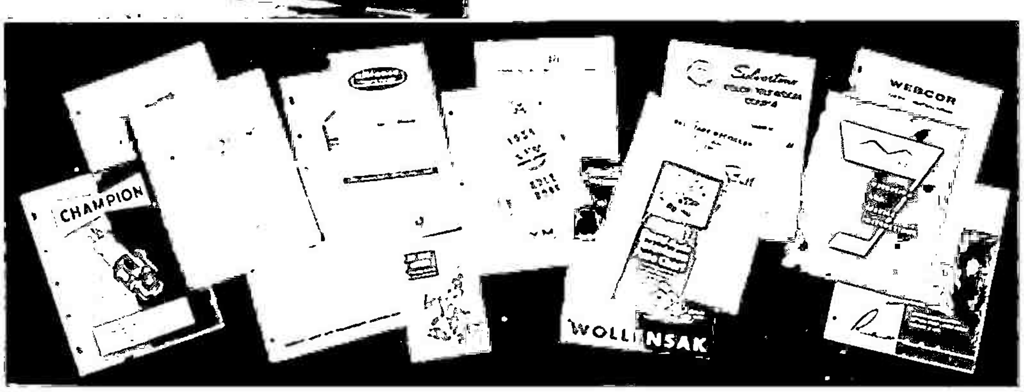

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THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 20

SUMMARY-INDEX OF THE WEEK'S NEWS — May 17, 1958

McDONALD'S DEATH OF CANCER, few weeks after "Gus" Gustafson, starts guessing games as to Zenith successorships, finances, pay TV crusade, etc. (p. 1).

STIMULUS TO ECONOMY blocked by FCC application bottlenecks. "Due process" and staff shortage stymie industry's dollar-flow potentials (p. 2).

MUSEUM-HALL OF FAME for TV-radio offered place on Syracuse campus. Broadcast Pioneers' project would preserve industry's memorabilia (pp. 3 & 14).

"INCONSISTENT" TV DECISIONS and "back door" purchase of stations draw criticism from Harris staff—14 decisions & 6 sales cited (pp. 4 & 5).

VHF-UHF ALLOCATIONS PROBLEM about to be tackled by FCC again. Concept envisages specific plans by Commission, then rule-making (p. 4).

MIAMI Ch. 10 REMAND cleared up by Court of Appeals: FCC no "errand boy." Appeal of WORZ, Orlando, against WLOF-TV Ch. 9 CP turned down (p. 5).

FOREIGN ADVERTISING REPORT shows TV usually "spectacular" factor in general uptrend. Commercial TV in Britain, Japan, Australia, Italy (p. 6).

DO YOU KNOW THAT lawyer A. G. Haley and engineer E. C. Page are pioneers in rocketry? Haley expounds space-age law, heads new missiles fund (p. 8).

CABLE-THEATRE SYSTEM in Bartlesville, Okla. temporary suspension expected—because of phone company charges, need for metering, etc. (p. 8).

Manufacturing-Distribution

SAFETY GLASS SUBSTITUTE offered by Corning. Curved plate cements to faceplate, space filled with oil. Reflections reduced, dust eliminated, etc. (p. 10).

PATENT INQUIRY by Harris subcommittee shows change of pace, criticisms of FCC policies expressed. FCC eschews "policeman" role (pp. 10 & 11).

CBS REVENUES & PROFITS achieve records in first quarter (p. 13). Network promotes more executives (p. 7).

LEGACY OF ZENITH'S COMDR. McDONALD: It's an irony of fate that the 2 mainsprings of Zenith Radio's fabulous success, even in the face of recession, should have been called to their Maker within 3 weeks of one another. Eugene F. McDonald Jr., who only a few weeks ago relinquished the presidency of the company he founded in 1923, died of cancer May 16 at age 72. Zenith's engineering v.p. Gilbert E. Gustafson, acknowledged genius behind most of Zenith's highly successful TV-radio products, had died suddenly of Landry's disease (polio virus) April 24 at age 52 (Vol. 14:18).

Mr. McDonald will be buried May 19 from Chicago's Church of the Assumption.

* * * *

Most turbulently controversial figure in both the TV-radio manufacturing and the broadcasting industries, noted particularly in recent years for his espousal of pay TV and unrelenting attacks on its antagonists, McDonald had been ill for some months, in and out of hospitals, back and forth to Florida. His colleagues sought to hide the fact by discounting rumors and even verified reports (Vol. 14:17) for the reason that they did not want to disturb the business and also because of their chief's tenacious unwillingness to concede the seriousness of his malady.

Question now arises who will succeed to his dominance of the company. Will it be continued as an independent entity? (IT&T, before acquiring Farnsworth, is known to have sought merger, meeting only a deaf ear from McDonald.) Will the new regime continue McDonald's now apparently futile pay TV crusade? Will the slash-bang publicity campaigns of his public relations director Ted Leitzell continue?

Pay TV, hearing aids and the RCA patent suit, settled recently very largely in Zenith's favor (Vol. 13:37-38), were literally obsessions with him -- and, except for matters of high policy, he left the TV-radio manufacturing & merchandising and other phases of the business largely in the hands of subordinates. In the making of TV sets, engineer "Gus" Gustafson was probably nearest to "the indispensable man."

Major inheritors of his approximately 10% stock ownership in the company, now a N.Y. Stock Exchange blue chip, are presumably his son Eugene Francis III, 16, student at Chicago Latin School, and possibly daughter Marianne, who quit Bryn Mawr last year to marry Guntram Weissenberg, engineering student and refugee from Germany. His wife, from whom he was divorced some 8 years ago, has since remarried.

Regarded by some as putative "crown prince" is Eugene M. Kinney, nephew, son of McDonald's younger sister Mrs. Wilson Town, who has been keeping house for him. He's about 35, v.p.-hearing aids, recently was placed on board to exclusion of older hands like Gustafson, sales v.p. Leonard Truesdell, v.p.-treas. Sam Kaplan.

Actual managerial responsibility, as a matter of fact, fell upon 71-year-old, longtime exec. v.p. Hugh Robertson just a few weeks ago when McDonald, absent from shareholders meeting on account of illness, announced his retirement to "chairman & chief exec. officer," Robertson becoming pres. and 47-year-old v.p.-gen. counsel Joseph S. Wright becoming exec. v.p. Wright isn't a manufacturing man, but he works in close collaboration and friendship with veteran Sam Kaplan so that, with Robertson, there's still a strong operating team. Robertson, ailing, may retire soon.

This major upheaval in one of the industry's most important entities will be subject of guessing games for a long time: successorships, mergers, what's to be done with earned surplus exceeding $60,000,000, etc. etc. But there will no longer be any guessing about McDonald's next moves -- provocative ever since his World War I days in the Navy when, on being discharged as a Lieut. Comdr., his superior officer made the remark that epitomized his whole career:

"You've broken more rules than any 2 other men, but you've accomplished more than 5." [For additional background on McDonald, Zenith, its officers, finances, etc., see Vol. 14:12,14,17.]

YOU 'AUTO' BREAK THE APPLICATION LOGJAM: Just as sputniks spurred nation into trying to do something about training scientists, perhaps the recession will sting Congress into helping FCC free business-stimulating flow of TV-AM-FM construction.

There's money, lots of it, just waiting to be spent -- if only Commission had tools to break its application processing bottlenecks. What the FCC needs, as its chairmen have said time & again, is less bureaucratic "due process," which is dictated by law, and more skilled staff.

We don't know whether Commission is deploying its people as well as it might. But we're inclined to doubt it has earned such digs as one we heard recently -- "A bureaucrat is someone who finds a problem for every solution." Actually, FCC's staff topkicks are able, hard-working men -- but short-handed.

Not only could Congress give the economy a welcome boost but it could help the depressed broadcast equipment business. One equipment manufacturer conducted a recent survey which showed that existing TV stations & new-station applicants are considering spending $60,000,000 for equipment -- but that 50% of this sum awaits FCC actions of various kinds; only 7% cited "economic conditions" for not buying.

This figure may seem somewhat high, and FCC people insist it's way out of sight -- but total is undoubtedly big. The 119 TV applications pending represent 21 contested vhf channels, 18 uncontested vhf, 5 contested uhf, 17 uncontested uhf. If these could be granted "tomorrow", some $10,000,000 might be cut loose for equipment. Much more difficult to estimate, but certainly very large, are the sums earmarked for expansion -- more power, height, new buildings, cameras, etc.

Hearings and litigation are the big problems in TV. For example, hearing div. has but 6 attorneys & 5 engineers -- yet they must try to keep up with 12 examiners. Result is that hearing div. frequently asks for postponements. Office of Opinions & Review is so overwhelmed with "interlocutory" work, a superabundance of "due process," that its basic decision-drafting job is shoved into background. Non-hearing cases move quite fast -- delay of 6-8 weeks for major applications.

Number of stations involved in AM-FM is much greater, though dollars-per-station are fraction of TV's. Of the 750-odd AM applications pending before FCC, 370 are for new stations. Add these to the 70 FM, and you have some $10-15,000,000 in new-station business alone, most of it for equipment.

Some 340 AM applications haven't been touched by FCC staff yet. If you file today, you'd have to wait 10½ months for action, at current rate.

Problem in AM is engineers. For years, engineers have been almost impossible to recruit -- and when recruited they moved to better paying jobs as soon as they learned how to process. But picture is brightening. All of a sudden, presumably due to recession, Commission has 10-15 engineering applicants -- mostly college seniors -- and the money to hire them. It could use more.

Commission is now processing AM applications slightly faster than they're filed; rate of filing is 10-12 weekly. However, applications are getting tougher to process as spectrum becomes more crowded. For example, there's one daytime application featuring 6-tower DA -- something unheard of a few years ago.

* * * *

Foregoing dollar-flow potential covers only station construction, doesn't at all consider the business-stimulating power of TV-radio advertising -- which is incalculable but certainly massive. This point was made brilliantly last year in our Vol. 13:47 by C. Wrede Petersmeyer, pres. of Corinthian stations -- and the trend of the economic times makes it particularly pertinent now.

Congress hasn't been much help so far, and FCC made its last-ditch stand before Senate Appropriations Committee this week. House has voted Commission total of $8,900,000 for next fiscal year, $50,000 under President's request -- and House directed FCC to use $196,000 of this to hire 45 employes for processing. Commission isn't happy about this -- because its other programs would suffer. On other hand, it can't ask for more than President calls for. It would be delighted if Senate voted an extra fund for processing, forced House to compromise budget upwards.

RADIO-TELEVISION HALL OF FAME & MUSEUM: Proposed repository for the memorabilia of TV-radio and related occupations, a sort of counterpart of the automotive industry's Ford Museum in Dearborn, Mich. and baseball's Hall of Fame in Cooperstown, N.Y., may get a head of steam behind it with the suggestion by Prof. Kenneth Bartlett, v.p. of Syracuse U and director of its pioneer Radio-TV Center, that for a start his school might donate the land -- possibly even make available a low-rent building.

Dean Bartlett is hot on the whole idea, as are a lot of industry old-timers, though sentiment seems to favor a more centrally accessible location like Washington or one more closely identified with radio's beginnings. Dean Bartlett's school has taught radio courses since 1929, claims more alumni active in the industry than any other -- and he's dedicated to the idea that "a university's function is to conserve the truths and values of the past." Hence his interest, and he thinks it ought to be an "action" display -- "a live, moving, going thing, not just stuff on the shelf."

This may not be the strategic time for raising funds for such a project, but it hardly needs saying that it would be fitting and proper to start it while radio and TV are still young. Our own idea is that not only the memorabilia of TV-radio -- great names, historic literature, equipment models, etc. -- need a place of preservation for the benefit of posterity, but furthermore that there should be a sort of "Library of Congress" archives of the great productions of TV-radio, notably the educational shows (sponsored or unsponsored) worth repeating in classrooms or public gatherings. For TV, that's more feasible than ever with the advent of video tape.

[For further details of the proposal of Broadcast Pioneers for a Broadcasters Hall of Fame and Museum, see p. 14.]

NEXT—MORE ATTACKS ON DECISIONS, SALES: Uncomfortable visits to Washington are in store for some major telecasters, according to Rep. Harris (D-Ark.), chairman of subcommittee investigating FCC actions. He said that hearings, which resume May 20 with his staff members as witnesses, will "open the eyes of a lot of people throughout the country [with] far-reaching developments" in comparative cases. And FCC's station-sale policies, which his staff says condones "deals" and "trafficking," represent "crux" of subcommittee's investigation.

Harris hasn't disclosed which comparative decisions will be examined, but grant of WTAE, Pittsburgh (Ch. 4) is commonly expected to be the first. Subcommittee may not get to comparative cases next week -- because analysis of sales, started this week by staff researcher Robert McMahon, still has a way to go. Harris said "some witnesses" will be called to testify about sales, didn't say who or when.

After going into a down-the-nose look at FCC patent policy, with Commission witnesses (see p. 10), subcommittee put its own witnesses on stand with objective of attacking "lack of consistency" in Commission's comparative decisions and of blasting its sales approval policies, notably in TV cases.

Digests of 14 "representative comparative TV proceedings" were put into the record by James P. Radigan Jr., Library of Congress public law specialist. These were analyzed on basis of 13 criteria which FCC has employed, and he noted that "in each case it would have been impossible to predict in advance the degree of weight which would be given to each of the criteria," prompting subcommittee counsel Robert Lishman to say "there is serious doubt as to whether there is any consistency in FCC decisions." [For list of the 14 cases, see p. 5.]

Staff memorandum on station sales, presented by McMahon, lambasted FCC policy, presented detailed analysis of 6 "representative" cases (for list of sales involved, see p. 5). He said that FCC sales approvals are mere "formalities," letting poorly qualified operators in via "back door," encouraging quick-buck "trafficking." He said FCC could improve, even without new legislation.

Some Commissioners haven't been very happy about some TV merger-withdrawal deals, feeling they've reached stage of "high-jacking." At any rate, FCC has before it a proposal to eliminate all payment for dismissals of competitors -- even of the barest expenses incurred in prosecuting applications.

[For further details of Harris investigation on decisions & sales, see p. 5.]

FIRST BALL PITCHED IN NEW ALLOCATIONS GAME: Desire to "do something about allocations," so strongly expressed by FCC members at recent NAB convention (Vol. 14:18), has produced first formal move. This week, a motion was introduced to start a proceeding looking toward producing an adequate competitive TV system in the nation. Wording is very broad, and there seems to be considerable FCC support for it.

No specific panacea is proposed. Rather, concept is to get staff to examine all technical data in its files, then take information which will be supplied by all-industry TV Allocations Study Organization (TASO), analyze it and come up with specific alternative proposals for Commission consideration. When FCC decides which way to go, it would put proposal or proposals out for rule-making -- as was done recently in clear-channel AM proceeding (Vol. 14:16).

There's no intention to ask industry for new round of plans. Instead, the idea is to offer plan or plans for industry to comment on. There's no telling what plan FCC will choose. It could be big-scale deintermixture, shorter vhf spacings, move all stations to uhf, or what have you. Any substantial move to uhf, if it is ordered, would be very long range -- to give vhf-to-uhf movers fair shake.

FCC Full House: Complete 7-man FCC will be operating shortly, as soon as John S. Cross is sworn in—probably May 23—for both he and Comr. Bartley received quick & unanimous approval from Senate Commerce Committee and Senate itself this week. Engineer Cross, from State Dept. telecommunications div., should be welcome addition, particularly on technical matters—and his philosophy may well tip balance on important policy questions, since 6 commissioners have lined up 3-3 on some issues (Vol. 14:10-11).

FCC, TV Decisions & Sales: Analysis of 14 comparative TV cases by James P. Radigan Jr. for House subcommittee investigating FCC (p. 4) was fairly cautious—not the kind of free-wheeling criticism of station sales presented later by staff member Robert McMahon. Radigan limited himself to couple pages of digest of each case, merely noted "lack of consistency" in application of criteria.

Radigan also presented summary of time taken to decide each TV case since July 1, 1954, plus number of pages of transcript, depositions & exhibits. In 53 cases, there were 180,394 pages of transcript, 14,010 of depositions, 123,433 of exhibits—plus 10,860 exceptions filed.

Subcommittee counsel Robert Lishman commented that FCC may be "getting bogged down in paperwork," handicapping well-qualified but poorer applicants in taking court appeals, etc. He said study is being made to determine whether such "verbiage" is necessary.

The 14 cases digested resulted in grants of these stations: KBET-TV, Sacramento (Ch. 10); KLZ-TV, Denver (Ch. 7); WTIC-TV, Hartford (Ch. 3); WFGA-TV, Jacksonville (Ch. 12); WCKT, Miami (Ch. 7); WFLA-TV, Tampa (Ch. 8); WLWI, Indianapolis (Ch. 13); WWL-TV, New Orleans (Ch. 4); WHDH-TV, Boston (Ch. 5); KCPP, St. Louis (Ch. 11), formerly KMOX-TV; WBIR-TV, Knoxville (Ch. 10); WAVY-TV, Norfolk (Ch. 10); KIRO-TV, Seattle (Ch. 7); WISC-TV, Madison (3).

Six "representative" TV sales were cited by McMahon as horrible examples of FCC negligence: KLZ-TV, Denver (Ch. 7); KWK-TV (Ch. 4) & KMOX-TV (Ch. 11), St. Louis; WVUE, Wilmington (Ch. 12); WPRO-TV, Providence (Ch. 12); WISH-TV, Indianapolis (Ch. 8) & WINT-TV, Ft. Wayne (Ch. 15); KMGM-TV, Minneapolis (Ch. 9).

McMahon complained of "exorbitant" prices of stations, said this was due to scarcity, didn't mention network affiliations. He indicated FCC should hold prices down somehow.

Basic problem, he said, is that buyers who might not have won comparative hearings can step in quickly and buy out those who have. Only "minimum qualifications" are needed, he said. Some 10% of all TV stations change hands yearly, he stated, while 75% of all TV stations operating before 1952 have been sold at least once. He appended list of all transfers from Jan. 24, 1956 to Jan. 21, 1958, plus list of comparative TV cases in which competing applications were dismissed through merger or other agreement. Among McMahon's conclusions:

"An earlier method used by the Commission to control transfers hinged on the requirement of a resulting public benefit as justification for a sale. Unless improved service, which encompassed an extensive group of factors, was indicated, applications for transfer were generally denied. The FCC seems recently to have departed from such policy. Abandonment of this practice may deprive the public of additional improvements it formerly might have received from such transactions."

According to Washington attorneys, "earlier" policy disappeared long ago. They also point out that Congress itself, in 1952, decided automatic hearings on sales made no sense, repealed old "Avco rule."

Harris staff is disturbed, also, by several other trends. McMahon criticized "vertical integration in the communications industry and its component distributors, producers, and exhibitors of programs," "concentration of ownership" in major markets, "diversification" into TV by "major corporate interests."

FCC No Errand Boy: Ending some cute byplay—the kind lawyers get a kick out of—Court of Appeals this week told FCC that there's no need to "clarify" court's remand in Miami Ch. 10 case because Commission shows it knows what to do (Vol. 14:16, 18).

Steps in the case: (1) Because of ex-Comr. Mack's role and alleged improper activities of competing applicants, FCC asked court to send case back for further Commission proceedings. (2) Court sent it back, but laid down barrage of restrictive conditions. (3) FCC asked for clarification, said law requires it to do complete job of weighing activities of Mack and parties, not merely to act as fact-collecting "special master." (4) Court's brief statement this week said, in effect: "OK. Go ahead. You know what to do."

Lawyers believe court really intended to take slap at FCC in first place, but now realizes it was overstepping its authority.

Court handed down another decision, one of shortest on record, when it denied appeal of WORZ, Orlando, which had challenged Ch. 9 grant to WLOF-TV. Judges Fahy, Washington & Danaher merely stated: "After reviewing appellant's contentions, we find no basis for disturbing the Commission's award."

FCC held up Ch. 13 CP in Alliance, Neb. to Western Neb. TV Inc., stating it wants to look further into allegations that applicant's public stock offer may have violated "blue sky" laws.

Protests against sale of WMBV-TV, Marinette, Wis. (Ch. 11) & WMAM were granted, case set for hearing. Protestants are WFRV-TV (Ch. 5) & WBAY-TV (Ch. 2), both Green Bay.

One CP was granted: Ch. 10, Duluth, to Rex TV Co. —partnership of theatreman L. F. Gran, 25%; Bruce R. Gran, 25%; Louis E. Caster, 50%. Caster is principal owner of KOCO-TV, Enid-Oklahoma City (Ch. 5).

FCC instructed staff to draft decision again granting Texas Tech Ch. 5 in Lubbock; also, to come up with document denying all proposed channel changes affecting Hattiesburg, Miss.-Baton Rouge, La.

Two more "identification waivers" were granted: KSTP-TV, St. Paul, is permitted to identify itself with both St. Paul & Minneapolis; KHQA-TV, Hannibal, Mo., to add Quincy, Ill. [For details of foregoing, see *TV Addenda 26-P* herewith.]

FCC network hearing resumes May 19 in FCC meeting room 7134 with schedule unchanged, leading off with witnesses from 2 stations represented by CBS Spot Sales—Jay Wright, KSL-TV, Salt Lake City; Glenn Marshall, WMBR-TV, Jacksonville—and Nathan Lord, WAVE-TV, Louisville, testifying on behalf of NBC Spot Sales. Then come the much-awaited 5 witnesses from Station Representatives Assn., then one from Petry rep firm, one from Committee for Competitive TV—and industry's appearances wind up with witnesses from 6 individual stations. Some time next month, Roscoe Barrow, U of Cincinnati law school dean who directed network study, will appear, along with one of his economists, Jesse Markham (Vol. 14:19).

Foreign Advertising: Excellent special section in May 12 *Advertising Age* presents reports on advertising growth in 9 countries with annual volume of $100,000,000 or more, includes sizeup on TV where it is a commercial factor—usually termed "spectacular." Excerpts:

(1) Britain—Total advertising was $1.04 billion in 1957, up 12.5% from 1956. TV jumped 133% to $98,000,000, and it's only 2 years old.

(2) Japan—Advertising jumped 25% in 1957 to $261,000,000. TV tripled to $16,600,000—with only 5 stations—is expected to increase by ⅓ this year. Sets doubled to 1,000,000 in 1957. Radio income rose 15%, but its share of total expenditures dropped from 17.4% to 16.1%.

(3) Australia—TV & radio are lumped, getting 20% of estimated $110,000,000 total ad expenditures, radio taking lion's share with its 108 commercial stations. There are 4 commercial TV stations—2 in Sydney, 2 in Melbourne, will soon be joined by outlets in Brisbane and Adelaide. It's estimated 20% of Sydney homes have TV sets, 23% of Melbourne—and receivers are being built at rate of 20,000 a month.

(4) Italy—Ad total jumped 12.5% to $122,500,000 in 1957. TV garnered $5,300,000 of it vs. nothing in 1956, while radio took $10,600,000 vs. $9,300,000 in 1956. Re TV: "Many advertising men in Italy accept commercial TV with reservation. For it is hedged around with restrictions which make it an expensive medium available only to big-budget advertisers."

TV 'Doctors' Panned: N.Y. State Medical Society resolved this week that actors appearing on TV as "doctors" should not recommend remedies. It asked American Medical Assn., meeting in San Francisco June 23, to adopt resolution calling on appropriate Federal agencies to control "false or misleading advertising of nostrums & proprietary remedies on sale to the general public without prescription or other form of medical supervision." Resolution said TV is engaging in "practices of questionable taste" by showing deliberately misleading "references to 'doctors' or 'your doctor' with the implication that doctors use the nostrums themselves or prescribe them for their patients." Result may be loss of confidence in doctor who refuses to endorse advertised remedy or dangerous delay in seeking medical attention for a serious condition, resolution stated.

Deceptive advertising complaint against American Chicle was concluded this week with signing of Federal Trade Commission consent order against TV commercials for "Rolaids" which show an actor posing as a doctor. FTC complaint issued in May, 1957, charged that one scene of a man in a doctor's white coat (and addressed as "doctor"), recommending the product to another actor as a relief for indigestion, falsely implied that medical profession generally prescribes or recommends "Rolaids."

Weed rep firm reorganizes, with Weed Television Corp. as separate entity to represent U. S. TV stations (J. J. Weed, pres.). Weed & Co. will represent Canadian TV & radio stations (Peter A. McGurk, v.p. & gen. mgr.). Weed Radio Corp. will represent U. S. radio stations (C. C. Weed, pres.).

TV spot advertising expenditures increased 1.8% in first 1958 quarter over same period last year—$119,062,000 vs. $116,935,000—reports TVB pres. Norman C. Cash. "TV is only major mass medium to show an increase over same period last year," said he.

ADVERTISING AGENCIES: Robert W. Bode & Robert M. Haig named v.p.'s of Kudner Adv. . . . W. M. Starkey named a v.p. of BBDO; Elliott Plowe remains as v.p., dropping plans to become senior v.p. of Calkins & Holden . . . Arthur B. Modell promoted to exec. v.p. of L. H. Hartmann Adv. . . . Horace D. Nalle promoted to v.p. & gen. mgr. of Erwin Wasey, Ruthrauff & Ryan, Philadelphia . . . James G. Cominos promoted to v.p. for TV-radio, Needham, Louis & Brorby . . . Edward Kogan, ex-Edward H. Weiss Adv., named TV-radio director Joseph Katz Co., N. Y. . . . Stuart D. Ludlum, ex-C. J. LaRoche, named TV-radio director of Kudner Adv. . . . J. Birch Pollock, ex-BBDO, appointed v.p. of MacFarland Adv., San Francisco . . . Henry Bretzfield & Robert E. Wolfe named v.p.'s of Lawrence Fertig Adv. . . . Joseph A. Ferenc promoted to a v.p. of Dowd, Redfield & Johnstone . . . Sherrill Taylor, ex-RAB, joins TV-radio dept. of J. Walter Thompson, Chicago.

Farmers' looking-&-listening activities are subject of exhaustive 110-pp. study prepared for WBAY-TV & WBAY, Green Bay, Wis. by U of Wis. Dept. of Agricultural Journalism, copies available from station. Of time spent with mass media during week, farmers & wives gave TV 47%; radio, 38.5%; newspapers, 9.5%; farm magazines, 1.5%; other magazines, 3.5%. Weekends: TV, 54.8%; radio, 32.2%; newspapers, 9%; farm magazines, 2.2%; other magazines, 2.8%. Study covered 523 families in 5 Wis. counties.

Rate increases: KDKA-TV, Pittsburgh, May 1 raised base hour from $2000 to $2400, min. $500 to $600. KELO-TV, Sioux Falls, May 1 raised hour from $510 to $600, min. $125 to $150. KHOL-TV, Kearney, Neb. June 1 raises hour from $300 to $350, min. $60 to $70. WPBN-TV, Traverse City, Mich. May 1, hour $144 to $172.80, min. $26.50 to $31.80.

State-operated TV needs private commercial counterpart to provide well-rounded service, Alfred R. Stern, chairman of NBC International, told International Advertising Assn. in N.Y. this week. He said that in Britain, "ITA at first made large inroads in BBC audiences [but] BBC met challenge with programming which was more responsive to general public tastes & interests, and now has its full share of audience. Competition has proved most beneficial all around, and most importantly it has increased total TV audience substantially."

McGavren-Quinn rep firm has absorbed Burke-Stuart and changed name to McGavren-Quinn Corp., with John Keating, from Burke-Stuart, as chairman; Daren McGavren, pres.; Donald J. Quinn, exec. v.p., headquartering in N. Y.; Ralph Guild and Allan Kerr, v.p.'s. N. Y. offices are former Burke-Stuart headquarters at 60 E. 56th St. (Plaza 1-4646); also continued is Detroit Dime Bldg. office of Burke-Stuart. TV stations represented are WXEX-TV, Petersburg-Richmond, Va. (west coast only); WATR-TV, Waterbury, Conn.; WAKR-TV, Akron, O.; KSHO-TV, Las Vegas, Nev.

James Caesar Petrillo, the oft-embattled, powerful, eccentric but shrewd pres. of American Federation of Musicians, retires next month on doctors' orders at age of 66 and after 42 years as a labor leader. Toughest bargainer with whom the broadcasting industry has ever dealt, boss Jimmy isn't standing for automatic reelection at upcoming AFM convention in Philadelphia.

New reps: KOVR, Stockton-Sacramento, June 1 to Blair TV Associates (from Hollingbery); WMTV, Madison, Wis. to Weed (from Young).

Television Digest with Electronics Reports
WYATT BUILDING, WASHINGTON 5, D. C.
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TV and AM-FM Addenda Published Weekly

Personal Notes: Raymond W. Welpott, v.p. of WKY Television System and mgr. of WKY-TV & WKY, Oklahoma City, formerly mgr. of WRGB, Schenectady, joins NBC owned stations and spot sales div. June 1 in an executive capacity under his former chief, v.p. P. A. (Buddy) Sugg . . . Edgar B. Stern Jr., founder-pres. of WDSU-TV, New Orleans, elected to board of directors of Sears Roebuck & Co., taking post vacated by his father, retired; his mother is daughter of Julius Rosenwald, who founded Sears . . . Herbert V. Akerberg, veteran CBS-TV v.p. for affiliate relations, who has been ill for several years, has retired after 30 years with the network . . . J. Robert Kerns, v.p. & gen. mgr. of Storer's WVUE, Wilmington-Philadelphia, transfers to v.p. & gen. mgr. of WAGA-TV, Atlanta, succeeding Glenn Jackson . . . William S. Hedges, NBC v.p., is convalescing in New York Hospital from an operation last week, is reported doing nicely and should be back at work by end of month . . . Howard A. Chinn, CBS-TV chief engineer, and Joseph B. Epperson, engineering v.p., Scripps-Howard TV-radio stations, named fellows of American Institute of Electrical Engineers . . . Don Petty, onetime NAB gen. counsel, has become of counsel in Darling, Shattuck & Edmonds, Los Angeles law firm (with which ex-NAB pres. Justin Miller is associated) and is reported presently engaged in private business enterprises . . . Gerald H. Gunst, Chicago v.p. of rep Katz Agency, retires, succeeded by Roy Miller; William Joyce promoted to a v.p. . . . Fred Segal, head of NTA arts dept., named arts & adv. director of WNTA-TV & WNTA, N. Y.-Newark . . . Ben Hoberman transfers from ABC's WXYZ-TV, Detroit, to gen. mgr. of radio WABC, N. Y. . . . Syd Kavaleer promoted to gen. sales mgr. of WNTA-TV, N. Y.-Newark . . . Claude E. Wheeler promoted to gen. sales mgr. of WCHS-TV, Charleston, W. Va. . . . Earl W. Welde promoted to sales mgr. of WSUN-TV, St. Petersburg, Fla. . . . Harry Richard promoted to production mgr. of WMBR-TV, Jacksonville, succeeding Leonard Mosby, now program mgr. . . . Bill Lydle, ex-KOA-TV, Denver, named sales mgr. of KZTV, Corpus Christi . . . Arthur P. Fitzgibbons promoted to operations director of CFCM-TV & CKMI-TV, Quebec City . . . Don Jamieson, gen. mgr. of CJON-TV & CJON, St. Johns, Nfld., elected pres., Atlantic Assn. of Broadcasters . . . John J. Cole promoted to chairman of Guild Films, succeeding Reub Kaufman, co-founder with Cole, who resigned recently; Irving Feld promoted to v.p.-sales . . . Robert A. Schmid, v.p. of NTA, who recently acquired radio WESC, Greenville, S. C., resigns, plans further station acquisitions; Charles Zagrans, ex-Stanley-Warner, named mid-Atlantic district mgr. of NTA Pictures.

Wm. C. Boese rejoins FCC, resuming position of asst. chief engineer and chief of technical research div. He resigned in 1956 to become a senior staff engineer at Johns Hopkins U. Arnold G. Skrivseth, asst. chief of technical research div., has been acting chief.

CBS-TV Promotions: Continuing network policy of promoting from within, CBS's newly formed CBS-TV Stations div. under Merle S. Jones as pres. (Vol. 14:11) this week promoted John P. Cowden, career man who started in 1938 with its old KSFO, San Francisco and since 1951 operations director of CBS-TV sales promotion & adv., to v.p. sales promotion & adv.; Thomas Means, director of network-owned station promotion service, to director of sales promotion & adv.; Charles Oppenheim, CBS-TV director of information services, to director of public relations. Charles S. Steinberg, director of press information for CBS Radio, is promoted to Oppenheim's former post. Other officers & dept. heads now reporting to Jones' TV Stations div. are Craig Lawrence, v.p. for owned stations & spot sales; Leslie Harris, v.p., film sales; William Weiss, v.p.-gen. mgr., Terrytoons; Sydney Rubin, director, CBS-TV Enterprises; John Schneider, gen. mgr., CBS-TV spot sales. Such depts. as legal, editing, operations, personnel, office services, photo will continue to serve both Jones' div. and pres. Louis G. Cowan's CBS-TV Network div. Note: On May 16, Cowan announced that George Bristol, director of CBS-TV Network sales presentations since May 1955, has been named v.p.-sales promotion & adv., succeeding Cowden.

U. S. delegation to International Telecommunications Union conference in Moscow (CCIR Study Group 11) on TV standards sailed on *United States* May 16, returns on *Kungsholm* June 19. Members: Edward W. Allen, FCC chief engineer, chairman; Florence T. Dowling, State Dept., vice chairman; James E. Barr, FCC asst. chief of broadcast bureau; Axel Jensen, Bell Labs; J. R. Popkin-Clurman, Telechrome; C. G. Mayer, RCA representative in London. Also attending will be Washington attorney Andrew G. Haley, as pres. of International Astronautical Federation, which is associated with ITU. He'll be gone May 19-June 12. Another Moscow visitor: Ralph Steetle, exec. director of Joint Council on Educational TV, attending May 12-23 sessions of Organization International de Radiodiffusion, due back in U.S. May 29.

Donald H. McGannon, pres. of Westinghouse Bcstg., is new pres. of N. Y. Radio & TV Executives Society. Other officers elected this week: first v.p. Geraldine Zorabaugh, v.p. & gen. attorney of CBS radio; v.p. Don Durgin, v.p. & sales mgr. of NBC network sales; Frank E. Pellegrin, v.p. & secy. of H-R Reps; secy. Omar F. Elder Jr., secy. & asst. gen. counsel of ABC; treas. Jay Smolin, adv., sales promotion & publicity director of Assoc. Artists Productions.

Obituary

Charlie Peace, 54, v.p. & gen. mgr. of *Greenville* (S. C.) *News-Piedmont* and pres. of *Asheville* (N. C.) *Citizen-Times*, died May 15 in Greenville. He was a director of WFBC-TV (Ch. 4) & radio WFBC, Greenville, of which his brother Roger is chairman—the Peace family owning 48.8% of the stations.

Louis J. Fink, 55, chief engineer of WSUN-TV & WSUN, St. Petersburg, Fla., died May 11. Surviving are widow, 2 daughters.

Frank E. Cheeseman, 51, a v.p. of Erwin Wasey, Ruthrauff & Ryan, died in Chicago Hospital May 10. Surviving are widow, one son.

Charles Presbrey, 76, retired pres. of Cecil & Presbrey Adv., died in N. Y. hospital May 9. One son survives.

Do You Know That . . .

TWO ROCKETEERS—no pun meant—who add lustre to the TV-radio-communications fraternity by reason of their pioneering hobbying and later attainments in that field are attorney Andrew Gallagher Haley and engineer Esterly Chase Page, both well known in all facets of the industry. Haley devotes most of his business hours to rockets-&-missiles these days; Page pursues his interest in them and in the stars mainly as a hobby.

If and when mankind lands on the moon, his legal status may depend on the study and opinions of "Andy" Haley, whose avocation for more than 2 decades has been Metalaw—the Law of Outer Space. "Should the Russians get to the moon first," he declaims in written papers and on frequent lecture platforms, "they can claim it. If we get there first, we can." The pundits listen, too.

Besides heading the law firm of Haley, Wollenberg & Kenehan, he's pres. of the International Astronautical Federation and general counsel of the American Rocket Society which he headed in 1954 after serving as v.p. in 1953. His consuming interest in rocketry led him to set up and become first president of Aerojet Engineering Corp., now the world's largest rocket company, during World War II; and recently (Vol. 14:19) he helped found and became president of Missiles-Jets & Automation Fund, a diversified investment trust, whose chairman is Dr. Theodore von Karmen, head of GM's Allison div. scientific advisory committee and chairman of NATO's aeronautical advisory group.

Even now, Haley is preparing to go to Moscow with the American C.C.I.R. delegation (p. 7), being concerned with utilizing satellites for intercontinental relays of TV signals along lines devised by Bell Labs' Dr. J. B. Pierce —his second business trip to Moscow in as many months. He was American delegate to the International Astronautical Congress in London in 1951, was v.p. of the IAF 1952-54, was first chairman of American Rocket Society Committee on Space Flight, 1952-53.

Native of Seattle, Andy Haley is 54, attended U of Washington before coming to the nation's capital in 1925 to get his A.B. degree at George Washington U, his law degree from Georgetown. He worked first as an FCC attorney, then went into private practice, representing (as he still does) many Northwest TV-radio operators.

It's his contention we'll have to scrap present legal concepts for Metalaw in order to deal with Martians or Moonmen, and his basic approach is a rewritten version of the Golden Rule to read: "Do unto others as they would have you do unto them." He maintains the possible effect of our spaceships on inhabitants of other planets should undergo thorough consideration before space flights are attempted. We don't even know, he suggests, whether they can withstand our body odors. Because of the many uncertainties, he wants an international organization— under the United Nations—to govern space flights and determine the best means of maintaining good relations between Earth and the other planets.

Also a devotee of the mysteries of outer space, "PX" Page, veteran Washington consulting engineer, who still heads consultants Page, Creutz, Steel & Waldschmitt Inc. but who devotes most of his time to his multi-million dollar Page Communications Engineers Inc., pioneers in "scatter" communications and major contractor for telecommunications systems all over the world, is an amateur astronomer of considerable accomplishment.

He has his own observatory, built near his Camden, N.C. home-away-from-Washington, and it includes a 4½-in. telescope with cameras and all the paraphernalia needed to satisfy an astronomer's dream. He built the telescope himself, his adjoining machine shop including the last word in fabricating equipment. He's also past pres. (1955) of the Capital Section, American Rocket Society.

A Chicago-born "Southerner" whose grandfather and great-grandfather held high commands in Illinois regiments in the War Between the States, "PX" Page's fondest ambition, at 56, is to retire to his Carolina estate and pursue his hobby more intensively. His wife Virginia is Tennessee-born, a graduate engineer who was first woman engineer on the staff of the FCC. She's an expert astronomer, too, has recently been calculating orbits of U. S. and Russian satellites.

Bartlesville Suspending? Temporary suspension of pioneer cable-theatre project in Bartlesville, Okla. is in the cards, apparently (Vol. 14:3, 7, 10). Henry Griffing, Video Independent Theatres pres., acknowledged difficulties—despite fact subscriber total is at peak of 765.

Principal problem is cost of facilities leased from Southwestern Bell Telephone Co. So far, VIT has been unable to negotiate less onerous contract.

Griffing also said that flat monthly fee, which had been cut from $9.50 to $4.95, hasn't proved satisfactory— that a per-program metering system looks like the answer. Jerrold Electronics Corp. plans to demonstrate metering system at Philadelphia plant in couple weeks. Metering would also enable film producers to calculate share of revenues earned by specific pictures.

Another depressant was heavy influx of free out-of-the-air movies telecast by Tulsa stations, readily receivable in Bartlesville.

It's expected Griffing will speak during June 10-12 convention of National Community Antenna Assn. in Washington, give full status report.

———■———

WTVD, Durham-Raleigh (Ch. 11) has begun construction of 1500-ft. tower at new site near Clayton, N. C.

Maria Helen Alvarez, who founded KOTV, Tulsa (Ch. 6) in 1949 while her former employers in local radio still looked TV askance, then sold out in 1952 and went into other station ventures, including purchase of KFMB-TV (Ch. 8) with KFMB, San Diego, and KERO-TV, Bakersfield, Cal. (Ch. 10), has settled her $10,000,000 suit against Jack Wrather, her former partner, which was due for trial in Aug. Oilman Wrather and rep Edward Petry are acquiring Mrs. Alvarez's 38.89% stock in the California stations, while Wrather is purchasing her 50% holdings in Disneyland Hotel along with other real estate. Total amount involved is said to be over $2,000,000, details to be disclosed when transfer papers are filed. At Los Angeles NAB convention, it was learned Mrs. Alvarez is contemplating acquiring other TV-radio properties in association with Lucille Ross Buford, also a TV-radio career woman, who controls KLTV, Tyler, Tex. (Ch. 7).

One TV application was filed this week—for Ch. 6, Durango, Colo.—submitted by Farmington Bcstg. Co., a Ch. 12 applicant for Farmington, N.M., and intended to be a satellite. It's controlled by KIUP, Durango; KVBC, Farmington; I. E. Shahan, operator of Farmington CATV system. Applications on file total 119 (29 uhf). [For details, see *TV Addenda 26-P* herewith.]

Notice to Subscribers

If you're going on vacation, or if business takes you away from your office for any length of time, we'll be glad to send your *Television Digest* to any address you designate—at home or abroad—at no extra cost. Simply bear in mind we mail Saturdays, so allow yourself up to 4 days for either domestic or foreign deliveries. Note: Our own experience is that foreign air mail deliveries are now as rapid as domestic, especially since the recent deterioration of domestic postal first-class service.

TASO Seeks Funds: Request for additional $75,000 to complete work of TV Allocations Study Organization was sent out this week following May 12 board meeting in Washington. TASO is seeking funds from individual networks, stations and manufacturers, rather than from the trade organizations which have borne primary costs to date: NAB, EIA, Assn. of Maximum Service Telecasters, Committee for Competitive TV, Joint Council on Educational TV. TASO says it aims to complete report by year's end. Appealing to members, NAB & MST spokesmen noted that more than $500,000 in money and manpower had been put into TASO to date, asked for the $75,000 so that work may be completed and "meaningful report" submitted to FCC.

Sale of WKXP-TV, Lexington, Ky. (Ch. 27) to Hulbert Taft's Radio Cincinnati Inc. for approximately $200,000 (Vol. 14:12) was approved by FCC this week. Sellers are Frederic Gregg, Charles Wright & Harry Feingold, who acquired CP for Ch. 27 when they bought radio WLAP from Gilmore N. Nunn for $346,000 last year (Vol. 13:3). Sale of WLAP to RKO Teleradio Pictures v.p. John B. Poor for $322,500 was approved April 23. [For other Radio Cincinnati stations, see *Television Factbook No. 26*, p. 379.]

WTWO, Bangor, Me. (Ch. 2) will have Wm. H. & Adeline B. Rines as new owners—FCC this week approving sale by Murray Carpenter and wife for $600,000 (Vol. 14:12, 16). Actual buyer is Rines' radio WLBZ, Bangor; they also operate WCSH-TV, Portland (Ch. 6) & WCSH and radio WRDO, Augusta, Me.

Washington Airspace Panel antenna actions: (1) Disapproved all Ch. 10 applications in St. Petersburg-Tampa, recommended maximum of 549 ft. above sea level, with all antennas on Tampa "antenna farm." (2) Approved WISC-TV, Madison, Wis. application for increase to 1107 ft. above ground.

Removal of FCC commissioners for inefficiency, neglect of duty or malfeasance in office is provided in draft of bill approved by Senate Commerce Committee this week. Similar to several bills introduced in House, measure is expected to be reported early next week.

Life & Casualty Insurance Co., half owner of WLAC-TV, Nashville (Ch. 5) and 100% owner of radio WLAC, may be sold for $42,000,000 to Clint Murchison, the Dallas oil millionaire, reports *Nashville Tennessean.*

President Eisenhower's appearance at dedication ceremonies of new NBC broadcasting center in Washington May 22 will be broadcast in live color—first time President of United States has been presented on color TV.

Live CBS service to CJIC-TV, Sault Ste Marie, Ont. (Ch. 2) begins June 1 with activation of microwave from Sudbury.

Legislative Curve: Professional baseball picked up enough support among House Judiciary Committee members this week to toss into jeopardy the Celler Bill (HR-10378) to place organized baseball under anti-trust laws (Vol. 14:5, 16). A 15-man minority, revolting against prior majority approval of the measure, served notice it would try to strike out language requiring clubs to show "reasonable necessity" for actions—including TV-radio broadcasts—which might be construed as contrary to anti-trust laws. They carried fight to House floor.

Rep. Keating (R-N.Y.), spearheading opposition, said he was pleased with the measure's "very important provisions allowing regulation of telecasting and broadcasting, and endorsing the rights of players to organize into player associations." However, he added that deletion of the "reasonable necessity" phrase is necessary to protect sports from endless anti-trust litigation.

Pro football, which Supreme Court has ruled is subject to anti-trust laws, supports the Celler Bill; baseball, thus far exempt from anti-trust litigation, is working for the further exemptions sought by the minority. Celler Bill, according to minority report, "would force organized professional team sports to run the gauntlet of legal proceedings to save themselves from complete ruin."

In view of close division within the Judiciary Committee and good prospect for long drawn out floor debate, it now seems likely legislation clarifying the anti-trust status of major sports will not be adopted at this session.

Facility changes: KSD-TV, St. Louis (Ch. 5) began using 1152-ft. tower April 21, moving from downtown to new $1,000,000 transmitter-tower 8 mi. SW of former site. KIEM-TV, Eureka, Cal. (Ch. 3) got license April 23 for 100-kw, having started programming March 19 under program test authorization. KBMB-TV, Bismarck, N. D. (Ch. 12) completed move April 30 to higher tower at Ray St. & Palmer Ave. and boosted power to 89-kw. WHBF-TV, Rock Island (Ch. 4) began programming May 18 with new $500,000 transmitter-tower plant on U.S. Route 150, near Orion, Ill. WICS, Springfield, Ill. (Ch. 20) boosts power July 1 to 512-kw, using new 1000-ft. tower near Mechanicsburg, Ill.

National Community TV Assn. convention at Mayflower Hotel, Washington, June 10-12, has lined up these speakers: Sen. Fulbright (D-Ark.); FCC Chairman Doerfer; Hamilton Moses, chairman of Ark. Power & Light Co. and an operator of community antenna systems; Joseph Roberts, Muzak v.p.; Jack Schwartz, expert on selling by telephone. Technical sessions will be moderated by consulting engineer Archer Taylor; management meeting will feature specialists on marketing, legal matters, public relations, etc.

Big conference on educational TV, to be conducted in Washington May 26-28 by Dept. of Health, Education & Welfare, is expected to attract 100 TV and educational specialists. Similar meeting was held in 1952. Dr. Franklin Dunham, chief of office of education's radio-TV services section, is in charge of arrangements.

New manufacturer of community antenna equipment: Craftsman Electronic Products Inc., Oneonta, N.Y., headed by W. J. Calsam, CATV systems owner. Plant is at Norwich, N.Y., Gordon Ripley in charge of engineering and new-product development.

Jerrold Electronics, maker of community antenna and other signal distribution equipment, establishes 2 new sales offices: 5605 S. Lyndale St., Minneapolis (Henry Kemp); 111 E. First St., Amarillo (Wm. Karnes).

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
May 17, 1958

CORNING'S NEW SAFETY GLASS SUBSTITUTE: Something new and unusual in picture tubes has come out of big Corning Glass, which makes lion's share of bulbs -- and it may catch on, though set-maker reaction has been slow to date. The idea is quite simple, really -- a substitute for safety glass.

What Corning calls "contoured twin panel tube" is a conventional tube, but with a curved glass plate, with flange, cemented to periphery of tube's faceplate. Mineral oil fills space between faceplate and new panel. And that's it. Here are the advantages, according to Corning:

(1) Eliminates conventional safety glass, gives set designer more flexibility -- freeing him from restrictions imposed by safety glass.

(2) Dust-free. Two dust-collecting surfaces eliminated, leaving only front, which can be washed easily.

(3) Reflections are reduced -- also because there are 2 surfaces, not 4.

(4) Light output increased about 8%. This is also attributable to elimination of 2 reflecting surfaces.

(5) Much less shattering in event of implosion -- though Corning agrees that such accidents are extremely rare with any kind of tube.

Twin panel was introduced, with scant fanfare, at March IRE convention, apparently got little attention. Now, however, Corning is pushing it. One unidentified Canadian manufacturer plans to include it in fall line -- and one big U.S. maker is planning it tentatively for next year's sets.

Corning has made device only in 21-in., plans it for all sizes if demand warrants. The 21-in. weighs 10½ lb., but engineers are aiming for 8½; 17-in. hasn't been made yet. Price of 21-in. is $2.25, unboxed f.o.b. Corning; 17-in., $1.50. It takes quart of ordinary mineral oil -- gives no magnification, is not intended to be a lens, and oil can be tinted. Panel is cemented with an epoxy resin. Corning can cement it or set maker can do it himself. It's heat-treated for strength.

Retail Sales: April retail TV set sales were approximately 250,000 units vs. 338,000 in April 1957 -- down 27%. Sales for first 4 months of 1958 were 1,720,000 vs. 2,048,000 -- down 15%. Total TV inventories April 30 were about 2,000,000 sets, a decline of 250,000 units from same date last year, indicating close manufacturer attention to current supply-demand situation. Total radio sales at retail in April were about 390,000 (excluding auto radio & radio-phono combinations) vs. 543,000 in April 1957 -- a decline of 28%. For first 4 months of 1958, radio sales were about 1,804,000 vs. 2,362,000 year ago -- down 23%. Total home radio inventory April 30 was approximately 3,500,000 units.

TV-Radio Production: TV set production was 68,125 in week ended May 9 vs. 77,344 preceding week & 81,864 in 1957. Year's 18th week brought production to 1,604,839 vs. 1,917,839 last year. Radio production was 159,967 (46,215 auto) vs. 149,604 (39,754 auto) preceding week and 280,490 (103,015 auto) last year. For 18 weeks, production totaled 3,418,285 (1,091,207 auto) vs. 5,166,937 (2,125,482).

HARRIS 'PATENT SEARCH' DIGGING DEEPER: Harris subcommittee's attitude on patents has undergone a change. Three weeks ago, group was clearly unexcited about allegations of "RCA monopoly" in testimony of retired FCC patent counsel William Bauer (Vol. 14:17). But this week, as FCC presented its views on patents, Congressmen were quite critical of Commission -- and their counsel Robert Lishman was very persistent with implications FCC has encouraged monoply in choice of TV standards.

Patent phase of Harris group's work isn't over, by any means. This week, Chairman Doerfer & Comr. Hyde, accompanied by chief engineer Edward Allen and gen. counsel Warren Baker, gave the FCC majority's view in 2 half-days of testimony on May 13-14. Dissenters on patent policy, Comrs. Bartley & Lee, are to testify at date not yet set. And Doerfer & Hyde were asked to return with certain data.

RCA is supposed to testify in about 10 days, but chances are it will take 3-4 weeks or more to prepare its rebuttal testimony.

Doerfer's position was best expressed in a statement he made during cross-examination: "We are explorers, not policemen." His point is that the Commission believes its job is to pick best technical standards possible, letting Justice Dept. nail any patent monopolists. He simply doesn't believe Communications Act gives FCC the anti-trust prosecution responsibility -- though he agrees FCC should look for "character blemishes" among those charged with anti-trust violations. [For further details of patent hearings, see below.]

Trade Personals: Joseph B. Elliott, ex-RCA v.p., recently exec. v.p.-gen. mgr. of Tele-Dynamics Inc., defense contract subsidiary of Raymond Rosen & Co., Philadelphia RCA distributor, elected Tele-Dynamics pres. . . . Dan W. Burns promoted to pres. of Siegler Corp.'s Hufford subsidiary . . . John T. Thompson promoted to mgr. of new GE distributor products div. . . . John M. Bewley promoted to treas. of Philco International . . . Robert L. Anderson, ex-Rheem Mfg., named market research director for Zenith; Arthur C. Currie promoted to district sales representative for Va. & Carolinas . . . T. W. Sharpe named asst. gen. sales mgr. of Collins Radio, succeeding W. W. Roodhouse, now gen. sales mgr.; R. C. Frost promoted to director of international div. . . . Dr. & Mrs. Allen B. DuMont announce June 7 wedding of their daughter Yvonne to Cadet James Allen Godbey, 1958 graduate of U. S. Military Academy . . . Ray DeCola, recently Admiral v.p., now radio & audio product mgr., Warwick Mfg. Corp., Chicago, producer for Sears Roebuck . . . Wm. F. Flanagan promoted to mgr. of GE receiving tube distributor sales office, New Orleans; David N. Platt to sales mgr., Atlanta; E. Kyle Cooper to sales mgr., Birmingham . . . Curtis W. Symonds, ex-Raytheon, named controller of Sylvania's semiconductor div. . . . John C. McDevitt, ex-Hennigh's Inc., Wichita, named regional sales mgr. for Admiral in Tenn., Va. & Carolinas . . . Joseph D. Chapline, Philco, is chairman of 2nd annual symposium on engineering writing & speech sponsored by IRE, to be held in N. Y. Oct. 1-2.

DISTRIBUTOR NOTES: Hoffman Electronics appoints Harry Stark's, Minneapolis, for all consumer products . . . DeWald Radio appoints George O. Hesse Assoc., Birmingham, and John Cox Co., Denver, for radio, hi-fi . . . Kierluff & Co., Los Angeles promotes Samuel Grasinger to sales mgr., Motorola div. . . . American Geloso Electronics appoints Faysan Distributors, Buffalo; Reines Distributors, Albany; Dean Distributing, Rochester; Emerson Mid-State, Newburgh, for phonos, tape recorders . . . ORRadio appoints C. L. Pugh Co., Columbus, for Ohio, W. Va., western Pa.

H. Leslie Hoffman, pres. of Hoffman Electronics, accompanied by Mrs. Hoffman, sails from N. Y. June 4 for extended European trip, returning to Los Angeles July 25.

Obituary

Dr. Laurence A. Hawkins, 81, retired GE exec. engineer who worked with correspondent Floyd Gibbons on early broadcasts, died in Schenectady May 15.

William E. Simpson, 62, eastern area accounting mgr., AT&T Long Lines Dept., died May 15 in Port Chester, N. Y.

Congress & Patents: Rep. Harris (D-Ark.), chairman of House subcommittee examining FCC about patents this week, made it clear he's not satisfied with Commission's attitude on patents (see p. 10). He's "not impressed," he said, with FCC Chairman Doerfer's arguments that FCC's jurisdiction is limited and that it doesn't have expert staff to analyze patents.

Doerfer held to belief Congress didn't intend Commission to determine existence of anti-trust violations, said that if law isn't clear Congress should decide what it wants and clarify the law.

Harris evidently is now impressed with anti-RCA testimony of retired FCC patent counsel Wm. Bauer and with fact RCA's patent position is being assailed in courts on many fronts, including anti-trust suit in N. Y. Federal court (Vol. 14:8). In Washington, a Federal grand jury is "processing" testimony from Harris subcommittee about as fast as it develops. It has been investigating TV grants, may also go into patents.

Without mentioning RCA & NBC by name, Harris asked whether FCC could require divestiture of the "subsidiary of an unfit parent company." Doerfer said he couldn't tell "very definitely" whether FCC could impose "such a drastic condition." "As long as a licensee exercises complete independence of judgment," he said, "and is not the tool for carrying out some unlawful purpose, or purposes, contrary to the public policy, I am very doubtful that any action of the FCC would be other than arbitrary and capricious."

Doerfer noted that law forbids Commission to give license to anyone whose license has been revoked by courts because of anti-trust violations. But, he said, if courts don't revoke licenses "we'd be presumptuous" to do so.

* * * *

Comr. Hyde offered views similar to Doerfer's: "We do not think of writing the technical standards as a device for policing patent pools or as a device for enforcing the anti-trust laws." He noted that Bauer termed our black-&-white and color standards "best in the world."

Doerfer said he doesn't know whether TV standards are "tied into the patent structure of one company." He added that FCC has no jurisdiction over RCA, Hazeltine & Philco—all of which may hold significant color patents. He also stated that if FCC had held up color standards in 1953 to examine patent situation "we wouldn't have the standards approved yet." Station licenses come up for renewal every 3 years, he said, giving Commission opportunity to punish anti-trust violators under its jurisdiction. He asserted that FCC has neither mandate nor manpower to prosecute every allegation of wrong-doing by applicants or licensees; that it would be usurping duties of Justice Dept.

FCC chief engineer Edward Allen stated that when color standards were adopted, there was no telling who would finally have what position on color patents—that determination would take years of patent office and court action. Gen. counsel Warren Baker said that, according to Bauer's reports to him during color standards consideration, RCA had some pertinent color patents, others had some, and some were being litigated.

All the FCC witnesses stressed fact that whole industry, including bitter RCA competitors, endorsed color standards—which whole industry had formulated.

* * * *

Subcommittee counsel Robert Lishman came up with one gross misconception. He said that in 1948 there were "more than 1000 TV set & components manufacturers," now only 40. Fact is, as our semi-annual *Television Factbooks* clearly show, there were 70 TV set makers in 1948, only 41 now—and the drop is attributable simply to fierce competition in a tight market. In 1948, demand was so huge that anyone who could hold a soldering iron could call himself a "manufacturer" and sell anything he could make.

Lishman asked why FCC called for full patent information from inventor Maj. Edwin Armstrong before it adopted FM standards and has done same in subscription TV proceeding. Why, he asked, didn't Commission seek color patent information from RCA in 1953? Hyde said answer is in type of proceeding. In pay TV, he said, there are competing systems—and it's first time FCC has examined the subject. He noted there were no competing color systems in 1953; everyone agreed on NTSC standards.

Lishman asked whether FCC had ever got reports on patent positions from Justice Dept. before picking any standards. Doerfer said he recalled none, though liaison was maintained.

Time and again, Doerfer insisted that Commission's job was to give public best possible standards—without regard to patent holders. Bauer philosophy, evidently impressive to some of Harris subcommittee and its staff, is that standards can be devised which give public "best possible standards" yet don't depend on RCA patents.

Harris said he wants to find details of reports he hears that RCA now gives patent rights royalty free. FCC witnesses said they don't know. Harris apparently refers to fact RCA is now negotiating royalty-free cross-licensing agreements with manufacturers—following settlement with Zenith (Vol. 13:37).

* * * *

Split in Commission—with Bartley & Lee the dissenters—is that majority believes it should call for patent information only in connection with specific proceedings, while minority says patent-holding licensees should file certain patent data annually and regularly. Said Doerfer:

"It appeared unrealistic to secure patent information only from licensees when there were many communications patents held by non-licensees. Besides, accumulation without analysis, classification and conclusion, was merely a warehousing process. The majority felt that this information could best be obtained on a case-by-case basis as the relevancies arose . . .

"Alleged patent misuse or monopoly are similar to many other alleged violations of law. Although these may reflect on the character qualifications of licensee, the determination of these violations are not within the primary jurisdiction of the FCC. If so, then we should develop departments containing persons qualified to determine guilt of all felonies, misdemeanors or conduct contrary to the public interest." Nonetheless, he added, FCC will weigh charges against licensees "even though no prosecution or decision is available or the alleged acts may fall somewhat short of an actual illegal act."

To show that FCC is alert to possible anti-trust violations, Doerfer noted that Justice Dept.'s anti-trust action against RCA was based on information developed by Bauer and turned over to Justice.

Westinghouse in Phonos: Latest entry into the flourishing portable phono market is Westinghouse with 6 models ranging from $29.95 to $89.95, announcement coming less than 3 weeks after GE announced its first line of phonos for fall delivery (Vol. 14:12). Westinghouse introduced line of hi-fi consoles last year. One new portable will be a hi-fi, dual speaker model; another, miniature 4-speed manual phono for kiddies. Also this week, Arvin announced entry into the phono field with 8 standard and hi-fi models ranging in price from $34.95 to $119.95, one designed for conversion to stereo. Said v.p. John C. Marshall: "Our experience in radio, sound & electronic fields make this a natural expansion."

Those ad splashes offering tubeless pocket radios at $4.95 but producing only faint signals this week led N. Y. Attorney General Lefkowitz to obtain State Supreme Court authorization to seek dissolution of Borg-Johnson Electronics Inc., 9 E. 45th St., N. Y., alleged to have offered the crystal sets even before corporation was formed, using mail order funds to purchase sets.

Statistics on factory sales of printed circuit packages are now being gathered by EIA. Allen Dawson, of Corning Glass, chairman of EIA printed circuit section, parts div., said 1957 sales of printed circuits were over $7,300,000 and gaining in acceptance for TV, radio, commercial & industrial electronic equipment.

ELECTRONICS PERSONALS: **Dr. Wm. H. Duerig,** ex-Electro-Mechanical Research, appointed v.p. for research & engineering, Midwestern Instruments, Chicago . . . **Perry R. Roehm,** ex-Norden-Ketay, named marketing director of IT&T; **Marshall A. Williams,** ex-Philco, named marketing director of Farnsworth div. . . . **H. P. McTeigue** promoted to new post of marketing mgr., govt. service dept., RCA Service Co. . . . **Arthur W. Vane** promoted to chief engineer of new RCA astro-electronics div. . . . **Edward J. Cousin,** ex-Servomechanisms, appointed mgr. of space & missiles programs for DuMont Labs . . . **John R. O'Brien,** eastern mgr. of Hoffman Labs, elected pres. Washington Chapter Armed Forces Communications & Electronics Assn. . . . **William W. Wright,** ex-Johns-Manville, named v.p.-finance, Beckman Instruments . . . **William P. Hilliard** promoted to v.p. of General Precision Lab, subsidiary of General Precision Equipment Corp. . . . **Lawrence R. Hill** named div. mgr. new product development div. of General Instrument Corp. . . . **Walter L. West,** ex-RCA, appointed head of land & structures dept., Page Communications Engineers, Washington.

Transistorized portable TV was demonstrated recently by British Mullard Research Labs. It had 90-degree, 17-in. CR tube, 40 transistors, was described as laboratory model "to prove practicality of circuitry."

Financial Reports:

CBS INC. continued to rack up records in revenues and profits in first 1958 quarter, presumably due largely to flourishing TV network & station business and high-gear operations of its phono record subsidiary. Quarter's net profit was $6,518,039 (83¢ per share), up 10.3% from $5,907,323 (77¢) in same 1957 period and highest for any quarter in firm's history. Sales & other revenues totaled $103,296,857, up 7.7% from $95,946,932 for 1957 period. Shares outstanding at end of 1958 quarter were 7,881,400 while average number in 1957 was 7,651,446. Note: CBS net earnings for 1957 were $22,193,367 ($2.90 per share) on gross of $385,409,018, both being records. [For year-by-year data on CBS finances 1950-thru-1957, see *Television Digest's* Special Report of May 10, 1958.]

Magnavox first quarter earnings dropped to $791,000 (81¢ per share) on sales of $20,854,000 vs. $924,000 (95¢) on $22,042,000 same period last year. Pres. Frank Freimann attributed decline to "effect of receding consumer buying" but said "current rate of incoming orders for TV as well as hi-fi & stereophonic equipment is well ahead of last year." For 9 mo. ended March 31, earnings were $3,199,000 ($3.34 per share) on sales of $69,209,000 vs. $3,201,000 ($3.33) on $68,437,000 year ago.

Admiral sales—as predicted in annual report to stockholders in March (Vol. 14:13)—dropped to $38,418,799 in first 1958 quarter from $43,327,472 year earlier, resulting in a loss of $91,977 vs. earnings of $565,110 (24¢ per share) for same 1957 period. Pres. Ross D. Siragusa said that starting in March there has been an upturn in sales but he did not anticipate second quarter results.

Symphonic Electronics Corp., private label phono manufacturer for Columbia Records, Westinghouse, Decca, as well as its own hi-fi lines, has been acquired by F. L. Jacobs Co., Detroit auto parts manufacturer. Symphonic earned $877,603 on sales of $20,139,295 for 9 mo. period ended Jan. 31; Jacobs lost $852,378 in 1957 on sales of $18,583,357.

Cinerama Inc., owned 35% by Stanley Warner, 17% by Reeves Soundcraft, this week was admitted to trading on American Stock Exchange. Its annual report for fiscal 1957 shows operating income of $1,298,146, profit of $58,250 vs. $1,787,200 & $118,477 in preceding year. Major part of decline was due to drop in theatre equipment business, only one new installation having been delivered in 1957.

Dividends: CBS "A" & "B", 25¢ payable June 13 to stockholders of record May 29; American Electronics, 12½¢ June 16 to holders June 2; Hazeltine, 35¢ June 13 to holders May 29; Time Inc., 75¢ June 9 to holders May 26; Webcor Inc., 15¢ June 28 to holders June 12.

Matthew M. (Matty) Fox's C&C Television Corp., traded on American Stock Exchange, has purchased control of TV-radio sponsor Hazel Bishop Inc. (cosmetics) from adman Raymond Spector, its pres., who holds 836,000 shares, or more than 60% of its common stock. Spector reportedly gets $4.50 a share for total of $3,762,000, same price to be offered other Hazel Bishop shareholders within 90 days. Spector remains as pres. and chief exec. officer under 5-year contract. Fox's firm, which acquired 750 features and 1000 shorts from RKO Teleradio for reported $15,200,000, borrowing from Prudential and other bankers for purpose, last Dec. announced acquisition of 87.5% of capital stock of Skiatron (pay TV system), and Fox himself was recently reported by SEC to have acquired 7900 shares of C&C TV stock to bring his holdings to 617,200 of which 609,300 are collateral against loans (Vol. 14:7). Bishop deal, it was indicated, involves utilizing accumulated TV station spot time to promote Bishop products, the time having presumably been acquired through exchange deals for the RKO films.

Tele-Broadcasters Inc., one of few radio station groups whose stock is publicly traded (over-the-counter), plans to file for SEC approval of additional offering of 40,000 shares of 5¢ par stock at $3.25 per share. Underwriter has not yet been decided. Presently reported outstanding are 350,000 shares. Proceeds will be used to build daytimers KUDL, Kansas City, and KALI, Pasadena, Cal. to fulltime. Other stations in group, headed by H. Scott Killgore: WPOW, N. Y.; WPOP, Hartford; WKXL, Concord, N. H.; WARE, Ware, Mass.; WKXV, Knoxville; KTIX, Seattle. Also held is 2-year lease on XEGM, Tijuana, Mexico. [For firm's 1957 and first quarter 1958 financial reports, see Vol. 14:12, 14.]

David Mahoney, pres. of Good Humor Inc., this week replaced Dr. Allen B. DuMont on board of Metropolitan Broadcasting Corp., new name chosen for DuMont Broadcasting Corp. to separate its identity from Allen B. DuMont Laboratories Inc., which Dr. DuMont heads as chairman.

Storer Broadcasting Corp. earned first quarter net of $751,203 (30¢ per share) vs. $1,286,445 (52¢) in same 1957 period, attributing decline to starting costs of newly-acquired WVUE, Wilmington-Philadelphia.

Standard Coil Products had net loss of $266,508 on sales of $12,701,848 for the first 1958 quarter vs. earnings of $39,334 on $13,766,805 year earlier, attributing drop to strike at Kollsman Instrument subsidiary.

Amphenol Electronics earned $302,118 (43¢ per share) on sales of $7,161,002 in first 1958 quarter vs. $425,194 (85¢) on $7,665,662 year earlier.

General Precision Instrument earned $471,695 (16¢ per share) on sales of $43,001,024 in first 1958 quarter vs. $1,107,732 (85¢) on $43,537,613 year earlier.

OFFICERS-&-DIRECTORS stock transactions as reported to SEC for April: C&C TV—Matthew Fox bought 100, bought 800 by pledgee, sold 2300 by pledgee, holds 615,800 of which 607,000 are collateral against loans; Walter S. Mack sold 2000, holds 184,200. Corning Glass—Frederick H. Knight sold 800, holds 2185. Decca—Samuel H. Vallance sold 400 (capital), holds 100. DuMont—Frederick H. Guterman bought 100, holds 500. El-Tronics—Harold R. Baxter sold 40,000, holds 53,010.

Emerson Radio—Benjamin Abrams bought 100 (capital), holds 261,866. GE—George L. Irvine sold 200, holds 2448; Charles R. Pritchard bought 1320, holds 6074; Harold E. Strang sold 1000, holds 6909; Wm. C. Wichman sold 600, holds 4276. General Precision Equip.—T. Roland Berner bought 334 ($3 cum. conv. pfd.) and 175 more for trusts, holds 334 personally, and 175 in trusts. Guild Films—David Van Alstyne Jr. sold 2000, holds 7407; Harry A. McDonald sold 200, holds 500.

Hoffman—Bruce L. Birchard sold 100, holds none. Litton Industries—Charles R. Abrams Jr. bought 3, sold 215, holds 3511; Roy L. Ash sold 28, bought 367, holds 51,425 personally, 14,686 in partnership; H. W. Jamieson sold 528, bought 357, holds 45,790 personally, 14,676 in partnership; George E. Monroe received 17,229 in exchange for stock of Monroe Calculating Machine; Norman H. Moore sold 500, holds 15,500; Fred R. Sullivan received 2662 in exchange for stock of Monroe Calculating; Charles B. Thornton sold 64, bought 806, holds 123,249 personally, 32,304 in partnership.

Loew's—Louis A. Green bought 4857 through Stryker & Brown, holds 142,535 in Stryker & Brown; Jerome A. Newman bought 800 personally, 980 through Graham-Newman, holds 5330 personally, 6125 in Graham-Newman; Joseph Tomlinson bought 5400 through Corp. A, sold 3800 through Corp. A, holds 180,000 personally, 1600 in Corp. A. National Theatres—B. Gerald Cantor bought 500, holds 109,000; Jack M. Ostrow bought 1400 and 20,000 through corporations, holds 5000 personally, 80,000 in corporations; E. C. Rhoden bought 2000 through holding companies, holds 35,800 personally, 55,525 in holding companies.

Philco—Gaylord P. Harnwell bought 312, holds 520. Raytheon—Harold S. Geneen bought 8010, holds 8210; Robert H. I. Goddard bought 606, holds 12,733; D. R. Hull sold 500, holds 550; N. B. Krim bought 225, holds 4725; Ernest F. Leatham bought 292, holds 6130. Siegler—J. S. Johnson bought 1666, holds 17,554. Skiatron Electronics—Arthur Levey sold 13,350, holds 340,331. Webcor—William L. Runzel bought 100, holds 100. Westinghouse—Buford M. Brown bought 100, holds 100; L. W. McLeod bought 100, holds 1083. Zenith—Hugh Robertson bought 200, holds 1818.

Hall of Fame & Museum: "Broadcasting is now in its 49th year," reads a brochure of Broadcast Pioneers, an organization of industry old-timers, setting forth plans for a Broadcasters Hall of Fame & Museum (p. 3). Basic idea is "an archives-library-exposition project for the whole radio-television-communications industry to preserve the historical value of its arts and sciences and to share its traditions and memorabilia with future generations." The brochure goes on:

"However, many inventions and pioneering efforts preceded [radio's] 1920 birth [and] there are many men living today who have memory of these early inventions and inventors. Much of their early material, correspondence, pictures, films, equipment and other memorabilia are stored away in attics; some of it already may have been destroyed. Much of that which remains no doubt would be donated to any museum that would take proper care of it and put it to effective public use . . ."

Short of a foundation grant or a legacy that might bear the name of the donor, the offer of land—and possibly a low-rent building—from Syracuse Prof. Kenneth Bartlett, pioneer teacher of radio and TV and an educator who has always cooperated with commercial interests, merits consideration. Other sites suggested are New York, Chicago, Los Angeles, Washington, Pittsburgh or Detroit (home of the earliest broadcasting stations) or Madison (oldest educational radio station). Suggested, too, is a fund of $2,500,000 to underwrite and maintain the project, to be raised among all elements of the industry.

Broadcast Pioneers has made its Hall of Fame awards so far to men of diverse contributions and highest stature, latest being to J. Walter Thompson's late John U. Reber at recent NAB convention (Vol. 14:18). Previous awards since 1950 were in the names of Thomas A. Edison, Guglielmo Marconi, Reginald A. Fessenden, Dr. Frank Conrad, John J. Gillin, Joseph Henry, Edward J. Nally, Edwin H. Armstrong—with citations of other notables like Gen. David Sarnoff, Dr. Alfred N. Goldsmith, Herbert Hoover, Dr. Lee deForest, Charles Pennill, Dr. V. H. Heising, Dr. E. F. W. Alexanderson, John V. L. Hogan, Dr. O. H. Caldwell, Donald Manson, et al.

So it's not a mere self-serving promotion stunt but a real move to make an early start toward preserving the traditions of a great industry—and Broadcast Pioneers' president-emeritus John F. Patt (WGAR, Cleveland), pres. Frank E. Pellegrin (H-R Television Inc.), secy. Raymond F. Guy (NBC) and exec. secy. M. H. Shapiro (BMI) merit every cooperation as and when they get around to doing something about the projected plan. For further details, contact Historical Projects Committee, Broadcast Pioneers, 589 Fifth Ave., N. Y.

Economic Mobilization Conference at New York's Hotel Astor, Mon. & Tue. (May 19-20), sponsored by American Management Assn. to consider anti-recession measures, will be attended by 2000 business leaders, has scheduled 5 electronic industry executives as chairmen & speakers. Texas Instruments chairman J. Erik Jonsson and Stromberg-Carlson pres. Robert C. Tait co-chairman opening session on measures already taken to bolster economy. Sylvania chairman-pres. Don G. Mitchell is chairman, GE chairman Ralph J. Cordiner and Corning Glass pres. Wm. C. Decker are speakers, at Tue. session on plans for insuring continued prosperity. President Eisenhower will address closing session.

Iran's only TV station, TVI, Tehran (Ch. 2), began operation March 21, Islam New Year's Day.

COMMON STOCK QUOTATIONS

Week Ending Friday, May 16, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
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Member New York Stock Exchange
734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958 High	Low	Stock and Div.	Close	Wk. Chg	1958 High	Low	Stock and Div.	Close	Wk. Chg
10⅛	7	Admiral	9⅝	+⅞	357	300	IBM 2.60	349	—5½
22⅝	19⅜	AmBosch .30e	21⅛	—⅛	35⅛	29¼	IT&T 1.80	33⅞	—¾
18	13	AmBcstg-Par 1	17	—¼	41½	36⅛	I-T-ECirB .90e	37½	—
37⅞	32¼	AmMy&F 1.60	33⅝	—1⅛	7⅞	6¾	ListIndust ¼e	6⅞	—
177⅝	167⅞	AT&T 9	176½	+⅝	43⅞	36⅞	Litton Ind	43	—⅞
27⅞	22⅜	Amphenol 1.20	25½	—⅞	17½	12⅞	Loew's	16½	—⅞
29⅞	24½	Arvin 2	24½	+¼	37	30¼	Magnavox 1½h	36	—½
7¼	5⅝	Avco .20e	6½	+⅛	28¾	23⅝	Mallory 1.40h	25¾	+½
25¾	18	BeckInst 1¼f	18	—1½	88¾	76	Mpls.H'll 1.60a	85	—2½
53	44½	BendixAv 2.40	48	+⅛	42¼	35	Motorola 1½	35¾	—1
32¼	27⅝	Burroughs 1	31⅞	+⅛	9	7⅜	Nat'l Thea ½	8½	—¼
18⅜	15¾	Clevite ¼e	16½	+⅛	38⅜	30⅝	Paramount 2	36⅝	—⅞
31	24½	CBS "A" 1b	31	+1⅛	17⅛	12⅜	Philco	14¾	+¼
30½	24⅛	CBS "B" 1h	30½	+1	35	30¼	RCA 1a	33	—¾
17¼	12½	Col Pict ⅜t	17¼	+1⅞	27¼	21½	Raytheon 1¼t	26⅜	—½
35¼	27⅞	Cons Elec .40	30	+⅛	7⅛	5	Republic Pic	5½	—⅛
26¾	19½	Cons Electron	24½	—1½	34¾	27¾	SangElec 1.80	27¾	—⅝
16½	12¾	Cor-Dub .20e	15⅛	+⅛	16⅛	13¼	Siegler .80	13½	—⅜
86¾	74⅝	CornGlass 1a	83	—1½	4	2¾	Sparton	3¾	—⅜
3⅝	3	Davega	3⅜	—	20⅝	17¼	SperryRan .80	17⅞	—⅞
35	30	Daystrom 1.20	31½	+¼	8⅝	6	Standard Coil	8¼	+⅜
16⅛	13⅞	Decca 1	14¾	+⅛	18	14½	Stanley-War 1	16¼	—½
23	14	Disney .40h	23	+1⅜	34⅜	29	Stew Warn 2h	32½	—1⅜
107⅞	97⅛	EastKod 1.55e	104½	—2⅜	24⅞	20	StorBcstg 1.80	23½	—1
37	29	EmerElec 1.60	36	—⅝	37½	31½	Sylvania 2	35⅛	—⅞
6⅝	4⅛	EmersonRadio	6¼	+¼	37⅝	26¾	Texas Instru	35⅞	—¾
8½	7	Gabriel .60	7⅝	—¼	55¼	41⅜	ThomProd 1.40	44¼	—¼
65¾	55	Gen Dynam 2	56¼	—⅞	26⅞	23¼	Tung-Sol 1.40h	24½	—¼
64¼	57	Gen Electric 2	58⅞	—⅝	29¼	21¾	20thC-Fox 1.60	29¼	+2¼
8	4⅝	Gen Inst. .15g	8	+⅝	22⅞	15¼	UnitedArt 1.40	21½	+½
41	28⅝	GnPrEquip.85e	30	—1¼	22⅝	19	Univ. Pict	20¾	+1¾
30	22¼	Gen Tire .70h	23⅝	—	19½	16⅞	WarnBros 1.20	18½	+⅜
47⅜	40⅜	Gen. Teleph. 2	46¼	—⅝	65½	57¼	Westingh El 2	57½	—1½
27⅛	21	HoffmanElec 1	26	—¾	77⅜	67½	Zenith ½h	75½	—

AMERICAN STOCK EXCHANGE

1958 High	Low	Stock and Div.	Close	Wk. Chg	1958 High	Low	Stock and Div.	Close	Wk. Chg
4⅛	2⅞	Allied Artists	4⅛	+⅞	37½	30½	Hazeltin 1.40h	34⅛	—⅞
45	34½	Allied Con 1a	38	—3	2⅞	2	Herold Ra .20	2	—⅛
15⅛	12⅞	AmElectro ½	13½	—¼	4⅝	3¾	Int Resist .20	4	—
10⅛	8⅜	AssocArtProd	9¼	—⅛	6¼	4¼	Lear	5¼	+⅛
12½	7¼	AudioDev	11¼	—1¼	11/16	⅜	Muntz TV	11/16	—
10⅛	7⅜	BelockInst ½t	8¾	—½	3½	2½	Muter Co. ¼t	3⅜	—⅛
⅞	⅜	C & C TV	⅞	+⅛	9¼	5⅝	Nat'l Telefilm	9	—
3¾	2⅞	Clarostat .15g	3¼	—	1¾	1	Nat Union El	1⅝	+⅛
4⅝	3	DuMont Lab	3⅞	+⅛	6⅞	2¾	Norden-Ketay	2¾	—⅛
4⅛	2⅞	Dynam Am	3¾	+½	3⅝	2⅞	Oxford El .10r	3	—
13⅛	10	EletcronicCom	12	—	16	11	Philips El	14	—¼
7⅞	6⅜	Electronics Cp	6¾	—¼	8⅝	6⅝	Servomech	8½	+⅛
31⅝	19½	FairchCam½g	24⅝	—¼	6	3⅜	Skiatron	4⅛	—¼
24⅞	17¼	General Trans	20⅝	+¼	5¾	3½	Technicolor	5¾	+1¼
17¼	14⅝	Globe Un .80	15⅜	—⅛	4½	3½	Trans-Lux .20g	4	—
3⅜	2½	Guild Films	3⅛	—⅜	4⅞	4	Victoreen Inst	4⅜	+⅛

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	1⅞	2⅛	Machlett Labs .25g	16¾	17¾
Aerovox	4	4½	Magna Theatre	1¾	2
Airborne Inst	44	47	Maxson (W. L.) .05	4¾	5¼
Altec Co. .80	6½	7½	Meredith Pub. 1.80a	30½	33
AMP Inc .50	19⅜	20	National Co. (4% stk.)	11¼	12¼
Ampex	67½	70	Oak Mfg. 1.40	13⅜	14
Baird Atomic	7	8	Official Films .10	1	1⅜
Cinerama Inc.	1¾	2	OR Radio	19⅜	21
Cinerama Prod.	1 13/16	2	Pacific Mercury TV	7	8
Cohu Electronics	8	9	Packard-Bell .50	11⅛	11½
Collins "A" .35	13	14	Panellit	5⅛	6
Collins "B" .35	12¾	13¾	Perkin-Elmer	21½	23
Cook Elec. .40d	15⅜	16	Philips Lamp (14% of par)	37⅝	39
Craig Systems	4⅝	5	Reeves Soundcraft (stk.)	3	3½
DuMont Bcstg.	7¾	8½	Sprague Electric 1.20	31⅛	33
Eitel-McCullough (5% stk)	23	25	Taylor Instrument 1.20	26½	27½
Elec Assoc (stk)	40¼	44	Tele-Broadcasters	28½	30
Erie Resistor .40h	5¾	6½	Telechrome .30	2¾	3¼
Friden Ind. 1	52	57	Telecomputing	8¼	8¾
Giannini, G. M.	12⅜	13¼	Teleprompter (stock)	4⅜	4¾
Granco Products .05	1 1/16	1½	Time Inc. 3.75	61½	63
Gross Telecasting 1.60	18½	20	Topp Industries (stock)	9	9½
Hewlett-Packard	25⅜	26⅜	Tracerlab	6¼	7
High Voltage .10g	30¼	33	Trav-Ler	1¼	1½
Hycon	1 15/16	2¼	United Artists	3⅝	4
Indiana Steel Prod. 1.20a	18	18½	Varian Associates	17	18
Jerrold	2	2½	Wehcor .15c	9⅝	10
Ling Industries	2⅛	2⅜	Wells-Gardner	7⅜	8
Leeds & Northrup .60h	23	25	WJR Goodwill Sta. .50d	13	13½

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend. * No trade

THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 21

SUMMARY-INDEX OF THE WEEK'S NEWS — May 24, 1958

SMATHERS ANTI-BMI BILL left in shreds by Senate testimony of RCA Victor Records v.p. George R. Marek, other witnesses (p. 1 & Special Supplement).

ECONOMICS OF SMALL-TOWN TV probed by FCC, seeking statistics, mostly on community antennas. Senate committee to explore same, also deintermixture (p. 2).

SPOT BUSINESS HOLDS UP in face of recession; some stations ahead, a few down, according to informal survey of top reps at Washington hearing (p. 3).

REPS PROPOSE NEW RESERVED TIME plan as industry ends testimony in network hearing. Rebuttal by Dean Barrow & aides due in July (pp. 4, 5 & 9).

TIME-FOR-FILM BARTERS being capitalized by C&C in acquiring Hazel Bishop, by Guild Films as assets. Reps rap practice at FCC probe (p. 8).

GOVT. SUBSIDIES FOR MOVIES in TV age suggested by Skouras, though 20th Century-Fox profits hold up well. Other film-TV developments (p. 8).

COURT HITS FCC in Spartanburg site move and New Orleans vhf experimental cases, upholds Commission in denial of Philadelphia Ch. 3 shift (p. 13).

GOP PRESSURES ON FCC in Springfield (Ill.) Ch. 2 case alleged as Harris probe starts on 20 new TV cases. Comr. Lee, others deny charges (p. 14).

TV NETWORKS UP 15%, TV spot up 1.8%, radio networks up 4% first quarter, national advertising as whole ahead 2%. TvB ranks sponsors (p. 15).

BARTLESVILLE CABLE-THEATRE off June 6. "Valuable lesson learned," says operator, citing need for pre-program billing via metering system (p. 20).

Manufacturing-Distribution

BUSINESS UPTURN BY AUTUMN forecast at EIA convention in Chicago this week. New officers, board actions reported (pp. 16 & 18).

STEREO GETS BIG PLAY at Chicago Electronic Parts Distributors Show. Predict $275,000,000 hi-fi market this year, boom in 1959 (p. 17).

NEW ANTI-TRUST SUIT against AT&T hinted at House subcommittee hearing. May reopen consent decree (p. 19).

COLOR GETS FILLIP from President Eisenhower as he dedicates new NBC Washington plant in colorcast ceremonies. N. Y. hotel's color-in-every-room (p. 20).

RCA, CBS & MPAA TORPEDO ANTI-BMI BILL: A devastating counter-attack on ASCAP forces seeking to destroy the radio-created Broadcast Music Inc. (Vol. 14:11, et seq) was spearheaded on Capitol Hill this week by network-connected record companies, reinforced by Eric Johnston's Motion Picture Assn. of America. When the smoke cleared, Senator Smathers' already tattered BMI death-sentence bill (S-2834) lay in shreds on the Senate hearing room floor. It will probably stay there.

And no more devastating testimony against ASCAP, and in defense of BMI, was heard by Commerce communications subcommittee -- following the weeks of charges and counter-charges of music monopoly -- than that given May 21 by RCA Victor Records v.p. & gen. mgr. George R. Marek.

His dissection of the anatomy of song-selling, his documented analysis of the vagaries of the music business, was so interesting and significant, to our mind, that we're publishing it herewith as a Special Supplement.

Who controls broadcast music? What makes a song hit? Not BMI, not ASCAP, not networks or stations or disc jockeys -- but the always-unpredictable listening public, Marek told subcommittee Chairman Pastore (D-R. I.), who conducted wind-up hearing alone. Marek's penetrating, highly-literate analysis of his business should be must reading not only in record industry but by broadcasters, music programmers, station librarians, others in TV-radio -- and by ASCAP members, too.

Rebuttal & sur-rebuttal arguments on Smathers measure, which would bar broadcasters from music publishing & recording, will be heard by subcommittee some time in July. But next-to-last-word on subject probably was spoken by Marek when he said that "charges [against BMI] are nothing short of fantastic in their inaccuracy."

Similarly-convincing pro-BMI testimony, complete with statistics demonstrating that broadcasters play no favorites with BMI music, came from CBS Inc. v. p. Richard S. Salant. He said BMI not only has "given the public a greater freedom of choice by providing more from which to choose" but has "freshened up ASCAP itself." Columbia Records pres. Goddard Lieberson backed him up, asserting that any allegations of discrimination against ASCAP music were "patently false."

More statistical ammunition to repel ASCAP's assault on BMI was supplied by NBC asst. gen. attorney Joseph A. McDonald. "The legislation proposed by S-2834 is unsound, unwarranted by the facts and unnecessary for the public welfare," he said.

Hollywood brought up one of its heaviest guns in support of BMI. MPAA pres. Eric Johnston said Smathers bill "would create a cartel philosophy that would close economic doors and tell people what business they could not get into." He was seconded by v. p. Arthur M. Tolchin of Loew's radio WMGM, N. Y.

FCC AND SENATE EXPLORE SMALL-TOWN TV: On eve of May 27-29 hearing probing deintermixture, small-town TV services, etc., to be conducted by Senate Committee on Interstate Commerce (Vol. 14:18), FCC this week initiated "inquiry" into the impact of community antenna systems, translators, illegal boosters and satellites "on the orderly development of TV broadcasting" (Vol. 14:19). It's shooting the works -- asking every conceivable question, seeking industry responses by June 27. Data sought is so extensive that parties will undoubtedly seek more time.

Inquiry is direct result of frantic charges by Montana TV stations that CATV systems are driving them out of business -- KGEZ-TV, Kalispell (Ch. 9) going dark and blaming CATV entirely, sale of KFBB-TV, Great Falls (Ch. 5) cancelled for same reason (Vol. 14:17). FCC's procedure will take a lot of time, involve huge collection of statistics -- but the raw conflict will come out in next weeks' Senate committee hearings, for the prime antagonists will take stand.

Former Senator Edwin C. Johnson (D-Colo.) is scheduled May 29. He once headed committee he'll appear before, later served as Governor of Colo. -- and in latter office actually "granted" vhf boosters in defiance of FCC edict. In addition to FCC, 23 witnesses are scheduled -- including 11 from stations, 5 for CATV systems (for list, see p. 7).

Commission wrapped everything in one package, including matters it had ruled on before -- jurisdiction over CATV systems, economic impact of translators, use of microwaves to serve CATV, etc. Commission admits problems are "extremely difficult to assess from the standpoint of what would most serve the public interest," so it seeks data on 14 issues, most of them relative to CATV. Commission didn't rule on illegal booster problem; it has approached decision on it several times recently, then postponed action. It retains that as a separate proceeding but includes the "economic impact" of boosters as an issue in latest inquiry.

The 14 issues are too lengthy to reprint here, so if you're vitally interested, you should get copy of Notice 58-483, Mimeo. 58828, Doc. 12443, from FCC -- or we'll get you one. Here's sample of questions: How many people are served in what communities by CATV systems, repeaters (vhf boosters), translators, satellites? How many people get their only service from such facilities? How are existing or potential regular TV stations hurt by such facilities? What should Commission do to get service to isolated areas? Should FCC control CATV systems, and can it do so legally, and if it can't should it seek new laws?

* * * *

Heat generated by CATV vs. small-station issue tends to obscure what is Senate committee's first order of business, i.e., asking FCC what it has done to improve vhf-uhf allocations situation. Committee issued its report on allocations July 23, 1956 (Vol. 12:29), demanding deintermixture on "as broad a basis as possible" and stating: "As soon as it can be determined that uhf performance can be improved to the point that it will permit an all-uhf service without the creation of major white areas, the program of shifting to uhf should be set in motion." It had urged FCC to "move with all possible dispatch." Chairman Magnuson (D-Wash.) has again brought attorney Kenneth Cox from Seattle to run hearings.

Note: The Senate committee starts hearings on a completely separate matter June 2 -- Bricker bill (S-376) to give FCC direct control over networks. Committee doesn't indicate how long hearings will run. Only FCC and CBS witnesses are scheduled so far, but ABC & NBC are expected to come forward.

HOW'S BUSINESS? GOOD, SAY THE REPS: We asked national spot sales representatives, who were in Washington this week to try to persuade FCC to force networks out of the rep business and to plump for a new variation on option time (p. 4), to tell us how they view the current business picture in TV-radio broadcasting from their key vantage points. We also put questions to individual station operators.

Replies ranged gamut from "very good" to "good" to "fair" -- though handful of stations, not too well placed so far as markets are concerned, report things are "bad." The TV reps present have lists totaling some 275 stations, mostly large and network-affiliated, relatively few independents or very small-market stations. That's more than half the 504 commercial stations now on the air.

The pattern we evolve from what they told us indicates somewhat better prospects for the year than the 4-6% increase in over-all gross for 1958 forecast a few weeks ago by management consultant Richard P. Doherty (Vol. 14:17) -- though Doherty may turn out to be right when the actual balance is weighed as between those doing well and those doing not-so-well. Our conversational survey did not concern itself with forecast of 1958 profit margins of "perhaps 10-20% for the [TV] industry as a whole, though 25-40% may still exist among a selected group of stations."

National spot last year represented 47% of aggregate TV station revenues, according to NAB, with local representing 30%, networks 23% -- so the importance of the national reps in a total TV economy of $1,350,000,000 is manifest.

* * * *

It's an open secret that all save the 4 uhfs among 19 network-owned stations are doing very well, indeed -- almost invariably better than last year. Not so all, but certainly most, of the 15 independents represented by network spot sales divs. As for the aggregate of the 275 TVs -- and even more AMs -- represented by the top reps on hand to testify in Washington this week, their condition was epitomized in these remarks by the head of one of the leading rep firms:

"We're doing all right, but business conditions generally are too uncertain, our bookings are day by day or week by week and we don't know what's coming next. I can tell you, though, that we're going to benefit by the diminution of network business because we'll have more spots to sell from more lower budget advertisers."

"Half our stations, both TV and radio, were down in April from a year ago, but only minutely," said another. "Of other half, about a dozen hit new records."

"TV is standing about even with last year. Summer looks like it will be soft but I expect a very strong last quarter," said still another. "That's based on all the economic factors I can lay my hands on. The smaller market stations are down, some of them dangerously. Radio is about 10% ahead of 1957."

Then this more sanguine report from one more biggie: "We've had a good normal increase. TV billings are up about 20%, radio about 5%. We plan building radio up to 12-15% for the year. It was 40% up last year, 40% also year before."

That TV-radio are riding out the recession better than most businesses, is attested in this statement which another top rep preferred to write out for us: "In spite of all the talk of a business slowdown, spot TV billings for each of the first 3 months of 1958 are above the corresponding months of last year. The upward trend seems to be continuing -- and if I didn't listen to the news, I wouldn't know anything about a recession."

A few wouldn't talk on or off the record, but none of them looked hungry or worried. Lawrence Webb, managing director of the 22-member Station Representatives Assn. (all but 6 tops in TV), noted TvB's recent report that spot was up 1.8% during the deep-recession first quarter (Vol. 14:20); SRA doesn't gather TV figures, but he cited its radio figures to show radio running 15% ahead of that period last year.

Note: We erred in a recent report stating only the network spot sales reps stick to the 15% commission. It's conceded that CBS does, as it testified, but NBC and all the rest have variable rates of compensation -- and that's one area of their business they don't want newsmen or Washington bureaucrats to nose into!

INDUSTRY FINALE IN NETWORK CASE—REPS' PITCH: Industry's story is in, completed May 22, in FCC's exhaustive & exhausting network hearing which started March 3. All that's left now is "rebuttal" by the man who master-minded original document that gave everyone a bone-jarring jolt (Vol. 13:40) -- Roscoe L. Barrow, dean of Cincinnati U Law School. He'll probably be heard in early July, supported by 2 top aides of his study staff, lawyer Louis H. Mayo and economist Jesse Markham.

So industry marched down to Washington and marched back again -- and what has been net effect? With but random exceptions, networks and stations presented a firm phalanx of opposition to the sweeping recommendations of Barrow Report. Commissioners started out skeptical of need for change. If we read them right, we find no substantial reversal. Nonetheless, some serious and able commissioners will push for some changes -- but if there's been a significant shift in majority's thinking, it just isn't apparent at this time.

An important element in picture is Justice Dept. Its anti-trust chief Victor Hansen makes no bones of fact he believes option time and must buy are anti-trust law violations (Vol. 14:18). However, if FCC Chairman Doerfer's and Comr. Hyde's recent testimony on anti-trust law enforcement is any criterion, the FCC is still mighty loathe to "prosecute" alleged anti-trust violations or to attempt to enforce anti-trust laws on these subjects before courts issue clearcut decisions on them. Comr. Craven, for another, specifically encouraged parties to file legal briefs on the issues, and both CBS & NBC plan to submit documents as countermeasures to the impressive legal missive launched by KTTV, Los Angeles (Vol. 14:17).

* * * *

This week produced most skillful "political" move of the hearing -- Station Representatives Assn.'s "compromise" proposal on option time. Basically, plan for "Station Reserved Time" would leave networks with the option time they now have, but forbid them from putting commercial programs in one hour of non-option time during each quarter of the day. Presumably, this would give FCC the "out" of "doing something" to pare networks' influence while not hurting them as much as it would by completely abolishing option time, as recommended by Barrow Report.

FCC's network study staff isn't at all impressed with SRA proposal. That's clear from their questions of SRA witnesses. They regard it as a "double restraint" on stations. Option time, they feel, freezes stations to networks, while "Station Reserved Time" would freeze them from networks in certain periods. As one opponent of SRA plan put it: "You treat a man's hernia by giving him a double hernia?"

Like most business men, the reps normally would probably bridle against any extension of govt. regulation of business, and stoutly affirm the traditional belief that people are "governed best who are governed least." But in this case, they're not only convinced that they're being subjected to undue competition but that their new proposal will encourage more local & film creative effort and free stations from network domination by making more prime time available for spot programs.

It remains to be seen whether their own stations will go along with them on the plan, which was kept a deep-dyed secret until revealed at this week's hearing.

Basically, the reps want to cut down on network preemptions of non-option time. They also want FCC to rule networks out of the rep business -- except that they would let networks rep their owned-&-operated stations.

Reps don't come out against option time -- their own stations wouldn't stand for that -- and their strategy obviously is to keep CBS & NBC spot sales from widening the lists of independent stations they represent. Their case in that respect is based on claim of unfair competitive advantage and potential duress upon stations because of the vital importance of network affiliations.

That the non-owned stations represented by network spot sales don't share that fear and insist they are represented by network spot sales of their own free choice, weakens the organized reps' case. Reps would recoil with horror at thought that Govt., to obtain full facts of industry economics, might even like to see their own closely guarded revenue-&-profit statistics.

Networks were inclined to pooh-pooh reps' proposals, say they have no intention of going out of the rep business short of govt. decree. One network executive scornfully remarked that the reps -- a quite prosperous lot who seldom appear on the Washington scene, preferring to "let the networks do it" even on an issue affecting them so vitally as pay TV -- are merely "a bunch of disgruntled millionaires."

* * * *

Essential text of SRA proposal, as presented by Eugene Katz, of The Katz Agency, is reprinted on pp. 9-10, digests of week's testimony below. Testimony on the intriguing topic of films-for-time barter is covered on p. 8. Aside from the hearing, we queried the visiting reps on the ever vital "how's business?" question, and their responses are presented on p. 3.

Reps vs. The Networks: Windup of industry's huge volume of testimony in FCC's network hearing this week (above) produced that well-guarded and carefully-prepared "compromise" proposal on option time (Vol. 14:15), presented by 5-man team of top reps, followed by independent testimony by non-SRA member Petry and that of 2 uhf spokesmen. Their testimony was preceded by 3 station operators who offered brisk defense of the network spot sales divs. which represent them. Digesting what they said:

Jay W. Wright, exec. v.p., KSL-TV & KSL, Salt Lake City, insisted that network spot sales divs. neither dominate rep business nor hold the threat of loss of affiliation over heads of their clients. He noted that CBS-TV Spot Sales represents only 1.6% of all TV stations (8 stations, excluding CBS owned-&-operated), only 4.1% of CBS-TV affiliates; that NBC-TV Spot Sales has only 1.4% of all stations (7, excluding NBC o-&-o), 3.5% of NBC-TV affiliates; that stations represented by network spot sales aren't concentrated in top markets. On other hand, he said, 5 largest independent reps have 37% of stations, top 13 have 70%—one alone (Blair) having 46.

Wright said he uses CBS-TV Spot Sales simply because it's best, has a small, homogeneous list (all are CBS-TV affiliates). He stated that KSL-TV would consider dropping it as rep if it added more than one or 2 stations. He maintained there's plenty of competition between CBS-TV Spot Sales and CBS-TV network, evidenced by fact former sells more whole programs than average rep does, despite fact such programs compete most directly with network. He asserted that the 2 CBS divs. are completely separate; that CBS never attempted to influence KSL-TV's choice of rep or its national spot rate; that KSL-TV never shifted to CBS Spot Sales in effort to strengthen its affiliation ties.

* * * *

Glenn Marshall Jr., pres. of WMBR-TV & WMBR, Jacksonville, to illustrate competition between CBS's two divs. told how Spot Sales had persuaded Lever Bros. to withdraw from CBS-TV's *Garry Moore Show* in favor of spot campaign, and how it had offered presentation to Sherwin-Williams to show it could get twice the audience for its money with spot than with its current *Arthur Godfrey* CBS-TV & radio shows.

Marshall analyzed spot & network rates of the 8 CBS-repped stations, showed their network rates are higher 75.2% of time, to emphasize point that CBS doesn't try and hasn't tried to force equality in the 2 classifications. Said he: "Active competition at the working level, where the sales results are achieved, is the crucial question for us and for you. Such competition has been found to exist. Frankly, I can't reconcile the finding of 'active competition' at the working level with a presumption of 'modified competition' at the policy level."

With all CBS-repped stations affiliated with CBS-TV, Marshall said, salesmen have easier job of maintaining familiarity with programs, adjacencies and availabilities. On cross-examination, he conceded that CBS Spot Sales did good job of selling adjacencies around the ABC-TV programs WMBR-TV also carries.

* * * *

Nathan Lord, v.p.-gen. mgr. of WAVE-TV, Louisville, came to support of NBC-TV Spot Sales, said he had switched from an independent rep because it had too many clients, didn't give WAVE-TV adequate service. He asserted that NBC never tried to influence his spot rate; that using NBC as rep hasn't strengthened station's affiliation. He said he'd like to see NBC represent 3-4 more stations in top 50 markets, but no more. If networks are forced out of rep business, he asserted, it would reduce competition and create hardship for stations. He also insisted he doesn't want NBC-TV Spot Sales to handle clients affiliated with other networks: "If they do—we'll quit."

Should network rep lists be frozen at present number? he was asked. "It's no skin off my nose," he said, "but the Commission ought to be fair." To illustrate competition between NBC-TV network and spot sales divs., he said latter urged him not to carry *Suspicion*, so that the time could be used for spot programs.

It would be ideal for station to be its own rep, Lord said, but maintenance of N.Y. office would be too costly. It would be better, too, he said, for groups of stations to establish own rep—as he once tried to do with group in Midwest and South. "But I couldn't get it off the ground."

* * * *

Station Representatives Assn. had 5 witnesses, with topics neatly apportioned— and each was most careful to avoid poaching on colleagues' territory, respectfully referring commissioners' questions down the line.

Lloyd Griffin, of Peters, Griffin, Woodward, as lead man, began the buildup toward final presentation of reps' "Station Reserved Time" proposal. He emphasized that SRA isn't "anti-network," gave networks considerable kudos—but insisted that spot TV is sole competitor of networks and that "vigorous competition between these two . . . is beneficial to the advertiser, to the nation's economy, and in turn to the individual station."

Griffin's testimony was devoted to describing importance of reps and spot. Statistics: 55 independent reps, with 290 offices, 1935 employes (725 of them salesmen), annual payroll $12,800,000, serving 469 TV stations. In 1957, 4150 advertisers used spot (2863 spending less than $20,000) while 293 used network. In cross-examination, he asserted that rep can do just as good job for large number of clients as network spot sales do for small lists; that there's no disadvantage in handling stations with diverse network affiliations.

Chairman Doerfer sought Griffin's ideas on station scarcity: "It is possible that we are laboring over something which, if we suddenly found the facilities, they would go begging for lack of economic support?" Griffin said he couldn't tell: "We're still feeling our way."

* * * *

Lewis H. Avery, pres. of Avery-Knodel, though insisting "we want the networks to continue to make their extremely valuable contribution to the public and to the broadcasting industry," sought to show network dominance of TV industry is too great. He cited FCC figures to assert that networks were responsible for 62% of all TV revenues in 1956—through sale of network time, their owned-&-operated stations' sales, their spot sales business. He said that CBS can reach 30.3% of TV homes through its owned stations; NBC, 30.2%; ABC, 29.1%. CBS can cover 37.5% of homes with its owned and repped stations, NBC 37.5%. Between 6-11 p.m., network programs occupy 78.2% of option time, 35.5% of non-option time—so that "there is precious little room left for any non-network source which might be desirous of having programs exposed during the desirable viewing hours."

On station profitability, Avery stated: "The power implicit in the networks' ability to withhold or grant an affiliation can mean the difference between business success or failure." In the markets with 4 or more stations, 30 affiliates averaged $1,500,000 profit in 1955, while the 16 independents averaged $78,000 loss.

Asked about possibility of a fourth network, Avery said: "It's entirely possible that in 5 years, there will be 50% more TV advertising than today. I have unbounded optimism about the future of the medium. Then, it might support a fourth network."

* * * *

Frank Headley, pres. of H-R Television, urged Commission to rule networks completely out of the rep business—except for their owned-&-operated stations. "It is difficult to see why," he said, "it is in the public interest to permit 2 companies who so thoroughly dominate one facet of the national TV market—network TV—to participate in national spot, the only other facet of the business which is competitive with network TV."

"The network," he asserted, "soliciting the spot representation of one of its affiliated stations, is surely in a favored-nation position. The station expects the network to keep it as its affiliate as long as the representation contract remains in effect. The network is thus in the position of offering a tie-in of an additional service when it seeks to be a station's spot representative. The network has the right to grant or withhold extremely important network rate increases. The affiliate whose representation is being solicited by a network feels these pressures whether or not they are explicitly stated."

As for networks' vow not to increase their lists substantially, Headley said he didn't question their good faith but that there's nothing to stop them from expanding at a future date. On questioning, Headley said he believes networks have pressured affiliates to retain them as reps —but that he couldn't give specific examples.

Like the other reps, Headley said large number of clients per rep isn't inefficient: "There's no magic number. You need to have stations located geographically to do a good job." Unlike his rep confreres, however, Headley seized occasion of cross-examination to laud the much-criticized Barrow Report. Said he: "Dean Barrow and staff have done a remarkable job—a real fine job."

* * * *

Eugene Katz, pres. of The Katz Agency, had burden of presenting SRA's main pitch—"Station Reserved Time" proposal, text of which is reprinted on pp. 9-10. His cross-examination was most extensive of all. Among points he made in question-&-answer period:

(1) A network's request for clearance in non-option time is "tantamount to a command."

(2) Though reps have grown in last several years, they'd have been able to sell much more if they'd had better access to best station time.

(3) "Small businessmen are part of the public" and they're hurt because they can't afford 50-60 TV stations, which is "the ticket to option time."

(4) SRA has changed its recommendations from that given FCC 2 years ago. Then, it urged networks be denied half-hour of every 2-hour period. Reason for change: "We've learned something since then," i.e., "we don't want to see the networks' contributions threatened."

(5) If option time were prohibited altogether, as recommended by FCC network study staff, networks would be weakened, unable to serve public and affiliates well.

(6) "Station Reserved Time" is not a "double restraint" on stations, as suggested by FCC counsel's questions, but a "counterbalance" to networks' weight.

(7) SRA plan would give "a tremendous lift to the production of good films; in one season it would bring into being enough programs to fill the time."

(8) What if film producers get into the rep business?

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"FCC doesn't protect the reps. It's possible we may be suggesting a Trojan Horse for us, but we believe it's in the public interest."

(9) Plan would increase total TV income, wouldn't diminish networks' revenues.

(10) Abolition of option time might actually result in use of more station time by networks—"because the full weight of the networks' bargaining position" would be brought to bear.

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John P. Blair, pres. of Blair TV and Blair Television Assoc., appeared briefly, submitting for record SRA's comments on other recommendations of Barrow Report. SRA is against changes urged by Barrow, or non-committal—though it does say, in connection with "must buy," that "the minimum buy arrangement should prove no obstacle to successful networking."

Blair also stated that multiple owners don't get an extra break on rep commissions. He said there's not more than 1% differential, both up and down, among the various reps in their commissions for the two types of owners.

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Edward Voynow, exec. v.p. of Edward Petry & Co., not an SRA member, came armed to defend option time. Petry had long ago declared itself against any raid on option time, opposing the apparent position of SRA. However, on cross-examination after conclusion of his prepared statement, he said that SRA's new proposal "on the surface, appears to have merit, but I need time to study it."

In prepared statement, Voynow said increased number of stations has relieved temporary scarcity, making Barrow recommendations unnecessary. Basically, he endorsed networks' arguments on option time—said practice assures networks of something "on the shelf to sell." Without option time, gradual erosion of clearances would occur, with consequent debilitation of network service. "If it serves the public, the station and the advertiser," he asked, "what in the world is wrong with option time? It is a practical, reasonable arrangement that has stood the test of time for over 30 years in radio and for over 10 years in TV. There is nothing wrong with it!"

Voynow joined his SRA conferees, however, in an all-out blast against networks' spot sales divs., urged they be kicked out of the business. "The networks' position that their national spot and network organizations are administered separately and competing actively with each other is to argue the old ridiculous cliche to the effect that 'the left hand knoweth not what the right hand doeth' . . .

"It is obvious that the number of stations they represent has been held to the present number as a matter of deliberate policy . . . It seems unusual, if not unnatural, for a business not to try to grow . . . Because of their superior position, they could expand their list extensively at the expense of the independent representative firms anytime they chose to do so."

Voynow took issue with those SRA witnesses who argued that better access to good time periods would foster more and finer film. At recent NAB convention, he said, someone who ought to know told him there would be 2000 half-hours of film available this fall—most ever.

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Committee for Competitive TV, the uhf group, offered 2 witnesses with brief statements—**John W. English**, WSEE, Erie and **Wm. L. Putnam**, WWLP, Springfield, Mass. English confined himself to an argument for 5-year station licenses, said they would be particularly helpful to uhf: "If the networks have a right to make a 5-year contract and decline to do so, such a decision on the part of a network might deter an operator from going into business, but at least he would know the bad news before he spent his money. If a network was willing to extend a 5-year affiliation, it would give the prospective operator an opportunity to take a calculated risk with a reasonable assurance of a good program source for an adequate period of time."

Putnam said that the uhf-vhf problem "lies at the root of any evil that may exist in relationships between networks and the local stations." He said Barrow Report "is basically sound, but its primary conclusions, if effectuated, are not going to provide more or better TV service." He also tipped his hat to NBC, said he had never been treated unfairly by the network and that NBC had gone out of its way to help uhf—"but one must remember that the networks have competitors and that they cannot be held liable for the mistakes of the Sixth Report."

Five stations submitted short, joint statement: (1) Endorsing option time as essential. (2) Stating must-buy is superior to minimum-buy. (3) Opposing publication of affiliation arrangements. (4) Opposing proposed new "Avco rule" covering station sales. The stations: KFDM-TV, Beaumont; KVAR, Mesa-Phoenix; WCSH-TV, Portland, Me.; WFLA-TV, Tampa; WLAC-TV, Nashville.

Witness list for Senate Commerce Committee hearings on allocations (see p. 2), which take place in Room G-16, Capitol: **May 27, 10:30 a.m.**—FCC members. **May 28, 2:30 p.m.**—Vincent Wasilewski, NAB; Barclay Craighead, KXLJ-TV, Helena, Mont.; Frank Reardon, KGEZ-TV, Kalispell, Mont.; Ed Craney, KXLF-TV, Butte, Mont.; Lou Moore, KXGN-TV, Glendive, Mont.; Art Mosby, KSMO-TV, Missoula, Mont.; D. N. Latus, TV wholesaler, Helena, Mont.; Gordon Glasmann, KLIX-TV, Twin Falls, Ida.; D. N. Layne, KID-TV, Idaho Falls, Ida.; Tom Bostic, KLEW-TV, Lewiston, Ida.; Wm. Grove, KFBC-TV, Cheyenne, Wyo.; Dwight Dahlman, secy., Wyoming Public Service Commission; Marshall H. Pengra, KLTV, Tyler, Tex.; Wm. Smullen, KBES-TV, Medford, Ore. **May 29, 10:30 a.m.**—Edwin C. Johnson, Denver; E. Stratford Smith, gen. counsel, National Community TV Assn.; Milton J. Shapp, pres., Jerrold Electronics Corp.; Cliff Collins, Collins & White, for Pacific Northwest Community TV Assn.; Archer S. Taylor, consulting engineer, for Mont. Community Antenna TV Assn.; Charles Crowell, Casper, Wyo., for Community TV Assn. of Wyo.; Wallace M. Bradley, exec. director, Committee for Competitive TV; George R. Town, TV Allocations Study Organization; Pat Beacom, off-air WJPB-TV, Fairmont, W. Va. (Ch. 35).

Time-for-Film Barters: How the accumulations of TV spots built up under barter arrangements with stations are now being capitalized, was brought into the open this week when (1) "Matty" Fox's C&C Television Corp. revealed further plans to utilize its spot backlog in the promotion of newly acquired Hazel Bishop Inc.; (2) Guild Films Inc. revealed the existence of some $7,000,000 of previously unreported assets in the form of TV spots; (3) FCC members evinced keen interest in this phase of station operation, evoking bitter attacks on the practice from station representatives participating in hearings on network study report (pp. 4-7).

Fox-controlled C&C Television Corp., in plans to acquire cosmetics maker Hazel Bishop Inc. (Vol. 14:20), revealed it would use $7-8,000,000 of its hidden spot time assets to promote its new subsidiary, these spots having piled up at stations in payment for its RKO and other films. He started the practice in 1954 when many stations really were hungry, accumulated some $18,000,000 worth of spot time under 3-7 year contracts, which he sold to agencies and/or advertisers. By 1956, C&C is reputed to have sold International Latex Corp. (Playtex girdles, etc.) $20,000,000 worth of time.

Banks are understood to have loaned money on this time backlog, and it's being used to help finance the Hazel Bishop acquisition. This week, too, *New York Times'* John S. Thompkins revealed that Guild Films Inc., from which Reuben R. Kaufman has just retired as chairman, succeeded by John J. Cole, formerly associated with "Matty" Fox, is capitalizing its $6.5-7,000,000 time-for-film assets which were said to exceed the total assets stated in its last annual report. Presumably, it's about to disclose sale of its accumulation of station spots to some new sponsor or sponsors.

Heretofore, the film people have kept their "spot holdings" a deep-dyed secret, and few stations would let it be known that they went into barter deals—many of them "from hunger because of the high cost of films, the lack of ready cash and lately, the recession." Feature films admittedly are among the most popular fare in TV currently. NTA took a crack at barter for awhile, dropped it as unsatisfactory; nearly all other syndicators claim they want no part of "due bill" business.

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FCC Comrs. Ford and Lee seized the occasion of reps' appearances on witness stand this week to probe into the matter, implying by their questions the suspicion that stations might be relinquishing their rules-required control over programming by the practice of letting film people re-sell spots on run-of-schedule basis.

Reps made it clear they regard barter as "competition," for they get no commission from such business. Avery-Knodel's Lew Avery was vehement in calling barter "inimical" to the broadcasting business. "It's dangerous and reprehensible," said he. "In the American system, bartering has no place. If a station doesn't have the money for film, it might as well quit."

"The effect on reps is discouraging and injurious," said Katz Agency pres. Eugene Katz. "Bartering undersells the station's own staff and representatives. It starts a degeneration of the business. The licensee has less control over commercials. He gets less dollar income from his programs."

Brokerage of time—acquisitions for re-sale—has long been frowned upon by the authorities, though from early radio days until TV it's known that some of the best stations have acceded to it. According to Mr. Fox, as quoted in the *Times*, bartering for film isn't brokerage in the usual sense because 20-sec. & 60-sec. spots do not constitute programs but are commercials within programs.

Fox said TV stations are more liberal in trading time spots than they would be with cash because they can commit a large volume of unsold future commercial time, some of which wouldn't be sold anyhow, and because stations aren't asked for prime spots at peak evening hours.

Last week, C&C Television and Guild Films, both over-the-counter, and Hazel Bishop Inc., traded on American Stock Exchange, enjoyed active trading which continued through this week.

Hollywood vs. TV: Congressional help for harassed movie industry—"even a subsidy if necessary" to protect it from further TV inroads—was called for by 20th Century-Fox pres. Spyros P. Skouras at annual stockholders' meeting in N. Y. this week. He said Hollywood's sales of feature films for TV showings is "to be greatly regretted," no more post-1948 movies should be released, exhibitors must "organize & meet squarely" competition from home screens. But he added "Twentieth will not be a martyr" if other moviemakers continue to turn over late products to TV.

Nevertheless, 20th Century-Fox income from 7-year $16,940,000 deal last year with NTA for release of 237 oldies to TV (Vol. 13:21) presumably sustained company's consolidated earnings at $2,147,711 (84¢ per share) in first 1958 quarter vs. $2,171,680 (82¢) year earlier. Gross income for period was $32,510,164 vs. $32,863,275. Skouras predicted earnings for 6 months would reach about $5,000,000 ($2.20) vs. $4,070,000 ($1.54) in first 1957 half. He also disclosed company bought up 52,800 of its own shares in first quarter and 284,300 more in April for $7,805,480—including 191,000 shares from Howard Hughes.

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Details of plan whereby United Artists affiliate Gotham TV Film Corp. would take 80% control of Associated Artists Productions (which owns $12,000,000 block of pre-1948 features—mostly Warner Bros.—for TV use) were reported at AAP's annual meeting in Wilmington. AAP shareholders will be offered $12 per share by Gotham within 2 weeks after settlement of pending suit by NTA, which charges ex-AAP pres. Louis Chesler and associates backed out of deal to sell 820,000 AAP shares to NTA for $9.40 per share.

In other movie-TV developments this week: (1) Theatre Owners of America pres. Ernest Stellings, who thought up scheme to meet TV competition by buying up post-1948 films through exhibitors' trust fund (Vol. 14:13), revealed for first time how much money he thinks would be needed initially—$10,000,000. (2) Four Star Films Inc. (Dick Powell, Charles Boyer, David Niven) took over 20th Century-Fox Western Ave. studios in Hollywood to produce 312 TV films (30-min. episodes in 6 series) for 1958-59 season for $28,000,000. Four Star will employ 500 actors & technicians fulltime for projects.

Songwriters Protective Assn. (Burton Lane, pres.), comprising mainly writers of show music and pop songs, has changed name to American Guild of Authors & Composers, plans to expand to embrace all creators in music field.

'Station Reserved Time'—Proposal of the Reps

FCC Regulation Suggested to Set Aside Non-Network Periods Adjacent to Option Time

Statement by Eugene Katz, pres., The Katz Agency Inc., on behalf of Station Representatives Assn. before FCC, May 21.

(See also *Industry Finale in Network Case—Reps' Pitch* on p. 4 and *Reps vs. The Networks* on p. 5)

THE BARROW REPORT explains in some detail how option time may disadvantage smaller business entities and deprive TV audiences of the benefits of additional program sources which are discouraged by network option time privileges.

In our work for the stations we represent, we have seen option time deter competitive programming in two important ways: First, by displacing or evicting programs from the times assigned to them. Second, by denying use of maximum audience periods to non-network programming whether or not these periods are occupied by network programs. The option time clause, it is true, enables networks on short notice to clear time in many markets for network programs. This is the affirmative use of network option time. But it also has a negative use. It is a Sword of Damocles dangling over option hours—which, of course, are also the maximum audience hours—and it effectively prevents their use by other than network advertisers and other than network programs. Anyone who ventures into these hours does so at the risk of being abruptly removed whenever the network is able to sell a program.

Licensees in most cases are hesitant to make program investments in option periods because of the possibility or probability of network pre-emption of this time. Non-network program sources are likewise reluctant to invest in programming these periods. The result is that local, regional and national non-network advertisers cannot enjoy the advantages of these periods even when they are not being used by network advertisers.

From the Network Viewpoint

A network sales brochure explains this process, from the network viewpoint, in the most unmistakable terms. It says: "Securing good time periods is the biggest difficulty facing the sponsors of any film cleared on a spot basis. All stations with network affiliations must clear time for the networks between 7:30 p.m. and 10:30 p.m. This forces the buyer of spot time, in most cases, to purchase off-beat fringe time—time periods with a much smaller potential audience. These clearance problems are only magnified in the case of a new property [program], since the best non-network time periods are sold out. Furthermore, a good time secured on a network affiliate is often subject to cancellation, for the local affiliate usually must accept a network order, cancelling the spot order on four weeks notice."

This network sales argument is correct: non-network advertisers, in most cases, must accept off-beat, fringe time.

Theory vs. Practical Aspects

This is the problem. What should be done about it? The Barrow Report recommends that the difficulty should be resolved by eliminating option time entirely, leaving the scheduling of all TV programs open to free competition. From a theoretical point of view this appears to be a solution. It would let the forces of free competition control the placement of programs and would reduce rather than increase government regulation of our industry.

However, we find that theory in this case runs counter to substantial practical considerations. The networks and their affiliates are unanimously of the opinion that effective network operation is impossible without option time. They maintain that without the affirmative feature of option time—the ability to clear time on short notice in the major markets of the country—it will be impossible to have effective networks. We agree that networks need option time. We are as interested in healthy network operations as are our clients, for much of the value of the station time we sell is created by the strength of network programming. We therefore oppose the elimination of option time.

But that does not resolve the problem of local and non-network advertisers. Dr. Stanton [CBS president] testifying for CBS admitted that option time "is a shield against natural economic forces which would otherwise threaten the destruction of networking." If, as Dr. Stanton states, option time is necessary to protect networking from the operation of natural economic forces, then those who urge its retention are prepared to accept government regulation to protect it. By the same reasoning, it seems to us, they must be prepared to accept additional regulation to redress the imbalance created by interference with "natural economic forces."

The "Station Reserved Time" Plan

As we see it, a solution must be found which retains the affirmative features of option time but removes the negative feature — the "Sword of Damocles" aspect to which we have already referred. We believe that the problem can be solved by a rule which provides as follows:

(1) Continue the present rule dividing the broadcast day into 4 segments and permitting option time within each segment for 3 specified hours.

(2) Provide specifically in the rule that a station shall be free to enter into an affiliation contract with a network providing for option time or that it may elect to exclude option time from its contract. If its affiliation contract does not provide for option time, the following portions of this proposed rule shall not apply.

(3) For those affiliates who decide to give the network an option on a portion of their time, the affiliation contract shall reserve certain specified times as "Station Reserved Time." Such "Station Reserved Time" may not be utilized by any network organization for a commercial program. (Sustaining programs are acceptable.)

(4) "Station Reserved Time" in markets having three or more stations of comparable facilities shall be as follows:

(a) When network option time comprises a period of 3 consecutive hours, "Station Reserved Time" shall be one hour. When network option time comprises a period of more than 2 and less than 3 consecutive hours, "Station Reserved Time" shall be 45 minutes. When network option time comprises a period of 2 consecutive hours or less, "Station Reserved Time" shall be 30 minutes. "Station Reserved Time" shall follow immediately after option time. However, if the option hours are so scheduled that "Station Reserved Time" following the option hour bloc falls into another one of the time segments, an equivalent amount of "Station Reserved Time" shall precede the option hours bloc in question. You will recall that the Chain Broadcasting Regulations divide the day into 4 day-parts: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m. and 11 p.m. to 8 a.m.

(b) To illustrate: if a network has option time from 10 a.m. to 1 p.m., 2 p.m. to 5 p.m. and 7:30 p.m. to 10:30 p.m., "Station Reserved Time" will be 9 a.m. to 10 a.m., 5 p.m. to 6 p.m., 7 p.m. to 7:30 p.m. and 10:30 p.m. to 11 p.m. The periods 8 to 9 a.m., 1 to 2 p.m. and 6 to 7 p.m., although not subject to option, can be utilized by the network if the station so desires—just as at present. (You observe that there is a difference between station time and "Station Reserved Time." Station time can be disposed of by the station to any advertiser. "Station Reserved Time" is reserved for non-option time users.)

(c) The requirements of "Station Reserved Time" shall apply to only 6 days of the week.

(d) The requirements of "Station Reserved Time" shall not prevent the completion of a broadcast of a special event, or special sports spectacle, etc., which might run into such "Station Reserved Time."

(5) In markets having only two comparable facilities, the one-hour period of "Station Reserved Time" shall be 45 minutes, the 45-minute period shall be 30 minutes, and the 30-minute period shall be 15 minutes.

(6) In markets having only one facility there shall be no requirement for "Station Reserved Time."

Barrow Report's "Damaging Restrictions"

Before proposing this plan for "Station Reserved Time" we have done our best to study other suggestions which have been made to redress the inequities produced by option time. Several of these are reproduced in the Barrow Report. They include the Report's recommendation that option time be completely eliminated, the reduction of option time, the limitation of network use of time to option hours—and several others which it is unnecessary to attempt to summarize here. All of them seem to us to impose damaging restrictions on network operations.

We believe our suggestion for "Station Reserved Time" avoids these excessive prohibitions. We believe it preserves the affirmative advantages of option time. The "Station Reserved Time" plan not only ensures as much network option time as at present, but it also makes substantially as much time available to networks over and above option time as they have been able to use in their most prosperous period. And it has the advantage of removing the threat of network preemption from a significant number of time periods where non-network and local elements will be free to develop programs secure in the knowledge that their investment will not be wiped out by the enforcement of a network option.

In testifying before this hearing, the networks argued that the elimination of option time would erode network clearances; that even if all affiliates turned down the same number of network programs their rejections would be checker-boarded over the entire week's schedule and network operation would be effectively blocked in all time periods. The "Station Reserved Time" plan meets these network objections by permitting networks to option the same time from ALL affiliates.

Adverse Factors in Periods of Recession

We perceive in the network presentation before this hearing the tacit argument that nothing need be done about option time because the present softness in network television has left plenty of time available and because there are many time periods which are not now being utilized by network commercial programs. Yet it is in periods of recession that the "Sword of Damocles" aspect of option time produces the most adverse results. For in these circumstances the networks may be unable to supply the number of commercial programs which the stations normally expect while option time provisions prevent other organizations from stepping into the breach. For no organization can afford to make heavy investments in programming time periods when its occupancy of the time can be cut off by exercise of a network option on short notice.

It seems appropriate in this connection to remind the Commission that the very option time rules which the networks are now so energetically defending against the recommendations of the Barrow Report were originally opposed by CBS and NBC with even greater force. The then president of CBS said, in 1941, about the present option time rule: "The prohibition of exclusive option time will make the clearing of time for the arrangement of a national network program an almost impossible task."

Further, he stated at that time: "The combined effect of the Rules . . . would be to destroy the present structure of broadcasting." And, "networks are today (1941) the greatest and most expeditious means of mass dissemination of news, information and public discussion. They are peculiarly a vital factor of national defense in the present emergency. The inevitable uncertainty, chaos and confusion, which the Rules will cause, is contrary to the public interest."

These predictions also proved to be unfounded.

The then president of NBC viewed the present Chain Broadcasting Regulations with no less alarm. He stated: "Elimination of option time on a firm basis will cause irreparable injury to NBC and its affiliated stations by making it financially and physically impossible to handle a sufficient volume of business to support the existing programs of the network organization." "The inevitable consequence will be the destruction of nationwide network broadcasting."

Networks Flourish Under Chain Rules

CBS and NBC have, of course, survived the mild restraints imposed upon them by the bitterly opposed Chain Broadcasting Regulations, and the American public has not been deprived of its peculiarly vital network communications system. The networks have managed to produce more and more income and render more and more public service. Yet their insistence today upon the sanctity of the present option time rules is cast in almost the same language as was their opposition to them in 1941. In 1941 they stated that every recommendation in the Chain Broadcasting Report was inimical to healthy network operation. Today they support every regulation initiated by that Report.

We believe our "Station Reserved Time" proposal deserves serious consideration from the Commission, from affiliates AND from the networks. We think it perpetuates all of the advantages which networks and affiliates now derive from option time. In addition it gives affiliates a chance to build program sequences of their own which will be immune to dislocation and disturbance. And it accomplishes these objectives without sacrificing programming flexibility.

In spite of the amount of effort we have spent on it, our proposal can undoubtedly be improved by constructive criticism and suggestions from affiliates, networks and the Commission. We urge the Commission to expose our "Station Reserved Time" formula to other elements in the industry for improvement and refinement. We believe it will meet the test of this exposure. When it has done so, we hope the Commission will adopt it as a Rule to correct the defects of the present Regulation.

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Personal Notes: Don McGannon, pres. of Westinghouse stations, with program v.p. Richard Pack and national program mgr. Wm. Caland, flew to Brussels this week to be present for series of concerts by Benny Goodman's band which Westinghouse is sponsoring at Brussels Fair; McGannon goes to Rome May 28, returns to New York June 1 . . . J. B. Fuqua, pres. & gen. mgr. of WJBF, Augusta, wins second term in Ga. House of Representatives . . . Ted Fetter promoted to v.p. & program director of ABC-TV; Charles Ayres named eastern sales mgr. . . . Wm. Exline, ex-Peters, Griffin, Woodward, named sales mgr. of KIRO-TV, Seattle . . . Richard Golden promoted to sales presentations director of CBS-TV network . . . Richard P. Kepler, ex-WISC-TV, Madison, Wis., named station mgr. of WJMR-TV, New Orleans . . . Louis J. Berkman, pres. of Parkersburg Steel Co. and v.p. & a major stockholder in Friendly Group (including WSTV-TV, Steubenville, O.; KODE-TV, Joplin, Mo.; WBOY-TV, Clarksburg, W. Va.) has acquired control of United Printers & Publishers Inc., greeting card manufacturers, which is acquiring 3 Canadian firms in that field—Rust Craft Ltd., Friendship House Ltd., Volland Ltd. . . . John I. Hyatt has resigned as commercial mgr. of KTVI, St. Louis . . . Tony Kraemer, ex-WRCA-TV, N. Y., named sales development director of Crosley stations, succeeding Anne Hetfield, resigned . . . Jack Levy, Washington correspondent of *Variety*, is ill at family home in N. Y.; his place is temporarily being occupied by Mrs. Florence Lowe, wife of recently resigned correspondent Herman Lowe, now director of development, Albert Einstein Memorial Hospital, Philadelphia . . . Lester Krugman, ex-Emerson Radio, named exec. director of adv. for NTA, succeeding Kermit Kahn who assumes exec. supervision over other NTA operations; Lynne Krauthamer promoted to director of film operations . . . Herbert B. Pearson named eastern div. mgr. of Guild Films . . . Phil Cooper named western sales exec. of Atlantic Television Corp., Hollywood . . . Wm. P. Gallagher promoted to sales director of Columbia Records, succeeding Hal B. Cook, recently named v.p. & sales director of Warner Bros. Records . . . Howard L. Kany, mgr. of CBS Newsfilms, elected pres. N. Y. chapter of Sigma Delta Chi.

Hubbell Robinson Jr., CBS exec. v.p.-programs, says there's nothing to trade rumors he's going to join General Motors as asst. to its pres. Harlow Curtice in charge of all TV-radio activities. Job is one for which unsubstantiated rumor had also previously bracketed ex-NBC pres. Pat Weaver.

Robert E. Button, director of Voice of America, onetime with NBC-TV, named public affairs adviser to Ambassador W. Randolph Burgess, permanent U. S. representative on North Atlantic Council with headquarters in Paris. He's succeeded by Henry Loomis, ex-White House aide.

ADVERTISING AGENCIES: Edward M. Stern, Eugene C. Pomerance, Homer Heck named v.p.'s of Foote, Cone & Belding . . . E. L. Hill & C. L. MacNelly Jr. promoted to senior v.p.'s of Ted Bates . . . Mrs. Frances B. Shaw promoted to a v.p. of C. J. LaRoche . . . West P. Woodbridge, ex-Robert Otto & Co., named a v.p. of Dowd, Redfield & Johnstone . . . Robert L. Dellinger promoted to v.p. of Grant Adv., Dallas . . . Bruce L. Altman & Merv Oakner named v.p.'s of Anderson-McConnell, Los Angeles . . . Lee Nestor promoted to a v.p. of W. S. Walker adv., Pittsburgh . . . Richard Kerr, ex-Lawrence Fertig, named v.p. of J. M. Hickerson . . . Wm. P. Jackson, TV-radio supervisor for N. W. Ayer, N. Y., takes European sabbatical to tour, write novel . . . Lucille Nason, of Compton Adv., elected pres. N. Y. chapter, American Women in Radio & TV.

Merl L. Galusha, mgr. of GE's WRGB (Ch. 6) and Robert F. Reid, mgr. of its WGY, both Schenectady, promoted to mgr. of programming & technical operations and of marketing, respectively, for GE's combined TV-AM-FM-shortwave operations under gen. mgr. J. Milton Lang; Frank A. Pasley continues as mgr. of accounting, Caleb Paine as director of public service, Willard Purcell as director of advanced technical planning for all stations.

Comedian Danny Thomas is disclosed as purchaser, for $150,000, of radio KGEE, Bakersfield, Cal. (1230 kc, 250-U), sold by C. Dexter Haymond who continues as gen. mgr. Thomas will own 90% through his Marterto Productions, and his business mgr. Eli Parker 10%. They have no other radio-TV station holdings. [For other AM sales, see weekly *AM-FM Addenda U*.]

Merger of INS into United Press, due to be announced at week's end, will affect about 400 editorial workers in Hearst-owned newspaper press association, in addition to those employed by INS services to TV-radio (Robert H. Reid, sales mgr.) and International News Photos (Edwin C. Stein, managing editor).

John S. Cross was sworn in as FCC commissioner May 23 in brief ceremony at Commission, Chairman Doerfer administering oath. Comr. Bartley, recently confirmed for his second term, will take oath near end of term which expires June 30.

Regional rep Bulmer & Johnson Inc., Minneapolis, is closing doors at end of month, with new Wayne-Evans & Assoc., headed by Bud Sitt and Pat Clements, being organized to service most Bulmer & Johnson clients.

Reub Kaufman, recently resigned Guild Films chairman, has opened own TV film packaging, financing, distribution service under own name at 15 E. 48th St., N. Y. (phone Murray Hill 8-2636).

Compton Adv. merges with Carvel, Nelson & Powell Adv., Portland, Ore., latter to continue with own name, servicing local clients.

Weed rep firm opens Dallas office at 1309 Main St., Homer H. Odom, mgr. (Riverside 1-1871).

Obituary

Elmer Davis, 68, old-school newsman and pioneer CBS & ABC radio commentator, wartime director of the Office of War Information, died in Washington May 18. Widely eulogized by TV-radio newscasters and editorially by major newspapers, Elmer Davis' contribution to his profession was well summed up by *Washington Post* columnist Lawrence Laurent: "A generation of radio reporters, most of whom now work without regard to a sponsor's politics or legislative desires, have a debt to this man."

New and Upcoming Stations: Longest lapse yet between starts of new stations is currently under way, last one having been educational KNME-TV, Albuquerque (Ch. 5) on May 1 (Vol. 14:18) and next one not due until mid-June in Montana (see below). On-air total remains 536 (92 uhf). Also due in June is previously reported (Vol. 14:12) educational WJCT, Jacksonville (Ch. 7), now taking proof-of-performance measurements and due on air soon as possible.

Also taking proof-of-performance measurements is newly-powered KSTF, Scottsbluff, Neb. (Ch. 10), nearly 3 years old and now a full-fledged station on its own—no longer satellite of parent KFBC-TV, Cheyenne—with 238-kw ERP and new 675-ft. tower. It still gets network service off air from KFBC-TV, about 100 mi. distant, but does its own local public service, news, sports, film, some spots—and is sold nationally only in combination with KFBC-TV.

Canada, with 51 outlets on air, reports summer debuts planned for 4 more outlets—repeater CFCL-TV-2, Elk Lake, Ont. (Ch. 2) [see below]; CKBL-TV, Matane, Que. (Ch. 9); CHAB-TV, Moose Jaw, Sask. (Ch. 4); CKOS, Yorkton, Sask. (Ch. 3).

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

KRTV, Great Falls, Mont. (Ch. 3) has ordered Gates transmitter, plans June 15 start, but hasn't signed with network, writes co-owner Robert R. Laird, whose father Francis Laird owns other 50%. It will be second outlet in town where sale of KFBB-TV (Ch. 5) fell through because of fear of CATV (Vol. 14:19). Make of 100-ft. tower was not reported. Dan Snyder, ex-radio KUDI, Great Falls, is gen. mgr. Rates not set; rep will be Forjoe.

KCMT, Alexandria, Minn. (Ch. 7) has 2-kw RCA transmitter on hand, plans Sept. 1 start with NBC-TV & ABC-TV programs, writes gen. mgr. Glenn Flint. Construction of 1000-ft. Stainless guyed tower has begun and RCA traveling wave antenna is scheduled for installation as soon as it arrives in early Aug. Owners include E. C. Reineke, Thomas K. Barnes & Julius Hetland, of WDAY-TV, Fargo, N. D. (Ch. 6), who control 41% of stock. Kenneth L. Olson, from WDAY-TV, has been named chief engineer. Base hour will be $200. Rep not chosen.

KCIX-TV, Nampa, Ida. (Ch. 6) has ordered 5-kw RCA transmitter for June 15 delivery and plans July 15 programming, reports owner Roger L. Hagadone, former owner of radio KYME, Boise. Blaw-Knox 310-ft. tower and building are ready at site 3.5-mi. S of Meridian, Ida. RCA 2-bay antenna, due there June 15, is scheduled for installation June 25. Rates are not set yet. Rep will be McGavren-Quinn.

KXAB-TV, Aberdeen, S. D. (Ch. 9), planned as affiliate of parent KXJB-TV, Valley City-Fargo, N. D. (Ch. 4), has changed target to Sept. 1, reports pres.-gen. mgr. John W. Boler. Standard Electronics 10-kw transmitter is due July 15, when studio-transmitter building is due for completion. Construction of 400-ft. Stainless tower hasn't begun, but 6-bay RCA antenna is scheduled for installation Aug. 1. Henry Benchler, from KCJB-TV, Minot, will be resident mgr. Base hour will be $150. Rep will be Weed.

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CFCL-TV-2, Elk Lake, Ont. (Ch. 2), planned as second unmanned automatic repeater by parent CFCL-TV, Timmins, Ont. (Ch. 6), has 1.5-kw GE transmitter due June 14, plans first test programs June 20, writes owner J. Conrad Lavigne. Satellite CFCL-TV-1, Kapuskasing, Ont. (Ch. 3) began last Dec. Construction of 400-ft. Wind Turbine tower begins June 5 and Sinclair antenna is due to arrive June 15. Foundation for transmitter house has been completed. CFCL-TV plans to raise base hour from $180 to $200 when CFCL-TV-2 gets on the air. Reps are Paul Mulvihill & John N. Hunt.

Canadian channel changes announced, following agreement with U. S.: Oliver, B.C., add Ch. 8; Edmunston, N.B., change Ch. 13-minus to Ch. 13; Cornwall, Ont., add Ch. 8-plus; Pembroke, Ont., change Ch. 13-minus to Ch. 13; La Sarre, Que., change Ch. 13 to Ch. 13-plus; Three Rivers, Que., change Ch. 13 to Ch. 13-minus. Cornwall allocation is with condition that transmitter must be at least 170 mi. from U. S. stations, power no more than 50 kw, antenna no more than 500 ft. (or equivalent) over a sector covering northern & southern limits of Lake Champlain.

Sun-Ray Drug Co.'s brothers William & Harry Sylk this week applied, as Dade Bcstg. Co., to acquire the *Miami Herald-Miami News*-Niles Trammel controlled radio WCKR, Miami (5-kw, 610-kc) with WCKR-FM (97.3 mc) for $800,000 cash. Deal is personal venture, though Sun-Ray also owns radio WPEN, Philadelphia. Seller Biscayne TV Corp. will retain WCKT (Ch. 7), WCKR gen. mgr. Owen Uridge either going over to TV or continuing with the AM. [For other radio station sales & transfers, see *AM-FM Addenda U*.]

Translator starts: K75AH, Indio, Cal. began April 24 repeating KRCA, Los Angeles; K72AP, K76AK & K80AM, Window Rock, Ariz. plan June 1 start carrying KOB-TV, KOAT-TV & KGGM-TV, Albuquerque; K70BA, Lewiston, Ida. began May 20 repeating KREM-TV, Spokane.

Educational TV & Radio Center, Ann Arbor, Mich., Ford Foundation-financed, may be moved to new Rockefeller-projected Lincoln Center for Performing Arts, N. Y.

Community antenna operator Bill Daniels, who owns system in Miles City, Mont. among others, this week went all-out in attack on Mont. telecaster Ed Craney in letter to Mont. Congressional delegation. If KGEZ-TV, Kalispell (Ch. 9) went dark, he said, it was because of poor business judgment—because 2000 CATV customers in town could scarcely mean difference between profit and loss. As for Craney, most active in fighting CATV systems: "You might be interested in knowing that Mr. Craney himself has been interested enough in CATV that he personally invested money to investigate the possibilities of participating in the CATV business himself, but since he is not an investor, he does not like it. He wants a monopoly which the community antenna operators would like too, but in no case have we ever appealed to you or to any member of the FCC in order to obtain a monopoly."

Videotape got powerful public demonstration last week when, a few minutes after the live telecast of the Preakness at Pimlico, CBS-TV put the tape recording on the same network with same analyst Bryan Field doing a second (and, some said even better) analysis of the big race during the videotape version. Wrote *N. Y. Times*' Val Adams: "The speed of Ampex might be of benefit to comedians who don't get laughs first time they tell a joke."

Storm-damaged WEAT-TV, W. Palm Beach (Ch. 12), resumed operation with regular facilities May 20, having used auxiliary tower since April 26, when it returned to air after going dark April 22.

FCC Bats 1-2 in Court: Court of Appeals took FCC to task in 2 decisions this week, upheld it in another. In most litigated TV case on record, court for third time sent back to Commission the site change granted WSPA-TV, Spartanburg, S. C. (Ch. 7). Last time court sent it back, it told Commission that: (1) Site change resulted in "a curtailment of service to the Spartanburg area which, unless outweighed by other factors, is not in the public interest"; (2) WSPA-TV had made misrepresentations to FCC which were "calculated, deliberate and not insignificant."

Commission examined matter again, then on July 18, 1957 affirmed its previous decision by concluding that site move assured WSPA-TV of CBS-TV affiliation, thus assured station would actually be built, outweighing question of curtailing service to Spartanburg. Secondly, FCC said, the misrepresentation was not "willful deception."

Decision by Judges Edgerton & Bazelon (Fahy dissenting), reflected real irritation with FCC. Wrote Bazelon:

"Perhaps the record would support a finding that no network affiliation would be available [to WSPA-TV] at the original site. It may be, also, that a finding could be made that other network services would have less value to the community than CBS because they would be more duplicative of existing services. But these are matters for findings by the Commission and the Commission has made no such findings . . . To say that a 'calculated, deliberate' misrepresentation is not 'willful' is a contradiction in terms. The Commission's determination that [WSPA-TV] was not guilty of willful misrepresentation is, therefore, not a valid finding supporting the conclusion of reliability."

Dissenter Fahy stated: "I do not think we should consider the Commission's decision on remand as intended to evade our decision but as a good faith conclusion that the misrepresentation was not such wrongful conduct as to disqualify [WSPA-TV]."

Second decision covered experimental grant of Ch. 12 to WJMR-TV, New Orleans, now duplicating on both Ch. 20 & Ch. 12. Based on arguments of co-channel WJTV, Jackson, Miss. (Ch. 12), Judges Edgerton & Bazelon (Danaher dissenting) stated that FCC should have held a hearing on the experimental application. WJTV claimed that its own license was illegally modified when WJMR-TV was permitted to operate 162 mi. from WJTV site instead of the 190 mi. required by rules, and it said WJMR-TV is really operating commercially on Ch. 12, really doesn't have true experimental. Court majority agreed: "In view of [WJTV's] allegations tending to show that [WJMR-TV] was not proposing a bona fide experiment, we find the Commission erred in granting the application without hearing."

Judge Danaher disagreed, said experiment could help resolve "the whole intermixture conflict," saw no reason for substituting court's judgment for Commission's on a decision "reconcilable with the directions of the statute."

Third decision was a quickie. Grantee WOCN, Atlantic City (Ch. 52) had challenged FCC's denial of his petition to move WRCV-TV's Ch. 3 from Philadelphia. Judges Miller, Bazelon & Danaher merely said: "We hold the Commission acted within its discretion."

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Another now-infrequent vhf decision is at hand—for Ch. 10, Onondaga, Mich. - Commission instructed staff to draft final decision favoring share-time applications of TV Corp. of Mich. (part owned by radio WILS, Lansing) and State Board of Agriculture, latter to surrender uhf WKAR-TV, E. Lansing (Ch. 60). Due to lose: Triad TV, headed by C. Wayne Wright, mgr. of radio WALM, Albion-Marshall, Mich.; WIBM, Jackson; WKHM, Jackson.

Site change of KBET-TV, Sacramento (Ch. 10), which has been to court and back, received initial decision in station's favor this week. Turning aside arguments of McClatchy Bcstg. Co., examiner Herbert Sharfman ruled that KBET-TV's application to change from Pine Hill to Logtown was made in good faith; that it didn't deliberately misrepresent its coverage; that new site should provide more reliable service.

Texas Tech grant for Ch. 5, Lubbock, was made effective immediately, and the following translator CPs were authorized: Ch. 72, Peach Springs, Ariz.; Ch. 75, Seaside, Ore.; Ch. 70, 74 & 80 for Fillmore, Meadow & Kanosh, Utah; Ch. 72, 77 & 83 for Delta & Oak City, Utah.

WCNY-TV, Carthage, N. Y. was granted waiver of rules to permit identification as Watertown as well as Carthage.

Allocations petitions: (1) By WFBL, Syracuse, to add Ch. 9 & 11, delete Ch. 8, WHEN-TV to shift from Ch. 8 to 9. (2) By Community TV Corp., to have Ch. 12 assigned to Pembina, N. D. instead of Hallock, Minn.-Pembina, N. D.

In FCC's action last week (Vol. 14:20), setting sale of WMBV-TV, Marinette, Wis. (Ch. 11) with radio WMAM for hearing on protest, it should be noted that Commission declined to stay effectiveness of sale approval—therefore stations are being operated by purchasers (Murphy-Bridges interests).

Now—TV-Labor Peace? NABET strike trouble at NBC & ABC (Vol. 14:19) was averted this week by new 3-year agreement covering 2000 engineers & technicians, unresolved contract issues involving about 100 editors & publicists to be submitted to arbitration. Terms of NABET settlement generally followed provisions won by IBEW in 11-day strike against CBS (Vol. 14:16). On other labor fronts: (1) Writers Guild of America rank-&-file ratified new contract offers by CBS, NBC & ABC, senior continuity writers on 3 networks getting raise to $183 weekly from $171. (2) AFTRA planned appeal to NLRB for national referendum among all TV actors to resolve jurisdictional TV tape dispute with Screen Actors Guild. (3) NAB labor relations mgr. Charles H. Tower urged Senate Labor subcommittee to recommend Taft-Hartley Act amendments closing loopholes in provisions on secondary boycotts and coercive picketing, said advertisers on struck TV-radio stations need protection from union pressures.

Relief for TV & radio stations from overtime provisions of Fair Labor Standards Act is provided for in bill (HR-12095) introduced by Rep. Abernethy (D-Miss.). It provides for exemption of stations from overtime provisions of Act for employes of stations outside standard metropolitan areas. NAB employer-employe relations mgr. Charles H. Tower says bill would put broadcasters "on an equal basis with those who are part of the small market broadcaster's economic environment," including small market newspapers.

Tax financing of translators is constitutional in Utah, district court Judge Joseph Nelson ruled in Pocatello this week. Community antenna operators who brought suit against such financing indicate they'll appeal to state supreme court.

"Shopping lists" of TV-radio-film programs available for exchange for Soviet programs are solicited by State Dept. from interested American companies.

Too Much Program 'Sameness': Rep. Oren Harris (D-Ark.), chairman of House Commerce Committee and its much-publicized "oversight" subcommittee investigating FCC, this week got into an unusual subject for a Congressman—programming. His angle was unusual, too, in address before Conn. Bcstrs. Assn. in New Britain May 23.

First he made it clear, elaborately, Congress has no control over programming: "Congress cannot change the heart of broadcasting, and that is programming, unless Congress decides—and I hope that day will never come—that the Govt. should take over broadcasting in whole or in part."

What he's concerned about, said Rep. Harris, is that broadcasters are programming so much the same—in pursuit of "ratings"—and that public might simply decide not to watch very much at all. He used automobile illustration:

"The year 1958 could very well go down in history as the year in which many people of this country began to tire of being offered by most automobile makers the same long, low, expensive, chrome-trimmed, and expensive-to-operate car . . . I am wondering how long it may take before some people discover that, not unlike the car makers, most broadcasters are offering substantially the same fare on their stations.

"Of course, you the broadcasters firmly believe that you know exactly what people want. 'Ratings' being all important to you, you may feel that 'it can't happen to us.' I have the impression that the automobile makers, too, had the very sincere conviction that they knew what people wanted. Perhaps they did, and it just happened that many people simply changed their minds . . .

"Most broadcasters appear to be aiming at the maximum number of shows with the highest rating. The result may be that if many people decide that they want to see something else and if they are unable to find something else by turning the knob to another station, they may decide to turn the knob of their sets to the 'off' position, and they could decide to leave it in that position for prolonged periods of time."

Harris also urged more editorializing, but expressed hope broadcasters "will of course observe the rules of fairness." He looks for "an important side effect":

"In editorializing you will not be able to look at 'ratings' in order to decide whether your efforts are successful. As a matter of fact, I am not so sure whether the popular approval of an editorial is a good measure of its quality. In editorializing, you will find that to a large extent you must shoulder responsibility for your editorials yourself and you cannot pass that responsibility on to the listeners or the viewers. Having shouldered this responsibility yourself in the case of editorializing, you may rely to a lesser extent on 'ratings' and to a greater extent on your own proper sense of values. Such increasing self-reliance will, I hope, give you the courage to offer to different segments of your listeners and viewers the kind of programs which they may learn to like."

ANA Blasts Triple Spots: Demand for revision of NAB's TV Code, and for tighter station-break time sales agreements between networks & affiliates, came this week from Assn. of National Advertisers which complained "important segment of advertisers are victims of the triple-spotting abuse in TV." ANA protest said 115 advertisers answered questionnaire on practice, 32 reported they suffered from it. Networks responded quickly. CBS-TV said it doesn't favor 3 or more spots in break period, but "cannot force an affiliated station to reduce number," although CBS o-&-o stations aren't allowed more than 2, in line with NAB Code. NBC-TV said network & affiliates' board agree triple spotting "is undesirable and have consistently opposed it," that "all efforts are being made" to end practice. ABC-TV said it's "very much aware of the adverse effects" of multiple spots, and is "confident that virtually all ABC-TV affiliated stations now are cooperating toward the elimination of this practice." NAB hadn't seen ANA survey at our press time, withheld comment on ANA blast.

Rorabaugh Report on spot TV advertising, covering first quarter and released May 15, is based on reports from 333 stations. Publisher N. C. (Duke) Rorabaugh estimates 350 stations share 95% of spot dollars, says his goal is to pick up other 17 stations for his 10th anniversary issue, covering second quarter.

Average TV viewing hit new high in 12 months ending in March—5 hours, 13 min. daily per TV home, 12 min. higher than previous year, according to TvB. It reports that network evening TV audiences were up 7% for first 4 months of 1948, daytime up 14%.

How to fight ad taxes is described in new "Community Action Plan" manual issued by Advertising Federation of America, 250 W. 57th St. N. Y., to be distributed on "restricted" basis. Details will be presented at AFA convention in Dallas June 8-11.

Harris Probe—New Phase: House legislative oversight subcommittee got going this week—but slowly & circuitously—on its long-promised "eye-opener" exposures of FCC scandals in addition to now-celebrated Miami Ch. 10 example. It moved into—or toward—20 suspect TV cases listed for immediate investigation (Vol. 14:20).

Subcommittee headed by Rep. Harris (D-Ark.) spent most of week listening while Library of Congress specialist James P. Radigan Jr. and subcommittee researcher Robert S. McMahon droned into record previously-released reports—14 on comparative TV cases, 6 on station sales.

Then House investigators got down to first case, Harris assuring reporters "it is going to get a little more interesting as it goes along." First case turned out to be not one of 20 cases specifically cited on list, but one involving alleged political pressures by high Republican leaders in Springfield (Ill.) Ch. 2 case.

As testified by subcommittee investigator Stephen J. Angland, who submitted staff reports, letters & memoranda, FCC Comr. Lee switched his vote on award of Springfield Ch. 2 after GOP House Whip, Rep. Arends (R-Ill.), told him that applicants who first won CP were "a bunch of New Dealers." Other ex-parte influence in behalf of ultimate winner WMAY-TV and against Sangamon Valley TV Corp., Angland said, came from ex-GOP chairman Leonard W. Hall, Rep. Simpson (R-Ill.), ex-Ill. State Auditor Orville E. Hodge, now in prison for embezzling $1,000,000 of state funds.

FCC awarded Springfield Ch. 2 to WMAY-TV June 29, 1956 (Vol. 12:26), reversing examiner's decision. But Commission followed up at once with deintermixture rule-making which gave Ch. 2 to St. Louis & KTVI, leaving WMAY-TV with still-unactivated Ch. 36. This point was not brought out at hearing, but subcommittee counsel Robert Lishman told us that "ramifications" of Springfield case—to be brought out next week—led into St. Louis, where Ch. 11 case is among 20 on subcommittee's list.

* * * *

"We are only now laying the foundation for future evidence of political influence in the FCC," Lishman said, promising to prove "beyond a reasonable doubt" that "ex-parte pressure in this and other cases was more responsible for FCC decisions than announced standards."

Comr. Lee was en route from Chicago's EIA convention and could not be reached directly for comment on Angland's charge of vote-switching. But through his office he denied it. "To the best of my knowledge," he said, "I never knew any of the principals involved in the Springfield Ch. 2 case and never met any of them. I was never contacted on the merits of this case." Lee's office also checked FCC minutes, reported that they prove he consistently favored WMAY-TV, never changed vote.

Other Republicans named by Angland denied to reporters that they exerted political pressures to swing Ch. 2 away from Sangamon Valley, owned 4% by Mrs. Ernest Ives, sister of 1952-1956 Democratic Presidential nominee Adlai E. Stevenson, and her husband & son. Arends said he never called anybody "a bunch of New Dealers," that he had had lunch with Lee, but was "neutral" in Ch. 2 case. Simpson said Hodge "asked me a lot of things" but that he didn't "recall any Springfield case," never interceded with FCC for Hodge or WMAY-TV.

Open invitation to testify was issued later by Lishman to all named in case. "No one wants to do anything here not supported by evidence," subcommittee counsel said. He added he would "imagine a lot of them would want to" appear before subcommittee.

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Week of May 26: More Springfield Ch. 2, Angland again on stand. "Nobody knows now just where it may lead us," Lishman told us. He said additional evidence gathered by his staff will show that "so-called standards & reasons" announced by FCC in decisions "have no substance in reality."

Chairman Harris next plans to introduce amendment to Federal Communications Act requiring payment of transfer fee to Govt. by sellers of TV stations. He said this would help eliminate "windfalls" in station deals such as those cited as examples in subcommittee's staff report.

And Bernard Schwartz, subcommittee counsel who was fired in blow-off which preceded Miami Ch. 10 disclosures, was heard from again. In interview with *Washington Star*, he asserted that subcommittee has "labored mightily and brought forth a mouse—not even a mouse." He also reported he is writing a book about his experiences with subcommittee.

Violation of FCC network rules by Crosley Bcstg. Corp. was cited by FCC this week, in exchange of letters released by Commission, with FCC accepting Crosley's assurance violation wouldn't be repeated. Commission said Crosley, unable to accept certain NBC-TV programs on its Ohio stations, had prevented NBC-TV from putting the programs on competing stations by threatening to cancel other programs. Crosley said it believes it hasn't violated any rules, guaranteed it wouldn't in any event, said it would pass the word to the responsible personnel.

NATIONAL ADVERTISING volume as a whole is 2% ahead for quarter—with network TV leading all media, up 15%, network radio up 4%, newspapers down 9%, magazines down 2%. Figures are by *Printers' Ink*, whose monthly National Advertising Index does not, however, embrace TV-radio spot or local.

Coincident with *Printers' Ink* figures, which presumably are compiled in cooperation with same McCann-Erickson researchers who have estimated "Annual Volume of Advertising in United States" since 1947, with breakdowns for all media (see *Television Factbook No. 26*, p. 27), Television Bureau of Advertising this week announced that network TV billings as whole in first quarter were up 13.5% while spot went up 1.8%. Network billings represented advertiser expenditures of $143,704,116 (for breakdowns by networks, see Vol. 14:19), spot totaled $119,062,000 (as reported by 321 stations).

The TvB spot report is based on quarterly findings by N. C. Rorabaugh, and it analyzes spot by day parts and type of spots in addition to listing the top 100 national & regional spot TV advertisers and their expenditures by product classifications. It shows 33.2% of quarter's spot buys were day, 56.9% night, 9.9% late night. Announcements, including participations, comprised 70.3%, IDs 11.8%, programs 17.9%.

The sponsor expenditure lists for both networks and spot are available from TvB, 444 Madison Ave., N. Y. The *Printers' Ink* index & percentage figures for all media for March are as follows:

Medium	Index March 1958	Index March 1957	% Change from 1 month ago	% Change from 1 year ago	% Cumulative change
GENERAL INDEX	207	204	0	+ 1	+ 2
Total Magazines	150	158	— 5	— 5	— 2
Weekly	166	175	— 7	— 5	— 4
Women's	114	121	0	— 6	+ 3
General Monthly	177	184	— 8	— 4	+ 1
Farm	95	107	+ 7	—11	—16
Newspapers	184	202	0	— 9	— 9
Network Television	422	370	+ 2	+14	+15
Network Radio	28	29	—10	— 3	+ 4
Business Papers	217	209	+ 5	+ 4	— 2
Outdoor	163	154	+ 1	+ 6	+ 1
Direct Mail *	224	222	+ 1	+ 1	+ 2

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through March, 1958. * Direct mail is not included in the general index, as data usually lag one month.

Canadian broadcasters, in annual meeting in Montreal last week cheered Progressive Conservative Party for its assurance that a separate regulatory body would be established—ending CBC's domination of dual public-private system—looked forward to eventual establishment of commercial TV stations competing with CBC outlets in major cities. Following U. S. lead, organization changed name to Canadian Assn. of Broadcasters, elected: pres., Vernon Dallin, CFQC-TV, Saskatoon, Sask.; TV v.p., Geoffrey Sterling, CJON-TV, St. John's, Nfld.; radio v.p., Philip LaLonde, CKAC, Montreal.

Better TV reporting was theme of speech by CBS-TV v.p. Sig Mickelson before annual convention of Conn. Broadcasters' Assn. in New Britain this week. He offered 5-point program: (1) Improved personnel. (2) More original reporting. (3) Quality performance at all times. (4) Sound financing. (5) Greater unity among broadcasters when attacked.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING • WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Trade Report
May 24, 1958

EIA CONVENTIONEERS SEE 'BOTTOMING-OUT': Always an excellent forum for sounding off, Electronic Industries Assn.'s annual convention in Chicago this week heard industry leaders discuss No. 1 problem -- declining sales and lower profits. In formal talks and informal corridor chatter, effect of recession was main conversation piece. But there was a note of optimism throughout -- an expectation that the worst is over and autumn will see an upturn in consumer business.

Outgoing EIA pres. W. R. G. Baker, unable to attend because of illness, said in speech read for him by exec. v.p. James Secrest:

"While both production and sales of consumer goods have been down and military orders have not taken up the slack in employment and plant capacity, most signs point to an economic upturn later this year. The electronics industry should be in the forefront of this recovery." He acknowledged many manufacturers have found the going tough and profits slimmer or non-existent, but insisted the industry today appears more stable than ever before. He added:

"Never one to cry too long over spilt milk, however, and long accustomed to quick changes to meet competition, the electronics industry, I'm confident, will adapt itself to changing times and market conditions, whether for the military or commercial customer. In fact, the industry already has changed its production mix drastically since 1950. Between 1952 and 1957 home entertainment business dropped from 58% to 20% of total electronics sales, while the military share rose from 20% to more than 52%. Industrial electronics sales, which were negligible decade ago, now are running close to radio-TV-phono equipment in dollar volume."

Long-range tax relief proposal to spur industrial research came from Hoffman Electronics pres. H. Leslie Hoffman in accepting the 1958 Medal of Honor. He'd give corporations a direct Federal tax credit of 35% of amount spent on approved research and development of commercial products & services up to one percent of gross sales, limiting the tax credit, however, to 35% of such expenditures or $500,000 annually, whichever is the lesser. While such a credit might cost the Govt. $90,000,000 a year at first, he said its benefits would result in many-fold return in new taxes.

"We are not joining in the parade of those who advocate a reduction in taxes simply to permit more spending," said Hoffman, a past pres. of EIA. "We are making a sound business proposition -- suggesting an investment on the part of both Govt. and industry from which both parties will profit."

* * * *

New production record by electronics industry will be set in fiscal 1957-58, said Frank W. Mansfield, Sylvania v.p. & chairman of EIA's marketing data committee. He estimated a $7.5 billion total vs. $5.7 billion a year ago. Added: "When distribution, service, installation and broadcast revenue is added total will go to about $12.5 billion" vs. $11 billion for fiscal 1956-57.

Another optimistic note was sounded by Packard-Bell pres. Robert S. Bell, chairman of EIA's consumer products div. Said he: "Though the sales of TV declined, inventories have been maintained at normal levels or below. Industry stability has been achieved in the face of reduced consumer buying resulting from the recession."

[For other news of EIA convention, see pp. 17-18.]

TV-Radio Production: TV set production was 67,949 in week ended May 16 vs. 68,125 preceding week & 80,949 in 1957. Year's 19th week brought production to 1,672,788 vs. 1,994,000 last year. Radio production was 104,077 (45,582 auto) vs. 159,967 (46,215 auto) preceding week and 251,249 (102,111 auto) last year. For 19 weeks, production totaled 3,522,252 (1,136,789 auto) vs. 5,604,000 (2,227,000).

CHICAGO PARTS SHOW SWINGS WITH STEREO: It was stereo all the way at this week's Electronic Parts Distributors Show at Chicago -- dispelling any lingering doubt the master minds of the home electronic entertainment products field see it destined to help lift business out of the doldrums of lagging TV-radio sales. At EIA convention, too, stereophonic sound was the cynosure of interest.

Whopping orders for hi-fi components were reported, stimulating feeling that recession blues might fade in the prospect of biggest phono year ever. We tried to find out just how big hi-fi & stereo market will be this fall. Best consensus we could get was educated guesstimate, that total sales should exceed $275,000,000 -- up some $70,000,000 from 1956.

"Keep your eye on '59," said those in the know. "That's when stereo will come into its own." Why? Partly because it's new this year and needs to win more public acceptance. More importantly, though, they expect bugs to be ironed out by next year and compatible stereo records on the market in volume.

Only problem giving pause to stereo boom right now is that of record availability. Phono makers want better assurance from record manufacturers that stereo discs will be ready when stereo phonos reach retail outlets. Partially reassuring was word from two of big record companies -- RCA & Columbia -- that stereo records will be released in mid-summer. Capitol plans limited number of releases. Audio Fidelity, Esoteric & Urania have a few out now.

Battle for stereo market looms between component makers and manufacturers of packaged units. That's evident from exhibits and demonstrations at the Parts Show. While component makers who cater to audiophile market were out in force as usual, their dominant position as far as stereo was concerned was challenged by several of the "biggies." GE showed stereo versions of its cartridge as well as complete line of hi-fi components for first time. CBS-Hytron chose Show to introduce its own stereo cartridge. Stromberg-Carlson showed big line of hi-fi & components.

We've kept you apprised of new stereo developments right along and can report that, while they were not out with big demonstrations at the Parts Show, the other major manufacturers passed word around that they are ready with stereo. These included Admiral, Philco, RCA, Westinghouse & others. DuMont entered stereo field this week with 4 units to convert hi-fi models. It adds $125 to cost of phonos priced from $120 to $300. Said DuMont receiver div. mgr. Allen B. DuMont Jr.: "Expansion of DuMont line into stereo is prompted by heightened consumer interest."

Further on stereo records: There's still apparently plenty of life in the much publicized CBS compatible disc, demonstrated at IRE March convention in N.Y., then returned to labs for refinement (Vol. 14:13,14). May Audio Magazine, bible of the audiophiles, has 3 articles describing & evaluating CBS stereo system, says it's coming thing, may be eventual answer to compatibility. [For details, see p. 18.]

Trade Personals: John C. Sharp retires as pres. & gen. mgr. of GE's Hotpoint div. after 29 years with company . . . Herbert K. Okrongly, ex-Zenith, named asst. gen. sales mgr. of Herold Radio & Electronics . . . Gerald L. Landsman promoted to asst. director of research & development, Motorola military electronics div. . . . Michael Balog promoted to new post of mfr. mgr., Sylvania semiconductor div. . . . Dermot A. Dollar promoted to new post of RCA director of exhibits . . . James J. Cassidy, ex-trade editor of *Television Digest*, named associate editor of *Electrical Merchandising* . . . Donald B. Nason promoted to sales v.p. of Reeves Instrument Corp. . . . Thomas J. Riggs Jr. resigns as exec. v.p. of Gabriel Electronics, Cleveland; Robert T. Hood promoted to v.p. & treas. . . . George T. Sanford promoted to v.p., Alden Electronic, Westboro, Mass.

British Pye stereo system, demonstrated recently in London, goes on market in June for about $170.

Business failures among radio-TV-electronics manufacturers during 11 months ended March 31 declined 20% from corresponding period year ago when 34 companies were in financial straits, according to report to EIA convention in Chicago this week by T. B. Judge, chairman of EIA's credit committee. Number of component mfrs. suffering financial reverses dropped from 14 in 1956 to 8 in 1957. Practically no concerns in the phono-hi-fi field were in trouble. Marked increase was noted in financial difficulties among makers of test equipment, instrument and communication equipment. Forty-four new electronics firms were established vs. 42 last year.

Signs of the Recession Times: Distributor TV-appliance newspaper adv. lineage in Baltimore dropped 10-30% during first 4 months compared with 1957. Distributors attribute decline partly to reduced factory co-op ad funds.

Westinghouse TV sets are now being produced in Sweden by AB Scan-West, Stockholm.

1958 EIA Officers: New EIA pres. is David R. Hull, v.p. of defense programs of Raytheon Mfg. Co. He's a retired Navy Captain and electronic engineering officer, Harvard graduate, went with IT&T (Farnsworth) before joining Raytheon in 1950. He succeeds Dr. W. R. G. Baker, retired GE v.p.

EIA board of directors at Chicago convention this week also elected: exec. v.p. & secy. James D. Secrest (re-elected); treas. Leslie F. Muter, pres. of Muter Co. (re-elected); gen. counsel Wm. L. Reynolds (re-elected); chairman consumer products div. Robert S. Bell, pres. Packard-Bell, Los Angeles; chairman military products div. S. R. Curtis, v.p. Stromberg-Carlson; chairman parts div. Russell E. Cramer Jr., v.p. Radio Condenser Co.; chairman tube & semiconductor div. Arthur L. Chapman, pres. of CBS-Hytron; director of engineering dept. W. R. G. Baker, retired GE v.p. (re-elected).

Other board action: (1) Appropriated $15,000 to initiate compilation of "primer" on educational TV installations to be issued as guidebook for boards of education and others interested in ETV. (2) Approved continued campaign for repeal of 10% excise tax on TV-radio sets and parts. (3) Approved in principle Federal tax credit to corporations for research expenditures as proposed by H. Leslie Hoffman at convention banquet (p. 16). (4) Recommended continued investigation of effect of Japanese imports on American industry, particularly transistorized radios & components.

Sale of Westrex Corp., Western Electric wholly-owned subsidiary which distributes sound recording equipment for movie and phono record industries, to Litton Industries, Beverly Hills, has been tentatively arranged. Sale conforms to 1956 anti-trust consent decree between Justice Dept. and Western Electric parent, AT&T (Vol. 12:14).

Stereo Feud—One Side: There's still plenty of life in CBS compatible stereo recording system sent back to labs after initial demonstration at IRE March convention in N. Y. (see p. 17 & Vol. 14:13-14). That's theme of articles in May *Audio Magazine*—2 highly technical, one editorially chastising critics for "sour grapes."

Writes editor C. G. McProud: "As might be expected, the CBS Labs' announcement inaugurated a series of publicity blasts which implied that the stereo effect was being compromised to produce a compatible record, and that the originators of the blasts would never compromise stereo in order to make a compatible record, all of which sounds suspiciously like sour grapes. We well remember 1948 when some of the companies stated that they would not produce LPs, but the memory of the public is short, and no one commented when these companies finally came forth with LP releases. In any case, we agree with Mr. Canby [author of second article] that some modification of the recording process will be employed by all manufacturers before many months have passed."

Inferring CBS system will eventually be used, Edward Tatnall Canby writes: "I suggest that a year from now you put meters, vertical vs. lateral, on a batch of stereo records, any old brands, and see what you get in output. Dollars to doughnuts. . . .

"With an almost fully interchangeable disc, compatible every which way, there can be a much needed 'smooth transistion' from normal LP recording to full stereo LP, with practically no dislocation in the record business itself . . . This is usefully important if stereo disc is to move in smoothly. This is a cake that could well be worth having and eating, too."

Dr. Peter C. Goldmark, CBS Labs pres. & director of research, with engineers Benjamin B. Bauer & Wm. S. Bachman, co-author third article giving complete technical details, titled "The Compatible Stereophonic Record."

DuMont's 1959 line of TV receivers, introduced this week, offers 19 basic models ranging in price from $190 for 17-inch all-wood cabinet portable to $530 for 24-inch fruitwood console. Also listed are 2 TV-AM-FM consoles at $1200. Engineering features include DuMatic remote control, permanent fine tuning and provision for stereo sound. Remote control is standard equipment on 7 models providing on-off, channel selection & volume control. Phono jack in 14 models permits use of hi-fi TV speaker as auxiliary unit for stereo systems. Also introduced was new portable hi-fi phono in 3 styles from $120 to $140.

Exports of electronic products from U.S. were at near record level in 1957, Raytheon v.p. & chairman of EIA international dept. Ray C. Ellis told EIA convention in Chicago this week. He said sales of TV-radio broadcast equipment abroad totaled $11,200,000, gain of $3,000,000 over 1956. Declines were noted in exports of TV sets and radios. Transistor exports quadrupled. Also reported was a continually expanding world market for U.S. phonos and equipment.

Sales of tube and semiconductor industry in 1957 totaled $384,000,000, increase of $10,000,000 over 1956, according to report to EIA convention in Chicago this week by D. W. Gunn, Sylvania tube sales v.p. and chairman of EIA tube and semiconductor div. He said transistor sales established "phenomenal record" of $69,739,000 in 1957, nearly doubling 1956 sales.

Bill to end excise taxes on TV-radio sets was introduced this week by Rep. Bray (R-Ind.).

Electronic medical miracles—including "artificial kidneys, lungs & even hearts"—are predicted by RCA chairman Brig. Gen. David Sarnoff in speech prepared for May 25 meeting of World Congress of Gastroenterology in Washington. In another of his frequently-prophetic surveys of electronic age potentials, he says day may come when electronic substitutes for organs & limbs will be "as familiar as artificial teeth or hearing aids." Sarnoff admits "idea is fantastic, but, as the marvels of electronics unfold, the line between fantasy & fact is ever harder to define."

British flat picture tube was demonstrated in London this week, but no reports on performance are available yet. Tube is being developed by Dr. Dennis Gabor, of Imperial College of Science & Technology, and manufacturing rights are held by National Research Development Corp. Spokesman for latter conceded tube is far from commercial availability.

Federal excise tax collections from TV-radio manufacturers for 9 months ended March 31 were $117,376,000, an increase from $114,717,000 during same period year ago. Collections for first 1958 quarter, however, declined from $45,250,000 in 1957 to $44,720,000 this year. Collections from phono makers in first quarter were $5,247,000 vs. $4,635,000 year ago.

Mercury Records has purchased Decca's Richmond, Ind. pressing plant, pres. Irving B. Green stating capacity will be upped to 2 million 45's, 600,000 LP's monthly.

New 24-channel microwave transmitter-receiver unit, model MM-9E, is offered by RCA.

Financial Reports:

AB-PT Scores New Gains: American Broadcasting-Paramount Theatres, which had net operating profit of $1,854,000 (43¢ per share) in first 1958 quarter vs. $1,743,000 (40¢) year earlier (Vol. 14:17), continued to advance in second quarter, pres. Leonard H. Goldenson told this week's annual meeting in N. Y. He disclosed no figures for period, but said both theatre & broadcasting business are "ahead of last year, despite strong competition and the present economic conditions." Reviewing AB-PT divs., Goldenson said movie business rebounded sharply from low point last fall, noted that TV advertisers are "somewhat cautious" about next season's shows, acknowledged again that radio network "has not been profitable," reported Microwave Associates Inc. and Technical Operations Inc. (in which it holds stock) are operating at profit. As for ABC-TV color prospects, Goldenson reiterated that network will be ready when demand warrants colorcasting, said $20-25,000,000 has been earmarked for facilities, but predicted wide acceptance of color TV won't come before fall of 1960.

Standard Coil Products Co., Chicago, paid its pres. James O. Burke $55,200 last year, according to its proxy statement for June 10 annual meeting. He holds 421,150 shares of 1,470,000 shares outstanding, or 28.65%, plus 26,000 indirectly through Tripp Building Corp. Director Victor E. Carbonara, also pres. of subsidiary Kollsman Instrument Corp., drew down $94,220, big part being Kollsman bonus, holds 100 shares. Secy. Arthur Richenthal drew $82,512, also including Kollsman bonus, holds 1875 shares; his law firm drew $60,000 in legal fees from Standard Coil and subsidiaries. Report also shows Glen E. Swanson, pres. of Solar Mfg. Co., owns 48,200 shares; the Swanson Foundation, organized for charitable purposes, owns 29,500.

Walt Disney Productions earned $1,633,250 ($1.06 per share on 1,537,054 shares) on gross revenues of $22,499,750 (including $7,886,027 TV income) in 6 fiscal months ended March 29 vs. $1,532,391 ($1.03 on 1,492,416) on $16,457,933 gross revenues ($6,747,759 from TV) year earlier. Half-year gross from movie rentals was $7,707,280 vs. $6,631,805. Lower relative net profits were attributed by pres. Roy O. Disney to higher operating costs. Disney has renewed ABC-TV contracts for *Disneyland*, *Mickey Mouse Club*, *Zorro*.

Reports & comments available: On CBS, in analysis by David A. Noyes & Co., 208 S. LaSalle St., Chicago. On Zenith, in *Previews* by Paine, Webber, Jackson & Curtis, 25 Broad St., N.Y. On IT&T, in brief by Herbert E. Stern & Co., 30 Pine St., N.Y.

National Telefilm Associates' Ely Landau and Oliver Unger, described as "a portly pair of shoestringers" when they started 5 years ago, are subject of article in May 15 *Forbes Magazine* titled "Used Movie Czars."

Guild Films Inc. reports it lost $463,227 in fiscal year ended last Nov. 30 vs. net income of $8187 in fiscal 1956.

Dividends: Magnavox, 37½¢ payable June 16 to stockholders of record May 23; Telechrome, 7½¢ June 18 to holders June 4; 20th Century-Fox, 40¢ June 28 to holders June 13; Sprague Electric, 30¢ June 13 to holders May 29; Oak, 25¢ (reduced) June 13 to holders May 29; AT&T, $2.25 July 10 to holders June 10. Gabriel, 10¢ (reduced) June 16 to holders June 6; GE, 50¢ July 25 to holders June 20.

Comdr. McDonald's Bequests: Will of Comdr. Eugene F. McDonald, who died of cancer at age 72 in Chicago May 16 (Vol. 14:20), stipulates that his Zenith Radio stock, real estate holdings, etc. be placed in a trust fund—45% of income to go each to son Eugene F. III and daughter Mrs. Guntram Weissenberg, 10% to his nephew Eugene M. Kinney, recently elected Zenith director and v.p.-hearing aids, until children reach 40. Will was dated Dec. 9, or 17 days before he entered the hospital for the first time. Trust embraces McDonald's approximately 10% ownership of Zenith stock, valued at more than $7,500,000 at current market, an apartment house at 2430 Lakeview Ave., Chicago, and real estate at McGregor Bay, Ont. His summer home on Mackinac Island, Mich. was left to Kinney, and personal effects & jewelry to various members of his family. Only sister, Mrs. Wilson Towns, Kinney's mother, had kept house for him most of time since 1947 divorce of wife, the former Elba Inez Riddle, a descendant of President Zachary Taylor, now remarried. Executors of estate are Kinney and Edward McCausland, a Zenith attorney; trustees of trust fund are McCausland and the 2 children. Note: Comdr. McDonald was subject of eulogy in May 20 *Congressional Record* by Rep. Libonati (D-Ill.), including article from *Chicago Tribune* whose late publisher Robert R. McCormick was an intimate friend.

AT&T vs. Justice Dept.: Hint that Justice Dept. may renew anti-trust action against giant AT&T came this week from Asst. Attorney General Victor R. Hansen in testimony before House Judiciary subcommittee, now in 10th week investigating original 1956 consent decree (Vol. 14:13). Both AT&T and subsidiary Western Electric have been asked to furnish Dept. with reports on steps taken to comply with decree, agreed with Chairman Celler (D-N. Y.) that changing economic conditions might require Govt. to "take another look" at AT&T.

Two courses of action are open: (1) Govt. might ask Federal court to "modify" 1956 decree. (2) Initiate new action based on "a different legal theory."

Committee was told AT&T may have failed to comply with section of decree which limits it to common carrier communications services only, by enlarging its private communications services through affiliated companies. Hansen said AT&T had filed tariffs with state regulatory bodies that clearly are not common carrier services.

Throughout investigation, AT&T witnesses and Justice Dept. have defended 1956 settlement from Celler's charges that it was "too soft" and failed to accomplish original purpose of separating Western Electric from parent AT&T.

Guide for component manufacturers selling TV-radio makers in May 19 *Electronic News*, lists 54 firms, officers, buyers, purchasing policies.

Cable Theatre Off: Bartlesville, Okla. cable-theatre experiment suspends operations June 6, as expected (Vol. 14:20)—but pres. Henry S. Griffing of operator Video Independent Theatres cautions industry not to write obituary of the concept. "We believe more strongly than ever," said he, "that audio-visual entertainment by wire will be in the home in future years as surely as TV, vacuum cleaners and washing machines. We just happened to be a little premature."

Reasons for suspension are those heretofore given. Too few subscribers could be obtained because: (1) Public prefers to pay by the picture, not on a monthly "package" basis. (2) Free telecast of older movies jaded public's appetite for new pictures. Another reason was enormous cost of leasing lines from telephone company.

Griffing made it clear his plant stands ready to resume when conditions are right. A metering system, permitting per-program billing, has been developed by Jerrold Electronics Corp., will be unveiled shortly—but it's not in production yet. Whether or not metering alone will be enough to justify resumption of system, not even Griffing knows.

There were no "hidden factors" in the failure. For example, film producers were willing to continue cooperation, offering new features for the experiment.

Dropout of Bartlesville may encourage other wired-system entrepreneurs to start pitching again. These could include Skiatron's "Matty" Fox whose grand plans for wiring up Los Angeles and San Francisco for major league baseball seem to have dissipated completely. But sports promoters still look hungrily to some form of pay-as-you-see TV for untold wealth. Good roundup of quotes on subject from sports bigwigs is contained in story by John M. Ross in May 18 *American Weekly.* They haven't given up hope.

More Boosts for Color: President Eisenhower's ruddy complexion, face and bald head quite sunburned, showed to exceptional advantage on color TV as he appeared May 22 at formal dedication of NBC-TV's new $4,000,000 fully color-equipped Washington studios (WRC-TV & WRC) along with some 400 notables of govt. and industry. It was first time the President had appeared on live color TV from nation's capital, a touch of drama being added when NBC pres. Robert Sarnoff pressed a button that shifted from black-&-white to color.

Even the President was impressed, and he expressed himself as "completely overwhelmed by the technical complexities and problems the broadcasting industry has been solving." He will be presented a color video tape of the ceremonies, recorded at NBC Burbank studio. He was taken, as were guests, on a tour of the ultra-modern plant on Nebraska Ave., with its 849-ft. tower, which RCA-NBC engineering executives claim is a model of its kind.

Note: Color TV got another fillip this week when New York's Hotel Tuscany, 120 E. 39th St., which claims to be first to introduce air-conditioning and TV in every room as well as feature telephones in every bathroom and walkie-talkies for staff, demonstrated color-in-every-room-at-no-extra-cost installations to newsmen. Equipment is an RCA Antennaplex master antenna, receivers being Sanford consolettes. Said RCA consumers products v.p. Robert A. Seidel:

"Hotels throughout the country have already recognized the importance of TV as a means of attracting guests and providing them with that something extra . . . We feel that countless other hotels will follow the lead of the Tuscany in installing substantial numbers of color TV receivers."

COMMON STOCK QUOTATIONS

Week Ending Friday, May 23, 1958

Electronics TV-Radio-Appliances Amusements

Compiled for Television Digest by
RUDD & CO.
Member New York Stock Exchange
734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958 High	Low	Stock and Div.	Close	Wk. Chg
10⅛	7	Admiral	9⅝	+¼
23¼	19⅜	AmBosch .30e	23¼	+2⅛
18	13	AmBcstg-Par 1	17½	+½
37⅞	32¼	AmMy&F 1.60	34⅝	+1
178⅛	167⅞	AT&T 9	178	+1½
27⅞	22⅜	Amphenol 1.20	25⅝	+⅛
29⅞	24½	Arvin 2	24½	—
7¼	5⅝	Avco .20e	6¾	+¼
25¾	18	BeckInst 1¼f	20	+1⅞
53	44½	BendixAv 2.40	48⅝	+⅝
32½	27⅝	Burroughs 1	32½	+⅝
18⅜	15¾	Clevite ¼e	16⅜	—⅛
32	24½	CBS "A" 1b	31⅝	+¾
31¾	24⅛	CBS "B" 1h	31⅜	+⅞
17¼	12½	Col Pict ⅜t	17¼	—
35¼	27⅞	Cons Elec .40	32	+½
26¾	19½	Cons Electron	25	+½
16½	12¾	Cor-Dub .20e	15¼	+¼
86¾	74⅝	CornGlass 1a	83¾	+¾
3⅝	3	Davega	3⅜	—
35	30	Daystrom 1.20	33⅛	+2⅝
16¼	13⅞	Decca 1	15	+¼
24	14	Disney .40b	23⅞	+¾
107⅞	97⅛	EastKod 1.55e	104	—½
37	29	EmerElec 1.60	36½	+½
6⅝	4⅛	EmersonRadio	6⅛	—⅛
8½	7	Gabriel .60	7⅝	—
65¾	55	Gen Dynam 2	56⅞	+⅝
64¼	57	Gen Electric 2	59	+⅛
8½	4⅝	Gen Inst. .15g	8½	+½
41	28⅝	GnPrEquip.85e	30¼	+⅛
30	22¼	Gen Tire .70b	24	+⅜
47⅜	40⅜	Gen. Teleph. 2	46¼	—
27⅛	21	HoffmanElec 1	27⅛	+1⅛
357	300	IBM 2.60	350½	+1½
35⅛	29¼	IT&T 1.80	34⅝	+¾
41½	36⅛	I-T-ECirB .90e	37½	—
7⅞	6¾	ListIndust ¼e	6¾	—⅛
46	36⅞	Litton Ind.	45¼	+2¼
17½	12⅞	Loew's	16	—⅝
37	30¼	Magnavox1½h	35¾	—¼
28¾	23⅝	Mallory 1.40h	25½	—¼
88¾	76	Mpls.H'll 1.60a	87½	+2½
42¼	35	Motorola 1½	37¼	+1½
9	7⅜	Nat'l Thea ½	9	+½
38⅜	30⅝	Paramount 2	37½	+⅞
17⅛	12⅜	Philco	15⅛	+⅜
35	30¼	RCA 1a	34⅛	+1
27¼	21½	Raytheon 1¼t	26¼	—⅛
7⅛	5	Republic Pic	5½	—
34¾	27¼	SangElec 1.80	27¼	—½
16⅛	13¼	Siegler .80	13½	—
4	2¾	Sparton	3⅝	+¼
20⅝	17¼	SperryRan .80	18¼	+⅜
8⅝	6	Standard Coil	8	—⅛
18	14½	Stanley-War 1	15⅝	—⅝
34⅜	29	Stew Warn 2h	33⅞	+1⅜
25	20	StorBcstg 1.80	24⅞	+1⅜
37½	31½	Sylvania 2	36⅛	+1
37⅝	26¾	Texas Instru	35⅞	—
55¼	41⅜	ThomProd 1.40	45⅝	+1⅜
26⅞	23¼	Tung-Sol 1.40h	24⅞	+⅜
30¼	21¾	20thC-Fox 1.60	29¾	+½
22⅞	15¼	UnitedArt 1.40	22⅛	+⅞
22⅝	19	Univ. Pict	20½	—¼
19½	16⅞	WarnBros 1.20	19⅛	+⅝
65½	57¼	Westingh El 2	58	+½
78	67½	Zenith ½h	78	+2¾

AMERICAN STOCK EXCHANGE

1958 High	Low	Stock and Div.	Close	Wk. Chg
4⅛	2⅞	Allied Artists	4	—⅛
45	34½	Allied Con 1a	38½	+½
15⅛	12⅞	AmElectro ½	11⅞	—1⅝
10⅛	8⅜	AssocArtProd	9¼	—
12½	7¼	AudioDev	11⅜	+⅛
10⅛	7⅜	BelockInst ⅛t	8⅞	+⅛
1⅛	⅜	C & C TV	1	+⅛
3¾	2⅞	Clarostat .15g	3⅛	—⅛
4⅞	3	DuMont Lab	4	—⅞
4⅛	2⅞	Dynam Am	3⅝	—⅛
13⅛	10	EletcronicCom	12	—
7⅞	6⅜	Electronics Cp	6⅝	—⅛
31⅝	19½	FairchCam½g	24¼	+⅞
24⅞	17¼	General Trans	21¼	+⅝
17¼	14⅝	Globe Un .80	15½	+⅛
3¾	2½	Guild Films	3¾	+⅝
37⅝	30½	Hazeltine 1.40b	37⅝	+3½
2⅞	2	Herold Ra .20	2¼	+¼
4⅝	3¾	Int Resist .20	4	—
6¼	4¼	Lear	6⅛	+¾
11/16	⅜	Muntz TV	11/16	—
3¾	2½	Muter Co. ¼t	3¾	+⅜
9¼	5⅝	Nat'l Telefilm	8⅞	—⅛
1¾	1	Nat Union El	1⅝	—
6⅞	2¾	Norden-Ketay	3	+¼
3⅝	2⅞	Oxford El .10r	3⅛	+⅛
16	11	Philips El	14	—
8⅞	6⅝	Servomech	8⅞	+⅜
6	3⅜	Skiatron	4⅛	—
5¾	3½	Technicolor	5¼	—½
4½	3½	Trans-Lux .20g	3⅞	—⅛
4⅞	4	Victoreen Inst	4	—⅞

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked
Advance Ind	2 5/16	2 9/16
Aerovox	3¾	4¼
Airborne Inst	48½	50
Altec Co. .80	6	7
AMP Inc .50	19½	20½
Ampex	66½	70
Baird Atomic	7½	8½
Cinerama Inc.	1¾	2
Cinerama Prod.	1¾	2
Cohu Electronics	8	8½
Collins "A" .35	13¾	14¾
Collins "B" .35	13½	14
Cook Elec. .40d	18⅛	19
Craig Systems	6⅛	6⅝
DuMont Bcstg.	7⅝	8⅛
Eitel-McCullough (5% stk)	24½	26
Elec Assoc (stk)	40	43
Erie Resistor .40b	6	6½
Friden Ind. 1	50½	53
Giannini, G. M.	12½	14
Granco Products .05	1⅛	1½
Gross Telecasting 1.60	18¾	20
Hewlett-Packard	25⅜	26
High Voltage .10g	30¼	32
Hycon	2 1/16	2⅜
Indiana Steel Prod. 1.20a	18	19
Jerrold	2	2½
Ling Industries	2⅛	2½
Leeds & Northrup .60b	22	24
Macblett Labs .25g	16¾	17½
Magna Theatre	1⅞	2⅛
Maxson (W. L.) .05	5⅜	6
Meredith Pub. 1.80a	30½	33
National Co. (4% stk.)	11¼	12
Oak Mfg. 1.40	13⅜	14
Official Films .10	15/16	1⅛
OR Radio	18¼	20
Pacific Mercury TV	6¾	7¼
Packard-Bell .50	11⅝	12
Panellit	5⅛	5½
Perkin-Elmer	22	24
Philips Lamp (14% of par)	37½	39
Reeves Soundcraft (stk.)	3¼	3½
Sprague Electric 1.20	27½	28½
Taylor Instrument 1.20	28½	30
Tele-Broadcasters	3	3½
Telechrome .30	8¼	8¾
Telecomputing	4¼	4⅝
Teleprompter (stock)	9	9½
Time Inc. 3.75	60	63
Topp Industries (stock)	9	9½
Tracerlab	6	6½
Trav-Ler	1¼	1½
United Artists	4⅝	5
Varian Associates	17¾	18½
Webcor .15c	9¾	10
Wells-Gardner	7½	8
WJR Goodwill Sta. .50d	13	13½

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. h Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g paid last year. b Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidividend. * No trade

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING WASHINGTON 5, D. C. • TELEPHONE STERLING 3-1755

Special Supplement
May 24, 1958

Beethoven and Rock 'n' Roll

The Anatomy of Song-Selling—a Professional Appraisal

Neither ASCAP Nor BMI Nor Disc Jockeys Nor Ballyhoo Can Guarantee a Song's Success

By GEORGE R. MAREK
Vice President & General Manager, RCA Victor Record Division

Text of Statement Before Subcommittee of U. S. Senate Committee on Interstate & Foreign Commerce, May 21, 1958 Opposing S. 2834 to Prohibit Broadcast Interests from Engaging in Music Publishing and Record Manufacturing

LEST YOU BELIEVE that I appear before the Committee solely as a businessman, permit me to be autobiographical to the extent of mentioning that I have long espoused the cause of music—all music! For many years I was Music Editor of *Good Housekeeping Magazine*, and I have written such books as *The Good Housekeeping Guide to Musical Enjoyment*, *Puccini* and *The World Treasury of Grand Opera*.

Let me say, then, that I welcome this opportunity to testify—not only on behalf of the record business, from which I make my living, but on behalf of music itself to which my love and my enthusiasm belong. I am quite in agreement that the true facts regarding the operation of the music industry should be developed.

The essence of the charges made by the proponents of the legislation [S. 2834 by Sen. Smathers (D-Fla.) proposing to prohibit broadcast interests from engaging in the music publishing and record manufacturing businesses] is that there is some kind of an improper flirtation going on between Broadcast Music Inc., the radio & television broadcasters and the phonograph record companies. The result of this is supposed to be that (a) the public is being forced to listen to music it doesn't like; and (b) that it can't hear the music it does like.

We are asked to believe the argument that the public sits in front of their radios or phonographs or TV sets, hungering for music which we, the all-powerful record companies, deliberately suppress—and that all the public gets from us is an inferior type of music which we foist upon them for one reason only: that we get some kind of an economic advantage from this inferior type of music.

What Is Meant by Superior Music?

I can indulge with you in a long and reasonably learned discussion as to what are supposed to be "inferior" or "superior" types of music, but when we get all through it will be one man's opinion. More of that later. For the moment let's accept that what is meant by superior music is the music by the older popular composers—the Victor Herberts, the George Gershwins, the Richard Rodgerses—the sweet, sentimental songs of yore, and the poor public just is not allowed to hear this music.

If these charges were substantially or even slightly true, I would be the first to be concerned. However, in my view the charges are nothing short of fantastic in their inaccuracy.

For we have no incentive whatsoever to do anything of the kind. Even if we had, it would have to be supposed that we are powerful enough to ram down the throats of the public music that they don't want, and to do this through association with a network. Now, only two major record companies are related to networks—RCA Victor and Columbia. Three major companies—Capitol, Mercury and Decca—do not have any radio or TV network association.

Can't Swing Public Taste

I cannot speak for Columbia, but I can say on behalf of RCA that even if we wanted to we could not swing public taste. Our ego might be flattered by this supposition of power were it not that we know that no such condition can exist. Our share of the record business, important and, I hope, beneficial as it is to music, is only one share of the total business, a share variously estimated as between 18% and 25%. In 1939 there were no independent companies of any significance from an industry standpoint while today there exist over 1300 different labels, aside from the major ones, and their total sales represent a substantial percentage of the total music done in the industry, particularly of the so-called "pop" music.

This is a good thing. We enjoy having competition, for reasons of developing the record business, of turning music into mass entertainment—and for pure business reasons. We manufacture a portion of the records for several of these independent companies.

Because of the development of high fidelity-tape recordings, anybody with an enterprising spirit and relatively few dollars can today get into the record business. It is not necessary, as it once was, to make a large capital investment in recording facilities, pressing equipment and distribution organizations. The result is that many small companies are prospering, and some of these are scoring notable successes with their ability to produce fast-selling hits on single records.

Who Made Last Year's Pop Hits

Chart A shows who made the pop hits of this country in the last year. It is prepared from a *Billboard* article (January 13, 1958) captioned: "Indies Hit '57 Tape with 70% of Pop Single Hits." What do we find? 207 disks made the list and 48 different labels are represented. *Billboard* arrived at its 70% figure by considering 44 of the labels, which accounted for 146 of the hits, as independents, with the other 4 labels—Columbia, RCA Victor, Capitol and Decca—accounting for 61 of the hits. The two major companies associated with networks—Columbia and RCA Victor with their subsidiary labels—accounted for 48 of the hits, or about 23% of all the hits listed. Not an overly large percentage, is it?

The figures indicate that we must compete for our hits, without worrying where those hits come from, or who

CHART A

Best Single Record Sellers in Stores, 1957

Record Label *		Total Selections	Performing Rights ASCAP	BMI
Columbia Epic	RCA Victor Groove Vik	48 (23%)	19 (40%)	29 (60%)
ABC—Paramount Aladdin Argo Atlantic Bally Baton Brunswick Cadence Cameo Capitol Chance Checker Chess Coral Decca Disneyland Dot Ember Era Fraternity Gee Glory	Gone Imperial J & S Jubilee Kapp Keen Lance Liberty London Luniverse M-G-M Mercury OJ Okeh Paris Phillips Roulette Specialty Sun VJ Verve	159 (77%)	39 (25%)	120 (75%)
		207 (100%)	58 (28%)	149 (72%)

* Based on *Billboard*, Jan. 13, 1958.

CHART A-1

20 Best Selling RCA Victor Single Records, 1950-1957

Year	Number of Best Sellers	ASCAP	BMI	Misc.
1950	20	12	6	2
1951	20	12	7	1
1952	20	11	9	
1953	20	12	8	
1954	20	14	6	
1955	20	12	7	1
1956	20	8	12	
1957	20	9	11	
Totals	160	90	66	4

publishes them. What is the percentage of ASCAP to BMI of these hits? The hits listed other than Columbia's and RCA Victor's were approximately 25% ASCAP, with the balance BMI, while the Columbia and RCA Victor hits were 40% ASCAP, or almost twice as many. These figures speak for themselves. First, Columbia and RCA Victor neither make the country's laws of taste—nor a large portion of the country's top songs. Second, their hit records show a substantially higher percentage of ASCAP than the industry hits.

I am sure none of these other record labels is concerned with whether the song it is trying to make a success is BMI or ASCAP, and few, if any, have direct connections with radio or TV broadcasting. All they are trying to do is to give the public what the public wants—and thereby make a living.

What about us? We are in exactly the same boat, only I sometimes think that life is a bit more difficult for us. We are not, let's admit it, an eleemosynary institution, although I am proud enough of our service to music to say that we have in half a century done more for the propagation of good music than many an educational institution. But we also are concerned with making money for our 170,000 stockholders. And, incidentally, only if we do make money can we afford to do something for education.

BMI or ASCAP Not a Deciding Factor

So the pressure is on for making successful hit records, and the men who are in charge of choosing the songs to be recorded care not one pale iota whether it's a BMI or an ASCAP tune, or who operates BMI or ASCAP, or who controls them, or which publishing firms and artists are affiliated with whom. Indeed, in the race for good material —a race which goes to the swift, not by weeks or days but literally by hours—they do not even stop to inquire what affiliation a song has. They couldn't care less. For they too, as I am, are charged with the responsibility of making successful records which the public will like and buy. If, in my capacity as general manager of the business, any one of our Artist & Repertory people were to bring me a song to be recorded, I would no more stop to inquire whether that song was BMI or ASCAP than they would. My only concern would be "Has it got a chance as a hit?"

Now, there are other operational facts which make it clear that a record company can have absolutely no interest in whether a particular musical selection is from BMI, ASCAP or some other source. In the first place, copyright royalties which we pay for mechanical reproduction rights are limited by statute, and the amount we pay is exactly the same whether it is paid to a music publisher affiliated with ASCAP, BMI or with some other organization. Thus, we have no financial interest whatever in whose copyrighted music is used.

Secondly, the bulk of the popular music recorded by our artists is brought to our attention by various music publishers. Many of these publishers wear two hats; that is, they own both a BMI and an ASCAP music publishing firm. I am also informed that in perhaps a number of instances the publisher himself, when he is dealing with music of a composer not affiliated with either BMI or ASCAP, may not decide whether the music will be published by the BMI or by the ASCAP publishing firm which he controls until after the record has been made.

In summary, the task of selecting music that will be a "hit," is by its very nature so difficult and perilous that it would be utterly absurd to handicap ourselves by predetermining the composers or publishing firms from whom we should take our music. If RCA Victor should follow that course, I predict we would be out of business before long.

There is still one further fact which influences the selection of music: the star who is going to sing it or the band leader who is going to play it. The artist has his say. All of our contracts provide that the selections to be recorded must be mutually agreed upon by company and artist. Our stars are not backward in expressing a strong opinion as to what material is good or bad for them. They too want to have a hit.

Let us look at RCA Victor's history with respect to pop singles. Chart A-1 shows a breakdown of our 20 best selling singles for the years 1950 through 1957. What does it show? Of the 160 selections, 90 were ASCAP, 66 BMI, 4 miscellaneous.

Chart A tells the story of the industry single record hits for 1957 and Chart A-1 shows the story of our singles. But that isn't the only kind of music we sell. Leaving out so-called "Classical" music, let us not forget a very substantial part of our business called the "Pop album" business. Popular albums include many types of material—shows and motion picture sound tracks and personality albums such as *Lena Horne at the Waldorf* and sacred music.

Falsity of Charge That ASCAP Is Avoided

In Pop albums—which I think are often bought by older people rather than the teen agers who represent the major market for hits—the recording companies do use many of the songs of the composers about whom you have been hearing. Indeed, we could not make successful albums without this standard type of music. Chart B shows the 31 best-selling albums in the industry for the year 1957, as reported in *Billboard* (Dec. 23, 1957). There was a total of 395 selections in these albums; 316 of them were ASCAP and 77 were BMI, with the remaining 2 in the public domain. ASCAP had 80%.

Now, let us examine music as a whole and see how many copyrighted selections have been recorded by RCA—be they Pop hits, in Pop albums or whatever form—comparing ASCAP to BMI selections. Charts C, C-1 & C-2 for 1956 & 1957 show the complete falsity of the charge that we deliberately avoid ASCAP music. Of the 17,073 copyrighted selections released during 1956 & 1957, 9,822 were ASCAP—58%. And as long as I am talking about the great standards—what I may call the classics of the popular field—let me show you that these exceptional, beloved songs have been more often released by us *after* the emergence of BMI—in other words, after the villain entered down-stage left—than *before*.

The selections on Chart D are those which Mr. Arthur Schwartz [ASCAP composer, who testified in favor of proposed bill] entered into the record stating they had fallen off in broadcast performance since 1948. As you can see, RCA released over 3 times as many of these selections after 1948 than before that year. Other songwriters of popular music who appeared before this Committee in favor of the Bill referred to other well-known compositions

CHART B

Best Popular Album Sellers in Stores, 1957 *

Position	Album	Artist & Label
1	My Fair Lady	Original Cast, Columbia
2	Hymns	Tennessee Ernie Ford, Capitol
3	Oklahoma!	Sound Track, Capitol
4	Around The World In 80 Days	Sound Track, Decca
5	The King And I	Sound Track, Capitol
6	Calypso	Harry Belafonte, RCA Victor
7	Love Is The Thing	Nat King Cole, Capitol
8	The Eddy Duchin Story	Sound Track, Decca
9	Songs Of The Fabulous 'Fifties	Roger Williams, Kapp
10	Film Encores	Montovani, London
11	Loving You	Elvis Presley, RCA Victor
12	Elvis	Elvis Presley, RCA Victor
13	An Evening With Harry Belafonte	RCA Victor
14	Jerry Lewis Just Sings	Decca
15	A Swingin' Affair	Frank Sinatra, Capitol
16	Belafonte	Harry Belafonte, RCA Victor
17	Steady Date With Tommy Sands	Capitol
18	Spirituals	Tennessee Ernie Ford, Capitol
19	Where Are You	Frank Sinatra, Capitol
20	Wonderful, Wonderful	Johnny Mathis, Columbia
21	Belafonte Sings of the Caribbean	Harry Belafonte, RCA Victor
22	Pat's Great Hits	Pat Boone, Dot
23	This Is Sinatra	Frank Sinatra, Capitol
24	High Society	Sound Track, Capitol
25	Songs for Swingin' Lovers	Frank Sinatra, Capitol
26	The Pajama Game	Sound Track, Columbia
27	Day By Day	Doris Day, Columbia
28	Elvis Presley	RCA Victor
29	The Platters, Vol. 1	Mercury
30	Pal Joey	Sound Track, Capitol
31	Ricky	Ricky Nelson, Imperial

Number of Albums	Number of Selections	Public Performance Rights ASCAP	BMI	Public Domain
31	395	316	77	2

* Based on *Billboard*, Dec. 23, 1957

CHART C

Number of Copyrighted Selections Released by RCA Victor Record Div., 1956 & 1957 (Combined) *

Type	Total	ASCAP	BMI	Misc.
Popular	11,940	8280 (69%)	3148 (26%)	512 (5%)
Country & Western	1,690	443 (26%)	1135 (67%)	112 (7%)
International	2,529	362 (14%)	1652 (66%)	515 (20%)
Childrens'	105	30 (29%)	29 (27%)	46 (44%)
Classical	809	707 (87%)	49 (6%)	53 (7%)
Total	17,073 (100%)	9822 (58%)	6013 (35%)	1238 (7%)

Public Domain Selections Released*

Type	
Popular	901
Country & Western	161
International	39
Childrens'	22
Classical	1003
Total	2126

*Includes selections of same performance released for sale through regular channels of distribution in different forms, such as 45rpm and 78rpm single records, 45rpm Extended Play records, 33-1/3 Long Play records, and prerecorded tapes.

CHART C-1

Number of Copyrighted Selections Released by RCA Victor Record Div., 1956

Type	Total	ASCAP	BMI	Misc.
Popular	6998	4788 (68%)	1956 (28%)	254 (4%)
Country & Western	833	206 (25%)	571 (68%)	56 (7%)
International	1384	213 (15%)	832 (61%)	339 (24%)
Childrens'	22	3 (14%)	1 (4%)	18 (82%)
Classical	509	439 (86%)	32 (6%)	38 (8%)
Total	9746 (100%)	5649 (58%)	3392 (35%)	705 (7%)

Public Domain Selections Released*

Type	
Popular	518
Country & Western	37
International	22
Childrens'	6
Classical	539
Total	1122

*Includes selections of same performance released for sale through regular channels of distribution in different forms, such as 45rpm and 78rpm single records, 45rpm Extended Play records, 33-1/3 Long Play records, and prerecorded tapes.

CHART C-2

Number of Copyrighted Selections Released by RCA Victor Record Div., 1957 *

Type	Total	ASCAP	BMI	Misc.
Popular	4942	3492 (71%)	1192 (24%)	258 (5%)
Country & Western	857	237 (28%)	564 (66%)	56 (6%)
International	1145	149 (13%)	820 (72%)	176 (15%)
Childrens'	83	27 (32%)	28 (34%)	28 (34%)
Classical	300	268 (89%)	17 (6%)	15 (5%)
Total	7327 (100%)	4173 (57%)	2621 (36%)	533 (7%)

Public Domain Selections Released*

Type	
Popular	383
Country & Western	124
International	17
Childrens'	16
Classical	464
Total	1004

*Includes selections of same performance released for sale through regular channels of distribution in different forms, such as 45rpm and 78rpm single records, 45rpm Extended Play records, 33-1/3 Long Play records, and prerecorded tapes.

CHART D

ASCAP Compositions Selected on Basis of A. Schwartz Testimony

Selection Title—(Year First Recorded)	No. of Releases * Before 1-1-48	After 1-1-48
A Pretty Girl (1919)	11	20
Alexander's Ragtime Band (1911)	9	36
All The Things Your Are (1939)	9	53
Always (1926)	15	50
Carolina In The Morning (1922)	6	5
Dancing In The Dark (1931)	11	56
Embraceable You (1930)	5	16
I Got Rhythm (1930)	6	25
I'll See You In My Dreams (1925)	12	28
Indian Love Call (1924)	25	79
Louise (1929)	8	6
More Than You Know (1929)	6	23
My Blue Heaven (1927)	13	21
My Heart Stood Still (1927)	7	34
My Melancholy Baby (1927)	15	24
Night and Day (1932)	22	64
Ol' Man River (1928)	13	21
Over The Rainbow (1938)	9	56
Smoke Gets In Your Eyes (1933)	16	103
Something to Remember You By (1930)	5	14
Star Dust (1931)	34	127
St. Louis Blues (1916)	59	115
Where or When (1937)	6	26
Without A Song (1931)	3	14
Total	325	1,016

* Includes selections of same performance released for sale through regular channels of distribution in different forms, such as 45rpm and 78rpm single records, 45 rpm Extended Play records, 33-1/3 Long Play records, and prerecorded tapes.

which they had written or had an interest in. We have compiled Chart D-1 to show the number of releases of these selections again before and after 1948. As you can see, the chart shows a total of 70 before and 210 afterwards. Again, 3 times as many.

To answer that, let us clearly understand how a hit is promoted. There are several ways: If it's used importantly in a motion picture, that could help a great deal. If the jukeboxes buy it, so that the kids can put in their nickels or dimes and hear it, that helps the sale of the record to the home. But it is quite true that of all ways of promoting a record, the most important is having it played on radio and, to a certain extent, on TV, although radio still has a greater influence on the popularity of records than TV.

The Importance of the Disc Jockey

So we now come face to face with a very important gentleman, the disc jockey. He too is not an entirely independent potentate because he too must play what his audience enjoys hearing. But let's give him everything that is his due and say that promotion via disc jockey is the one most important influence in exposing a new record.

Nothing could be further from the truth than to say that NBC has shown a marked preference for RCA Victor recordings. They couldn't show favoritism even if they wanted to. They couldn't because they, like we, are charged with the responsibility of attracting the widest possible audience, which means giving the public what the public wants to hear and see. They are just as much under the pressure of competition as the Record Division is.

But the most important reason why RCA's relationship with NBC has nothing whatever to do with our success or lack of it in the record business, lies simply in the fact that the disc jockeys have had the greatest success on local independent radio stations, and you will find mighty few disc jockeys of note operating as network attractions. We have made a compilation of the radio stations listed on the *Variety* Disc Jockey Poll for the 6 weeks from Jan. 15, 1958 through Feb. 19, 1958 inclusive. It shows that of the 216 listings, 138 were for independent stations and only 78 were for stations affiliated with a network. Only one was an owned and operated station of one of the networks. Some of the stations were listed by *Variety* more than once during this period while others were not. A disc jockey, if he is to be successful, is exactly as local a phenomenon as the local high school dance, the local department store, or the particular local lovers' lane in which young people like to meet.

Drumbeating Won't Make Flop Into Hit

I said before that the disc jockey was not all-powerful. Here we come to the most fascinating aspect of the entertainment business, and one in which I deeply believe. Namely, that the best kind of promotion, hoopla, advertising, publicity, or what have you, is no guarantee that the piece of music on which it is expended is going to please the public. In the most fundamental sense, we cannot sell anything. The public has to want to buy it. Unless the record has within it the germ of success—and don't ask me what that germ is because I do not know—no amount of drumbeating will transform a flop into a hit. Many of us so-called "experts" have our garages or apartments filled with records our distributors and dealers could not sell which we "knew" were going to be great hits. We promoted them well. We spent time, money, effort on them. They were failures.

While we are on the subject of promotion, I feel I must comment on certain matters raised in the record. Mr. Schwartz referred to an RCA Victor Records' advertisement entitled "New Sales Force" which appeared in the Sept. 25, 1957 issue of *Variety*. This advertisement listed 3 radio shows and 5 TV shows on NBC. Mr. Schwartz

CHART D-1

ASCAP Compositions Selected on Basis of Proponents' Testimony

Selection Title—(Year First Recorded)	No. of Releases* Before 1-1-48	After 1-1-48
Kim Gannon Tunes		
A Dreamer's Holiday (1949)	—	2
Always In My Heart (1942)	5	10
Autumn Nocturne (1941)	2	12
I'll Be Home For Christmas (1946)	1	8
Moonlight Cocktail (1941)	3	12
So Lovely (1938)	2	—
Total	13	44
Du Bose Haywood-Gershwin Tunes		
I Got Plenty O'Nuttin (1935)	7	20
It Ain't Necessarily So (1935)	8	19
Summertime (1935)	14	61
Total	29	100
Burton Lane Tunes		
Everything I Have Is Yours (1933)	5	9
When I'm Not Near The Girl I Love (1946)	2	2
How About You? (1941)	3	10
How Are Things in Glocca Morra (1946)	2	8
Old Devil Moon (1946)	2	11
Total	14	40
Joan Whitney Tunes		
Candy (1945)	2	4
Far Away Places (1948)	—	11
High On A Windy Hill (1940)	4	9
It All Comes Back To Me Now (1940)	4	2
My Sister & I (1941)	4	—
Total	14	26
Total	70	210

* Includes selections of same performance released for sale through regular channels of distribution in different forms, such as 45rpm and 78rpm single records, 45rpm Extended Play records, 33-1/3 Long Play records, and prerecorded tapes.

tried to imply that there was an improper use of NBC's broadcasting facilities to further sales of RCA Victor records. What Mr. Schwartz failed to state was that all of these shows are or were sponsored in whole or in part by the Radio Corporation of America for the promotion of all RCA consumer products, including TV sets, radios, phonographs and records. These shows were paid for by RCA at the prevailing broadcast rates and were booked through the company's regular advertising agencies. There is nothing free in this campaign. It costs us just the same as it would any other sponsor.

Mr. Schwartz also stated that NBC "arranged" for a promotional tieup between the TV show *Bride and Groom* and RCA Camden records, leaving again an inference that NBC was favoring RCA records. NBC did not make any such "arrangement." RCA Victor's advertising manager for Camden records negotiated a contract dated Sept. 18, 1957 with King Television Productions, an organization completely independent from NBC and RCA, for the use of Camden records on the show.

The Effect of Contests

Another witness, Joan Whitney, testified about a contest which RCA Victor ran on a BMI selection entitled *The Man with the Banjo* recorded by the Ames Brothers. Her composition *Man, Man Is for the Woman Made*, an ASCAP selection, also recorded by the Ames Brothers, was on the other side of the record. She claimed that she was unaware of this practice of having contests to promote records, and that she considered this contest an unfair practice in so far as her composition was concerned. As I have stated frequently, we are not concerned with whether a particular selection is ASCAP or BMI. We are only concerned with selling phonograph records. In this particular instance we ran a contest on *The Man with the Banjo* because it naturally tied into National Banjo Week. I would also like to point out that mechanical copyright royalties were paid on Miss Whitney's composition for all records sold. Therefore, she got the benefit of any sales which were made as a result of the "Banjo" promotion.

We run many, many contests. For example, we had one on the Georgia Gibbs recording of *Fun Lovin' Baby* which was an ASCAP selection, the reverse side of which was *I Never Had the Blues*, a BMI composition. This contest was national in scope and was run in conjunction with Gerber's Baby Food. At approximately the same time as the *Banjo* contest, there was a contest involving the June Valli recording of *Tell Me*—an ASCAP tune—and the reverse side of this record was *Boy Wanted*, also ASCAP. We also ran a contest on the Tony Travis (*Love Is*) *The $64,000 Question*—a BMI tune—and the reverse side of that record was *Drummer Boy*, also a BMI composition. I could relate to you any number of contests, some of which feature ASCAP selections and some of which feature BMI. The only factors considered in deciding which side of the record to use are: "Does the selection fit within a promotion idea?" "Is that the side which will best sell the record?"

RCA Acquisition of Victor Talking Machine

It has even been charged that RCA's purpose in entering the phonograph record business by acquiring the Victor Talking Machine Co. was to record music allegedly controlled by NBC, through BMI, and to exploit these recordings over NBC stations.

I was not a member of RCA when the Victor Talking Machine Co. was acquired, and accordingly I cannot state what considerations motivated RCA's decision. However, there are certain facts which make this charge unbelievable. In the first place, Victor was acquired by RCA in 1929, but BMI was not organized until 1939. Secondly, if the intention was to use NBC stations as a means of exploiting RCA Victor records, this intention was implemented in a most peculiar manner, for I understand that NBC did not permit the use of phonograph records on network broadcasts until 1949 and was one of the last broadcasters to permit use of these records on its own stations.

In addition, during the 1930's RCA opposed use of its phonograph records by radio stations, and from 1932 through 1937 each record released had a notice on its label that it was not licensed for radio broadcast. I was interested and amused to learn that, in a suit filed by RCA in 1938 to prohibit a radio station from broadcasting Victor records, our complaint stated that we had been damaged because the "injudicious and excessive repetition of records" on the air enabled the public to enjoy them without charge, thereby reducing the demand for records and decreasing sales.

Taste of the Public—Likes and Dislikes

We get back to that mercurial, ever-changing, amorphous and yet completely strong-willed expression of the people themselves—their likes and their dislikes.

And here we come near to the question which may underly this whole discussion: Why is it that rock 'n' roll music is so popular and why is it, conversely, that some of the old, sweeter-type songs are no longer quite so popular? Well, I cannot tell you why it is that the younger generation has spoken so decisively in favor of a type of music which I don't happen to like particularly—but then I like Verdi and Brahms—and which some of the older people look upon with horror. Perhaps it is because they consider it their type of music, belonging to them—and perhaps they feel that rock 'n' roll is an expression of the strong, nervous beat of a postwar generation. Perhaps. All I am sure of is that rock 'n' roll is popular not only in this country but has swept the world, that it is relatively equally popular in conservative England, in far-off Australia, in India, in Germany.

So there must be something in this music which captures the imagination and love of the young people. It must be music which is indigenous to the psychology of today. In the Magazine Section of the April 4, 1958 *New York Times* there is an article discussing its world-wide popularity.

Other people are, of course, quite at liberty to disapprove of the tastes of the younger folks. That won't do these people any good, but they will at least be following an historic pattern.

Over and over again new forms of music have been derided, railed at, and deprecated. The older generation has clucked its tongue and shaken its head over new music. Incidentally, that's as true of our greatest music as of the butterfly, temporary entertainment, popular music. *Tristan and Isolde* was called names that one could apply to rock 'n' roll today—not that there is any comparison! It was called "cat music"—"the incomprehensible wailings of a madman."

In the 19th Century when the waltz came up, it was predicted that "this licentious dance would open the sluice gates of immorality and degradation."

Is rock 'n' roll, I quote, "an expression of protest against law and order, that bolshevik element of license striving for expression in music"? Is it, I quote, "an influence for evil"? Does it, I quote, "with its moaning saxophone and the rest of the instruments with their broken, jerky rhythm, make a purely sensual appeal"? Does it, I quote, "call out the low and rowdy instinct"?

Well, what I have just quoted you was not said about rock 'n' roll, but was said by the national music chairman of the General Federation of Women's Clubs in August 1921 in an article in *The Ladies' Home Journal.* She was talking about the jazz which we now have recognized as legitimate music and as part of the American musical tradition. I do not think that the composers of the music which was popular in 1921 now have any right to say that music which is popular today is being forced on the public by illegitimate means. Let us not be hypocrites and pretend that *Yes, We Have No Bananas* has become Schubert or Brahms. Let's not—to be brutally honest about it—be deluded into taking up a foolish and insupportable charge by songwriters who, at least for the moment, have been unable to gain the favor of today's teenage group.

ASCAP, BMI—and Elvis Presley

Indeed, I think none of us has a right to say what the public should or should not hear, what is good taste and what is bad taste. We have a right to our opinions, to our own likes and dislikes, as long as they remain opinions only. I do not want to be an arbiter of taste.

At this point I would like to divert for a moment and respond to the request of Senator Monroney and present to the Committee the number of ASCAP and BMI selections recorded by Elvis Presley. Of a total of 83 selections released by RCA Victor Records, 26 or 31% have been ASCAP and 57 or 69% have been BMI. Mr. Vance Packard adverted to Mr. Presley in his testimony stating that the *first major move* was to give Elvis TV exposure by arranging a guest spot on NBC's *Milton Berle Show.* This is not true. We at RCA Victor tried to arrange a spot on NBC but were unsuccessful. It was only after Elvis had several appearances on the CBS network—the Dorsey Brothers' *Stage Show*—that Elvis appeared with Milton Berle on NBC. Thereafter, he had additional appearances on CBS with Ed Sullivan.

Perhaps the Government has also helped in making Elvis a world-wide attraction. I quote from John Gunther's recent book *Inside Russia Today* (p. 322)—"... Also recordings of American jazz bring bizarre prices on the black market, as much as 400 rubles ($100 at par) for a single record. These recordings are taken on tape from Voice of America or other broadcasts, and then reproduced on, of all things, discs made of discarded X-ray plates salvaged from the hospitals. A marked favorite at the moment is Elvis Presley . . ."

Now back to our subject of taste. Things are really not as black as some of the public denigrators of American taste would lead us to believe. The cardinal mistake that so many people make is to talk about "taste," "America's taste," "what the young people like," as if it were all an entity, one loaf of bread with the same dough and flavor on top, in the middle and at the bottom. But there is no such thing, fortunately, as one taste. Taste is a thousand-layer cake. To be sure, the layers are of unequal thickness, but they make a cake in which there is room for diverse kinds of taste, different flavors, variegated music.

The New American Appetite for Music

There has sprung up a great new appetite for music in our country, and with all modesty I may say that the recording companies, who have made so wide a repertoire available to the public, are to be thanked for a fine contribution to our musical development. There should be room for all music—rock 'n' roll and sweet songs and Berlioz and Sam Barber's new opera, *Vanessa.*

There is such room! When 210,000 people buy a fairly expensive recording of Beethoven's Ninth Symphony conducted by Toscanini, one can hardly claim that America is musically illiterate and its taste debauched. I happen to agree with a statement made by Victor Borge, quoted by John Crosby, which says: "Across the country there is a tremendous demand for good music, and for music, period, from Elvis Presley to concert stuff. Music is music, no matter how presented. It says something to people, whether it's wearing a cowboy hat or white tie. We must not condemn music which is not on a level as high as we'd like."

My conclusion is this: it is absolutely untrue that the public is being deprived in any way or form of any music that it wants. It is absolutely untrue that it cannot hear the music it likes to hear. For sound and good business reasons, the record companies have no other interest than to recognize and satisfy the only legitimate bosses of the music business—*the people who buy music.* There is no need for any legislation such as the bill we have been discussing. RCA is opposed to it.

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N JUN 1958

THE AUTHORITATIVE WEEKLY NEWS DIGEST FOR EXECUTIVES OF THE VISUAL BROADCASTING AND ASSOCIATED RADIO & ELECTRONICS ARTS AND INDUSTRIES

Television Digest with ELECTRONICS REPORTS

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SMALL-TIME AND/OR BIG-TIME business problems reflected in reports from a small-market operator and an economist who urges going after more "local" (pp. 1 & 6).

POLITICAL PRESSURES ON FCC bemoaned again by Harris probers as they pursue Ch. 2 from Springfield, Ill. to St. Louis in deintermixture case (pp. 2 & 10).

REPS' RESERVED TIME PLAN sent to all stations but given little chance of adoption by FCC. Quick survey tends to show little enthusiasm for it (p. 2).

SENATE ALLOCATIONS HEARING shows FCC favoring deintermixture but wanting to wait for TASO technical findings. CATV-station fight (pp. 3 & 4).

FEDERAL AID TO ETV PASSES Senate in surprise vote on $51,000,000 Magnuson bill giving equipment grants to states. House "enthusiasm" seen (p. 5).

WHERE ARE THE V.P.'s and network topkicks of yesteryear? Final installment of our review of present activities of 139 of them (p. 7).

3 CABLE-THEATRE PROJECTS planned for early 1959 by Telemeter. Truman urges pay-TV tests. Dr. Norman Vincent Peale turns thumbs down (p. 16).

Manufacturing-Distribution

DuMONT-DAYSTROM MERGER being discussed by bankers with executives, possible basis to be 7½ shares for 1. Setup and finances of the companies (pp. 1 & 13).

RCA UNVEILS BIG STEREO LINE including phonos, discs, tape-cartridge. Predicts $1 billion record music market in "short time" (p. 12).

CO-OP AD TAX CONTESTED by manufacturers, admen who say IRS plan is against public interest (p. 12).

DuMONT-DAYSTROM MERGER DISCUSSED: "All sorts of deals are cooking at the moment," was all the comment we could elicit from financial people concerned with merger deals involving Allen B. DuMont Laboratories Inc. -- and best dope we could get is that consolidation is being considered with Daystrom Inc., headquartered in nearby Murray Hill, N.J. "Terms haven't jelled yet," was response when we asked whether report is true that deal contemplates exchange of approximately 7½ shares of DuMont common (2,361,092 outstanding, some 28% owned by Paramount Pictures and traded on American Stock Exchange) for one of Daystrom (905,432 shares outstanding, traded on N.Y. Stock Exchange). DuMont executives were understandably stonily mum.

Daystrom's apparent desire to expand consumer product lines, notably in TV for first time and in hi-fi, makes merger seem logical -- for DuMont has always been a big name in TV sets and tubes, currently is planning expansion into stereo phono. Also talked about is possible merger of DuMont with Raytheon or Hoffman, both relatively prosperous, both experienced in TV-radio, though Raytheon quit TV last year.

This week some 69,000 shares of DuMont were traded and it closed at 5½, new 1958 high, whereas only 4400 shares were traded week ended May 23 & 7200 week ended May 16. Daystrom turnover was 3000 shares, closing at 33¼, not much change from preceding week; curiously, exactly 2300 shares of Daystrom were sold in each of preceding 2 weeks. [For further details on Daystrom-DuMont, see p. 13.]

BUSINESS—SMALL-TIME AND/OR BIG-TIME: Even as big-time reps were seeking FCC relief from the "sword of Damocles" they allege the networks dangle over affiliates (p. 2), even as an ill-attended Senate subcommittee hearing was recording pleas of small-market station operators that something be done by Washington about the severe "competition" they're suffering from community antenna services (p. 4), we received 2 missives this week that are particularly apropos the question, "How's Business?"

To the extent that they represent bigger-market and better-placed (network affiliated) stations, the reps answered the question affirmatively when put to them during intervals of the hearings last week on their proposed "Station Reserved Time" plan (Vol. 14:21). To the extent that business may be improved by small operators as well as big, we commend a reading of our extracts from the 2 letters (p. 6) -- one from a small-town TV-radio station operator, the other from an industry economist with big-time contacts and experience, who usually knows whereof he speaks.

Richard P. Doherty's penetrating analysis of telecasting business prospects, which we recently published (Vol. 14:17), is now supplemented with some pertinent observations on the local business potential and how better to tap it.

FCC INVESTIGATION—'MORE OF SAME': Patchwork pattern of political pressures on FCC was developed desultorily by House probers as they plodded through another week of hearings on Springfield (Ill.) Ch. 2 case (Vol. 14:21), members of legislative oversight subcommittee continuing to profess surprise & shock (for details, see p. 10).

"This type of thing has showed up repeatedly so far in one form or another," said Chairman Harris (D-Ark.) at conclusion of this week's proceedings, which seemed to do little more than confirm that (1) politics do play a part in TV station business and (2) gossip & speculation about FCC are characteristics of industry.

"There will be more of the same as we go along with the investigation," Harris promised, listing questioning of executives of KTVI, St. Louis (Ch. 2) as next step in scheduled exposes of 14 comparative TV cases and 6 station sales (Vol. 14:20-21). Also on tap soon: case of Boston Herald-Traveler's WHDH-TV (Ch. 5).

If nothing more than more of the same is uncovered by Harris, more telecasters may be in for some uncomfortable hours on stand -- and stations may need chartered vans to transport all of their subpoenaed records to Washington.

But if subcommittee is going to recapture headlines it won earlier by its disclosures in Miami Ch. 10 case (Vol. 14:6 et seq), it will need to turn up more sinister evidence of wrongdoing than it has so far in this phase of probe. As one daily reporter put it to us after sitting through this week's testimony: "The only way I can make the paper with this story is to tie it to Alaskan statehood."

REACTIONS TO 'STATION RESERVED TIME': It's somewhat too early to measure the exact reactions to Station Representatives Assn.'s proposed "Station Reserved Time" plan, whereby certain periods would be kept free from network encroachment. As expounded to FCC last week by leading rep Eugene Katz (for text, see Vol. 14:21), plan would retain to the stations, for non-network national or for local programs, one hour in every quarter of the day -- the object being to keep networks out of non-option time and of course to give the reps more prime time to sell for national spot.

The transcript of Katz's testimony and the text of the other SRA spokesmen's statements have been mailed by SRA to all commercial TV stations for comment.

A hasty survey of our own, among key stations, reps and networks, would seem to indicate very little real prospect for the plan. Stations evince scant enthusiasm, though as one put it, "The scheme is much more constructive and makes a lot more sense than the original idea of bucking network option time without whose adjacencies the reps themselves wouldn't have much to sell."

Reps seem to be warming up to the idea, however, but they don't cut much ice politically and they face a Congress and an FCC unwilling to extend surveillance over the business side of broadcasting. Despite Barrow Report, we give the idea of outlawing network option time or setting up new kinds of option time little chance -- not via the present complex of Washington, at least.

Networks are opposed to the rep plan, naturally, claiming they exert no undue influence on stations, as charged, and that stations have free choice to accept or reject their non-option time offerings -- usually choosing to accept overlap shows (like Playhouse 90, What's My Line? etc.) because of their excellence. Most pertinent criticism of SRA scheme, both by networks and stations, is that it might preclude stations from taking unscheduled news & special events shows from networks, to say nothing of extraordinary sponsorships such as one-shot spectaculars.

"It would be tragedy to forbid network news in station time," said one manager. As for networks inching into non-option time with top shows, inclination was to feel that's stations' own affair, own choice, none of reps' business. "What would we do," said a station man, "if business fell off so that we really faced a gaposis of schedule or where we ourselves prefer what the network may have to offer?"

"Just another twist to option time," is how a top network executive characterized the SRA plan. "You might call it national reps' option time. Unless I miss my guess, the affiliates are going to tell them they better let well enough alone." Another network topkick waxed sarcastic: "They're contradicting themselves, aren't they, in first opposing option time and now saying it's okay and there ought to be more of it -- for the reps? They aren't licensed, aren't concerned with public service programming, and when business gets tough they run to Uncle Sam to protect their mighty bucks. Theirs is one business that can't miss; if business gets tough, all they have to do is fire a few people and close a few offices."

It's apparent the reps' real quarry is to drive the networks out of the rep business; that, though they liked the Barrow findings at first, they've backed entirely away from their original opposition to option time; that they now can't even go along with expressed Dept. of Justice position that option time violates the anti-trust laws, for if it does, so logically would "Station Reserved Time."

And it's even clearer that, short of a political prairie fire which they're not likely to set off on their own or via their own stations, the reps' chances of setting up the "Station Reserved Time" by way of FCC fiat are nil.

SENATE COMMITTEE PICKS AT ALLOCATIONS TANGLE: Two major themes emerged from FCC's testimony before Commerce Committee this week: (1) Wait for TASO technical findings before making any major move. (2) More deintermixture would help -- now. [Commission also gave views on community antennas, translators, satellites, illegal boosters, etc. and their impact on regular stations -- see p. 4.]

FCC Chairman Doerfer still turns thumbs down on deintermixture (i.e., making cities all-vhf or all-uhf) -- but several of his colleagues, maybe majority, talked up deintermixture. Doerfer said that deintermixture "holds little promise for the future." He's still concerned about loss of fringe service by shifting some operators from vhf to uhf, said FCC should have more technical data, still to come from TASO, before it considers moving all TV to uhf, or similar drastic changes. He does think, however, that careful vhf mileage cuts in certain areas would help.

Zone I cut from 170 to 167 mi., for example, would be all right with him. "I'd like to find some way," he said, "to assure vhf operators so they wouldn't be afraid things would fall apart. We should have a little looseness in the joints." Engineering Comr. Craven said small mileage cuts are like "being a little bit pregnant." He'd wait for more accurate interference data from TASO.

Said Craven: "I'm for deintermixture as an immediate answer, the intermediate stage. The basic allocation problem is that there is too wide a range in TV. It's not technically possible to make cheap, good all-channel TV sets. There are developments on the horizon, concerning long-distance communications, which will have a big impact. There's not enough space for safety and special services. There are not enough channels for aircraft in the jet age. We need more for industrial radio. We must take an overall look to accommodate them all. The Office of Defense Mobilization has offered to take a long-range look. We should take them up on it."

Comr. Hyde stuck by previous pro-deintermixture views, said that uhf is not being abandoned. "There are 92 uhf stations operating," he said, "plus 125 translators, a very significant segment of TV. The 70 uhf channels offer a great potential for competitive TV." Comr. Bartley asserted: "We did too little in deintermixture. Albany is what took the wind out of my sails. [FCC made that area all-vhf instead of proposed all-uhf.] I think the only immediate answer is deintermixture."

Comr. Ford's position: "Partial deintermixture didn't work. The present 12 vhf channels aren't enough. We should seek a solution to make use of the uhf. I'm not ready to concede that uhf should be abandoned. Maybe I will, but I don't believe it now. My opinion is that technical data will show uhf works well." Neither Comr. Lee nor new Comr. Cross offered comment.

Uhf telecasters' Committee for Competitive TV was represented by Wm. Putnam, who heads highly successful WWLP, Springfield, Mass., and exec. director Wallace Bradley. A director of TASO, Putnam said TASO is an engineering group but has been assigned a "political" problem. He insisted TASO is merely going to find that signal goes further with more power, shadows more at higher frequencies, has more man-made interference at lower frequencies. "The uhf is perfectly satisfactory for broadcasting," he said. "It has no technical deficiencies and many advantages." Bradley urged elimination of TV-receiver excise tax, said it would promote production of all-channel vhf-uhf sets.

* * * *

We can't tell you where the foregoing leaves allocations, frankly. FCC has before it a formal motion to start taking a new look right now (Vol. 14:20). There is substantial sentiment for more deintermixture. But, there's also strong belief Commission shouldn't act without TASO's forthcoming data, due by year's end.

Senate Commerce Committee is impatient with the Commission, obviously, but it's difficult to see it producing new laws to "do something" in such a complex matter.

Attendance by Senators was light indeed. For most of hearing, only one or 2 were on hand. Sen. Lausche (D-O.) was acting chairman during allocations portion of hearing. The Senators asked few questions. Committee counsel Kenneth Cox, who handled similar hearing 2 years ago, did most of probing -- showed good grasp of overall problem and of specific allocations actions.

Arbitrate TV Economics? "Economic impact" question, as old as broadcasting itself, remains nub of FCC's problems concerning success or failure of small TV stations faced with competition from community antenna systems, translators, illegal boosters, satellites, etc. During this week's hearings on subject by Senate Commerce Committee, FCC Chairman Doerfer focused on question time and again—something he has done consistently.

"My main problem is this," he testified. "Congress intended to practically ignore the economics question. Our primary job is to prevent interference. I'd like Congress to consider 'economic impact.' Our function is to supply Congress with the facts and let it appraise the philosophy of the Communications Act."

Small-town telecasters made substantial impression on the few Senators who attended sessions, but CATV system operators haven't been at bat yet. They're due at date to be scheduled later, probably June 9 or June 23. Hearing on networks interrupts, starts June 3.

* * * *

Theme of telecasters was that CATV and translators are forcing off air local TV stations—substituting for grass-roots programming the output of "Hollywood and N. Y., the movie capital and Tin Pan Alley." Prime initial objective is to stop CATV systems from using microwaves to bring variety of big-city signals into local markets, cutting "heart" out of stations' coverage. They'd like to see CATV and translators "regulated" out of the way entirely. They've achieved some success so far, in that FCC is now delaying action on pending microwave applications which would feed CATV systems. But it hasn't touched operating microwaves.

Senators were also impressed with testimony of ex-Sen. Edwin C. Johnson, former chairman of their committee, who plumped for legitimization of illegal boosters. As Governor of Colo., he "granted" them. He testified that they don't bring interference, but could; therefore, FCC should control them. He said that uhf translators give excellent service but are too costly. He pushed for regulation of CATV systems, said States would have to step in if FCC continues delay.

From questions propounded by Committee counsel Kenneth Cox, it seems that he, for one, wouldn't object to CATV systems filling in service in "normal" coverage areas of stations, but does oppose extension beyond—same for translators. It's good guess this reflects views of Chairman Magnuson (D-Wash.). NAB's testimony, through mgr. of govt. relations Vincent T. Wasilewski, was similar—plus assertion that CATV systems are "pirating" copyrighted material.

* * * *

National Community TV Assn. didn't get on stand, but its witnesses' prepared statements defend their operations on "public interest" and legal grounds. Milton Shapp, pres. of Jerrold Electronics Corp., operator of 9 systems and manufacturer of CATV equipment, insisted that no TV station has gone off air because of CATV competition. He analyzed all stations that have gone dark, said only 6 operated in cities with CATV systems. In each of latter, he said, the few homes served by CATV could hardly have meant difference between success and failure.

Shapp argued that CATV actually stimulates stations to give better service—adding microwaves, lengthening hours, etc. CATV has "paved way" for stations, he said, citing such cities as Casper, Wyo., where CATV built up audience, brought in microwave from Denver at $100,000 a year, before 2 regular stations started. On other hand, he stated, stations spur CATV to improve service—adding extra signals, improving quality of signal, installing microwave, etc.

NCTA counsel E. Stratford Smith stressed legal angles, said CATV isn't common carrier, said FCC can't discriminate against CATV systems as customers of microwaves. He also seized upon Doerfer's philosophy, stating: "The Commission's function is not one of evaluating the economics of station operation, of the market, and of determining how much and what kind of TV a community should have." He claimed that FCC has already disposed of policy questions it's considering in newest "inquiry," shouldn't be going through them again.

* * * *

Telecasters were particularly bitter about the microwaves serving CATV systems in their towns, because FCC forces stations to drop own private microwaves and buy service, if they want any, from common carrier feeding CATV. And telecasters say CATV works "hand-in-glove" with microwave operators.

Ed Craney, KXLF-TV, Butte, leading witness for telecasters, put their position this way: "The FCC should provide ground rules. I believe CATV will break down free TV. If we had CATV in Butte with 3000 subscribers, I'd close down. We could go into the cable business and we wouldn't be hurt—but the public would be." He said that his private microwave costs $50-$100 a month to operate, but common carrier wants $12,000.

Washington in-fighting has become quite fierce. NCTA holds annual convention in Washington's Mayflower Hotel June 10-12. CATV operators, many of them influential in home states, will meanwhile be talking to their Congressmen. Latest addition to speakers' list is Sen. Bible (D-Nev.), who was acting chairman for a time during this week's hearings.

Witnesses this week, in addition to FCC members who testified or submitted statements: Vincent Wasilewski, NAB; Ed Craney, KXLF-TV, Butte, Mont.; Barclay Craighead, KXLJ-TV, Helena, Mont.; Art Mosby, KMSO-TV, Missoula, Mont.; C. N. Layne, KID-TV, Idaho Falls, Ida.; Frank Reardon, KGEZ-TV, Kalispell, Mont.; ex-Sen. Edwin C. Johnson; Dwight Dahlman, secy., Wyo. Public Service Commission; Wm. Grove, KFBC-TV, Cheyenne, Wyo.; Mildred Ernst, KWRB-TV, Riverton, Wyo.; Fred Weber, WBOY-TV, Clarksburg, W. Va.; Marshall Pengra, KLTV, Tyler, Tex.; Pat Beacom, WJPB-TV, Fairmont, W. Va. (dark); Wallace Bradley & Wm. Putnam, Committee on Competitive TV.

If "U. S. flavor" is preserved, there are advantages in shooting TV film in Britain, according to Earl Rettig, pres. of NBC's California National Productions, just returned from European trip. He paid tribute to Britain's "attractive and efficient organization of manpower and facilities," but cautioned that U. S. audiences want American stars, though British supporting casts are satisfactory.

Video film recorder priced under $10,000, designed to work with any closed-circuit TV system, is being produced by Vuetronics Co., 7352 Beverly Blvd., Los Angeles.

Senate Okays ETV Bill: With surprising speed, Senate this week approved $51,000,000 Federal aid to educational TV bill (S-2119) sponsored by Chairman Magnuson (D-Wash.) of Commerce Committee, sent it along to House where he said "much enthusiasm" for passage has been shown.

Action by Senate May 29 came just 3 days after Commerce Committee approved measure following 2 days of hearings month earlier (Vol. 14:17). Unprecedented bill authorizes Federal grants up to $1,000,000 for school TV equipment to each state, D. C., Alaska & Hawaii; it had been given little chance earlier in Congress which often has displayed hostility to govt. aid to local schools.

Eisenhower Administration opposed Magnuson bill at hearings, arguing through Dept. of Health, Education & Welfare that Federal money isn't "necessary to assure continuing development of educational TV." Acting Secy. Elliott L. Richardson followed up May 14 with letter to Magnuson reiterating non-support of bill.

But measure had strong support of ETV professionals across country—and Commerce Committee told Senate it "feels this legislation is imperative" as "modest & simple proposal but with tremendous, far-reaching effect on the general public" to help solve problems of teacher shortages, rising school enrollments, inadequate equipment.

Ironically, ETV program would be administered by an unsympathetic HEW Dept., which would set up standards for grants to be observed by state or local govt. agencies, state colleges, non-profit ETV organizations. Grants would apply only to equipment. Local agencies would be responsible for land, buildings, operation, maintenance.

Final enactment of measure not only would spur development of ETV channels (85 vhf, 171 uhf), only 32 of which are now in use, but would give market boost to manufacturers of closed-circuit and other ETV equipment.

* * * *

Senate action coincided with Conference on Educational TV in Washington co-sponsored by HEW's Office of Education and National Assn. of Educational Broadcasters, attended by 150, 85 of them delegates. Sharp differences of opinion on ETV's role were heard. Dr. Marshall McLuhan, U of Toronto, said electronic education already made conventional classrooms obsolete. But exec. secy. Dr. Wm. G. Carr of National Education Assn. said TV's use was "limited" as aid to classroom teacher.

But NYU v. p. John E. Ivey, expanding on Magnuson bill's program, told Washington conference that nation needs not only more ETV but a school network spanning the country. Heart of educational system—providing "greatest exposure of the nation's top intellectual manpower to all fields of education"—would be state-controlled TV networks, he said.

In other ETV developments: (1) N. Y. Metropolitan Educational TV Assn., which had faced shutdown from lack of funds, reported it will continue operations through summer, "emergency financing" having been arranged through Ford Foundation-financed Educational TV & Radio Center, Ann Arbor. (2) Washington County (Md.) school officials reported much-publicized 2-year Hagerstown ETV experiment demonstrates that TV teaching can reduce school costs, increase teaching effectiveness. (3) Northeastern U & Boston U offered first Mass. college credit courses this summer over Educational WGBH-TV, Boston (Ch. 2). (4) NAEB scheduled conference on televised instruction at Purdue U, Aug. 24-Sept. 4.

Ford Views the Law: FCC Comr. Frederick W. Ford, who became a member of Commission with more pre-knowledge of its legal workings than anyone since Rosel Hyde was elevated from general counselship, this week told Federal Communications Bar Assn. what he thought was wrong with Communications Act—and he kidded the lawyers a bit about their role in amending Act. All 7 commissioners were on hand for luncheon, and attendance was heavy, with attorneys eager to hear Ford's first speech as FCC member.

While looking up legislative history of 1952 McFarland amendments, he said, "you get to know what case was involved" when a practitioner plumped for particular change. He urged FCBA to take another look, made these points:

(1) "Separation of functions." Law still isn't clear on who can talk to commissioners about adjudicatory cases. He provoked laughter by adding quickly: "Regardless what the law says, I don't intend to talk to anyone about adjudicatory cases." FCC should be able to talk to its "review section" lawyers about cases. "When I was on the section, we were able to help commissioners by pointing out their previous positions. It made for more consistency. And we didn't influence the vote."

"Prosecutory" arm of FCC shouldn't have anything to do with decisions, Ford said, but "Commission should be able to talk to its 'lawyer'—general counsel and his staff. I know of no other situation where you can't talk to your lawyer."

(2) "Protest" section must go. Ford simply endorsed what all commissioners have said many times.

(3) "McFarland Letters." Notifying parties they must go through a hearing, giving them 30 days to acknowledge, is just a waste of time, contributes to big AM backlog.

(4) "Due process inconsistencies." Competing applications get elaborate protection and time-consuming procedures but: "When a station is sold, does due process determine who is going to operate the stations?" FCC should look more closely at buyer.

(5) FCC's basic role. "If Congress wanted to make FCC a court, it would have done so. It's better to have a well-rounded Commission than a legalistic approach to regulation of the industry."

Several attorneys, in question-answer period, asked why FCC couldn't act faster on petitions for reconsideration. Ford replied that Commission used to act fast, could do so again if red tape were unwound.

CBS-TV's severance of affiliation with *Tacoma Tribune's* KTNT-TV, Tacoma-Seattle (Ch. 11) in favor of Saul Haas-controlled KIRO-TV, Seattle (Ch. 7) when it began operation last Feb. (Vol. 14:6) is basis of $15,000,000 triple damage anti-trust suit brought against the network, Queen City and Mr. Haas this week in Federal district court for the western district of Washington State. KTNT-TV operators, who have 250-watt AM, claim Haas illegally used his 50-kw AM, long a CBS affiliate, as vehicle for agreement requiring CBS to transfer its TV affiliation in event Queen City got TV—calling it an "illegal tie-in." Case takes on political overtones in view of 4% interest in Queen City held by Sen. Magnuson (D-Wash.), chairman of Senate Committee on Interstate Commerce. Court papers were filed by J. H. Gordon, Tacoma attorney, and Lloyd Cutler, of Washington law firm of Cox, Langford, Stoddard & Cutler.

On Going After Business: How one small-market station is faring during the recession, and how all classes of TV stations might build up their local business, are subjects of 2 significant letters we received this week from "constant readers" whose observations are particularly apropos in light of the favorable reports on how the major-repped stations are doing collectively, as adduced at last week's FCC hearings on the Barrow network study report [see *How's Business? Good Say the Reps*, Vol. 14:21].

Business doesn't come over the transom—"we create it"—is nub of report from Les Biederman, who operates string of 5 local radios in Michigan and is also gen. mgr. of WPBN-TV, Traverse City, Mich. (Ch. 7), an NBC optional which recently completed FCC hearing for Ch. 4 in Cheboygan (83 mi. distant), which it seeks in order to make a stronger bid for national spot and network business.

"Our total business," he states, "is slightly over last year, and we expect this to be our best year [since TV was founded in 1954]. Of course, our TV is a loser for us. Just too small a market." If Cheboygan channel comes through, 2 stations will be sold as one market though neither will be a satellite. Here's problem, probably typical of many small-market operations:

"If we try to sell a local hardware dealer a TV spot for $20, he faints. Much better to sell 2 spots on different stations for $10 each. And the national advertiser doesn't even have respect for you unless you charge him $30—a strange commentary on our business. We can sell nationally at rates of less than 25¢-per-1000, yet the major agencies won't give a look at it. They merely worship size and complain about the rates per 1000 in the large markets.

"If they were really to analyze the smaller markets on their actual delivered rates-per-1000, the small market TV would be in the black instead of the red. But they just don't do it [and] their coverage figures are so far out of date that it is silly . . ."

* * * *

"Local business for the majority of TV stations has never been up to levels fully desired by station management," is basic point of our second report—by management consultant Richard P. Doherty, ex-NAB employe-employer relations v.p., whose penetrating analysis of the state of the broadcasting business [see *No More Riding the Gravy Train!*] aroused considerable interest on eve of NAB convention (Vol. 14:17).

"Local," he points out, "is a huge piece of the nation's total advertising pie—but TV has received only crumbs, considering the industry as a whole. In 1957, all media advertising aggregated $10.3 billion, with approximately $4.2 billion, or 42% of the whole, spent by local merchants and other local business units. Over the entire nation, TV gets only 6%-7% of all these local ad dollars, the newspapers running off with the lion's share of fully 62%.

"The key to TV stations tapping a greater share of available local advertising expenditures rests largely with 3 factors: (a) more aggressive and creative selling by stations; (b) pricing (rate structures) which is geared to local budgets; (c) greater effectiveness in the use of local TV advertising. The stations themselves largely have control over these elements.

"If local sponsors are to achieve the most effective results from TV advertising, they should be guided by 10 basic points. Equally, TV stations should recognize these same points if they expect to deliver the best results for local advertisers. The 10 points are:

(1) Treat TV as a regular and consistent member of the "first team" of local advertising operations.

(2) Use more program sponsorship.

(3) Give greater consideration to "appropriateness" of programs (audience composition-wise) rather than rely primarily on ratings.

(4) When programs are sponsored, spend some extra money in newspapers and "on-air" promotions to stimulate greater viewership interest.

(5) Rely more heavily on live commercials.

(6) Use TV advertising for "hard sell" to move up-dated and fashionable merchandise rather than as "semi-institutional" advertising or a mechanism to get rid of out-moded articles.

(7) Where live commercials may not be feasible, try motion films even with "voice over film."

(8) Experiment with the effective use of rear view projection as a component part of live commercials.

(9) Consult with station management on "TV copy" to avoid "radio type copy adapted to TV."

(10) Develop a strong "point-of-sales" merchandise tie-in with TV advertising.

More on How's Business—from 3 station operators whose stock is publicly traded (over-the-counter): Harold F. Gross, pres. of Gross Telecasting Inc., operating WJIM & WJIM-TV, Lansing, Mich. (Ch. 6), advises stockholders that "business during the first quarter continued the steady increase recorded during the last quarter of 1957. Operating revenues and profits exceeded corresponding period of the previous year [Vol. 14:11] and we are hopeful that the second quarter will continue this gain." H. Scott Killgore, pres. of Tele-Broadcasters Inc., reports his 8 radio stations (Vol. 14:20) increased gross by 17.4% in first quarter over same 1957 period, states radio industry as a whole looks forward to another "excellent year." And Storer reports for the 7 radio & 5 TV stations it owned both in 1958 & 1957 that their aggregate revenue "showed a slight increase during the first quarter of 1958 over [same] period of 1957."

"I hate TV. It's a bastard art. It requires you to do things which are utterly unrelated to what you're saying. You have to keep your heel on a chalk mark on the floor. Then, if you're using charts, you have to remember whether to keep the stick in your right hand or your left. Then you have to look at camera one for 2 minutes, on to Camera 3, back to Camera 2. It makes me sick."—H. V. Kaltenborn, veteran broadcaster, now 79, quoted in *Newsweek.*

Drop in newspaper adv. lineage was 7.8% in first 4 months of 1958 compared with same period last year, according to Media Records study of 52 cities. Total lineage was 841,255,000 lines vs. 912,484,000, with auto adv. down 23%.

National radio spot was up 4% in first 1958 quarter over same period last year, says Station Representatives Assn. Total was $46,171,000 vs. $44,411,000, making it largest first quarter in history.

Do You Know That . . .

THIS SHOULD WIND UP our disquisitions on the present whereabouts of ex-network top executives, notably vice presidents, which started out to be one article and required 4. Our 3 preceding columns (Vol. 14:13, 16, 19) and this one give you reports on 139 persons, which should about cover the lot, though it's possible we may have missed a few in our researches. Moreover, situations change nearly every week—as, for example, last week when CBS affiliate relations v.p. Herbert V. Akerberg, long-ailing veteran of that network since its inception, retired and indicated he may go into station consulting; ex-Mutual v.p. Robert A. Schmid, lately an NTA v.p., resigned to devote fulltime to his own radio daytimer WESC, Greenville, S. C.; and we were informed ex-ABC v.p. Leonard Reeg has shifted over to Leo Burnett Co.'s Hollywood branch. As for those not previously reported on:

Industry & finance claimed quite a few ex-NBC v.p.'s: Vic Norton, now pres. of American Hard Rubber Co., N. Y.; Mort Werner, now v.p. of Kaiser Industries; Sid Strotz (1933-50 veteran, 8 years as Hollywood chief), now Coca-Cola franchiser for Pittsburgh area, living in Fox Chapel, Pa.; I. R. (Chick) Showerman, ex-central div. boss, now partner in Taylor & Showerman, Chicago, thriving industrial motion picture producer.

Charles L. Glett, who went over to CBS with Don Lee Network and was CBS Hollywood v.p. in 1950, is now pres. of National Film Investments Co., Beverly Hills, subsidiary of big National Theatres Inc., which recently purchased WDAF & WDAF-TV, Kansas City, and is currently talking merger with NTA (Vol. 14:19). Charles Rynd, ex-ABC v.p., is now pres. of Audio-Video Products Corp., N. Y.

* * * *

Clarence Menser, real NBC old-timer who started in 1929 as dramatic director in Bill Rainey's production dept., having taken sabbatical from a professorship of speech & drama at Knox College, in Illinois, ran the whole gamut of early network jobs. He quit as program v.p. in 1947 to operate citrus groves in Jupiter, Fla., also a small radio station in nearby Palm Beach. He sold both, now has other farmlands, may be addressed at Villapine, 2500 Pine Ave., Vero Beach, Fla. Also down there, in Orlando, owner of a butane gas franchise and heading a mortgage loan business, is Jesse Barnes, ex-MBS sales v.p.

John K. Herbert, ex-v.p. in charge of NBC-TV network, is now publisher of Hearst's *American Weekly.* Frank E. Mason, who left presidency of INS to become NBC pres. "Deac" Aylesworth's public relations v.p., now heads Loudoun County Press Inc., publishing several Va. weeklies, lives at Old Oaks, Long Lane, Leesburg, Va., has office at 3100 Chrysler Bldg., N. Y.

C. M. Underhill, CBS program chief 1948-51, then ABC program v.p. 1951-54, is now in U. S. Steel Corp.'s public relations dept. A. A. (Abe) Schechter, NBC's first news director, who served on Gen. MacArthur's staff in the Pacific, returned to become MBS news v.p., now has own public relations business at 580 Fifth Ave., N. Y. Bill Brooks, ex-NBC public relations v.p., was last reported in that field with Milburn McCarty & Assoc., N. Y.

* * * *

High up in rep field are Ernest Lee Jahncke, scion of an old New Orleans shipbuilding family, namesake of father who was Asst. Secy. of the Navy under Hoover; he joined NBC soon after graduation from Annapolis, returned from war to join ABC station relations, rose to v.p. & asst. to ex-pres. Robert Kintner (now NBC exec. v.p.), is now v.p. & asst. to pres. of Edward Petry & Co. Up from CBS ranks came Edward P. Shurick, now exec. v.p. of Blair-TV, who resigned as CBS-TV station relations v.p. last year. Ex-Katz, ex-ABC film syndicate v.p. Don Kearney is now sales mgr. of Corinthian (Whitney) stations. Bill Davidson, who quit NBC to go with ABC and then with old Free & Peters, is now NBC v.p. in charge of its WRCA-TV, N. Y.

NBC engineering v.p.'s who went on to other jobs include O. B. Hanson, ex-network chief engineer, now with parent RCA as v.p.-engineering services, and Charles W. Horn, ex-chief of research & development, then a wartime Navy captain, now a TV-radio manufacturer in Mexico City (Cia. Distribuidora Mercantil, S.A.). **Jack Poppele**, ex-MBS & WOR engineering v.p., later head of VOA, now is a consultant, also owns part of unique Santa's Land playground near Putney, Vt., resides in So. Orange, N. J.

Mefford R. Runyon, now exec. v.p. of American Cancer Society, N. Y., was v.p. & a director of CBS 1937-45, v.p. Columbia Records 1945-48. **Carl Haverlin**, pres. of BMI since 1947, was ex-Mutual station relations chief. **E. P. H. (Jimmy) James**, who was NBC sales promotion mgr. 1937-42, joined MBS after Army as v.p. for adv. & research, left in 1949 to reside in Arizona because of health of his children, returned a few years ago to become a Nielsen v.p. in Chicago. Also a Nielsen v.p. is **John Churchill**, ex-CBS & BMB.

* * * *

Among other alumni of NBC v.p. ranks: **Alfred H. (Doc) Morton**, recently with Voice of America, lives at 25 E. 86th St., N.Y. **Philips Carlin**, pioneer programmer, resides at 6 E. 45th St., N. Y. **Lloyd Egner**, retired in 1949 as transcription dept. chief, first joined Hudson & Manhattan R.R., since 1951 has lived in Washington (now 2800 Quebec St. NW) doing consulting work at home and abroad. **Wm. R. (Billy) Goodheart**, recently resigned sales v.p., owns farms in Ohio, is also working on various enterprises in Ariz. **John McDonald** is professor at U of S. Carolina.

Quite a few v.p.'s have gone from one network to another in various capacities: **Robert Weitman**, now CBS v.p., recently was ABC program v.p., and **Robert Lewine**, ex-ABC program v.p., has same title now at NBC. **James Stabile**, now director of NBC-TV talent dept., was ABC legal v.p., as was **Geraldine Zorbaugh**, now legal chief for CBS radio. **Don Durgin**, ex-ABC radio v.p., is now an NBC sales v.p. **Ed Botthof**, ex-ABC radio v.p., is now with NBC sales, Chicago. **Charles Ayres**, ex-NBC radio v.p., is now with ABC-TV sales, N. Y. **James H. Connolly**, ex-v.p. in charge of ABC's San Francisco office, is now with NBC-TV sales. **Murray Grabhorn**, ex-ABC sales and v.p. for owned-stations, is now with Mutual sales.

* * * *

That about completes the v.p. list. Some network top-kicks who never attained v.p. titles but were very prominent in their day and have since done nicely are also worth mentioning. For example: NBC's first press & public relations chief, **G. W. (Johnny) Johnstone**, now TV-radio director of National Assn. of Manufacturers; **Easton Woolley**, ex-NBC station relations chief, now a broker in Salt Lake City (address, 5340 Cottonwood Lane); **Ruddick R. R. Lawrence**, NBC director of program sales 1950-53, now v.p. of N. Y. Stock Exchange and mastermind of its big current promotional campaigns.

Also, **Richard B. Moore**, ex-ABC attorney, now mgr. of KTTV, Los Angeles; **Maurice B. Mitchell**, ex-mgr. for CBS of WTOP, Washington, later aide to NBC v.p. **Charles R. Denny** (recently upped to RCA v.p.-new products) and now pres. of Encyclopaedia Films, Wilmette, Ill.; **Jesse Butcher**, 1929-33 CBS director of public relations, same for NBC 1936-37, later in agency work and wartime radio director of USO and National War Fund, now TV-radio director of U. S. Information Service; **Reginald M. Brophy**, ex-NBC, now pres. of Canadian Motorola Electronics Ltd.

Tape Dispute Settled: Video tape jurisdictional quarrel between IATSE & N. Y. Film Producers Assn. which flared into one-day strike against 35 makers of TV commercials (Vol. 14:19) was settled this week. Agreement running to Dec. 31, 1960 provides for trial period ending Dec. 31, 1959 "during which producers and the various union crafts will work together to determine rates & working conditions." Pact is subject to ratification by FPA members at June 3 meeting. Meanwhile, Screen Actors Guild asked AFL-CIO pres. George Meany to arbitrate its video tape jurisdictional dispute with AFTRA, which wants NLRB referendum among all actors instead (Vol. 14:21). And in Hollywood, Screen Directors Guild and major studio & TV producers negotiated against June 2 strike deadline on union's demands for higher pay—including increased residual payments for reruns of post-1948 features on TV (Vol. 14:18).

Casualty of the TV times: David E. Smiley, publisher of the *Tampa Times* (circ., about 47,000), operator of WDAE (5-kw, 1250 kc) and WDAE-FM (100.7 mc), unsuccessful applicant 3 years ago for Ch. 13, this week announced sale of his newspaper to *Tampa Tribune* (circ., 136,000 daily, 155,000 Sun.) operator of WFLA-TV (Ch. 8), WFLA (5-kw, 970 kc) & WFLA-FM (93.3 mc). Morning *Times* will henceforth be published in evening *Tribune* plant. Smiley retains the radio stations. In 1954, WDAE sought Ch. 13, was selected by examiner but reversed by FCC in favor of Tampa Television Inc. (Walter Tison group), which in 1956 sold station, now WTVT, a CBS basic, to present owners, *Daily Oklahoman* group for $3,500,000 (Vol. 12:26, 29). Broker in *Tampa Times* deal, amount undisclosed, was Allen Kander.

Creation of United Press International through merger of UP and INS last week leaves 2 TV film services virtually unchanged. Reorganization did not effect UP Movietone under direction of mgr. W. R. Higginbotham. INS-Telenews, which serves some 158 TV stations, becomes Hearst Metrotone Telenews, still owned by Hearst organization. Only problem is to recruit new sales staff since Telenews previously used INS sales personnel. At last report, Robert H. Reid transfers from INS sales mgr. to Hearst to direct new Metrotone Telenews sales force.

Census of radios will be taken in 1960 after all. Census Bureau Director Robert W. Burgess said this week Bureau had reversed previous position (Vol. 14:16) "in order to provide up-to-date information on number and location of households" with radios but would not collect data on types of sets because it would cost too much to do so. Earlier, Howard H. Bell, asst. to NAB pres., urged radio census in speech before Kansas Assn. of Broadcasters, said data is needed to identify radio households county-by-county and to get current information on number of FM sets & battery operated portables.

Better regional spot business reporting was urged by Lawrence Webb, managing director of Station Representatives Assn., in talk before Pa. Assn. of Bcstrs. at Wernersville May 22. Compared with published media, "we're flying blind," he said. He termed present national spot reporting system good but not extensive enough or fast enough.

Telechrome test signal equipment—"vertical blanking interval" system—is now in use at all 3 networks, 15 independent stations, according to v.p. H. Charles Riker. Latest signal available through device is one well known in Europe—"sine squared square-wave"—now being tested by networks.

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Television Factbooks Published in February & August
AM-FM Directory Published in January
TV and AM-FM Addenda Published Weekly

Personal Notes: Elmore B. (Buck) Lyford leaves NBC station relations to become exec. asst. to William B. Rines, now pres. of the corporations licensed for WCSH-TV & WCSH, Portland, Me. (Ch. 6); radio WLBZ, Bangor with newly acquired WTWO there (Ch. 2); radio WRDO, Augusta; Mrs. Henry P. Rines, his mother, has withdrawn from the presidencies . . . Wm. J. Muellen, ex-sales mgr. of WPOR, Portland, Me., named national sales mgr. of Hildreth stations—WABI-TV, Bangor (WABI); WAGM-TV, Presque Isle, Me. (WAGM); radio WPOR . . . Michael Horton, ex-NBC News, named information director of CBS News . . . Mort Rubenstein promoted to art director, Marvin Fuchs to production mgr., of CBS-TV adv. & sales promotion dept. . . . Zaro Calabrese, ex-WABC-TV, named art director of ABC-TV . . . Norman P. Bagwell, business mgr. of WTVT, Tampa, named mgr. of WKY-TV & WKY, Oklahoma City, replacing Raymond W. Welpott, onetime gen. mgr. of WRGB, Schenectady, who quit WKY Television System Inc. (*Oklahoma City Oklahoman*) last week to join his former chief P. A. (Buddy) Sugg at NBC; Bagwell, onetime FBI agent, becomes member of board, with James Terrell, WKY-TV commercial mgr., appointed asst. station mgr. for WKY-TV, and John Moler promoted to same post at WKY . . . Robert Olson appointed administrative asst. to mgr. E. B. Dodson at WTVT, Tampa, in addition to his duties as operations mgr., with John Haberlin named asst. mgr. in addition to commercial mgr. . . . Walter Bartlett, ex-*Indianapolis Times*, named sales mgr. of WLWC, Columbus, O., succeeding Gregory Lincoln, resigned . . . Robert F. Lewine, NBC-TV v.p., elected pres. of N. Y. chapter of Academy of TV Arts & Sciences . . . Dick Gifford promoted to national sales mgr. of KFJZ-TV, Fort Worth, succeeding Joe Evans, now gen. sales mgr. of Storer's WVUE, Wilmington-Philadelphia . . . Don Davis, gen. mgr. of KMBC-TV, Kansas City, presently in Europe, wins $2500 cash award for best local TV campaign promoting 25th anniversary of Jack Wrather's *Lone Ranger* . . . Malcolm W. Dale named sales mgr. of merged WNEP-TV & WILK-TV, Scranton-Wilkes-Barre . . . Richard J. Butterfield, ex-commercial mgr. of KCRG-TV, Cedar Rapids, named sales v.p. of KMSP-TV, Minneapolis . . . Ray C. Smucker named sales mgr. of KVAR and radio KTAR, Phoenix, also continuing in charge of radio KYUM, Yuma, also controlled by John J. Louis family . . . George A. Koehler, mgr. of WFIL-TV & WFIL, elected pres. of Pa. Assn. of Broadcasters . . . Julian Schwartz, WSTC, Stamford, elected pres. of Conn. Broadcasters Assn. . . . Ralph W. Weil, exec. v.p. & part-owner of WOV, N. Y., elected pres. of N. Y. chapter of Broadcast Pioneers . . . Al Markin, ex-CBS, named exec. asst. to pres. George Gould, Telestudios Inc. . . . Bernard Weitzman promoted to v.p. in charge of business affairs of Desilu Productions.

Several NAB committees were appointed this week, in advance of June 16-20 Washington board meeting. Chairmen: general fund finance—Alex Keese, WFAA-TV, Dallas; membership—Ben B. Sanders, KICD, Spencer, Ia. and Joseph J. Bernard, KTVI, St. Louis, co-chairmen; TV finance—C. Howard Lane, KOIN-TV, Portland, Ore.; by-laws—Joseph E. Baudino, Westinghouse stations. Co-chairmen of convention committee will be vice chairmen of TV and radio boards, to be elected.

McConnaughey, Sutton & L'Heureux Washington law firm dissolves, former FCC Chairman McConnaughey to spend full time in Columbus, O. offices, George O. Sutton to continue his previous practice, former McConnaughey assistant Robert D. L'Heureux to start own practice June 2 at 921 Albee Bldg., Washington (Metropolitan 8-4575).

Edward DeGray, ABC v.p., & Armand Hammer, MBS pres.-chairman, newly designated to represent their networks on NAB board.

Robert W. Sarnoff, NBC pres., receives honorary Doctor of Laws degree from Pennsylvania Military College.

ADVERTISING AGENCIES: Edward Kogan, ex-Edward H. Weiss, appointed TV-radio director of Joseph Katz Co. . . . Herbert W. Cooper promoted to exec. v.p. of Meldrum & Fewsmith, Cleveland . . . Nelson Metcalf, ex-Lennen & Newell, named v.p. of C. J. LaRoche . . . Willard Benner promoted to v.p. of Ted Bates . . . Murray Bolen elected v.p. of Benton & Bowles, Hollywood . . . Lennen & Newell absorbs Merchandising Factor, San Francisco, names MF pres. Marshall Weigle a senior v.p. . . . Emory Ward named v.p. of Sullivan, Stauffer, Colwell & Bayles . . . Grover J. Allen, ex-WBKB, Chicago, named associate TV-radio director of Geoffrey Wade Adv. there.

Robert E. Eastman's new radio rep firm (Vol. 14:18) has set up headquarters under his name at 527 Madison Ave., N. Y. (Plaza 9-7760), with the ex-ABC Radio pres. in charge. Chicago office at 333 No. Michigan Ave. (Financial 6-7640) is headed by Richard Arbuckle, ex-NBC Spot Sales; San Francisco office in Russ Bldg. (Yukon 2-9760) by Richard H. Schutte, ex-sales mgr. of KCBS, succeeded at the CBS radio station by Seymour Whitelaw.

Motorola becomes first industrial associate member of National Assn. of Educational Broadcasters.

Sale of KSO, Des Moines (5-kw, 1460-kc) to N. L. Bentson, Joseph R. Floyd & Edmund R. Ruben for $202,500 was announced this week. Buyers own KELO-TV (Ch. 11) & KELO, Sioux Falls, S. D. with satellites KDLO-TV, Florence (Ch. 3) & KPLO-TV, Reliance (Ch. 6), and radio WLOL, Minneapolis. Anton J. Moe, sales mgr. of WDAU-TV, Scranton, Pa. (Ch. 22) will be gen. mgr. of KSO. Sellers also own WXLW, Indianapolis, which they retain. Broker was Allen Kander. [for week's other radio station sales and transfers, see *AM-FM Addenda V*.]

Control of WTVP, Decatur, Ill. (Ch. 17) will pass from W. L. Shellabarger (68.75% owner) and associates, now that FCC has approved deal whereby they get $200,000 for stock and debentures, additional $100,000 for lease of real estate for 5 years, with option to buy at end of lease for $225,000 (Vol. 14:15). Buying principals are George A. Bolas, media director of Tatham-Laird Inc., Chicago, with 30%; W. Clarke & Gilbert Swanson, Campbell Soup execs., 15% each. Shellabarger retains approximately 5%, also continues as owner of real estate.

"The Mystery Men of Broadcasting" titles article on station reps in May 23 *Printers' Ink*, theme being "no other major group in the industry is as widely misunderstood."

Springfield Ch. 2 (Cont.): Major disclosures in this week's FCC investigation by House Commerce legislative oversight subcommittee: inactive WMAY-TV, Springfield, Ill. (Ch. 36) lost $46,589 in 1954-57, had only $24.71 in checking account at local First National Bank by Oct. 31, 1956, owes back fees to Washington counsel Marcus Cohn—and has sole physical asset in vacant studio site bought with borrowed $13,000.

But instead of sympathizing with WMAY-TV's uhf plight—following FCC deintermixture proceedings which transferred its original Ch. 2 award to St. Louis' KTVI (Vol. 14:21)—House probers led by Rep. Harris (D-Ark.) bombarded pres. Gordon Sherman & v. p. Richard S. Cohen with questions intended to show that politics colored award in first place.

Over & over again, subcommittee counsel Robert Lishman and subcommittee members took Sherman & Cohen back & forth over their relations with ex-Ill. State Auditor Orville E. Hodge, now in prison for embezzlement, who had said he interceded for them with Sen. Dirksen (R-Ill.) and Rep. Simpson (R-Ill.) in contest with Sangamon Valley TV for Ch. 2.

Sherman conceded he and Cohen met "2 or 3 times" with Hodge to discuss help in winning Ch. 2 from Sangamon after examiner's initial decision had favored Sangamon. But Sherman said he knew nothing about any contacts made by Hodge in his behalf—or that ex-GOP chairman Leonard W. Hall had interested himself in the case.

Cohen said he approached Hodge "as a friend—not as a politician" for "advice" on how to "neutralize" political influence he said had been exerted by Sangamon. But he testified he never asked Hodge or anyone else to "contact anybody in Congress." Rep. Moss (D-Cal.) commented, in disbelief: "You are not only a young man—but very naive."

Ex-Sen. Scott Lucas (D-Ill.), retained by Cohen as counsel for hearing, suggested: "No doubt there has been a lot of politics involved in every TV license that ever has been granted." "That's becoming very obvious," snapped Rep. Williams (D-Miss.).

Subcommittee also explored what chairman Harris described as "strange & curious" events revolving around 1956 award of Ch. 2 to WMAY-TV (Vol. 12:26) subsequent to FCC rule-making which exchanged St. Louis Ch. 36 for Springfield Ch. 2 in 1957 (Vol. 13:9), and advance reports on FCC's intentions (Vol. 12:11 et seq).

Sherman testified that early in 1956—even before award of Ch. 2 to WMAY-TV—he had talked with KTVI pres. Harry Tenenbaum & exec. v. p. Paul E. Peltason about deintermixture prospects. Subcommittee counsel Lishman wanted to know whether "these gentlemen ever told you you were butting your head against a stone wall in trying to keep Ch. 2 in Springfield." Sherman replied: "Yes, sir, they sure did."

Asked by Lishman if Tenenbaum & Peltason had told him they were going to get Ch. 2, Sherman said: "There was an inference about that." Sherman also related that he had discussed an offer then by Tenenbaum & Peltason to help him obtain uhf equipment for Ch. 36—but that WMAY-TV still has no studio, no equipment, no network affiliation, no present prospects for going on air.

Immediately after recessing hearing on WMAY-TV, Harris announced next witness June 2 would be Tenenbaum, opening subcommittee's look into complex St. Louis TV deals which have involved KCPP (Ch. 11), KWK-TV (Ch. 4) & KMOX-TV (Ch. 11) as well as KTVI. St. Louis stations are among 20—14 in comparative cases, 6 in sales—listed by subcommittee for investigation (Vol. 14:20).

* * * * *

White House was linked to contested TV cases earlier in week by subcommittee staffer Stephen J. Angland. He introduced Oct. 27, 1953 letter to Sherman Adams, The Asst. to President Eisenhower, from Comr. Hyde (then FCC chairman): "I thought it might be helpful if you had the attached outline information concerning television contests in St. Louis & Flint, Mich." Adams' office thanked Hyde for his "thoughtfulness." Significance of this exchange was not developed in hearings, however.

In another subcommittee flurry, *Boston Herald-Traveler's* WHDH-TV (Ch. 5), another station scheduled for comparative-case-&-station-sale phase of probe, refused to comply with subcommittee subpoena demands for all its accounts. Company challenged power of subcommittee to compel disclosure of private records which it said were "unrelated to the committee's inquiry."

Harris replied that subcommittee "will not be interfered with in connection with efforts to obtain legitimate information," but at week's end he had not pressed point further. *Herald-Traveler* said terms of subpoena were so broad that it even seemed to cover expense accounts filed on assignments by newspaper's sports writers.

Grant of a 5th vhf station to North Dakota Bcstg. Co. (John W. Boler) was recommended by examiner Elizabeth C. Smith this week after hearing on application for Ch. 11, Fargo. Boler owns: KXJB-TV, Valley City (Ch. 4); KCJB-TV, Minot (Ch. 13); KBMB-TV, Bismarck (Ch. 12), all N. D., plus KXAB-TV, Aberdeen, S. D. (Ch. 9). Examiner held there would be no overlap between Grade A contours of Fargo & Valley City stations; that Grade B overlap isn't disabling in this situation; that 5 vhfs to Boler isn't "undue concentration"; that Boler's payment of expenses to competitor Marvin Kratter who withdrew was proper under FCC policy.

CP for WTVQ, Pittsburgh (Ch. 47), appears on way to extinction—Ed Lamb, operator of WICU-TV, Erie (Ch. 12) & WICU, this week cancelling 1953 deal by which he would have taken it over for $5000 from Ronald B. Woodyard & Loren Berry (Vol. 9:30).

Experimental Ch. 12 application for Philadelphia was withdrawn this week by Storer Bcstg. Co., operator of WVUE, Wilmington-Philadelphia (Ch. 12). Storer notified FCC that too many delays would be involved, in light of Court of Appeals decision remanding New Orleans experimental Ch. 12 grant to WJMR-TV (Ch. 20) back for a hearing (Vol. 14:21). Court had concluded that Commission should have conducted hearing to determine whether New Orleans operation would be truly experimental. Storer had proposed to operate with directional antenna from Philadelphia antenna farm (Vol. 14: 8, 15).

Site change of WTVD, Durham, N. C. (Ch. 11) was held up by FCC this week, as it granted protest of WFLB-TV, Fayetteville (Ch. 18), designated move for hearing. Move is from site 9 mi. north of Durham and 20 mi. north of Raleigh to about 32 mi. southeast of Durham and 10 mi. southeast of Raleigh, includes height increase to 1510 ft.

Smart move of FCC, as it set celebrated Miami Ch. 10 case for hearing to start June 23, was to explore possibility of having a judge serve as hearing examiner—feeling it would be wise to have presiding officer with no FCC connection. Hearing is to determine whether former Comr. Mack should have disqualified himself from voting and whether parties had indulged in improper actions to influence vote. All original contestants and Justice Dept. are permitted to participate. Commission is satisfied that it could legally appoint a judge as presiding officer but it probably will take precaution of getting Civil Service Commission to certify him as a hearing examiner—if it finally does find judge to serve. Party North Dade Video is asking FCC to tighten issues to limit number of witnesses, shorten hearing.

Abandonment of FM allocation plan is proposed in rule-making started by FCC this week, with industry comments due July 7. Reason for dropping table, Commission said, is that it has outlived usefulness—pattern having been set by great number of operating stations. It said that application processing could be speeded by eliminating time-consuming rule-making required each time a channel is assigned to new location. [Location of FM stations and grantees, by channel, comprises Part III of our annual *AM-FM Radio Station Directory*, copies of which are still available at $7.50.]

Court of Appeals, by 3-0 decision, turned down appeal of WITV, Ft. Lauderdale, Fla. (Ch. 7) against grant of Ch. 10, Miami, to WPST-TV. WITV had sought to get into Ch. 10 hearing, but court stated that WITV's license "contained no express or implied terms insuring financial success or freedom from hurtful competition by such developments in the area as here occurred."

Switch from Ch. 15 to Ch. 13, temporarily, is sought by WVEC-TV, Hampton-Norfolk. It told FCC there is "intolerable" interference to uhf reception caused by second harmonic of local oscillators of sets tuned to WAVY-TV (Ch. 10). WVEC-TV is applicant for Ch. 13 in 3-way competition.

Class IV (local) AM stations may apply for 500-w or 1-kw under certain conditions, following amendment of rules effective July 7. Applications won't be granted until "appropriate coordination of the rule change can be effected with other North American countries."

Two translators were granted by FCC this week—Ch. 72 & 74, Grants Pass, Ore., to California Oregon TV Inc., operator of KBES-TV, Medford, Ore. (Ch. 5) and KOTI, Klamath Falls, Ore. (Ch. 2).

Single TV application filed this week was for Ch. 23, Yakima, Wash., by John W. Powell, employe at KIMA-TV there. This brings total pending to 118 (29 uhf). [For details, see *TV Addenda 26-R*.]

Notice to Subscribers

If you're going on vacation, or if business takes you away from your office for any length of time, we'll be glad to send your *Television Digest* to any address you designate—at home or abroad—at no extra cost. Simply bear in mind we mail Saturdays, so allow yourself up to 4 days for either domestic or foreign deliveries. Note: Our own experience is that foreign air mail deliveries are now as rapid as domestic, especially since the recent deterioration of domestic postal first-class service.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

"TV or not TV; that is the question
Whether 'tis nobler in the mind to suffer
The pressures of increasing enrollments
Or to take up arms against a sea of troubles
And by electronics end them.
To grunt and sweat under a weary life
And make us rather bear those ills we have
Than fly to others that we know not of?"

—Wanda B. Mitchell, Evanston (Ill.) Township High School teacher, before Educational TV conference sponsored by Dept. of Health, Education & Welfare in Washington.

"In all of the lively chitchat in Washington [about the FCC investigation] it has been widely assumed that there is no alternative to the status quo . . . Such doesn't happen to be the case. The root of the chaos in broadcasting lies in the simple fact that a scarcity of channels for video broadcasting has been artificially sustained & encouraged far longer than necessary . . . A national switch to uhf does not mean every problem will be solved overnight. But it will put a termination date on the present haphazard system of granting licenses and regulating broadcasting; it will lay the ground for correcting inconsistences in channel assignments which simply do not make sense to any reasonable man."—Jack Gould, *N. Y. Times*.

"On the teacher's desk [of the future] the traditional bright red apple will have been replaced by a multiple-control panel and magnetic tape players. The tape machines will run 3 recorded lessons especially geared to the level of the students, ranging from the slow learners to those who are highly advanced. Each pupil will follow the lesson with headphones. When the pupil has a question he will be able to talk to the teacher directly on his intercom without disturbing the rest of the class. In this way the teacher will actually be able to conduct as many as 3 classes at the same time."—RCA pres. John L. Burns, addressing recent National School Boards Assn. convention.

"The power of TV is formidable, of course. The greatest showcase for the manufacturer of goods to advertise his wares; the greatest medium whereby a clergyman might persuade the viewer to allow religion to work in his life, to let it give him victory over his problems. TV, in many respects, sets the tone, morals, idealism and conditioning of the American mind. There is no question in my mind but that TV is in the public domain. It belongs to the people, like the beaches, the right of way." — Dr. Norman Vincent Peale.

"I am afraid that I am a perpetual optimist, because I still believe that 1958 can be better than 1957 in the TV business if everyone handles his business in a reasonable manner. And the other areas of electronics, i.e., components, industrial products and military, all look as though they should finish ahead of 1957. It may sound silly [but] I will be happy between now and Dec. 31 and [could be] disappointed only the day after."—Robert S. Bell, pres., Packard-Bell Electronics.

"It may not be an exact analogy, but I don't think books have suffered much from magazine competition. I don't see why films, which are, after all, animated books, should suffer from TV, which is simply an animated magazine."—Prince Philip, husband of Queen Elizabeth.

Television Digest with ELECTRONICS REPORTS
WYATT BUILDING / WASHINGTON 5, D C. • TELEPHONE STERLING 3-1755
Trade Report
May 31, 1958

RCA OUT WITH 'SOUP-to-NUTS' STEREO LINE: If you're hot on stereo as the likely hypo to sagging electronic home entertainment business, as are most of the top executives in the industry, you'll want to know all the details about RCA's big stereo package -- hi-fi's, discs, tapes, recorders, combos, in fact, the works -- which comes out for the public to see and buy Mon., June 2.

It's a big line which RCA consumer products exec. v.p. Robert A. Seidel told newsmen, who were given sneak preview Thursday, is "designed to bring stereophonic music into the home at mass-market prices." Ready are: (1) Fifteen stereo-orthophonic phonos which play both stereo discs and monaural records, priced from $129.95 for low-end portable to $2500 for 3-cabinet "sound center" with record turntable, tape-cartridge player, tape recorder, AM-FM, 2 additional speakers. (2) Fifty-five stereo records, including 17 classics, for June release, priced from $4.95 to $8.95. (3) Thirty-two stereo-tape cartridges "as easy to play as phono records." (4) Two instruments for playing stereo cartridges -- tape recorders as well as players -- priced at $295 & $450. (5) Seven auxiliary speaker systems -- from $9.95 to $125.

A $1 billion a year market for recorded music and players in a short time was foreseen by Seidel which, he said, would be a 200% increase over 5 years ago. George Marek, v.p. & gen, mgr. of record div., said stereo discs will be "slightly higher" in cost than monaural LPs, but he gave no firm prices.

New phonos play either stereo or monaural records, said Raymond M. Saxon, v.p. & gen. mgr. Victor div., so as not to obsolete music lovers' present libraries. He said present single-channel records sound better on new stereo phonos since the equipment amplifies nuances of recorded sound not re-created on comparable monaural reproducing phonos now in existence.

Other major phono makers are hot on RCA's trail with stereo. Philco will show its new stereo line to distributors conventioning at the Forrest Theatre in Philadelphia, June 2-3. And, Sylvania unveils its stereo in Buffalo, June 9.

BAD FAITH CHARGED AGAINST CO-OP AD TAX: Manufacturers and admen minced no words in telling Internal Revenue Service this week it acted against public interest, reneged on earlier promises, by trying to slap an excise tax on cooperative adv. allowances. Public hearing on new IRS tax ruling (Vol. 14:13-14,16) brought aggrieved industry representatives out in force to ask reversal of ruling that co-op funds are actually part of factory selling price and, as such, subject to excise tax -- 10% in the case of TV-radio-phonos & components.

That it's contrary to Administration policy of encouraging increased sales through lower prices and increased advertising & sales promotion, was one of many charges against tax ruling brought by spokesman Maurice G. Paul, Philco asst. treas. and pres. of Federal Excise Tax Council. Some others: (1) Ruling repudiates commitment by Treasury Dept. to House Ways & Means Committee in 1956 to officially recognize that retail advertising is not proper subject for excise taxes. (2) Co-op tax would "foster price pyramiding & increase consumer prices." (3) Tax would result in marked reduction in local TV-radio-newspaper advertising.

Suggestion that co-op funds are used as tax dodge by manufacturers was denied by Paul who added they are largely controlled by retailers, not the manufacturers, and that IRS proposal shows a "woeful lack of understanding of the serious economic consequences" of such a new tax burden.

Co-op advertising is mainstay of retail trade, said Edward Crimmins, research director of Advertising Checking Bureau, which administers co-op plans for some 150 manufacturers. He backed up Paul by insisting retailers control co-op advertising and that expenditures cannot possibly be considered part of factory sales price. Same opinions came from James J. Bliss, counsel for National Retail Merchants Assn.

Statements opposing co-op tax ruling were filed by many trade groups. Among them: National Assn. of Manufacturers, Newspaper Advertising Executives Assn., the Advertising Federation of America, So. Cal. Broadcasters Assn., National Appliance & Radio-TV Dealers Assn., Electronic Industries Assn.

Sincere willingness to reconsider was impression gained by most observers from officials' comments during hearing -- though it may be wishful thinking. Formal decision may be some time coming, thus leaving manufacturers in tenuous position due to retroactive nature of proposed rule.

TV-Radio Production: TV set production was 73,468 in week ended May 23 vs. 67,949 preceding week & 80,436 in 1957. Year's 20th week brought TV production to 1,746,256 vs. 2,074,000 last year. Radio production was 161,882 (52,119 auto) vs. 104,077 (45,582 auto) preceding week and 243,270 (97,750 auto) last year. For 20 weeks, production totaled 3,684,134 (1,188,908 auto) vs. 5,847,000 (2,325,000).

DuMont-Daystrom Merger? There's many a slip—and merger of Allen B. DuMont Laboratories Inc. with Daystrom Inc. (p. 1) may founder on the shoals of finance—but fact is that such a fusion of interests would follow trend of big holding companies, especially in electronics fields, toward diversification.

Daystrom makes electrical, electronic & nuclear products, is not in TV-radio set manufacturing or very heavily in consumer electronic products fields. In 1955 it acquired Weston Electrical Instruments Corp., now Daystrom-Weston Co., Newark & Puerto Rico, making electric indicating equipment, with a systems div. that makes automatic controls for processing and data handling. Its Heath Co., Benton Harbor, Mich., makes do-it-yourself radio kits, hi-fi equipment, analog computers.

Big furniture div. at Olean, N. Y., with plant in Alma, N. C., makes tubular steel and wooden dinette tables and chairs. Other divisions: Daystrom Electric Corp., Poughkeepsie, N. Y., sound recorders, precision machinery & equipment; Daystrom Instruments, Archbold, Pa.; Daystrom Pacific, Santa Monica, Cal., gyroscopes and subminiature electronic controls.

DuMont's big name and know-how in TV and cathode ray tubes, in which it pioneered, and its announced intention of invading fast-developing stereo phono field, make it a logical quarry for a company like Daystrom. Two years ago, ex-Raytheon v.p. David T. Schultz was named DuMont pres., following spinoff in 1955 (Vol. 11:34-35) of its broadcasting subsidiary (name recently changed to Metropolitan Broadcasting Co.) which is traded over-the-counter and which lately has expanded its TV operations into radio broadcasting, and currently is showing a profit (Vol. 14:15). Dr. DuMont is still chairman of Labs, but no longer connected with the broadcasting company.

DuMont Labs in its 1953 heyday exceeded $72,000,000 sales, earned more than $1,500,000 net profit, but it fell into deficit operations in 1955-57 and first quarter 1958 (for financial history from 1950, see our Special Report on May 10, 1958 on *Financial Data on TV-Electronic Companies*). It has had considerable turnover and reduction of key personnel, its board now dominated by Paramount Pictures executives and including Armand Erpf, the Carl M. Loeb, Rhoades & Co. partner who engineered the broadcast spinoff and who is currently in the midst of the merger talks. Latest *Poor's Register* shows it employs 4000.

Daystrom Inc. pres. is Thomas Roy Jones, its payroll about 7100. In fiscal year to March 31, 1958 its consolidated sales are expected to be reported at some $80,000,000, having exceeded $60,000,000 in first 9 months to Dec. 31, 1957 when its net profit was $1,754,000 ($1.94 per share). In whole of fiscal 1957, sales were record $74,402,239, net profit $2,458,811 ($2.77), also a record. [For capitalization-sales-earnings-dividends-price range data for preceding years from 1950, see same Special Report.]

Fair trade legislation continued at a slow boil in Congress this week with introduction of 3 new bills by Sen. Humphrey (D-Minn.) aimed at firming up retail prices. Senate Commerce Committee postponed indefinitely action on Humphrey's Federal price maintenance bill (S-3850), similar to Harris Bill (HR-10527) on which House Commerce Committee concluded hearings last month (Vol. 14:18). Other Humphrey bills were: S-3851 to prohibit loss leader sales and S-3852 to ban sales at unreasonably low prices to destroy competition. Both are before Senate Small Business Committee and scheduled for hearing June 23-25. Fair trade lobbyists were busy lining up support for House adoption of Harris Bill at this session of Congress, discounted possibility of Senate action before adjournment.

New EIA statistics: Monthly factory sales of stereo phonos will be reported by EIA's marketing data dept. as soon as machinery to collect figures can be set up. Only total phono sales have been reported heretofore. Also, special reports will be issued monthly on FM factory sales, on retail sales of all phonos and on transistorized portable radios.

DuPont and IT&T sign agreement whereby former makes and sells new grade of ultra-high-purity silicon produced by processes developed by latter's British affiliate—Standard Telecommunications Laboratories Ltd. DuPont says purity of new silicon "is expected to surpass all types" now available.

Fourteen phosphor samples, to provide industry with uniform standards of comparison, are offered at $3 each by Standard Sample Section, National Bureau of Standards, Washington. Phosphors include those used for TV, radar, radioactivity counters, etc.

Trade Personals: Sam Kaplan, veteran Zenith Radio v.p.-treas., elected to board vacancy caused by death of pres. E. F. McDonald (Vol. 14:20), with asst. v.p. J. E. Brown promoted to engineering v.p. & chief engineer to succeed the late Gilbert E. Gustafson; Kaplan joined Zenith in 1923, was elected v.p. in 1948, treas. in 1952 . . . Wm. C. Wichman promoted to gen. mgr., GE Hotpoint div., succeeding John C. Sharp, retired pres. & gen. mgr., title of pres. being abolished; Reginald H. Jones succeeds Wichman as gen. mgr., GE Supply Co. div., Bridgeport . . . Robert Rosen, ex-pres. of Cosmopolitan Adv., named adv. & sales mgr. of Zenith Radio Corp., N. Y., succeeding Herbert K. Okrongly, now asst. gen. sales mgr. of Herold Radio . . . Richard J. Stafford promoted to marketing administrator of Sylvania home electronics div.; Charles L. Hubbard promoted to product planning mgr.; John E. Lau to sales mgr. for radio & hi-fi . . . Roland H. Martin, ex-Norge, named Sylvania northwest district sales mgr. . . . George O. Crossland promoted to central region sales mgr. for GE receiving tube div., succeeding Gordon E. Burns, now national distributor sales mgr. . . . Dr. Sidney J. Stein promoted to engineering & research director of International Resistance Co., Philadelphia; Leo J. Jacobson heads engineering div., Dr. John Bohrer, research div. . . . Wm. E. Kress resigns as Philco midwest marketing mgr. . . . Royal Weller promoted to engineering v.p., Stromberg-Carlson, Rochester.

ELECTRONICS PERSONALS: Maj. Gen. Jerry V. Matejka, telecommunications chief of Office of Defense Mobilization, resigns, hasn't indicated plans; position remains vacant pending action on President Eisenhower's proposal to merge ODM and Federal Civil Defense Administration . . . John W. Guilfoyle promoted to operations v.p., IT&T's Federal Electric Corp. . . . Eugene J. Vigneron promoted to mgr., of Sylvania Electronic Systems, Needham, Mass. . . . Neill A. Teets, ex-Clevite, named sales mgr. of Chesapeake Instrument Corp., Shadyside, Md. . . . Robert E. Busher promoted to sales v.p. of Friden Inc., suceeding Lawrence B. Taylor, resigned . . . Hugh C. Bream, ex-Rheem Mfg. Co., named marketing v.p. for Hoover Electronics, Baltimore.

DISTRIBUTOR NOTES: Zenith appoints George H. Lehleitner & Co., New Orleans, for TV, radios, phonos . . . Webcor appoints East Coast Appliance Co., Columbia, S. C., for phonos, tape recorders . . . Sues, Young & Brown (Zenith), Los Angeles, promotes Edward J. Dymek to sales v.p. . . . Jensen Mfg. Co. appoints Sinai-Johnson Co., San Francisco, for hi-fi . . . Philco plans to open factory branch in Boston, replacing J. H. Burke & Co., whose pres., Joe Burke, retires after more than 25 years as independent distributor . . . Michael D. Kelly resigns as gen. sales mgr. of Sylvania Sales Corp., Chicago . . . Pilot Radio establishes N. Y. distributing branch, replacing Adolph L. Gross Assoc.

TV & Radio Shipments: TV manufacturers shipped more sets to dealers in March than in Feb., but totals for March and the first 1958 quarter were below 1957, EIA reported this week. Dealer shipments in March were 406,658 vs. 398,560 in Feb.; first quarter, 1,356,759 vs. 1,457,636 year earlier. Shipments of radios to dealers during the first 13 weeks of 1958 totaled 1,338,862 vs. 1,612,044 in same 1957 period.

First quarter TV shipments by states:

State	TV	Radio	State	TV	Radio
Ala.	17,724	16,787	N. J.	48,575	53,038
Ariz.	9,806	6,431	N. M.	5,696	4,472
Ark.	11,436	8,640	N. Y.	154,020	205,557
Cal.	125,082	89,228	N. C.	25,838	23,965
Colo.	12,123	10,408	N. D.	4,457	4,156
Conn.	21,736	18,653	Ohio	73,504	76,833
Del.	3,540	2,824	Okla.	16,470	14,035
D. C.	13,340	15,583	Ore.	13,837	13,210
Fla.	54,135	40,261	Pa.	95,940	93,830
Ga.	26,176	24,330	R. I.	7,189	6,617
Ida.	4,440	3,585	S. C.	10,904	11,186
Ill.	84,940	99,319	S. D.	4,971	3,003
Ind.	32,424	22,969	Tenn.	22,742	21,661
Iowa	15,668	16,550	Tex.	66,950	70,300
Kan.	16,749	13,890	Utah	7,447	5,678
Ky.	22,998	19,941	Vt.	2,509	2,682
La.	24,291	18,387	Va.	24,260	22,629
Me.	6,519	6,554	Wash.	21,626	19,161
Md.	19,801	25,614	W. Va.	13,773	8,438
Mass.	43,942	49,942	Wis.	23,205	26,598
Mich.	47,603	45,689	Wyo.	4,977	1,740
Minn.	21,564	25,759			
Miss.	11,079	9,059	U. S. TOTAL	1,353,265	1,332,702
Mo.	31,834	34,994	Alaska	803	1,110
Mont.	7,793	5,022	Hawaii	2,691	5,050
Neb.	11,737	6,906			
Nev.	2,204	2,363			
N. H.	3,691	4,225	GRAND TOTAL	1,356,759	1,338,862

Tape recorder sales will top 600,000 this year, 850,000 in 1960, according to survey by Minnesota Mining & Mfg. Co., leading tape maker. Dollar volume should exceed $100,000,000 this year, $150,000,000 by 1960.

Novel book is *Electronic Puzzles & Games*, by Matthew Mandl (Gernsback Library, N. Y., 120-pp., $1.95). It's designed to give children a start in electronics and amuse experienced technicians.

CBS-Hytron pres. Arthur L. Chapman predicts industrial electronic sales will increase 50% by 1962, reach $2 billion by 1965.

TV in Japan: Unlike Japanese transistor radio production—1,000,000 slated for export to U. S. this year (Vol. 14: 6, 12, 16)—all of TV set production this year will be consumed on the islands, reports Commerce Dept.'s May 12 *Foreign Commerce Weekly*. Indicative of surging TV business in Japan is anticipated 1958 production of more than 1,000,000 sets, up 67% from last year, compared with mere 18,000 sets in 1953. Price has dropped from $389 for 14-in. set in 1953 to $167 for similar set today. At least 90% of Japanese TV production will be 14-in. sets for two reasons: (1) Larger screens are taxed 30% of factory price, 14-in. 17%. (2) Small rooms in Japanese homes favor smaller screens. TV ownership in Japan is about one home out of 22. Although current production lags behind capacity, Japanese manufacturers expect increased sales with further upturn in nation's economy, lower prices.

Factory sales of transistors for the first 1958 quarter were up 76% over the same three months last year. Total of 9,038,798 units worth $20,306,372 were sold vs. 5,125,000 worth $14,612,000 a year ago. Factory transistor sales for March were 2,976,843 worth $6,795,427, drop from February's 3,106,708 worth $6,806,562, but higher than March 1957 totals of 1,904,000 at $5,321,000.

"Adventures of the Mind" series in *Saturday Evening Post* is authored in May 31 issue by Dr. Vladimir K. Zworykin, RCA electronic research director. Titled "Magic Eyes for Medicine," article describes advances in medical electronics, deplores physicians' reluctance to employ new electronic devices.

Sylvania pres.-chairman Don G. Mitchell will receive honorary degree of Doctor of Science from U of Cincinnati at June 6 commencement. He also holds honoraries from Northeastern U, Rensselaer Polytech, Stevens Institute, Parsons College, Middlebury College.

Closed-circuit TV will enable sidewalk superintendents to watch construction of new giant Niagara Falls power plant from safe distance.

Financial Reports:

CBS's WILLIAM S. PALEY & Frank Stanton ranked 23rd & 25th, respectively, among top earners of 1957, according to May 24 *Business Week*, which tabulates salaries and other compensations for leading executives in various categories of industry with comparisons with 1956—to arrive at general conclusion that executive pay did not trend up last year. Top earner of all was Bethlehem Steel pres. Arthur B. Homer, $623,336 in salary & bonuses before taxes. Among the others:

	1957 Salary	Additional Comp.	1956 Salary	Additional Comp.
AVCO MFG. CORP.				
Victor Emanuel, chmn.	$150,000	—	$125,000	—
K. R. Wilson Jr., pres.	77,517	—	—	—
James D. Shouse, Chmn. Crosley Bcstg. Corp.	87,500	—	75,000	—
AMERICAN TEL. & TEL.				
F. R. Kappel, pres.	$187,850	—	$ 51,783	—
E. J. McNeely, exec. v.p.	130,370	—	—	—
C. W. Phalen, exec. v.p.	107,750	—	67,606	—
C. F. Craig, chmn.*	113,283	—	257,200	—
** Chmn. to May 31, 1957.*				
COLUMBIA BROADCASTING SYSTEM		A		A
Wm. S. Paley, chmn.	$299,807	$ 35,584	$300,000	$ 16,526
Frank Stanton, pres.	299,807	24,625	300,000	12,335
Henry C. Bonfig, v.p.	54,230	—	—	—
(A) Paid or set aside for pension plan.				
GENERAL ELECTRIC CO.				
R. J. Cordiner, pres.**	$264,973	1,863s.*	$259,988	1,741s.
P. D. Reed, Chmn.**	168,740	1,131s.*	165,032	1,044s.
R. Paxton, exec. v.p.**	170,603	976s.*	—	—
** Shares valued at 56⅜ a share. Payable in 15 to 20 annual installments after termination of employment. ** Reed retired as chmn., Cordiner became chmn., and Paxton pres. April, '58.*				
PHILCO CORP.				
J. M. Skinner Jr., pres.	$ 72,083	—	$ 57,689	—
Leslie J. Woods, exec. v.p.	45,000	—	40,000	—
John M. Otter, exec. v.p.	50,000	—	50,000	—
W. Balderston, chmn.*	55,875	—	75,000	—
** Resigned Dec. 26, 1957.*				
RADIO CORP. OF AMERICA		A		B
David Sarnoff, chmn.	$200,000		$200,000	—
Frank M. Folsom, pres	165,000	$ 15,000	165,000	$ 19,993
John L. Burns, pres.*	125,000	20,000	—	—
E. W. Engstrom, sr. v.p.	110,000	10,980	110,000	13,993
** Became pres. March 1, 1957. (A) Bonus is payable in five annual installments, if earned out, and amount shown was paid in 1957. (B) Amount paid in 1956.*				
WESTINGHOUSE ELECTRIC CORP.				
G. A. Price, chmn.	$138,779	A	$117,833	
M. W. Cresap Jr., pres	109,979	A	94,666	—
J. K. Hodnette, exec. v.p.	97,767	A	—	—
(A) 1,018 shares, 1,018 shares and 707 shares, respectively, awarded as portion of compensation for 1957. Payable in shares of common stock in five annual installments after retirement.				

General Instrument, leading components manufacturer, doubled earnings to $1,020,840 (74¢ per share) on record consolidated sales of $39,195,749 in fiscal year ended Feb. 28 vs. $505,407 (37¢) on $33,254,735 year earlier. Profit for latest period was figured after giving effect to tax benefits from acquisition of Radio Receptor Co. (Vol. 14:12). Sales increase was attributed largely to 32% boost in military-industrial electronic products volume, but chairman Martin H. Benedek said General Instrument sold more TV tuners than in 1956 despite lower industry production, "maintained its position" as supplier of deflection components to TV set-makers, increased unit & dollar volume of radio intermediate frequency transformers. He said that operating profits from TV components—because of "unsatisfactory pricing" and recession—"leave much to be desired," however, indicating that lower TV sales in first fiscal quarter will help make its returns "unsatisfactory."

Oak Mfg. Co. earned $30,653 (5¢ per share) on sales of $3,459,157 in first 1958 quarter vs. $138,210 (21¢) on $4,736,847 year earlier.

Stockholders of C&C Television Corp. (Matty Fox, pres.), formerly C&C Super Corp., are being asked to approve 1-for-10 reverse stock split and change firm's name to Television Industries Inc. at special meeting June 17. They're also asked to approve reduction in authorized shares from 10,000,000 to 3,000,000. C&C is the firm which acquired RKO film backlog, holds substantial film-for-time barter spots (Vol. 14:21) and proposes to acquire control of cosmetics manufacturer Hazel Bishop Inc. (Vol. 14:19). Its annual report shows 1957 net income from operations of $937,323 which, after allowing for net loss to July 31, 1957 on non-TV operations, left net loss of $205,257 for year. Under reorganization agreement of July 31, 1957 it had transferred to National Phoenix Industries Inc. all non-TV operations, shares in latter being distributed to stockholders.

Major diversification into TV field was completed this week with purchase of Hal Roach Studios, Culver City, by Scranton Corp., Scranton, Pa., whose major stockholder is F. L. Jacobs Co., Detroit auto parts manufacturer. Jacobs recently acquired Symphonic Electronics Corp. (Vol. 14:20), claiming to be largest exclusive manufacturer of conventional & hi-fi phonos. Already deep in TV film business (*Gale Storm Show, Racket Squad, My Little Margie*, etc.) Hal Roach plans new TV film distributing firm, production of commercial & industrial films, increase in present schedules for TV & theatre films. Hal Roach Jr. remains as pres. of new Scranton div.

Barnes Engineering Co., Stamford, Conn., spun off old Olympic Radio in 1955 with R. Bowling Barnes going over as pres., reports net loss of $36,393 on consolidated sales of $579,574 for 6 months to Dec. 28, 1957, expects sales for second 6 months of fiscal year ending June 30, 1958 will approximate $900,000. Sales were adversely affected due to Defense Dept.'s procurement stretchouts, along with legal costs of suit filed by Servo Corp. of America. Backlog on March 28 was $580,000. Sales estimate for year to end June 30 includes $250,000 of wholly-owned subsidiary Multra Corp., which did $105,000 in 6 months ended Dec. 31.

IT&T had best first quarter in history, consolidated earnings rising to about $6,000,000 (84¢ per share) vs. $5,900,000 (82¢) year earlier, pres. Edmond H. Leavey told stockholders at annual meeting in N. Y. this week. Orders at end of period were "slightly under" those on hand at close of first 1957 quarter but "were still very substantial," he said, reporting that earnings of telephone & radio operating companies, and American Cable & Radio "continue to improve."

Beckman Instruments first quarter sales were $9,699,892 vs. $9,844,533 same 1957 quarter, but had net loss of $353,314 vs. profit of $62,740 last year. Sales for 9 mos. ended March 31 were $29,327,875 (net loss $435,529) vs. $27,488,706 (net profit $770,571) same period last year.

Technicolor earned $78,971 (4¢ per share) in 16 weeks ended April 23 vs. $69,000 (3¢) year earlier.

Dividends: Sylvania, 50¢ payable July 1 to stockholders of record June 10; **Hoffman**, 25¢ June 30 to holders June 13; **Decca Records**, 25¢ June 30 to holders June 16; **Meredith Publishing**, 45¢ June 12 to holders May 29; **Arvin Industries**, 25¢ June 30 to holders June 9.

Reports & comments available: On **Hoffman**, in study by H. Hentz & Co., 60 Beaver St., N. Y. On **Westinghouse**, in review by Green, Ellis & Anderson, 61 Broadway, N. Y. On **IT&T**, in study by Fahnestock Co., 65 Broadway, N. Y.

Pay TV—More Talk: It didn't take long for pay-TV proponents to jump into vacancy produced by "temporary" demise of Bartlesville cable-theater experiment (Vol. 14:21). We thought it would be Skiatron's Matty Fox. We were wrong. It was International Telemeter's Lou Novins.

After paying tribute to work of Video Independent Theatres in Bartlesville ("Everyone . . . owes Henry Griffing a debt of gratitude"), pres. of the Paramount Pictures subsidiary stated that the cable-theatre experience confirmed Telemeter's contention—that public wants to pay on per-program, pay-as-you-see system. Telemeter proposes coin-in-the-slot device.

Novins said Telemeter would start 3 cable-theatre projects early next year—reportedly at locations near New York, on West Coast and in Canada. "In a matter of weeks," he said, "Telemeter will make announcements signifying that pay TV is moving from conversation into hardware, from planning into the market place."

Zenith, whose late pres. Comdr. E. F. McDonald was pay TV's strongest force (Vol. 14:20), hasn't commented yet.

Former President Truman plumped for toll TV this week. In letter to Arlington, Va. *Northern Virginia Sun*, he said: "Pay TV has great possibilities," ought to be given a trial. "No one knows, of course, precisely how it would work out," he said, "but it can reasonably be expected to bring to millions of Americans high quality entertainment and cultural programs they could never hope to get any other way." Everyone's curious as to why Truman's views should be expressed in relatively obscure newspaper. There's common belief it was engineered by Frieda Hennock, ex-FCC member, friend of Truman, now counsel to Zenith.

Dr. Norman Vincent Peale, the noted clergyman, took other view. In June 7 *TV Guide*, he's quoted: "It's simple. Pay TV won't pay. The people can't afford it. . . Our family could afford pay TV, but we're all against it because pay TV presents the great danger of filling the pockets of the few and emptying the pockets of the many. This is a case where the interests of the smallest citizen who is lacking in influence must be protected. Pay-TV is a form of tax; the scheme won't take hold. But we must do all we can to prevent it." He said he has never found a religious leader in favor of subscription TV.

FCC Raps Knuckles: WABT, Birmingham (Ch. 13) is first station to get chastised by FCC for editorializing "unfairly" on pay TV (Vol. 14:16). More are expected. Commission noted that station's news editor delivered anti-pay editorial Jan. 31, urged viewers to write Congressmen. Then, station had program Feb. 3 featuring panel of 3 of its employes, one of whom spoke in favor of subscription TV—but viewers weren't urged to write Congressmen. Said FCC: "A standard of reasonable fairness would call for the presentation by a proponent of subscription TV during the same evening or at approximately the same time on a week day shortly thereafter. This did not take place. It does not appear that your choice of proponents of subscription TV fulfilled your 'affirmative duty to seek out, aid and encourage the broadcast of opposing views' on this controversial issue of public importance." However, Commission concluded, station's past record outweighs this instance of "unfairness."

First telecast from U. S. Pavilion at Brussels Fair, to the 11-nation Eurovision network, was May 26 Benny Goodman jazz concert, whose week's appearance at Fair was underwritten by Westinghouse stations.

COMMON STOCK QUOTATIONS

Week Ending Thursday, May 29, 1958

Electronics — TV-Radio-Appliances — Amusements

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734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958 High	1958 Low	Stock and Div.	Close	Wk. Chg	1958 High	1958 Low	Stock and Div.	Close	Wk. Chg
10¼	7	Admiral	10	+⅜	357	300	IBM 2.60	348¾	−1¾
24½	19⅜	AmBosch .30e	21⅜	+1⅛	35⅛	29¼	IT&T 1.80	35	+⅞
18	13	AmBcstg-Par 1	17½	—	41½	36⅛	I-T-ECirB .90e	37½	—
37⅞	32¼	AmMy&F 1.60	35	+⅜	7⅞	6¾	ListIndust ¼e.	7	+¼
178⅞	167⅞	AT&T 9	178⅞	+¾	47⅝	36⅞	Litton Ind.	47⅝	+2⅞
27⅞	22⅜	Amphenol 1.20	26½	+⅝	17½	12⅞	Loew's	15⅞	−⅛
29⅞	24	Arvin 2	24	−½	37	30¼	Magnavox 1½b	35½	−¼
7¼	5⅝	Avco .20e	6½	−¼	28¾	23⅝	Mallory 1.40b	26⅜	+⅞
25¾	18	BeckInst 1¼1	19⅞	−⅛	89¾	76	Mpls.H'll 1.60a	89¾	+2¼
53	41½	BendixAv. 2.40	51½	+2⅞	42¼	35	Motorola 1½	37⅝	+⅞
32¾	27⅝	Burroughs 1	32¼	−¼	9	7⅜	Nat'l Thea ½	8¾	−¼
18⅜	15¾	Clevite ¼e	17	+⅝	38⅜	30⅝	Paramount 2	37⅜	−⅛
32	24½	CBS "A" 1b	30	−1⅝	17⅛	12⅜	Philco	15⅜	+¼
31¾	24⅛	CBS "B" 1b	29⅞	−1½	35	30¼	RCA 1a	34⅞	+¾
18	12½	Col Pict ⅜t	16¼	−1	28¾	21½	Raytheon 1¼t	28¾	+2½
35¼	27⅞	Cons Elec .40	31⅜	−⅝	7⅛	5	Republic Pic	6⅜	+1⅛
26¾	19½	Cons Electron	21¼	−¾	34¾	26⅜	Sang Elec 1.80	27½	+¼
16½	12¾	Cor-Dub .20e	16	+¾	16⅛	13¼	Siegler .80	13⅜	−⅛
86¾	74⅝	CornGlass 1a	83⅝	−⅛	4	2¾	Sparton	3¾	+⅛
3⅝	3	Davega	3¼	+⅛	20⅝	17¼	SperryRan .80	18	−¼
35	30	Dayatrom 1.20	33¼	+⅛	8⅝	6	Standard Coil	8⅜	+¼
16¼	13⅞	Decca 1	14⅞	−⅛	18	14½	Stanley-War 1	16	+⅞
24½	11	Disney .40b	21½	+⅝	31⅜	29	Stew Warn 2b	34	+⅛
107⅞	97⅛	EastKod 1.55e	101⅞	+⅞	25⅜	20	StorBestg 1.80	24⅞	—
37¼	29	EmerElec 1.60	37¾	+1¼	37½	31½	Sylvania 2	35⅞	−¼
6⅝	4⅛	EmersonRadio	6¾	+⅝	37⅝	26¾	Texas Instru	35	−⅞
8½	7	Gabriel .60	8⅛	+½	55¼	41⅜	ThomProd 1.40	45½	−⅛
65¾	55	Gen Dynam 2	57½	+⅝	26⅞	23¼	Tung-Sol 1.40b	25	+⅛
64¼	57	Gen Electric 2	59¾	+⅝	31⅛	21¾	20thC-Fox 1.60	31⅛	+1⅜
9⅛	4⅝	Gen. Inst. .15g	9	+½	23	15¼	UnitedArt. 1.40	23	+⅞
41	28⅝	GnPrEquip.85e	29¾	−½	22⅝	18½	Univ. Pict.	20¼	—
30	22¼	Gen Tire .70b	25	+1	19½	16⅞	WarnBros 1.20	18⅞	−¼
48¼	40⅜	Gen. Teleph. 2	48¼	+2	65½	57¼	Westingh El 2	58	—
27¾	21	HoffmanElec 1	27¾	+⅝	79⅜	67½	Zenith ½b	79⅜	+3⅝

AMERICAN STOCK EXCHANGE

1958 High	1958 Low	Stock and Div.	Close	Wk. Chg	1958 High	1958 Low	Stock and Div.	Close	Wk. Chg
4⅛	2⅞	Allied Artists	4	—	37⅝	30½	Hazeltine 1.40b	36⅞	−¾
45	34½	Allied Con 1a	38⅜	−⅛	2⅞	2	Herold Ra .20	2⅞	+⅝
15⅛	12⅞	AmElectro ½	12¾	+1	4⅝	3¾	Int Resist .20	3⅞	−⅛
10⅛	8⅜	AssocArtProd	9⅜	+⅛	6¼	4¼	Lear	6	−⅜
12½	7¼	AudioDev	11¼	−⅛	¾	⅝	Muntz TV	11/16	—
10⅛	7⅜	BelockInst ⅛t	8½	−⅜	4	2½	Muter Co. ¼t	3⅞	+⅛
1⅛	⅜	C & C TV	15/16	+1/16	9¼	5⅝	Nat'l Telefilm	8⅝	−¼
1⅞	1⅝	Cin'ma Inc.	1⅞	—	1¾	1	Nat Union El	1½	−⅛
3¾	2⅞	Clarostat .15g	3½	+⅜	6⅞	2¾	Norden-Ketay	2⅞	−⅛
4⅞	3	DuMont Lab	5¼	+1¼	3⅝	2⅞	Oxford El .10r	3	−⅛
4⅛	2⅞	Dynam Am	3¾	+⅛	16	11	Philips El	11¼	+¼
13⅛	10	EletcronicCom	12	—	9¼	6⅝	Servomech	9⅛	+¼
7⅞	6⅜	Electronics Cp	6¾	+⅛	6	3⅝	Skiatron	4	−¼
31⅝	19½	FairchCam ½g	24¾	+½	5¾	3½	Technicolor	5¼	—
24⅞	17¼	General Trans	20¾	−½	4½	3½	Trans-Lux .20g	4	+⅛
17¼	14⅝	Globe Un .80	16¼	+¾	4⅞	3⅞	Victoreen Inst.	4	—
3⅞	2½	Guild Films	3¾	—					

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	2 3/16	2½	Machlett Labs .25g	16¾	17¾
Aerovox	3¾	4½	Magna Theatre	1⅜	1¾
Airborne Inst	48½	50	Maxson (W. L.) .05	5½	6
Altec Co. .80	6	6¾	Meredith Pub. 1.80a	30	32
AMP Inc .50	19⅝	20¼	National Co. (4% stk.)	11¼	12½
Ampex	65¾	67	Oak Mfg. 1.40	14	14½
Baird Atomic	8	9	Official Films .10	15/16	1⅛
Cinerama Prod.	1¾	2	OR Radio	18	19
Cohu Electronics	7¼	7¾	Pacific Mercury TV	6⅜	6¾
Collins "A" .35	14	15	Packard-Bell .50	11⅝	12
Collins "B" .35	14	15	Panellit	5⅛	5½
Cook Elec. .40d	18¼	19	Perkin-Elmer	22¼	23¼
Craig Systems	6¾	7	Philips Lamp (14% of par)	37⅛	39
DuMont Bcstg.	7⅝	8⅛	Reeves Soundcraft (stk.)	3 3/16	3⅝
Eitel-McCullough (5% stk)	27	29	Sprague Electric 1.20	27	28
Elec Assoc (stk)	40¾	42	Taylor Instrument 1.20	29	30
Erie Resistor .40b	6	6½	Tele-Broadcasters	41	43
Friden Ind. 1	51½	54	Telechrome .30	8⅜	9
Giannini, G. M.	12⅞	13¾	Telecomputing	4¼	4½
Granco Products .05	1⅛	1½	Teleprompter (stock)	5⅝	6¼
Gross Telecasting 1.60	19½	21	Time Inc. 3.75	58¾	60
Hewlett-Packard	25⅛	26	Topp Industries (stock)	9	9½
High Voltage .10g	30¼	32	Tracerlab	6⅛	6½
Hycon	2¼	2⅝	Trav-Ler	1¼	1½
Indiana Steel Prod. 1.20a	18	18½	United Artists	4⅛	4¾
Jerrold	2	2⅜	Varian Associates	17⅞	18⅛
Ling Industries	2	2½	Webcor .15c	10¾	10⅞
Leeds & Northrup .60b	21¾	23	Wells-Gardner	8	8½
			WJR Goodwill Sta. .50d	13¼	13½

Rates of dividends in table are annual disbursements based on the last quarterly or semi-annual declaration. Unless otherwise noted, special or extra dividends are not included. a Also extra or extras. b Annual rate plus stock dividend. d Declared or paid in 1957, plus stock dividend. e Declared or paid so far this year. f Payable in stock during 1957; estimated cash value on ex-dividend or ex-distribution date. g Paid last year. h Declared or paid after stock dividend or split-up. k Declared or paid this year, an accumulative issue with dividends in arrears. p Paid this year, dividend omitted, deferred or no action taken at last dividend meeting. r Declared or paid in 1958, plus stock dividend. t Payable in stock during 1958, estimated cash value on ex-dividend or ex-distribution date. y Liquidating dividend. * No trade