

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — January 7, 1956

**BIG TV REPLACEMENT MARKET** foreseen this year; 2,370,000 sets scrapped in 1955; more than 3,000,000 sets will reach end of 8-year life span in 1956 (p. 1).

**CHECKUP OF TRADE RUMORS** fails to confirm changes at FCC, networks, stations—though things are stirring among TV-radio manufacturers (p. 2).

**NEARLY 200 FOREIGN TV** stations, some 10,000,000 sets-in-use; 1956 to be biggest year as commercial TV spreads to Europe (p. 2 & Special Report).

**MOVIES-TO-TV FLOODGATES** open, with further backlog releases imminent. RKO Teleradio sells 2 films back to Howard Hughes for \$12,000,000 (p. 3).

**PICTURE QUALITY**—Is there market for "hi-fi" TV? Engineers suggest means for improvement (pp. 4-5). More about quality of British images (p. 5).

**VHF GRANTS** in deintermixture cases in balance as court prepares to hear argument; Greater Boston TV favored for Ch. 5. Other FCC & court moves (p. 8).

**HOTPOINT-BRAND TV LINE** may be marketed by parent GE, portending another shift in distribution pattern. TV's 1955 output estimated at 7,769,000 (p. 11).

**ABC-PT & WESTERN UNION** acquiring 20 % each in Technical Operations Inc., high-level electronics group, giving it new financing (p. 14).

**TV-RADIO-ELECTRONICS** stock trading in 1955 tabulated. Nine issues among top 25 of year in volume on New York Stock Exchange (p. 15).

**CHILDREN'S SPECTACULARS** slotted too late at night for kiddies in East to enjoy them; special early evening series of "all-family specs" proposed (p. 8).

**LAREDO (TEX.) VHF STARTS** as uhf in Waco quits; latter, owned by wife of Sen. Lyndon Johnson, is 54th uhf economic casualty to date (p. 9).

**AT&T DEFENDS RATES**, cites \$250,000,000 investment in TV facilities, says return is only 3%, compared with 6% for its other services (p. 10).

**1956—THE BIG YEAR FOR TV REPLACEMENTS:** If there's any doubt about 1956 being a big replacement market year for the 110,000 TV-radio-appliance dealers, it's dispelled by some revealing statistics in a table prepared by Sylvania sales research director Frank W. Mansfield for inclusion in spring-summer edition of our Television Factbook due off presses in early Feb. In it, the RETMA statistical chairman presents quarterly data from 1953-55 on sets produced and sold by distributors and dealers, and on number of sets scrapped -- by screen sizes. Also set forth are 10-year accumulative data on sets-in-use, likewise by screen sizes.

Mansfield's estimate of 2,370,000 sets scrapped in 1955, up from 1,632,000 in 1954, indicates the growing size of the replacement market and, incidentally, lends force to the "supposition" of GE tube market research mgr. R.B. Yepsen that "TV sets are scrapped when they require a second replacement tube, at about 8 years of life" (Vol. 11:52). By that standard, nearly all of the 3,533,000 sets bought in 1948-49 should become candidates for replacements in 1956, at least. However, it should be remembered that many still-operative sets are traded in long before they're ready for the scrap heap. So the replacement potential could be even higher.

Many of the 6,132,000 sets sold at retail in 1950, TV's first really big sales year, are also expected to be traded-in or scrapped this year -- adding still further to replacement potential of 1956. That was a factor, incidentally, which influenced our forecast last week of 7,500,000 retail sales this year (Vol. 11:53).

Mansfield's table shows 45.3% of sets in use today are 17-in. and under (or 16,806,300) and 12.1% are 15-in. and under (4,489,000) -- thus providing even more statistical fodder for the replacement mill. It has also been estimated by other trade sources that 14,800,000 sets are at least 3 years old.

Jan. 1 sets-in-use total is placed at 37,100,000 by Mansfield, who scaled down his earlier estimate of 37,400,000 (Vol. 11:47) because of retail sales dip in 4th quarter. It's 200,000 higher than NBC Research estimate, but is about 400,000 lower than figure used by research directors of several TV manufacturers.



**NEW YEAR SPAWNS UNUSUAL RUMOR CROP:** The rumor mill was grinding overtime this week -- and, though today's scuttlebutt is often tomorrow's fact in the fast-moving TV-radio & related fields, careful checkups fail to substantiate gossip stories:

(a) That FCC chairman George McConnaughey and Comr. Robert E. Lee are about to resign. Quite the contrary, McConnaughey says he expects to be redesignated as chairman when present term expires in March. Lee flatly denies any plan to quit.

(b) That NBC chairman Pat Weaver is unhappy over his new lot and may yield to offers from CBS chairman Bill Paley; that CBS pres. Frank Stanton, a very much over-worked man, wants to retire to less strenuous pursuits. No confirmation whatever of this, nor of stories about Stanton becoming a college president.

(c) That CBS proposes to buy manufacturer H. Leslie Hoffman's KOVR, Stockton, Cal. (Ch. 13), located on Mt. Diablo, proposing to make it own San Francisco affiliate; that NBC would forsake KRON-TV there and turn to Westinghouse's KPIX. Though CBS has long wanted own San Francisco station, principals flatly deny any such plans.

(d) That Mutual Broadcasting System is being sold to unnamed buyers. Denied on behalf of RKO Teleradio & MBS chairman Tom O'Neil.

(e) That Magnavox is acquiring TV-radio business of Stromberg-Carlson, also a quality set manufacturer and now a div. of General Dynamics. It isn't so, we're told by both, but something admittedly is afoot at both places (see p. 13).

(f) That Westinghouse exec. v.p. Mark W. Cresap Jr. is succeeding president-chairman Gwilym Price at strike-bound Westinghouse, latter continuing only as chairman. "Not a shred of truth in it," says Cresap.

(g) That Ford Motor Co. is entering appliance fields to compete with General Motors' Frigidaire div. This is denied, but it's likely guess that Ford will enter defense electronics this year. (For story about GE's Hotpoint TV plans, see p. 11.)

**196 FOREIGN STATIONS, 10,500,000 SETS:** Still in swaddling clothes over most of the world, TV has become a real and established service in less than a dozen countries. This year should see the biggest expansion yet in foreign TV -- but worldwide, the tempo won't be anything like the great American post-freeze TV gold rush.

Our new Directory of Foreign TV Stations, listing essential data on stations on the air and likely to be built soon, is enclosed herewith as Special Report. We believe it's most complete and authoritative ever published -- having been compiled from best sources available, using diplomatic and other dispatches from foreign capitals wherever possible. It includes sets-in-use estimates, country-by-country, as of Jan. 1, 1956 -- most of them based on data obtained by U.S. Information Agency from American overseas information officers.

Our Directory shows 196 stations on air in 36 foreign countries, plus 12 U.S. Armed Forces stations overseas -- and about 10,500,000 receivers (not counting those on U.S. bases). While this is a far cry from America's 459 stations and 37,500,000 sets, it represents a 60% increase over foreign sets-in-use total of a year ago, with the number of stations increasing from 137. Some 20 stations are classified as experimental, and some others are satellites or extremely low-power outlets.

Only 3 countries have passed the million mark in TV receivers: Great Britain with nearly 5,500,000; Canada, now approaching 2,000,000; Russia, with an estimated 1,000,000. Others, in decreasing order: West Germany, 300,000; Japan, 250,000; Italy, 225,000; Cuba, 200,000; Mexico, 175,000; Brazil, 150,000.

Canada is first in number of stations, with 33; West Germany second with 27; USSR, 19; Great Britain, 16; Italy, 12; France, 11; Cuba, 9; East Germany, 8; Brazil and Mexico, 6 each; Japan, 5; Austria, Belgium and Switzerland, 4 each.

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Among significant foreign TV events of 1955: (1) Introduction of commercial TV in Great Britain. (2) Establishment of permanent "Eurovision" network connecting nearly all of western Europe's TV stations. (3) Growth of TV networking in West Germany and Italy. (4) First fullscale TV programming behind Iron Curtain. (5) The inauguration of 4 stations in record time as soon as Austria's sovereignty was restored. Few major nations (China & India are two) are still without some form of TV.



In 1956, most important events may be: (1) Establishment of TV in Australia, with 4 commercial and 2 govt. stations due to start. (2) Tremendous expansion of Italy's TV system, run by govt.-private partnership Radiotelevisione Italiana (RAI), which plans to have 84 transmitters in operation by the end of 1957 -- with many now under construction. These will consist of 19 main "TV centers," 16 secondary stations with studios, and 49 automatic satellites -- all interconnected, covering virtually the entire population of the country.

Spread of commercial TV throughout Europe may be 1956's outstanding development. Impact of Britain's new advertising-supported system is already being felt. Though most European TV systems are govt.-operated and non-commercial, for the first time there seems to be strong possibility all of western Europe will "go commercial" in TV -- as it never has in radio. In France, an independent commercial TV system has been proposed to compete with govt.'s stations. In Italy, limited advertising will soon be permitted. West Germany, too, contemplates commercials.

In U.S. sphere of influence in Far East -- Japan, Thailand, Philippines -- commercial telecasting is already the rule, as it is in nearly all Latin America.

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Foreign TV is beginning to look like a market for the first time -- if not for American equipment, at least for American filmed programming and American ideas. Latin America and Britain are using increasing amount of American TV film, and some European telecasting systems are becoming customers for U.S. programming.

As to ideas, Voice of America this year expanded its TV office to "major media status," producing its first original TV programs and stepping up distribution of adapted programs, newsreels and special event films. Said director J.R. Poppele in year-end report: "In 1956, we plan to make an even greater effort to use the impact and scope of TV" in worldwide battle of ideas.

Worldwide TV hasn't provided much of a market for TV receiver manufacturers. Customs barriers, import bans and incompatibility of standards have been the roadblocks. Only U.S. markets of any significance have been Mexico, Cuba, Venezuela and Brazil -- though each is striving to become self-sufficient as fast as it can.

**T**HE SALE that opened the floodgates of movies to TV—Howard Hughes' \$25,000,000 sale of RKO Pictures to General Teleradio—took another fascinating twist this week, leaving new RKO div. of RKO Teleradio Pictures Inc. about to break into black ink side of the ledger.

Following closely on the heels of the sale by RKO of its 740-feature backlog to C & C Television Corp. (Matty Fox) for \$15,200,000 (Vol. 11:53), RKO Teleradio pres. Thomas F. O'Neil this week announced that his studio's 2 unreleased features—*The Conqueror* and *Jet Pilot*—had been sold back to Hughes for \$12,000,000, of which \$8,000,000 was paid in cash and \$4,000,000 will be paid from distribution of the films. As a result, RKO Teleradio has been able to reduce Chase National Bank loan from \$25,000,000 to \$10,000,000 and to halve a \$5,000,000 note to parent General Tire & Rubber Co.

RKO div. pres. Daniel O'Shea reported movie company is now nearly in the black, plans to produce 17 theatrical films this year at cost of \$19,000,000 and to release 20 pictures, some produced independently.

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Elsewhere on the movies-to-TV front, these were the developments:

National Telefilm Associates (Ely Landau), which recently bought group of 11 top Selznick pictures (Vol. 11:51), is reportedly on the verge of announcing new 30-feature film package, which includes 8 Universal-Inter-

national pictures and some independently produced films. The Universal pictures were produced by Jules Levey and sold earlier this year to Associated Artists Productions, but returned when musicians' union refused to grant AAP rights to the music tracks. They include 4 Olsen & Johnson pictures ("Hellzapoppin," etc.), one Abbott & Costello film, 2 based on Damon Runyon stories. Independent films said to be in the package include "Court Martial" (David Niven), still in theatrical release; "Stranger on the Prowl" (Paul Muni, 1953); "It's in the Bag" (Fred Allen-Jack Benny-Robert Benchley, 1945).

Sale of 1600 Paramount shorts to UM&M TV Corp. (Charles Amory) for \$3,000,000 (Vol. 11:46,53), concluded this week, also includes theatrical rights to the pictures outside of U. S. & Canada. Package includes Betty Boop & Little Lulu cartoons, Benchley comedies, Grantland Rice Sportlights and many musical shorts. Latest films in this batch were made in 1950, and UM&M has first option on further shorts if Paramount decides to release them. UM&M reportedly is also dickering with Matty Fox for the 1000 shorts in his RKO package.

Twentieth Century-Fox, now organizing special div. to handle film distribution to TV, is believed to be close to releasing batch of short subjects—which would be merchandized directly to TV stations, in pattern similar to Columbia Pictures' plans to have its Screen Gems subsidiary distribute 104 feature pictures (Vol. 11:53).

General Teleradio's interest in going into phonorecord field was disclosed this week when negotiations to purchase Abbott Records and Dot Records were dropped; it's also said to have held discussions with Cadence, Imperial, Mercury, among others.



**PICTURE QUALITY—ROOM FOR IMPROVEMENT?**

The matter of picture quality has always intrigued us -- and was particularly heightened during our recent "symposium" comparing U.S. and British pictures, in which many top industry figures participated (Vol. 11:36-44 and p. 5). To follow up on that series, we've asked some of the most experienced technical men just what may be done to improve reception.

We've received good cross-section of replies -- and they range from staunch opinion that present picture quality is quite satisfactory to specific suggestions for improvement. Virtually all agree, however, that this huge and intensely competitive industry has done a basically good job. Many point out, too, that the human element -- the viewer -- really isn't crying for better quality and that he often fails to take advantage of inherent quality available to him at the turn of a knob.

On the other hand, it's noted that public interest in hi-fi radio has gained tremendous proportions after years of apathy -- with industry benefiting enormously in terms of sales in a field which had been overshadowed and depressed by TV.

What this all suggests is that public may be ripe for exposure to high-quality pictures for which it's willing to pay -- that a true "hi-fi" TV might be promoted profitably as an interim step until color receivers are available at a mass-appeal price. And the hi-fi concept may be even more important in color.

Question of picture quality is touchy in some respects -- with engineers not too eager to point finger at each other. Nonetheless, they have some interesting and useful comments to make. Below, you'll find digest of their responses.

**P**ICTURE-QUALITY improvement is possible through a variety of techniques, but the cost and public demand for such improvement are something else. That's essence of top engineers' responses to our query on subject—and they disagree substantially on some details.

ABC's engineering v.p. Frank Marx makes several points. "First," he says, "additional know-how must be gained and more care must be taken by the serviceman during the important and critical installation of the receiver. I know there are competitive factors that work here, such as time, one-man installations, etc., but with the excellence of transmission and the ability of the average receiver to do a good job, it is almost, from an engineering standpoint, criminal to see what may be considered the 'average receiver installation.'

"Second, I hate to criticize the quality and performance of our TV receivers. The engineers are ingeniously developing and applying new components and methods in an effort to raise or maintain quality and lower cost. Also, the quality of pictures transmitted by the broadcaster is not always as perfect as the standards permit and as we would like to provide."

There is one feature of receivers, however, which Marx believes could be changed—maintenance of "black level." He notes that FCC requires stations to transmit accurate black level and that AT&T goes to considerable trouble to maintain it. "Almost all TV receivers currently manufactured," he says, "do not correctly maintain black level with changing pictures. Under some conditions, the darker portions of the picture will be 'milky' and 'washed out,' and in other cases, the picture will become too dark, causing all detail to be lost in the shadow areas of the picture. One of the fortunate aspects of color TV receivers is that in order to show correctly the relative shades and hues in a color picture, the black level must be accurately set and maintained. It's to be hoped the receiver industry will soon incorporate this desirable feature also in black-&-white."

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GE's veteran I. J. Kaar, mgr. of engineering and mgr. of color TV system technical project, puts it this way: "We

have gone to great lengths in this country to provide better definition capabilities than have the English, but we oftentimes throw away the gain by tolerating leading and lagging transients, smear, ghosts, improper grey scale reproduction, etc. Perhaps the one fault mostly responsible for our poor pictures lies in phase distortion somewhere in the system." Kaar also goes into other contributing factors, comes up with these recommendations:

- "(1) Find a way of insuring ghost-free installation of antenna. (2) Find a means of instructing the user in the better tuning of his set. (3) Give more attention in receiver design to the stability of the oscillator. (4) Decide whether to compensate receivers for phase distortion or to predistort the transmitter. (5) Find a way to improve maintenance and adjustment of studio, network and transmitter equipment. (6) Find a way to insure the transmission of a faithful grey scale. (7) Do something about film transmission." Kaar sums up:

"This problem is one of many facets, but I think its solution is long overdue. I hope that the publicity you are giving the matter will have beneficial results, but I have reasonable doubts. After all, our apathetic public has lived with mediocre sound broadcasting for 35 years."

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CBS engineering v.p. William B. Lodge doesn't quarrel at all with present reception, doesn't agree that most viewers watch poor pictures. "Actually," he says, "it sounds a little bit like the old saw, 'Have you stopped beating your wife—answer yes or no.'"

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Noted receiver designer Antony Wright, previously with RCA, Magnavox and CBS-Columbia, directs attention to receiver installation and station transmission:

"The effects of mismatching and antenna selectivity have a great deal to do with picture quality. For instance, we have learned by experience that the average antenna peaked on Ch. 4 can be so mismatched that the color signal on Ch. 2 is in some cases completely lost. Thus it must be that a lot of high-frequency information, which provides detail, must be missing in the case of many installations." He notes, however, that servicemen are forced to many compromises to bring in several stations. Wright is critical of the "tremendous spread in trans-



mitter picture quality." "We have a great deal of trouble in design," he says, "selling the advantages in wide bandwidth and well-designed video amplifiers, both costly in terms of material and labor, because it is so difficult to demonstrate on the average transmission. Too often the low cost set is considered as good as, and in some cases, superior to the more expensive set which is capable of producing better pictures."

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Dorman Israel, Emerson exec. v.p., stresses 2 aspects:

(1) A whole system is involved. (2) Human element—the viewer. "I remember when we went through this in radio," he says. "You come up with the fact you aren't dealing with just a 'black box,' the receiver. There's the transmitter, propagation medium, antenna, transmission line and receiver. They all must be right or the picture's wrong. As for the human element, people don't always

tune for the right picture. They overdrive their sets. They don't like the grey scale; apparently, they prefer deep blacks and bright whites. People are the same with any product, not just with receivers. They're satisfied with less than perfect performance in automobiles or anything else."

W. W. Hensler, technical editor of Howard W. Sams & Co., publisher of service manuals, calls attention to fact that most sets have 3-3.5 mc bandwidth, while stations transmit more than 4 mc, and that sets could be more precisely aligned at factory. However, he's quick to point out that cost of these improvements may well be too great to justify them. He also points to instances of poor station transmission, though he states most stations "have done a marvelous job." Stations can't be blamed for initial breakdowns, he says, but "the only sin is that of continuing the transmission of a poor quality picture."

**T**HERE'S NO QUESTION about it—it [the British TV image] is extraordinarily good, but I believe the answer is that they are far more conservative at every step in the process of broadcasting." Thus Ernest A. Marx, director, DuMont international div., back from Europe, adds his opinion to our recent symposium of experts on the question of superiority of the British TV image as received in the average home (Vol. 10:45 & 11:36, 40-44). Marx, an engineer, continues:

"For example, today they are still using the super-iconoscope in some of their programs rather than image orthicons, because they feel that the gradations given by a super-iconoscope are far better than those delivered by an image orthicon. In other words, the shades of gray are far better. Further than this, they adhere closely to their standards and monitor and police them assiduously. On top of this, their receivers are made with greater care and less of a mass production technique with its accompanying possible carelessness. For that matter, this also goes for European manufacturing generally.

"There is, of course, also the fact that receivers are built as a rule for only one channel and therefore the circuitry can be specifically designed for greater efficiency at this particular frequency."

Joseph Herold, now mgr. of Denver's KBTV, who as an RCA engineer and as a consultant has built quite a few TV stations abroad, notably in Latin America, offers this pertinent technical observation:

"My personal experience is that double sideband transmission, as used by the British, will give better picture quality, especially in horizontal definition, than single sideband as used in the U. S. I have installed and operated equipment under both conditions here and in South America and know suppression of one sideband results in loss of definition due to ringing and trailing smears.

"During a short period, KBTV operated (under special authority) with double sideband transmission. Installation of a sideband filter brought many reports of picture degradation from viewers."

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And so the "controversy" evoked by our own layman's observations has drawn all kinds of comment and opinion—but most gratifying has been the personal observations of several of the top engineers in American telecasting, who have lauded our reports which have aroused management to greater appreciation of their problems. Notably, they stress that we've pointed up the fact that it takes manpower—competent manpower, adequately trained and not

just "another engineer"—to turn out a consistently good TV picture. If the argument has proved anything, it's that the British seem far more meticulous at the transmitting end than are many of our stations; that our networks can and do turn out just as good and possibly better pictures on their monitors; that there certainly are things we can learn from the British technicians. At least one chief engineer, planning a new installation, has told us he intends going over soon to study British methods.

In that connection, we should quote one more letter received this week from an ex-Govt. radio official, now abroad. Writing about European TV generally, he states:

"I find myself in the somewhat curious position of not being in agreement with you but because of my [present] connection I ask [that I not be identified].

"In the first place, there is considerably more flicker on the European system using 50 half frames per second than there is on the American using 60 half frames, and to me as a viewer this represents a definite degradation in the quality of the picture. I do agree that the BBC has done wonders in achieving a very fine quality picture with the lower number of lines, but I do not believe that it is superior to the pictures that I have seen in the States; in fact, to me the contrary is true.

"There is perhaps this much to be said for the BBC pictures: They pay much more attention to phasing and to refinements all along the line, because of the very limitations of their system, than some of our own American stations do. However, if you were to compare two monitors side by side, one using the BBC standards and techniques and the other from any one of the network outlets in New York, I think that you would agree that on the whole the American picture is superior.

"I know that you will understand I am not motivated by any chauvinistic sentiments in this comparison, but merely by my own personal observations as an engineer."

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Size of British screens, most 14-in., undoubtedly adds to impression of high quality of their pictures. Even the British agree to that. For example, columnist "Free Grid," in Nov. *Wireless World*, complains of "strabismogenic TV," stating: "To attempt to view some of these huge screens in the confines of an ordinary room leads only to strabismus, as I found out the other day when invited to a friend's house to view his latest 'horror-scope'. Eventually people will learn common sense as they did with sound radio. Now even with a 17-in. screen, lines are painfully evident. One or 2 firms do provide spot wobble in this and larger sizes but it is high time something was done about this problem, by the radio industry in general, without resorting to the drastic remedy of altering the British standard of 405 lines."



**Personal Notes:** Mortimer Weinbach, ABC director of labor relations, promoted to newly created post of director of personnel & labor relations, with personnel director Marie McWilliams and labor relations asst. Arthur Harvey reporting to him . . . Albert L. Capstaff promoted to exec. producer of NBC Radio's weekend *Monitor*, replacing Frank Papp, resigned . . . Ed Vane promoted to NBC mgr. of national audience promotion, replacing Clyde Clem, now with Grant Adv., Detroit, on Dodge account; Donald Foley succeeds Vane as mgr. of NBC national sales promotion; Byington Colvig, ex-WXIX, Milwaukee, succeeds Foley as CBS-TV Spot Sales adv. & promotion director . . . Charles S. (Cy) Young retires Jan. 31 as asst. to gen. mgrs. of WBZ-TV & WBZ-WBZA, Boston-Springfield, after 38 years service . . . James L. Prendergast, production director of WSJS-TV, Winston-Salem, N. C., assumes additional duties of program director, succeeding Robert C. Estes, now devoting full time to public relations . . . Wm. Ekberg promoted to gen. mgr., Larry Kindle to program director, KFYZ-TV, Bismarck, N. D. . . . Joseph S. Sample, ex-v.p., Dancer-Fitzgerald-Sample, Chicago, named pres. of KOOK-TV & KOOK, Billings, Mont., succeeding C. L. Crist, retired . . . Jack Sebastian, ex-NBC Film div., named publicity & public relations director, CBS-TV Film Sales . . . Bennet H. Korn, ex-DuMont, joins TPA, reporting to newly appointed v.p. Wm. H. Fine-shriber Jr.; also added to TPA sales staff are Francis A. O'Driscoll, ex-Official Films; Dave Baylor, ex-v.p., KSCJ-TV, Pueblo, Colo. (Cleveland territory); David Willis, ex-Ziv (Detroit) . . . Jack DeLier promoted to national sales mgr., KWTW, Oklahoma City, succeeded by Jack Sallaska as local sales mgr. . . . Pel Schmidt, local sales mgr. of WAAM, elected pres. of Baltimore Kiwanis Club . . . Donald D. Davis, first v.p. of KMBC-TV & KMBC, Kansas City, elected pres. of Electric Assn. of Kansas City . . . Herbert Claassen, ex-Henry I. Christal Co., onetime chief timebuyer of Ruthrauff & Ryan & Compton Adv., joins reps H-R Television, N. Y. . . . Harry W. Lange, ex-Sarra Inc., named exec. v.p. of Kling Film Productions . . . James F. Anderson resigns as promotion mgr. of WOAI-TV & WOAI, San Antonio, to become gen. mgr. of KIWW, local Spanish-language daytime radio outlet . . . Henry Dabrowski promoted to technical director of engineering, WATV & WAAT, Newark, reporting to engineering v.p. Frank V. Bremer . . . Norman S. Ginsburg, ex-DuMont & MBS, resigns as adv. & sales promotion director, Studio Films Inc. . . . Harry D. Goodwin, ex-radio WVNJ, Newark & WBZ, Boston, named director of radio WISN, Milwaukee . . . Kenneth W. Hoehn promoted to director of taxes, CBS Inc., succeeded as senior tax attorney by Charles B. Bayly Jr. . . . Robert J. Kaufman, ex-asst. gen. counsel of DuMont Broadcasting, joins ABC legal dept.

David McConnaughey, son of the FCC chairmen, joins sales force of WJIM-TV, Lansing, Mich. (Harold Gross) after serving 4½ years in Air Force, being discharged as a lieutenant. Chairman McConnaughey said his son, who's 27, has been interested in broadcasting since he was teenager, managed Armed Forces Radio Station in Japan. "I've put rather strict limitations on him," says McConnaughey. "I wouldn't let him work for a network or a big station."

Wallace E. Stone, ex-sales mgr. of WITV, Ft. Lauderdale-Miami, and co-partner John F. Holbrook, free-lance TV-radio announcer-producer in Hollywood, this week applied to buy KGAN, Kingman, Ariz. (250-watts 1230 kc) for \$25,000 from J. James Glancy.

Mrs. Robert E. Lee, wife of the FCC commissioner, enters Garfield Hospital, Washington, Jan. 7 for major surgery.

**ADVERTISING AGENCIES:** Ted Bergmann, ex-managing director of DuMont Network, and Lansing Linquist, TV-radio v.p. of Ketchum, MacLeod & Grove, Pittsburgh, have joined McCann-Erickson, N. Y. as associate v.p.'s and associate TV-radio directors under Terence Clyne, TV-radio management director . . . Frank W. Mace, senior v.p. of Lambert & Feasley Adv., N. Y., elected pres. . . . Lawrence Wisser, ex-Storm & Klein v.p., named copy chief of Emil Mogul Co, which has taken over former agency . . . Joseph Gans, ex-Thwing & Altman Inc., joins Maxwell Sackheim & Co. as TV-radio v.p. . . . John Cantwell, Paul Cooke & C. Stuart Mitchell all promoted to v.p.'s of Compton Adv. . . . Evan W. Hayter elected pres. of McCann-Erickson (Canada) Ltd., with J. Lawrence Dampier as Montreal v.p. and Duncan MacInnes, Toronto, secy.-treas.; Vincent Tutching, ex-pres. of Foote, Cone & Belding International, joins McCann-Erickson (International) as v.p.

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**Agency Changes:** Controlling interest in Erwin, Wasey & Co., N. Y., with annual billings of \$40,000,000, has been purchased from chairman Louis R. Wasey by pres. Howard D. Williams and his son, exec. v.p. David B. Williams. The elder Williams will become chairman, his son pres., with Larry Northrup, ex-v.p. & gen. mgr. of agency's Chicago office, becoming exec. v.p. & secy. . . . Packard switches its \$6,000,000 billings from Ruthrauff & Ryan to D'Arcy, effective April 1 . . . Schlitz, as expected, moves its \$9,000,000 account from Lennen & Newell to Biow-Beirn-Toigo March 1 . . . Whitehall Pharmacal switches Anacin (*Quiz Kids, Name That Tune*) from Biow-Beirn-Toigo to Ted Bates . . . Englander Co. (mattresses) returns to Biow-Beirn-Toigo from Leo Burnett.

**Broadcast Advertising Club** of Chicago elects these officers: pres., James L. Stirton, MCA, succeeding Peter A. Cavallo Jr., J. Walter Thompson Co.; secy., Ruth Babick, Earle Ludgin & Co.; treas., Lois Thompson, Meeker-TV, and these v.p.'s: Frank Baker, of Grant, Schwench & Baker; Gene F. Seehafer, of Needham, Louis & Brorby; Harold A. Smith, NBC-TV.

Havis Medwick, business mgr. of Ruthrauff & Ryan TV-radio dept., will instruct new course on "The Business Management of Radio-TV Program Production" during New York U spring semester; course is designed for advertising people.

### Next TV Factbook—Pre-Print Orders

**T**ELEVISION FACTBOOK No. 22, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 16, cost \$1.50 each; single copies, \$4.50.



**Station Accounts:** Independent KTVW, Tacoma (Ch. 13) responding to requests of aircraft, maritime & building service employes in Seattle-Tacoma area for later shows, has extended schedule to 3 a.m. Mon.-thru-Fri.; new schedule includes *Great Fights of the Century* at 11:30 p.m.; *Mr. & Mrs. North*, midnight; *The Ruggles*, 12:30 a.m.; *Ramar of the Jungle*, 1 a.m.; *Swing Shift Theatre*, 1:30 a.m. . . . Continental Baking Co. (Wonder bread) plans intensive merchandising tie-in campaign among dealers in support of its *Annie Oakley* film series (CBS-TV Film Sales), which started this week in 70 markets, thru Ted Bates & Co. . . . Masland Carpets, for 6th straight year, chooses TV as its sole consumer medium, thru Anderson & Cairns . . . Among advertisers currently reported using or preparing to use TV station time: Miller Products Co., N. Y. (rubber products), thru Gordon Best Inc., N. Y.; Cucamonga Wine Co., N. Y., thru Italian Adv., N. Y.; Indian Head Mills Inc., N. Y. (curtains), thru Grey Adv., N. Y.; King's Wine, Philadelphia, thru Feigenbaum & Wermen Adv., Philadelphia; Fradelis Frozen Food Corp., Los Angeles, thru Mogge Privett Inc., L. A.; Rogers Imports Inc., N. Y. (smoking accessories), direct; Union Oil Co. of California, L. A. (Purple Royal Triton motor oil), thru Young & Rubicam, Hollywood; Boyer International Labs, Chicago (hair sets), thru Schwimmer & Scott, Chicago; Abar Mfg. Co., Cleveland ("Spruce" electric manicurist), thru Carpenter Adv., Cleveland; Clayton Labs, St. Louis ("Citroid" drug compound), thru Dowd, Redfield & Johnstone, N. Y.; Erwin Rice Co., Chicago ("Rice's New England Mincemeat"), thru Sherwin Robert Rodgers & Assoc., Chicago; Fenco Corp., San Francisco ("Oven Sprite" oven cleaner), thru Wilson, Markey & England, San Francisco; Gaffers & Sattler, L. A. (gas ranges), thru Elwood J. Robinson Adv., L. A.; National Shoes, N. Y., thru Emil Mogul; Lustr-Glo Inc., Evanston, Ill. ("Lustr-Glo" upholstery shampoo), thru Schwimmer & Scott, Chicago; Rapinwax Paper Co., Minneapolis (waxed paper), thru BBDO, Minneapolis.

Rate increases: WTVJ, Miami, raises base hour from \$900 to \$1000, 20 sec. \$225 to \$250. KMJ-TV, Fresno, Feb. 1 adds Class AA hour (7-10:30 p.m. Mon.-Sat., 6-10:30 p.m. Sun.) at \$550, min. at \$125, Class A hour remaining \$500. WIBW-TV, Topeka, adds Class AA hour (6:59-9:30 p.m. daily) at \$550, min. at \$110, Class A hour going from \$400 to \$480. WSTV, Steubenville, O. March 1 raises base hour from \$400 to \$500, min. \$80 to \$100. WRBL-TV, Columbus, Ga. Feb. 1 raises base hour from \$300 to \$400, min. \$60 to \$80. KFDM-TV, Beaumont, adds Class AA hour (7-9:30 p.m. daily) at \$350, 20 sec. at \$80, Class A hour remaining \$300. Canadian increases: CBFT, Montreal, Que. raises base hour from \$800 to \$900, Class AA min. only rate to \$225; CBMT, Montreal, raises base hour from \$600 to \$680, Class AA min. only rate to \$170; CBUT, Vancouver, B.C. raises base hour from \$400 to \$500, Class AA min. only rate to \$125.

New "overnight" rating service to be offered to networks and sponsors by ARB, using 100 sampling areas and claimed to represent true national sample; heretofore, Trendex's 15-city survey was only overnight service offered. Trial run of new service showed national rating of 35.5 with 11,000,000 sets tuned in, for NBC-TV spectacular "Babes in Toyland."

ABC forms special political unit to handle all details of network and regional coverage of political conventions, campaigns and elections. It's headed by Ernest Lee Jahneke Jr., v.p. & asst. to ABC pres. Robert E. Kintner, with operations supervised by Thomas Velotta, v.p. & administrative officer for news, special events, sports & public affairs.

**Network Accounts:** NBC reports 34.6% increase in 1955 gross TV billings over 1954, with combined TV-radio billings up 22.5%. In year-end review by chairman Sylvester L. Weaver and pres. Robert W. Sarnoff, it said 44 new advertisers were attracted to NBC-TV during year out of over-all record total of 231 sponsors using the network . . . Philco, having dropped *Philco Playhouse* this fall on NBC-TV, returns to that network with \$300,000 worth of partic. on *Today, Home & Tonight*, thru Hutchins Adv., Philadelphia . . . Whitehall Pharmacal to sponsor old favorite, *Quiz Kids*, when it returns to CBS-TV Jan. 12, Thu. 10:30-11 p.m., thru Biow-Beirn-Toigo . . . Life Magazine to sponsor Thu. segment of *John Daly and the News* on ABC-TV starting Jan. 5, Mon.-thru-Fri. 7:15-7:30 p.m., thru Young & Rubicam . . . Sylvania (lighting div.) to be partic. sponsor on NBC-TV's color *Matinee* starting Jan. 19, Mon.-thru-Fri. 3-4 p.m., thru J. Walter Thompson . . . Helene Curtis (Lanolin Discovery) to be alt. sponsor (with Mogen David wine) of *Dollar a Second* on ABC-TV starting in Feb., Fri. 9-9:30 p.m., thru Weiss & Geller . . . Kolynos Toothpaste and Nestle's each buys 5 min. of *Captain Kangaroo* on CBS-TV Mon.-thru-Fri. 8-9 a.m. and Sat. 9:30-10:30 a.m., thru Biow-Beirn-Toigo and McCann-Erickson . . . Colgate-Palmolive buys one partic. a week thru March 25 on J. Arthur Rank's *Famous Film Festival* on ABC-TV, Sun. 7:30-9 p.m., thru Ted Bates; *Glanorene* Inc. (rug shampoo), one partic. a week for 26 weeks, thru Product Services Inc.; *Tums*, 4 partic. in Jan.-Feb., thru Dancer-Fitzgerald-Sample; *Armour*, 4 partic. in Feb.-March, thru N. W. Ayer . . . Gruen Watch buys 65 partic. on NBC-TV's *Today, Home & Tonight* starting in latter Jan., thru Grey Adv. . . Procter & Gamble buys Mon.-Wed.-Fri. 4:45 p.m. portion of *Queen for a Day* on NBC-TV; Dixie Cup buys alt. Thu. 4:30-4:45 segment, thru Hicks & Greist . . . Vaseline buys MCA-TV's 30-min. *State Trooper* for future showcasing on undisclosed network, thru McCann-Erickson . . . General Mills to sponsor special *Lone Ranger* anniversary show on ABC-TV Feb. 18, Sat. 7:30-8:30 p.m., thru Dancer-Fitzgerald-Sample . . . NBC-TV offers for sponsorship feature races from Hialeah Feb. 4, 11, 18 & 25, Sat. 5:15 p.m. to conclusion.

NBC chairman Pat Weaver is named Man of the Year in Radio, comedian Phil Silvers Man of the Year in TV, Margaret Truman Woman of the Year in Radio, Nanette Fabray Woman of the Year in TV, Edward R. Murrow best commentator of year in both TV & radio—in annual Radio-Television Daily poll of 450 TV-radio editors. They voted *Monitor* best new radio program idea in 1955 (reason for Weaver choice), *Peter Pan* best color TV program. Other TV-radio "best" selections: dramatic show of the year, *Climax* (CBS-TV) and *NBC Radio Theatre*; comedy show of year, George Gobel (NBC-TV) and *Amos 'n' Andy Music Hall* (CBS); musical show, Lawrence Welk (ABC-TV) and *Telephone Hour* (NBC); documentary, *See It Now* (CBS-TV) and *Biographies in Sound* (NBC); quiz show, \$64,000 *Question* (CBS-TV) and Groucho Marx's *You Bet Your Life* (NBC); sportscaster, Mel Allen (TV & radio); best transcribed series, *ABC Sound Features*; filmed series, *I Love Lucy* (CBS-TV); children's show, *Disneyland* (ABC-TV) and *No School Today* (NBC); male vocalists, Perry Como (TV), Eddie Fisher (radio); female vocalist, Dinah Shore (TV & radio); song hit, "Love Is a Many Splendored Thing" (TV) and "Sixteen Tons" (radio).

WRCA-TV bought all available ad space in 16-p. comic section of Jan. 7 *New York Journal-American* to plug its 14 children's programs.

Backward looks at history of TV-radio are featured in *Variety's* 514-p. 50th Anniversary edition dated Jan. 4.



**HOLIDAY HIATUS at FCC should be broken** week of Jan. 9, Chairman McConnaughey setting both Jan. 11 & 12 for consideration of big agenda. It will be important week in court, too, Court of Appeals scheduling argument Jan. 12 on all motions for "stay" filed by deintermixture proponents in Madison, Corpus Christi & Evansville—cities for which FCC recently granted vhf CPs.

Court's action will determine whether or not Commission will continue making vhf grants in areas for which deintermixture has been requested. If Court blocks grants, presumably Commission will hold everything in similar cases for the several months it takes Court to act on merits of the 3 now before it.

In Congress, Commission is finally due to get relief from the "protest" albatross, Senate setting for quick action bill passed by House last session. This could substantially reduce number of cases in which FCC is bound to hold up its actions while it hears protests.

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Another major vhf case advanced step toward conclusion when chief examiner James D. Cunningham recommended grant of Boston's Ch. 5 to Greater Boston TV Corp., denial of 4 others. He turned down DuMont because of lack of local ownership, WHDH-Herald-Traveler and WCOP-Post because of "diversification," narrowing choice to Greater Boston and Massachusetts Bay Telecasters. Winner, he said, proposes superior staff—including proposed mgr. Michael Henry, ex-mgr. of WKOW-TV, Madison, and proposed sales mgr. Arthur E. Haley, ex-mgr. of radio WORL, Boston.

Greater Boston has 36 stockholders, each owning 2.77%, headed by insurance man Arthur D. Cronin and including, among others, supermarket owner Sidney R. Rabb, brother of Maxwell Rabb, asst. to President Eisenhower. Massachusetts Bay is headed by Alan Steinert, RCA-Whirlpool distributor.

In stressing diversification angle, Cunningham made particular point of fact that Commission used that factor to reverse his initial decision in Madison Ch. 3 case. He had preferred WIBA-Capital Times-State Journal over WISC which has no local newspaper affiliation, but Commission frowned on newspaper tieup, gave nod to WISC.

**Telecasting Notes:** Programs unsuitable for children's eyes and ears have been restricted to late evening hours by the networks—and we applaud them for it. But many special programs with strong appeal to children are also gravitating to late night hours (in Eastern Time zone). NBC-TV's spectaculars often have excellent kid-appeal, but wind up far too late for most young children to watch them. These particular shows come to mind: "Heidi," Oct. 1, 9-10:30 p.m.; Sadler's Wells Ballet in "Sleeping Beauty," Dec. 12 (a school night), 8-9:30; "Babes in Toyland," originally presented Dec. 18, 1954, 9-10:30 p.m. and repeated Christmas Eve, 1955, also 9-10:30 p.m.; "Peter Pan," originally presented March 7 (school night), 7:30-9:30 p.m. and due for repeat Jan. 9 (also school night), 7:30-9:30 p.m. . . . We can't suggest an answer to the children's spectacular problem—at least not one which would satisfy sponsors, network and west coast viewers. Best we can propose is series of spectaculars beginning 7 p.m. EST, which would showcase special programming aimed at both children and adults. For west coast, video tape recording should be eventual answer to time problem . . . Westward movement of network programming is one of most significant trends for 1956—mainly due to superiority of studio facilities on Coast. NBC-TV reports 34% of net-

Commission's final decision in Miami Ch. 7 case should be noteworthy when it comes. Cunningham favored Cox & Knight interests, which own both radio and newspapers in Miami, over non-media applicants.

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Pittsburgh grantee WIIC (Ch. 11) ran into another snag this week. Already scheduled for hearing on original grant, after attack by WENS (Ch. 16), it received FCC McFarland Letter questioning its modification application. Letter cites WENS allegations that WIIC had completed 85% of main studio construction at site for which it hadn't received grant; that it had built cement footers not provided for in grant; that intention to build less elaborate studios "raises a question of the extent to which your representations to the Commission can be relied upon."

Commission also sent letter to Philadelphia Ch. 29 applicant Philadelphia Bestg. Co. Letter notes that pres. is Theodore R. Hanff who was member of syndicate that sold 2 bridges to Burlington County (N. J.) Bridge Commission. After litigation reached N. J. Supreme Court, which said sale was "fraught with fraud and corruption," Hanff group was ordered to repay \$3,050,347 to Bridge Commission. Hanff has opportunity to reply to FCC.

Commission ordered hearing to start Jan. 23 on protest of KLIX-TV, Twin Falls, Ida. (Ch. 11) against grant to KHTV (Ch. 13). Issues include question whether KLIX-TV could survive against KHTV if latter operates as satellite of 60% owner KIDO-TV, Boise (Ch. 7).

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Allocations situation was fairly quiet as parties prepared reply comments on general rule-making due Jan. 20. Educators are coming through, in increasing numbers, urging retention of channel reservation. Two more radio stations urged subscription TV: WONE, Dayton, O. and WMIT(FM), Clingman's Peak, N. C.

Drop-in of Ch. 9 in Elmira, N. Y. was opposed this week by WSyr-TV, Syracuse (Ch. 3) which is awaiting grant of Ch. 18 uhf satellite in Elmira. WSyr-TV says uhf couldn't survive vhf competition.

WJAC-TV, Johnstown, Pa. (Ch. 6) urged that it be permitted to go from present 70-kw to full 100-kw at 1120-ft. above average terrain, claiming rights to full power similar to those granted by FCC to WBEN-TV, Buffalo (Ch. 4).

work's programming originated in Hollywood last year, as against 30% in 1954; in night time and on Sun. afternoons, Pacific coast originated 37% as opposed to 34% in 1954; in daytime, Hollywood quota rose from 15% to 27% . . . First 3-hour spectacular, U. S. premiere of Sir Laurence Olivier's "Richard III," now definitely scheduled Sat. March 10, 2-5 p.m. on NBC-TV; and, NBC confirms it "probably" will extend *Robert Montgomery Presents* to 90-min. next fall . . . *Worthington* (Tony) Miner going back to CBS? Jan. 7 *Billboard* reports CBS-TV offering the TV producer "fancy monetary rewards" and opportunity to produce new series of spectaculars to lure him from NBC. Meanwhile, NBC is said to be offering him new series of Fri. night specs next season . . . Maxwell Anderson's new musical play, "Raft on the River," based on Mark Twain novels and begun by the playwright in 1949 as Broadway presentation, tentatively scheduled for Maurice Evans' *Hallmark Hall of Fame* May 6 . . . To bolster position in Sat. night ratings race, CBS-TV retitles Jackie Gleason's 8:30-9 p.m. filmed situation comedy *The Jackie Gleason Show* (formerly *The Honeydooners*)

KABC-TV, Los Angeles, moves its program schedule up 2 hours Jan. 16, begins on-air day 9 a.m. Mon.-thru-Fri.



**TEXAS ADDED another small-town TV outlet** — KHAD-TV, Laredo (Ch. 8) — as another was dropped from the rolls this week. Latter was Waco's KANG-TV (Ch. 34), owned by the wife of Senator Lyndon Johnson, Senate majority leader, which quit the air Jan. 1 as the 54th uhf economic casualty. It was Waco's first TV outlet, having started in Oct. 1953 and having been acquired last year by Mrs. Claudia T. Johnson, who also owns KTBC-TV, Austin (Ch. 7), from founder Clyde Weatherby on assumption of \$134,000 indebtedness.

Mrs. Johnson's counsel offered no further explanation than that presented in form of a joint statement by KANG-TV gen. mgr. J. C. Kellam (who also manages KTBC-TV) and by M. N. Bostick, mgr. of Waco's KWTX-TV (Ch. 10): "An agreement has been reached . . . for transfer of all physical assets of KANG to KWTX for the exchange of stock in KWTX Broadcasting Co." It's understood KANG-TV has been a heavy loser; it has turned in CP and there's no intention to revive it.

Laredo's first station started testing Jan. 3, begins regular programming Jan. 9 with shows from all 3 networks, according to gen. mgr. Shaun F. Murphy, ex-WTVP, Decatur, Ill. Nearest other TV city to Laredo (pop. 51,910) is over 100 mi. distant, although Mexican broadcaster Rafael T. Carranza has projected XEFE-TV (Ch. 3) in Nuevo Laredo, just across the Rio Grande. KHAD-TV uses 500-watt Gates transmitter, Prodelin 8-bay antenna on local hotel roof 210 ft. above ground. Co-owners are architect-engineer Hank Avery and contractor David H. Cole, with Lawrence Beckman, ex-WOAI-TV, San Antonio, as chief engineer. Base rate is \$150. Rep is Pearson.

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New starter reported in Canada this week was CKGN-TV, North Bay, Ont. (Ch. 10). It's Dominion's 33rd outlet, uses 5-kw Canadian GE transmitter and Stainless 373-ft. tower. Owner is Tel-Ad Co. Ltd., headed by electrical contractor G. A. Alger. Russ J. Eastcott, ex-CHCH-TV, Hamilton, is gen. mgr.; Wm. Hart, ex-CKSO-TV, Sudbury, commercial production mgr.; Walter Totman, chief engineer. Base hour is \$160. Canadian reps are Paul Mulvihill and John N. Hunt & Associates (Vancouver).

Equipment shipments and orders continue light. Reported this week: From RCA—10-kw transmitter Jan. 3 to upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due in March; 10-kw transmitter Jan. 6 to KETA, Oklahoma City (Ch. 13, educational) also due in March; 25-kw transmitter Jan. 4 to KTTS, Springfield, Mo. (Ch. 10); 12-bay antenna Dec. 29 to WSPA-TV, Spartanburg, S. C. (Ch. 7), without target because of litigation. From GE—5-kw transmitter Dec. 30 to KREM-TV, Spokane (Ch. 2); 12-bay antenna Dec. 22 to KOOL-TV, Phoenix (Ch. 10); 5-bay antenna Dec. 22 to KPTV, Portland, Ore. (Ch. 27).

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

WRVA-TV, Richmond, Va. (Ch. 12), which got CP last Nov. 30, has 50-kw DuMont transmitter ordered for Feb. 1 delivery, hopes to start with test patterns March 15, programming April 1, writes pres. C. T. Lucy. Construction of transmitter house is ahead of schedule on Midlothian Turnpike and bids will be asked soon on new studio-office building. This week, it got STA for temporary operation using antenna on tower of FM station WRVB. Larus & Brother Co. Inc., big tobacco firm, owns 60% of WRVA-TV, also operates radio WRVA & WRVB

and Norfolk's WRVC (FM). Other major stockholder is Neighborhood Theatres Inc. (Thalheimer chain), holding 14.32%, while 44 other stockholders hold 2% or less. Barron Howard, from WRVA, is v.p.-gen. mgr. and Samuel S. Carey, also WRVA, program director; James D. Clark Jr., sales mgr.; S. S. Terry Jr., from WRVC, chief engineer. Base rate not set. Rep will be Harrington, Righter & Parsons.

WITI-TV, Milwaukee (Ch. 6, allocated to Whitefish Bay) has DuMont 25-kw transmitter on hand, hopes to get on air sometime in April, reports v.p.-gen. mgr. Soren H. Munkhof. Construction of studio-transmitter building has begun, but it won't be ready until sometime in March, or later, depending on weather. RCA 6-section superturnstile antenna was installed on 963-ft. Kimco tower day after Thanksgiving. Plans are to operate as "total color station," with all local shows in color, and black-and-white films being used only when not available in color. Base hour is expected to be \$600. Rep will be H-R Television.

WDMJ-TV, Marquette, Mich. (Ch. 6), with 10-kw RCA transmitter en route, plans March 1 test patterns, reports gen. mgr. W. H. Treloar. It already has 189-ft. 12-bay antenna for installation on 200-ft. Ideco tower. Frank J. Russell, publisher of *Marquette Mining Journal* (WDMJ), who also controls *Iron Mountain* (Mich.) *News* (WMIQ), acquired CP earlier this year from Jerome Sill & Herbert R. Herzberg (Vol. 11:33). It will affiliate with CBS Extended Market Plan. Base hour will be \$120. Rep will be Weed.

KFJI-TV, Klamath Falls, Ore. (Ch. 2) has decided to go ahead with construction, but hasn't set target, writes gen. mgr. Alan K. Abner. It has 5-kw GE transmitter on hand, but won't begin work on transmitter house until spring. GE 3-bay antenna is on order, will be installed on 100-ft. tower on mountain 3 mi. from town. Owner and commercial mgr. W. D. Miller also owns 70% of radio KWIN, Ashland, Ore. Base hour will be \$150. Reps will be W. S. Grant and Moore & Lund (Pacific Northwest).

WAIQ, Andalusia, Ala. (Ch. 2, educational) hopes to install 35-kw GE transmitter by Feb. 1, but hasn't started building transmitter house yet, reports pres. R. D. Hurlbert for Alabama Educational Television Committee, which operates WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10). The 3 are to be hooked up to form state network. GE 4-bay antenna is scheduled for installation on 500-ft. tower from Tower Structures Inc. in late Jan. Targets for test patterns and programming not reported.

WSAV-TV, Savannah, Ga. (Ch. 3) started installation of Ideco tower on roof of Liberty National Bank Jan. 3, plans to install 3-bay RCA antenna Jan. 10, be on air with test patterns Jan. 15, writes pres.-gen. mgr. Harben Daniel. RCA 10-kw transmitter is ready and AT&T interconnection is scheduled for Feb. 1 when it plans debut with NBC shows. Base hour will be \$275. Rep not chosen.

KETA, Oklahoma City (Ch. 13, educational) has 10-kw RCA transmitter ordered for Jan. 10 delivery, plans March 15 test patterns, April 1 programming, reports director John W. Dunn, also in charge of U of Okla. radio KNAD, Norman. RCA supergain 14-section antenna is already installed on 1572-ft. tower it shares with KWTV. Keith E. Stagg, ex-KEDD, Wichita, will be chief engineer. Oklahoma Educational TV Authority also holds grant for KOED-TV, Tulsa (Ch. 11) but hasn't set target yet, although it has identical 14-section antenna installed on tower of KOTV (Ch. 6).

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CFCY-TV, Charlottetown, P. E. I. (Ch. 13) has GE transmitter due by Jan., but won't begin programming until June 1, reports station mgr. R. F. Large. It has antenna for 500-ft tower due in spring. Base rate not set. Reps will be Weed and All-Canada.



**Color Trends & Briefs:** "Wide Wide Window" is how I.C.A.-NBC describes its special closed-circuit color demonstration of color TV's merchandising possibilities to 1000 leading retailers at National Retail Dry Goods Assn. convention Jan. 11 at Hotel Statler, N. Y. Program will "translate" typical retail store window into TV screen, "which serves as a window to bring the store's merchandise into the average TV home." Demonstration will originate from Colonial Theatre and will be seen by retailers on 40 RCA color sets in Statler. In addition, RCA pres. Frank M. Folsom and consumer products exec. v.p. Robert A. Seidel will address retailers.

RCA shipped live color camera Jan. 4 to WSAZ-TV, Huntington—20th station so equipped (Vol. 11:42, 44, 53)—and station plans first live local colorcast about Feb. 1. "Depending upon competition and the progressive trends in the industry," v.p.-mgr. Lawrence H. Rogers said, "WSAZ-TV may be counted among the first stations in the nation planning 100% color program telecasting, perhaps within the next 2 years."

Studio Films has placed 130 Kodachrome musical shorts into distribution, offered to stations on 2-year unlimited use basis at \$20.25-\$96 a year. Talent includes Korla Pandit, King Cole, Tex Williams, Ginny Simms, Tony Pastor, Connie Haines, The Harmonicats, King Sisters, Eddie Peabody, Sarah Vaughan.

RCA kicks off heavy ad campaign for color set line with Jan. 9 *Peter Pan* colorcast, will devote "large portion" of TV div. ad budget to color in first quarter. Among ads in national magazines will be 2-page 4-color spread in Jan. 23 *Life*.

**D**EFENDING ITS RATES, which have been under attack by telecasters, AT&T has issued 26-p. brochure describing its position and outlining history of TV network development. AT&T makes following points, among others:

(1) Rate of return on its investment in TV network facilities was 3% in 1954 vs. 6% for its other services.

(2) Investment in TV facilities is \$250,000,000—"roughly equal to the total investment of the TV industry in broadcasting stations" and equivalent to \$700,000 for each of the 391 stations served by 70,000 channel-miles of AT&T facilities in 262 cities.

(3) Color facilities now total 51,000 channel-miles, linking 190 stations in 134 cities.

(4) Rates established in 1948 have continued in use "with minor changes." Rates were originally set in anticipation of eventual 16-hour daily use by networks, but average in 1954 was 12 hours.

(5) "Actually, most channels used for TV cannot, for a number of reasons, be employed for any other services during the hours when they are not used for TV."

(6) "The fact that TV network service is furnished jointly with other Bell System services, such as telephone message, results in lower costs for TV channels than would be the case if separate plant were built and maintained for TV alone. The same land, for example, would be required for a radio relay tower serving, say, 2 TV channels as for one furnishing these 2 channels for TV and 4 others for telephone purposes."

Age limit of 14 for holders of restricted operator permits is proposed by FCC in new rule-making, Commission stating it "has serious doubts that children under 14 understand the significance of the certification or should assure the responsibilities of operating radio equipment." No examination is required for the permit. Next higher grade, third-class operator, may be obtained by those under 14 if they can pass written examination.

## Network Color Schedules

(Jan. 9-31, 1956)

- Jan. 9—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Peter Pan," Mary Martin & Cyril Ritchard, 7:30-9:30 p.m.
- Jan. 10—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- Jan. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 14—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Blithe Spirit," 9:30-11 p.m.
- Jan. 15—NBC: *NBC Opera*, "The Magic Flute," 3:30-5:30 p.m.
- Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- Jan. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Paris in the Springtime," 9-10:30 p.m.
- Jan. 22—NBC: *Zoo Parade*, 3:30-4 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 29—NBC: *Sunday Spectacular*, 7:30-9 p.m.
- Jan. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, 8-9:30 p.m.
- Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

New Anscochrome high-speed color film (Vol. 11:47), used in MGM's new *Lust for Life*, will be employed for color TV film spots to promote movie and give stations experience with the new film.

Two-pictures-on-one-channel idea of Paramount's International Telemeter subsidiary, which told FCC that the technique is the answer to subscription TV (Vol. 11:24), turns out to be a development of Wendt-Squires Inc., Buffalo—which Telemeter has purchased and moved to Los Angeles. Wendt-Squires was formed by Karl Wendt, ex-RCA Princeton Labs and ex-Stromberg-Carlson, and Wm. S. Squires. Those familiar with development say it has possibilities, isn't perfected yet. Telemeter's hopes in system lie in fact that it would leave regular stations undisturbed, thus answering anti-fee arguments that pay-TV would "black out" free TV. Other labs have played with 2-for-1 concept, taking color TV system, putting one monochrome picture on brightness channel, another on color subcarrier. First picture is said to be very good, second degraded because of bandwidth limitation. One unanswered question: How could system handle color?

WKBT, LaCrosse, Wis. (Ch. 8), which began operation in Aug. 1954, suffered net loss of \$83,476 in first 9 months of operation ended April 30, 1955, according to balance sheet filed with FCC this week in connection with application for minor facilities changes (see *TV Addenda No. 21-Z*). But as of Oct. 31, 1955 WKBH Television Inc. (Howard Dahl) had total current assets of \$80,468, net fixed assets of \$403,461, total assets of \$496,473. Liabilities totaled \$471,485, including \$100,000 capital stock, and profit before taxes was \$13,410.

Second community antenna system purchase by Jerrold Electronics Corp. is Spanish Mt. TV Corp., Ukiah, Cal.; first was in Key West, Fla. (Vol. 11:48). System has about 1500 subscribers among 3000 families, picks up San Francisco's KGO-TV, KPX & KRON-TV.

Prize "prediction" for 1956: "The day of the \$500 [color] set is still a few years distant. Meanwhile, several manufacturers will be pushing battery-operated portable black-&-white sets at about \$100."—From Jan. 1 *Parade*.



**ANOTHER TV DISTRIBUTION 'CHECKERBOARD'?** GE's reported plans to market a TV line under Hotpoint label, though still lacking official confirmation, might well set in motion a new round of distributor shifts similar to those which have been going on ever since RCA purchased about 20% of Whirlpool-Seeger Corp. last May.

GE's plans are still very tentative, spokesman telling us only that "there is some truth" to reports it plans to market TV line under Hotpoint label -- though he emphasized no decision had been reached and referred all other questions to Hotpoint in Chicago. At Hotpoint, we were told: "As of now, there have been no plans submitted or approved for a TV line." Spokesman added, however, that Hotpoint has frequently experimented with new products. It marketed room dehumidifiers & kitchen cabinets as new items in last 2 years but got out of both when they proved unprofitable. By contrast, it started and remained in room air conditioner production.

Hotpoint is a wholly-owned division of GE, but enjoys far greater autonomy than other divisions, conducting its own research and production. It competes with GE in marketing of white goods, which are distributed through Hotpoint Appliance Sales Co., GE Supply Co., Graybar and various independent distributors.

Distribution aspect is most intriguing feature of plan. As result of GE's recent transfer of its TV receiver dept. to appliance headquarters in Louisville (Vol. 11:49), about 40 GE Supply Co. outlets were ostensibly left without a TV line. One outstanding example is Philadelphia, where GE Appliance Co., which handles major appliances, reportedly will take over the TV line. Presumably, the GE-made Hotpoint TV line would substitute for loss of GE line in such markets. It must be emphasized, however, that no distributor changes have been announced officially in any markets.

New problem arises with independent distributors now handling Hotpoint line. In many markets, these distributors handle well-established TV brands of other manufacturers. One such example is Washington, where Hotpoint outlet Simon Distributing Corp. also handles Zenith TV-radio line. Would such a distributor be required to surrender his established TV line to take on Hotpoint TV, an entirely new product? If so, it's easy to visualize a lot of trouble ahead.

GE took 2 more steps this week to identify TV more closely with white goods. First, it eliminated all list prices on its TV sets, as is practice in appliances. Instead, it will "recommend" to its distributors a "range" of prices for each model and permit local distributors to suggest exact price according to local conditions. (For new GE sets introduced this week, see p. 13.) It also announced that henceforth all distributors would hold franchises for only 6 months, as in appliances, rather than for a year, as in TV. As result, there's possibility that GE will introduce a full new TV line every 6 months, abandoning one-line-a-year policy.

No manufacturer seemed ready to follow GE in abandoning lists, judging from initial trade reaction. Consensus was that, though list prices are often reduced to meet competition from discount houses, they did not see fit to abandon them in national advertising campaigns.

Brief highlights of other major trade developments this week:

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**First-Quarter Outlook:** Trade leaders generally doubt that industry's first-quarter TV production will match the 2,200,000 sets turned out in first 3 months of 1955. A slight production cutback below that level appears to be general rule among industry's Big 5 -- though all say they're prepared to increase the volume if the market shows unexpected strength. Real pickup is anticipated in spring, after the market recovers fully from the sales decline in 4th quarter of 1955. Among other trends, manufacturers are also planning continuing emphasis on higher-end models, giving only light production quota to 17-in. leader models.



**Production:** TV output for 1955 is estimated by RETMA at 7,769,000, based on official 11-month figure of 7,151,895 and weekly estimates of 618,000 for Dec. This breaks previous record of 7,463,800 in 1950 and also exceeds the 7,346,715 produced last year. TV production totaled 76,694 week ended Dec. 30. Radio production for 1955 is estimated by RETMA at 14,962,000 (7,262,000 auto). Official 11-month output was 13,108,365 (6,365,333 auto), with Dec. estimated at 1,854,000. Production in week ended Dec. 30 was 248,941 (127,972 auto).

**Retail Sales:** TV sales in 1955 were estimated by RETMA at 7,450,000, which broke last year's high of 7,300,000. This despite sales decline to 2,400,000 in the 4th quarter, compared to 2,600,000 in final 3 months of 1954. However, inventories were reduced to 2,100,000 at year's end, regarded as safe level, because of sharp production cutback (Vol. 11:52). Incidentally, quick release of retail statistics from RETMA is credited with alerting industry to retail sales dip and consequent danger of an inventory buildup.

**Trade Personals:** David T. Schultz assumed office of pres. of Allen B. DuMont Laboratories Inc. this week as Dr. DuMont became chairman of board; Mr. Schultz, ex-Raytheon senior v.p., treas. & director, retains his Raytheon stockholdings (Vol. 11:49-50) . . . Robert C. Tait, pres. of Stromberg-Carlson and a senior v.p. of General Dynamics, elected chairman of board of Buffalo Branch of Federal Reserve Bank on which he has served since 1951 . . . Charles J. Coward appointed senior consultant on adv. & sales promotion for GE marketing services div., continuing as consultant on its current consumer goods distribution study . . . Paul H. Leslie resigns as sales mgr. of TV receiver dept. of GE, his duties assumed by Joseph F. Effinger, color TV sales mgr. . . . Harold Metz, RCA director of personnel, expands responsibilities in new position of director of personnel & organization development; J. J. Brant, personnel mgr. of RCA Victor TV div., succeeds Metz as personnel director, with F. L. McClure, personnel mgr. of RCA tube div., becoming director of organization development, both reporting to Metz . . . N. M. Marshall named General Precision Labs' sales director of TV equipment to industrial & institutional markets, in addition to his broadcast sales duties; J. W. Belcher promoted to mgr. of new application engineering dept.; S. T. Pardee joins firm as publicity mgr.; Barry J. Hawkins appointed adv. mgr. of parent General Precision Equipment Corp. . . . John Mihalic Jr., Crosley-Bendix manufacturing director, promoted to v.p., along with W. R. Lawrence Jr., production director of laundry equipment & ranges, and Donald B. Nason, mgr. of product engineering for military electronic items . . . C. E. Schick, ex-Crosley Bendix national field sales mgr., named Hoffman Electronics field sales mgr., reporting to gen. sales mgr. Paul E. Bryant . . . Ken Brigham, ex-Bell Labs, named supervisor of public relations, Philco govt. & industrial div., reporting to v.p. James D. McLean . . . Charles Coster promoted to asst. sales promotion mgr., DuMont TV receiver div. . . . Everett Olson, Webster-Chicago director of communications, named company's Los Angeles sales rep; Ed McGrath named San Francisco rep; Bud Letzer takes over Chicago territory . . . Helen Staniland Quam, distributor sales mgr. of Quam-Nichols Co., retires Jan. 31 as treas. of Electronic Parts & Equipment Mfrs. after 20 years in post . . . Ernest Alschuler, pres. of Sentinel Radio, left last week on world cruise . . . Frank L. Randall Jr., ex-Daystrom, appointed tube sales mgr., Amperex Electronics Corp. . . . Glenn Hall promoted to Clarostat adv. mgr. . . . Paul F. Leopold promoted to home instruments sales mgr., Crescent Industries . . . Rodolfo A. Correa, counsel of RCA commercial dept., promoted to v.p., reporting to E. C. Anderson, v.p. for public relations; F. R. Demmerly, ex-RCA Estate, named controller of RCA Victor TV div., succeeding G. K. Bryant, now operations mgr.

**DISTRIBUTOR NOTES:** Paul R. Krich, on advice of physicians, retires as exec. v.p. of Krich-N. J., Newark (RCA) and its affiliate Allied Distributors and as pres. of Associated Distributors, another affiliate. Barney Krich, his brother, succeeds him as pres. of Associated Distributors, continuing as pres. of Allied Distributors. Fred M. Commins, sales v.p. of Krich-N. J., is promoted to exec. v.p. of all 3 concerns. Max Krich, another brother, continues as pres. of Krich-N. J. . . . Whirlpool-Seeger appoints RCA distributors McClung Appliances, Knoxville (Bruce Keener Jr., pres.) and Radio & Appliance Distributors Inc., Chattanooga (Mark H. Hays Sr., pres.), both replacing Moore Handley Hardware Co. . . . CBS-Columbia appoints Standard Supply Co., 225 E. 6th St., Salt Lake City (G. Wayne Stillman, pres.) . . . Capehart-Farnsworth appoints Central Distributing Co., San Antonio (Calvin Michelson, pres.), replacing Appliance Wholesalers Inc. . . . H. R. Basford Co., San Francisco (Zenith) promotes W. H. Mixer to pres.-gen. mgr., succeeding George P. Egleston, who moves up to chairman . . . Artophone Corp., St. Louis (Phileo) promotes Kenneth A. Cooper to v.p. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Samuel Alper v.p. . . . Sea Coast Appliance Distributors Inc., Miami (RCA) appoints Quincy P. Carvel, ex-J. A. Williams Co., Pittsburgh (Zenith), as gen. sales mgr.; Irving Lane, ex-Southern Wholesalers, Washington (RCA), named sales mgr. of appliance div. . . . Eastern Co., Boston (RCA) appoints Joseph Cunningham sales mgr. of Whirlpool air conditioners, rangers & freezers; Thomas Reilly appointed adv. director . . . Ozark Motor & Supply Co., Springfield Mo. (Admiral) appoints Paul P. Pierson, ex-Superior Distributing Co. (Crosley-Bendix), as gen. mgr., replacing George Hayden, resigned . . . Times Appliance Co., N. Y. (Westinghouse) reports resignation of TV-radio v.p. Ira Kaplan; Jules Roth appointed appliance sales mgr. . . . Igoe Bros., Newark (DuMont) reports resignation of sales mgr. Irving Sarlin . . . Greusel Distributing Corp., Milwaukee (Crosley-Bendix) appoints Julian E. Shelton, ex-Avco, as gen. sales mgr. . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Kenneth Roman Jr., ex-Interchemical Corp., as adv. director, replacing James T. Davis Jr., resigned . . . Graybar names G. L. Call, Ohio Valley district mgr., Cincinnati, succeeding E. R. Yonkers, resigned . . . Appliance Distributors, Admiral's Chicago factory branch, moves to parent company's headquarters, 3800 Cortland St.

Stuart D. Brownlee resigns as gen. mgr. of RETMA of Canada and as pres. of Canadian Radio Patents Ltd. to become exec. v.p. of Canadian Admiral, continuing as secy.-treas. of Canadian Radio Technical Planning Board. Edwin Whittaker, v.p. of Canadian Admiral Sales Ltd., promoted to v.p.-gen. sales mgr. of parent company.



**Topics & Trends of TV Trade:** Curious parallel between TV and auto production, which in last several years have followed strikingly similar output curves, is manifest once again in comparison of data for 1955. TV output for full year is estimated unofficially by RETMA at 7,769,000, subject to revision. The authoritative *Ward's Automotive Reports* figures 1955 passenger car productions at 7,940,862, also subject to revision.

The two products have virtually shadowed each other on production graphs all year, even to the point of simultaneous dips in 4th quarter as result of sales letdowns. For example, in final week of year ended Dec. 30, TV production fell to 76,694, whereas autos dropped to 104,982.

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Strike-bound Westinghouse, whose 30 consumer products plants have been shut down since Oct. 17 in IUE walkout, nevertheless introduced its Presidential line of TV-radio receivers this week, so named for 1956 convention year. Line comprises 3 series—new unpriced Convention group of 12 models, plus current Catalina and Riviera groups. Line has "Silver Safeguard" chassis, with 2 printed circuit panels, "Tip Top Front Tuning," aluminized picture tubes. New models are Adams, 21-in. mahogany table; Buchanan, 21-in. mahogany & blonde table; Garfield, 21-in. mahogany console; Jefferson, 21-in. mahogany console; Madison, 21-in. blonde console; Monroe, 24-in. mahogany table; Pierce, 24-in. mahogany & blonde table; Tyler, 24-in. mahogany console; Van Buren, 24-in. mahogany console; Washington, 24-in. blonde console.

GE introduces 11 new sets Jan. 9 at opening of furniture markets in Chicago—though it established only price "ranges" in conforming to new policy of permitting local distributors to suggest retail prices in each market (p. 11). New sets include two 21-in. clock-timer consoles and two 21-in. "Hospitality" models on rubber wheels for easy portability. The successful 14-in. portable set at \$99.95 & \$129.95 is carried over, supplemented by another step-up portable at \$139.95. The 21-in. tables range from \$170 to \$250; 21-in. consoles, \$240 to \$340; 24-in. tables, \$240 to \$270; 24-in. consoles, \$290 to \$320.

Some 70 ex-Sparton district merchandisers, left without a company when Sparton discontinued TV-radio production in U.S. last week (Vol. 11:51), have banded together in new organization called Associated Merchandisers, with purpose of turning over intact national distributing organization to any qualified electronics manufacturer. Sparked by Martin L. Burke, Sparton's ex-rep in Washington-Baltimore area, organization has headquarters at 416 5th St. NW, Washington, and was to hold first meeting Jan. 8 at Lindbergh's Restaurant, Chicago.

"First step toward transistorizing TV receivers" is how Admiral bills its experimental TV set demonstrated this week, with a tiny selenium phase detector replacing a vacuum tube (6AL5). Ray De Cola, director of engineering, said the phase detector, a small piece of selenium metal encased in protective plastic covering, does not create heat and is "practically indestructible." Company gave no further details.

Shipments of radios to dealers, excluding auto radios, totaled 4,954,277 in first 10 months of 1955, compared to 4,416,783 in same 1954 period, reports RETMA in state-by-state tabulation (county-by-county tables available to members on request). Oct. shipments were 757,196, compared to 745,569 in Sept. and 639,624 in Oct. 1954.

More "20-year-men" are invited to join Radio's Old Timers by organization's pres. Charles Golenpaul, Aerovox Corp., and secy. Sam Poncher, Newark Electric Co., Chicago. Membership costs \$2 and big party is planned during upcoming 1956 Electronics Parts Distributors Show in Chicago.

Hoffman Electronics introduced 10 new monochrome models and 2 new 21-in. color sets to its distributors this week. It emphasizes California-style wood finishes, even divides line into furniture groupings—traditional, modern, provincial—rather than by chassis types. Pres. H. Leslie Hoffman revealed that ad budget next year would be increased to \$1,500,000 and account would be switched from Anderson-McConnell Adv. to Dan B. Miner Co., Los Angeles. As part of campaign, company plans "Set-of-the-Month" promotion, in which different model will receive special emphasis each month. New black-&-white sets are 17-in. walnut table at \$160; 17-in. blonde table, \$170; 21-in. mahogany table, \$260; 21-in. mahogany table, \$270; 21-in. blonde table, \$270; 21-in. blonde console, \$260; 21-in. mahogany console, \$330; 21-in. walnut console, \$330; 21-in. blonde console, \$340. Color sets are priced at \$795 for mahogany console, \$825 for Salem maple; \$895 for mahogany console; \$925 for blonde & Salem maple.

Nine men were sentenced to prison Jan. 5 in \$1,750,000 "Preview" motel TV swindle (Vol. 11:46-49) by Chicago Federal Judge Barnes. Heaviest sentence—5 years—went to Nathan James Elliott, also known as J. Matt Thompson, pres. of now-defunct U.S. Sign Co. Other sentences: Bruce Hantover, pres., Preview TV Corp., 4 years; Earl C. Rafael, Previewer secy.-treas., Wm. F. Robichaud, pres. of American Institute of TV Manufacturers, and Milton G. Severinghaus, 3 years each; David J. Maxim & Eugene Flitcraft, 2 years; Blanchel Murrelle & Lyman B. Jones, 1 year & 1 day. Edward C. MacReady, described as inventor of Previewer device, was placed on 2½ years probation.

Columbia Records cut price of its "Masterwork" 12-in. LP records (ML4000 series) from \$4.98 to \$3.98 last week, thereby making its classical records competitive with RCA Victor's \$3.98. It's third Columbia price reduction this year, and offers dealers 12% return privilege on all orders placed through Jan. 31.

RCA record div. plans 3-market test in Feb. of merchandising scheme to sell a coupon book for \$3.98, good for 3 "bonus" records rest of year at no additional charge, along with right to buy regular \$3.98 records for \$2.98. It's designed as answer to record subscription clubs.

Packard-Bell has purchased assets of Technical Reproductions Inc., No. Hollywood, Cal., manufacturers of printed circuitry. Under pres. Arnold O. Babbe, it will be operated as dept. of Packard-Bell's technical products div. headed by v.p. Richard B. Leng.

Olympic Radio introduces full new line of 22 basic models, ranging from 21-in. table at \$160 to 24-in. full-door combination at \$440. Feature of line is 24-in. open-face console priced at \$200. All sets have front tuning.

Magnavox's 120,000-share issue of 4¼% convertible preferred, \$50 par and sold at \$51, was sold out Jan. 5 within 5 minutes of offering by Reynolds & Co. and 7 associated underwriters. Some of the \$6,000,000 new capital raised may be used to purchase another TV-radio company, it was disclosed, but efforts to learn its identity were unavailing. Magnavox officials would say only that negotiations are far from complete, that deal might involve expenditure of about \$3,300,000 and assumption of about \$2,000,000 liabilities. New preferred stock will be redeemable at \$52.50 prior to Dec. 31, 1957 and \$50 a share after Dec. 31, 1973; its initial conversion rate is 1¼ shares of common for one preferred.

Stromberg-Carlson held its management meeting Jan. 7, pres. Robert Tait reporting highly favorable budget for new year and thriving electronics business. Whether it remains in TV-radio receiver field will be determined at meeting of parent General Dynamics Corp. Jan. 27.



**Electronics Reports:** American Broadcasting-Paramount and Western Union are understood to have arranged to purchase 20% interest each in Technical Operations Inc., Arlington, Mass., headed by Frederick C. Henriques and joint operator of Combat Operations Research Group (CORG) at Continental Army Command at Ft. Monroe, Va. Among other electronics pursuits, Technical Operations Inc. also is working on new silicon for transistors, "electronic umpires" for use in Army field maneuvers, transistorized power supplies for guided missiles. Its latest financial report was published in our Vol. 11:52.

AB-PT & WU control Microwave Associates, Boston, so it's presumed there are plans to merge it with Technical Operations Inc. Latter has about 145,000 shares outstanding, and sale of interests to AB-PT and WU may mean about 100,000 new common shares. Its stock had moved up to 7-8 at week's end. Some 30,000 shares are optioned at 3¼ to Oct. 31, 1956. Letter to stockholders Dec. 29 informed them that company was "actively negotiating for major additional financing" but that negotiations had "not proceeded to a point where a public announcement can be made." Pres. Henriques added: "However, it can be said that 2 well-known corporations are considering acquiring a significant stock interest in the company under conditions that appear to be favorable to the company."

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**Study of nickel situation**—"with particular emphasis on our defense position for this metal and the impact defense requirements are having on the civilian economy"—has been ordered by Defense Mobilizer Flemming. Named to direct study was John R. Townsend, director of materials & standards engineering of Sandia Corp. (Western Electric) and chairman of Materials Advisory Board, National Academy of Sciences.

**New high-voltage rectifier tube**, designed to cut TV set manufacturing costs, has been introduced by GE. Designated 2B3-GT, it has filament rating of 1.75 volts as compared with 1.25 volts for 1B3-GT, can be operated directly from flyback transformer, eliminating filament dropping resistor and associated wiring.

"**International Electronic Sources**" is valuable new monthly engineering service beginning in Jan. issue of *Tele-Tech* (Caldwell-Clements). An insert, it contains abstracts of engineering articles appearing in foreign & domestic publications, and available from govt. and other sources.

**GE's new special defense projects dept.**—which works on development of guided missiles and currently employs 500—will move from Schenectady to Philadelphia in mid-1956, according to dept. gen. mgr. George Metcalf.

Two articles of interest to electronics industry in Jan. *Fortune Magazine*: "Industrial Research: Geniuses Now Welcome," detailing how Avco, General Dynamics, GM and Glenn L. Martin have joined such companies as Bell Labs and GE in fostering basic science; "Mr. Fogg's Remarkable Electronics Factory," profile of Consolidated Electrodynamics Corp., Pasadena, one of the most successful of Southern California's new electronics companies.

**Radio-controlled traffic light system** for Evansville's 54 downtown traffic signals is being supplied by GE, which reported the FM system will cost about \$20,000 less than comparable wired setup.

**New TV technical reference book**, *Fundamentals of Television Engineering*, by Glenn M. Glassford, Syracuse U assoc. prof. of electrical engineering, has been published by McGraw-Hill (642 pp., \$12.75).

**George W. Sarbacher Jr.**, onetime Congressman from Pennsylvania, elected pres. of National Scientific Laboratories Inc., Washington, wholly-owned subsidiary of Bowser Inc., Chicago. NSL maintains electronics research & development lab and consulting field organization for industry and armed services.

**Milton A. Chaffee**, ex-deputy director of systems at Air Force Research Center, Cambridge, Mass., named director of electronics & systems research, Fairchild Camera & Instrument Corp., Syosset, N. Y.

**William F. Hafstrom**, who joined Stromberg-Carlson last Aug., coming from GE light military electronics dept., named mgr. of marketing, Stromberg govt. contracts div.

**Richard B. Hubbard**, ex-v.p. & chief engineer, Specialties Inc., named pres. of ACF Industries Inc.'s Erco div., manufacturer of electronics devices & aviation equipment.

**Dr. Frederick E. Terman**, dean of Stanford School of Engineering and ex-pres. of IRE, succeeds Douglas M. Whitaker as Stanford U's provost, continuing as engineering dean.

**David Shattuck**, treas. of Technicolor Motion Picture Corp., named pres. of parent Technicolor Inc., succeeding Lester G. Clark.

**Thomas P. Walker**, Triad Transformer Corp., elected pres. of Los Angeles council, West Coast Electronic Manufacturers Assn.

**Russell Jornd** promoted to engineering director, Leon Uhl to chief research engineer, Littelfuse Inc.

**Daune L. Bibby**, ex-IBM v.p., ex-Endicott operations v.p., named executive v.p., Daystrom Inc.

**Leopold M. Kay** named pres. of Transdyne Corp., Maspeth, N.Y.

**B. L. MacPherson** named western div. sales mgr., Reeves Soundcraft Corp., Los Angeles.

Among officers' and directors' stock transactions reported by SEC for Nov.: Ernest L. Nye sold 225 ACF Industries, holds 600; W. T. Kilborn bought 100 AB-PT, holds 300; Joseph C. Belden Jr. sold 500 Belden Mfg. Co., holds 28,995 personally and 8712 thru trust; Thomas F. Hanley bought 1400 Belock Instruments, holds 40,126; Helen Neushaefer bought 600 Belock Instruments, holds 128,228; Matthew M. Fox bought 875,000 C&C Super Corp. (June), holds 875,000; Charles F. O'Brien bought 1000 C&C, holds 2000; T. Keith Glennan bought 100 Clevite, holds 100; O. P. Gokay sold 100 Clevite, holds 800; John F. Rich bought 400 Electronics Corp. of America, holds 900; Benjamin Abrams bought 1000 Emerson, holds 228,000 personally and 90,039 thru trusts & foundations; Max Abrams bought 500 Emerson, holds 80,900 personally and 69,760 thru trusts & foundations; Allen D. Marshall bought 500 General Dynamics, holds 500; Frank Pace Jr.

bought 3000 General Dynamics, holds 9000; Charles D. Dickey bought 1000 GE, holds 8500; R. N. Harder sold 300 General Precision Equipment Corp., holds 2100; C. E. Underwood bought 1500 Hoffman Electronics, holds 2500; Wm. P. Lear sold 1000 Lear Inc., holds 419,857; Richard M. Mock bought 1000 Lear, holds 16,155; Paul Moore sold 6800 Lear, holds 313; Joseph W. Dye bought 100 Magnavox, holds 200; Perry R. Roehm bought 160 Norden-Ketay, holds 300; Paul F. Hannah sold 100 Raytheon, holds 1248; H. Merle Darling bought 120 Tung-Sol, holds 3200; Jean E. Witbeck bought 200 Tung-Sol, holds 3451; Alfred K. Wright bought 150 Tung-Sol, holds 600; Frank R. Denton bought 500 Westinghouse, holds 1000; John M. Schiff bought 500 Westinghouse, holds 11,000; C. S. Weber sold 593 Westinghouse, holds 200; E. F. McDonald Jr., thru holding company, bought 1800 Zenith, holds 10,462 personally and 33,731 thru holding company.



**Financial & Trade Notes:** Troubles of strike-bound Westinghouse, whose 1955 earnings were said to have dipped 30% below 1954, are detailed in Jan. 1 *Forbes Magazine* study of 11 key electronic manufacturers, whose profits as a group last year are characterized as "disappointing" when compared to 30% average profit increase of all industrial manufacturers. Firms surveyed were Admiral, Avco, Carrier Corp., GE, IT&T, Minneapolis-Honeywell, Philco, RCA, Sperry-Rand, Sylvania, Westinghouse. Of Westinghouse, article says its troubles began in 1954 when Navy cancelled contract for military jet engines valued at "several hundred million dollars." Then Air Force cancelled "fat electronics controls order," which in turn set off chain reaction adversely affecting orders for heavy apparatus (normally 58% of firm's revenues). Then came series of 94 labor stoppages, resulting in loss of 5,000,000 man-hours even before big IUE walk-out at 30 consumer products plants which began Oct. 17 and which still remains unsettled. On brighter side, article quotes chairman-pres. Gwilym Price as forecasting a "full blast" return to jet engine supremacy "in a year or 2," and says company is in good position to cash in on heavy investments in atomic energy equipment. Note: One widely-circulated rumor this week had exec. v.p. Mark W. Cresap Jr., 45, replacing 60-year-old Price as pres. because of company's accumulated tribulations—though Cresap and company denied it.

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Raytheon sales for first half of fiscal year ended last Nov. 30 were \$83,095,535 and net earnings were \$1,367,909, or 49¢ per share on 2,776,235 shares. This compares with \$93,006,863 & \$2,395,969 (86¢ on 2,395,936 shares) during same period preceding year. Net income for quarter ended Aug. 31 was \$764,000 (27¢) vs. \$1,102,000 (40¢) in like 1954 period. Decline in profit, according to pres. Charles F. Adams Jr., was due to increased labor & material costs, lower volume, abnormal moving expenses, among other factors. Sales have turned upward, he said, and that trend is expected to continue for rest of fiscal year ending May 31. Backlog of govt. orders exceeded \$100,000,000 on Nov. 30, while important govt. orders were received in Dec. and more are expected—in addition to which commercial billings and orders are on the increase, with some manufacturing activities at a new high.

Cornell-Dubilier consolidated sales for fiscal year ended Sept. 30, 1955 were \$34,955,172 and net income reached record high of \$1,809,002 (\$3.41 per share). Because of lower prices for certain products, sales total was below that of preceding year's \$37,149,778, when net was \$1,729,640 (\$3.25). Pres. Octave Blake states in annual report that increased sales are expected this year due to growing volume of color TV (using more capacitors as well as rotators & antennas) and expanded application of capacitors and filters in many diversified electronics fields. Notice of annual stockholders meeting Jan. 25 discloses Mr. Blake, owner of 38,512 of the 512,390 voting shares of common stock, received aggregate remuneration of \$105,989 during the period, being the only officer or director whose remuneration exceeded \$30,000; that first v.p. Wm. Dubilier is owner of 220 shares, exec. v.p. Haim Beyer 2060, exec. v.p. Paul McK. Deeley 61.

Howard W. Sams & Co., Indianapolis electronics engineering & publishing firm, had sales of \$3,262,161 and net profit after taxes of \$140,027 (\$1.09 per share) during fiscal year ended June 30, 1955, according to Jan. 3 report. Sales included compared with \$2,798,980 and profits with \$87,218 in preceding year.

H. C. Moses, Thomas & Betts Co., elected pres. of Chicago Electric Assn., succeeding A. H. Schneider, Commonwealth Edison.

**TRADING IN TV-radio-electronics and broadcasting** stocks was quite heavy on the major exchanges during 1955—and to show you exactly what happened we've compiled table indicating year's sales and giving year's high, low and last (as of Dec. 30, 1955) and the net change from end of 1954. In case of over-the-counter issues, figures on sales are unavailable.

It's interesting to note that 9 of the issues were among the top 25 in volume of shares traded on the N. Y. Stock Exchange during 1955—Sperry Rand ranking 4th, GE 7th, Avco 8th, General Dynamics 9th, Westinghouse 15th, Electrical & Musical Industries Ltd. 16th, IT&T 18th, AT&T 22nd, RCA 25th.

Most stocks here listed are traded on the N. Y. Stock Exchange; those on American and Midwest exchanges and over-the-counter are indicated by symbols (see footnotes). For detailed financial data on most of these companies, and a few others in related fields, see tabulations by consultant Edgar N. Greenebaum Jr. in forthcoming Spring-Summer Edition of our *TV Factbook*:

|                               | Sales     | High    | Low     | Last    | Net Change |
|-------------------------------|-----------|---------|---------|---------|------------|
| Admiral                       | 687,500   | 30 1/4  | 20 1/4  | 21 7/8  | - 6 3/8    |
| ABC-Paramount                 | 163,460   | 33 1/2  | 22 1/2  | 27      | + 2        |
| Aerovox (OC)                  |           | 13 7/8  | 8 1/8   | 8 3/8   | - 2 5/8    |
| AT&T                          | 3,021,000 | 187 3/8 | 172 3/4 | 180 3/4 | + 5 3/8    |
| Avco                          | 4,287,400 | 8 1/4   | 5 1/2   | 6 1/4   | - 1/2      |
| Beckman Instruments           | 333,400   | 29 3/8  | 19 3/8  | 28 3/4  | + 4 1/4    |
| Belock Instrument (A)         | 179,000   | 22 7/8  | 11 1/8  | 18 3/4  | —          |
| CBS 'A'                       | 410,700   | 32      | 22 1/2  | 26 7/8  | —          |
| CBS 'B'                       | 268,100   | 31      | 22 1/4  | 27      | —          |
| Clarostat (A)                 | 230,300   | 8       | 4 1/8   | 4 1/2   | - 1 7/8    |
| Collins Radio 'A' (OC)        |           | 28 1/2  | 17 1/4  | 28 1/4  | + 7 3/8    |
| Collins Radio 'B' (OC)        |           | 28 1/2  | 16 3/4  | 28      | + 7 5/8    |
| Consolidated Electronics      | 536,100   | 44 1/8  | 23 3/8  | 32      | + 5 5/8    |
| Cornell-Dubilier              | 149,100   | 37 3/8  | 29      | 34 7/8  | - 1 1/8    |
| Davega Stores                 | 92,100    | 7 3/4   | 4 3/4   | 5 3/4   | - 1/4      |
| DuMont Labs (A)               | 979,900   | 17 1/8  | 9 1/8   | 9 3/4   | - 5        |
| Electrical & Musical Ind.     | 3,326,000 | 5 3/8   | 3 3/8   | 4 3/4   | + 7 3/8    |
| Electronics Corp. (A)         | 211,500   | 23      | 11 1/2  | 13 3/4  | - 2 1/4    |
| Emerson Radio                 | 903,900   | 16 3/8  | 11 3/4  | 12 5/8  | - 2        |
| Erie Resistor (OC)            |           | 17      | 10      | 15 3/4  | + 3/4      |
| General Electric              | 4,313,600 | 57 3/4  | 46 1/4  | 57 3/4  | +11        |
| General Dynamics              | 4,271,400 | 80      | 48 3/4  | 66 1/4  | —          |
| General Instrument            | 646,900   | 13      | 7 5/8   | 9       | - 2 1/2    |
| General Precision             | 605,900   | 71 1/2  | 36 1/2  | 47 3/4  | —          |
| Gross Telecasting (OC)        |           | 20      | 16 1/4  | 16 1/4  | —          |
| Hailcrafters (M)              | 350,300   | 7 1/4   | 4 5/8   | 7       | + 1 7/8    |
| Hazeltine (A)                 | 208,000   | 59 3/4  | 36 1/2  | 47 3/4  | - 9 3/4    |
| Hoffman Electronics           | 431,900   | 31 3/8  | 20 1/2  | 24 1/8  | —          |
| Indiana Steel Products (M)    |           | 23      | 18 1/2  | 20 1/4  | + 2 1/2    |
| International Resistance (A)  | 675,900   | 12 3/8  | 5       | 7 5/8   | + 2 3/4    |
| IT&T                          | 3,306,400 | 31 1/8  | 23 3/4  | 30 1/8  | + 4 1/4    |
| Lear Inc. (A)                 | 1,246,900 | 13 3/8  | 7 1/4   | 8 1/4   | - 1 1/2    |
| Magnavox                      | 514,200   | 41 7/8  | 23      | 35 7/8  | +12 1/4    |
| P. R. Mallory & Co. (OC)      |           | 39      | 28 5/8  | 34 1/2  | -10        |
| Minneapolis-Honeywell         | 297,200   | 70      | 50 1/8  | 65      | —          |
| Monumental Radio (OC)         |           | 15 1/2  | 13 7/8  | 14      | - 1 1/2    |
| Motorola                      | 290,200   | 60 3/4  | 44 1/4  | 50 1/2  | + 1 1/2    |
| (q) Muntz TV (A)              | 541,200   | 2 3/4   | 1 1/8   | 2 5/8   | + 1 1/4    |
| Muntz Co. (A)                 | 145,700   | 7       | 4 1/8   | 4 5/8   | - 1 3/4    |
| National Telefilm (A)         | 131,600   | 4 7/8   | 2 1/2   | 3 1/4   | —          |
| National Union Electric (A)   | 1,038,300 | 4 5/8   | 2 3/8   | 2 3/4   | + 3 1/8    |
| Olympic Radio (A)             | 531,400   | 8 5/8   | 4 5/8   | 7 1/8   | + 1 5/8    |
| Packard-Bell (OC)             |           | 13      | 8 3/4   | 9 3/8   | —          |
| Paramount Pictures            | 458,500   | 44 5/8  | 36      | 36 7/8  | - 3 1/4    |
| Philco                        | 857,400   | 43 3/8  | 30      | 33 5/8  | - 4 3/8    |
| RCA                           | 2,767,700 | 55 3/8  | 36 3/4  | 47 1/8  | + 8 5/8    |
| Raytheon                      | 239,700   | 25 3/4  | 13 7/8  | 18 1/2  | - 1 1/2    |
| Sentinel Radio (A)            | 154,500   | 7 3/8   | 4 1/8   | 5 3/4   | + 1 1/8    |
| Servomechanisms (A)           | 203,300   | 13 3/8  | 8 1/4   | 8 3/4   | - 3        |
| Skiatron (A)                  | 277,900   | 8       | 2 3/8   | 3 3/8   | —          |
| Sparks-Withington             | 282,900   | 7       | 4 1/2   | 5       | - 7 3/8    |
| Sperry Rand                   | 4,683,400 | 29 5/8  | 21      | 27 3/8  | —          |
| Standard Coil                 | 719,900   | 20 1/4  | 10 1/4  | 12 1/4  | - 4 3/8    |
| Sprague Electric (OC)         |           | 61      | 46 1/2  | 54      | + 3 1/4    |
| Storer Bestg. Co.             | 104,700   | 29 1/2  | 20 3/4  | 23 3/8  | —          |
| Sylvania Electric             | 883,000   | 49 7/8  | 41      | 45 5/8  | - 1        |
| Texas Instruments             | 553,700   | 16 7/8  | 10 1/8  | 13 1/2  | + 1 1/4    |
| Trav-Lcr Radio (M)            | 130,300   | 4 1/4   | 1 7/8   | 2 1/8   | - 1 3/4    |
| Tung-Sol                      | 269,200   | 33 1/2  | 25      | 31 3/8  | + 2 3/8    |
| Webster-Chicago (M)           | 25,800    | 15 1/2  | 8 1/2   | 13 7/8  | + 4 1/4    |
| Wells-Gardner (OC)            |           | 13 3/4  | 9 7/8   | 11 7/8  | + 2 1/2    |
| Westinghouse                  | 3,383,200 | 83 1/4  | 53 1/4  | 60      | - 20 1/2   |
| WJR The Goodwill Station (OC) |           | 15      | 10 1/4  | 10 1/4  | - 2 1/4    |
| Whirlpool-Seeger              | 775,100   | 38 1/4  | 21 5/8  | 27 1/8  | - 2 5/8    |
| Zenith                        | 269,000   | 142 1/2 | 86      | 140     | +50 1/2    |

(A) American Stock Exchange. (OC) Over the Counter. (M) Midwest. (q) In bankruptcy or receivership.



Often-talked-about "Television City" for New York City broke into headlines again this week when builder Wm. Zeckendorf disclosed plans for gigantic building project that would cover area from 9th Ave. between 30th & 35th St. to the Hudson with an extension north between 11th Ave. and the Hudson up to 38th St.—a 40-acre redevelopment to cost between \$500,000,000 and \$1 billion. Embraced would be a Great Hall with 410,000 sq. ft. unobstructed by columns, four 200-seat studios, 800 ft. of service areas close to the studios, an apartment hotel for TV employes, and even a 1750-ft. tower that would rise 250 ft. higher than Empire State. Networks apparently had been told about it but have not committed themselves. CBS pres. Frank Stanton said his company would have to know more about it, and took occasion to deny industry reports it's considering moving most of its TV production facilities to West Coast. As of Dec. 3, he said, 67% of CBS shows emanated from N. Y., only 27% from Hollywood.

"Equal time" rule for political broadcasts should be abandoned, American Civil Liberties Union told FCC this week. Instead, it said, stations should give public figures opportunity to give "fair representation" of their views. It said that private persons who are attacked in broadcasts should be given "equitable opportunity," not necessarily equal time, to reply to attacks. Communications Act provides that stations giving or selling time for political broadcasts must make equal time available on same basis to those desiring to reply.

Further expansion of Voice of America and U. S. distribution of TV programming to foreign stations (see p. 2) was indicated by President Eisenhower in State-of-the-Union message this week. "Because understanding of the truth about America is one of our most powerful forces," he said, "I am recommending a substantial increase in budgetary support of the United States Information Agency." USIA is headed by Theodore F. Streibert, ex-chairman of MBS and ex-pres. of WOR-TV & WOR.

Application for Elmira's newly dropped-in Ch. 9 was filed this week by Elmira Star-Gazette Inc. (WENY). The Gannett newspaper owned 49%, *Corning Leader* 51% of uhf WECT (Ch. 18) which quit air May 26, 1954. Just this week, Ch. 9 drop-in was opposed by WSYR-TV, Syracuse, which bought WECT's old facilities, wants to build Ch. 18 satellite (p. 8).

Life of Dr. Lee DeForest, now 82 and still operating his own lab in Los Angeles, will be produced as a feature film by John Hirschman, according to movie columnist Louella Parsons, who states no one has yet been chosen to play the part of the noted inventor.

Allen Kander, the newspaper broker who engineered recent record \$18,700,000 sale of *Birmingham News* and its TV-radio properties to Newhouse chain (Vol. 11:49), is subject of "Businessmen in the News" profile in Jan. *Fortune Magazine*, which states his commission was about \$500,000.

Biggest TV coverage survey ever announced is American Research Bureau's second "A to Z" study, covering 225 markets and due to be ready for distribution Feb. 20. Among other things, it will show station preferences and uhf conversion percentages.

Cities Service Co., one of pioneer network radio advertisers, will discontinue 29 years of sponsoring concerts on radio Jan. 16 when it drops *Band of America* on NBC in favor of concentrating on local TV, radio and other media.

George Foster Peabody Awards entries close Jan. 10, and winners will be announced at luncheon meeting of Radio & TV Executives Society of N. Y. in the Hotel Roosevelt, April 11.

Dept. of Justice disclosed Jan. 6 that it's investigating NBC-Westinghouse deal whereby network's Cleveland stations (WNBK & WTAM) were swapped for latter's Philadelphia outlets (WPTZ & KYW) plus \$3,000,000 cash—for which FCC approval was secured last week, Comr. Bartley dissenting (Vol. 11:53). House anti-trust subcommittee is also reported getting ready to probe transaction. Complaint is said to allege NBC used threat of withdrawal of network affiliation unless Westinghouse agreed to swap. Justice Dept. said it had sent FCC letter asking it to hold up action during investigation, but FCC gen. counsel Warren Baker said letter did not arrive until after Commission had approved transfers, which are scheduled to be formalized Feb. 1 with present managements in both cities switching posts.

Buffalo's WBUF-TV (Ch. 17), taken over last week by NBC as its first owned-&-managed uhf and now managed by Charles Bevis Jr. (Vol. 11:53), signed off at 12:01 a.m. Dec. 31 to permit removal of transmitter to new site on Elmwood Ave., where it's planned to erect new 1-megawatt plant. NBC N. Y. engineer John Seibert and new WBUF-TV technical operations mgr. Alfie Jackson this week were supervising erection, on 300-ft. tower, of 35-ft. pylon taken from old tower on WGR Bldg. They expected to have interim operation resume by Jan. 8 or 9, planned to carry 6-10 NBC programs daily for which time hasn't been cleared on WGR-TV whose NBC affiliation contract still has until Aug. 1 to run.

Invitation to FCC to appear at Jan. 17 hearing on TV problems (Vol. 11:53) is due to be signed by Senate Commerce Committee Chairman Magnuson (D-Wash.) next week. First phase of hearings, devoted to FCC, is expected to take 2 or 3 days. Seattle attorney Kenneth A. Cox, majority counsel for inquiry, arrived in Washington at week's end, is due to work closely with Sen. Magnuson in formulating plans for hearings.

Robert D. L'Heureux, minority counsel of Senate Commerce Committee's TV probe, is set to move to FCC as administrative asst. to Chairman McConaughy. Job was created in 1952, never filled. Duties would include liaison with Congress. L'Heureux came to Congress originally as asst. to late Sen. Tobey (R-N. H.), former chairman of Commerce Committee.

"Public Access for Radio-TV at Judicial & Congressional Proceedings" is topic of debate at Jan. 12 luncheon meeting of Federal Communications Bar Assn. at Washington's Willard Hotel. CBS v.p. Ralph W. Hardy will argue affirmative side, Georgetown U law professor Rev. Joseph M. Snee, S. J. negative.

FCC Bar Assn. has postponed to Jan. 27 its annual dinner, to be attended by FCC members and held in Mayflower Hotel, Washington.

### 1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 14, cost \$5.00 each; single copies \$7.50.



Handy Directory of

## TV STATIONS IN FOREIGN COUNTRIES

Based on Best Available Information from Radio-Electronics-TV Manufacturers Assn., U.S. & Foreign Govt. Agencies and from Equipment Manufacturers and Other Trade Sources

Including Stations on Air, Under Construction, Planned and Operating Experimentally and Estimates of Sets-in-Use as of January 1, 1956

(For Canadian, Cuban, Mexican, and U.S. Military TV Stations Overseas, see p. 7)

**TECHNICAL TRANSMISSION STANDARDS** are indicated by code letters after name of country: Am.—American: 525 lines, 30 frames, 6-mc channel, FM sound. Br.—British: 405 lines, 25 frames, 5-mc. channel, AM sound. Eu.—European: 625 lines, 25 frames, 7-mc. channel, FM sound. Fr.—French: 819 lines, 25 frames, 14-mc. channel, AM sound. Ru.—Eastern European: 625 lines, 25 frames, 8-mc. channel, FM sound.

Dagger (†) Indicates Station on Air; Asterisk (\*) Indicates Station Carries Advertising

| Location & Standards  | Call Letters | Operator   | U.S. Channel or Freq. (mc) | Power in kw Xmtr. | ERP          | Status                   |
|---|--------------|--|----------------------------|-------------------|--------------|--------------------------|
| <b>ALGERIA (Fr.)</b><br>Algiers   | —            | Radiodiffusion-Télévision Française (Govt.)            | V-173.4<br>A-162.25        | V-10<br>A- 2.5    | 50<br>12.5   | Due July 1956            |
| <b>ARGENTINA (Eu., 6-mc channel)</b><br>(Sets in use: 70,000)   |              |  |                            |                   |              |                          |
| †Buenos Aires   | LR3-TV       | *Radio Belgrano  | Ch. 7                      | V- 5<br>A- 2.5    | 40<br>20     | Started Sept. 1951       |
| Buenos Aires  | LR1-TV       | *Radio El Mundo  | Ch. 5                      | V- 5<br>A- 2.5    | 50<br>25     | Planned                  |
| Buenos Aires  | —            | *Radio Splendid  | Ch. 3                      | —                 | —            | Planned                  |
| <b>AUSTRALIA (Eu.)</b>  |              |  |                            |                   |              |                          |
| Melbourne   | —            | *General Television Corp. Pty. Ltd.                    | V-196.25<br>A-201.75       | V—<br>A—          | 100<br>20    | Planned for 1956         |
| Melbourne   | —            | *Herald-Sun Television Pty. Ltd.                       | V-182.25<br>A-187.75       | V-10<br>A- 2      | 100<br>20    | Planned for 1956         |
| Melbourne   | —            | Government   | V-64.25<br>A-69.75         | V-20<br>A- 4      | 100<br>20    | Due late 1956            |
| Sydney  | —            | *Amalgamated Television Services                       | V-182.25<br>A-187.75       | V—<br>A—          | 100<br>20    | Planned for 1956         |
| Sydney  | —            | *Television Corp. Ltd.                                 | V-196.25<br>A-201.75       | V—<br>A—          | 100<br>20    | Planned for 1956         |
| Sydney  | —            | Government   | V-64.25<br>A-69.75         | V-20<br>A- 4      | 100<br>20    | Due late 1956            |
| <b>AUSTRIA (Eu.)</b><br>(Sets in use: 4000)   |              |  |                            |                   |              |                          |
| †Vienna (Kahlenberg)  | —            | Austrian Broadcasting System (Govt.)                   | V-175.25<br>A-180.75       | V- 0.1<br>A—      | 5<br>1       | Started 1955             |
| †Linz (Freinberg)   | —            | Austrian Broadcasting System (Govt.)                   | V-182.25<br>A-187.75       | V—<br>A—          | 0.3<br>0.06  | Started 1955 (temporary) |
| †Graz (Schoeckl)  | —            | Austrian Broadcasting System (Govt.)                   | V-189.25<br>A-194.75       | V—<br>A—          | 4<br>0.8     | Started 1955 (temporary) |
| †Salzburg (Galsberg)  | —            | Austrian Broadcasting System (Govt.)                   | V-196.25<br>A-201.75       | V—<br>A—          | 2<br>0.4     | Started 1955 (temporary) |
| <b>BELGIUM (Fr. standards in French districts, Eu. with AM sound in Flemish districts)</b><br>(Sets in use: 70,000) |              |  |                            |                   |              |                          |
| †Antwerp (Eu.)  | —            | Institute National du Radio Communication (INR)        | V-48.25<br>A-53.75         | V- 3<br>A- 0.75   | 6<br>1.5     | Started Nov. 1954        |
| †Brussels (Fr.)   | —            | Institute National du Radio Communication (INR)        | V-196.25<br>A-201.75       | V- 1<br>A-0.25    | 2<br>0.5     | Started Oct. 1953        |
| †Brussels (Eu.)   | —            | Institute National du Radio Communication (INR)        | V-210.25<br>A-215.75       | V- 1<br>A- 0.25   | 2<br>0.5     | Started Oct. 1953        |
| †Liege (Fr.)  | —            | Institute National du Radio Communication (INR)        | V-55.25<br>A-60.75         | V- 3<br>A- 0.75   | 6<br>1.5     | Started Nov. 1954        |
| <b>BRAZIL (Am.)</b><br>(Sets in use: 150,000)   |              |  |                            |                   |              |                          |
| †Belo Horizonte   | PRH6-TV      | *Radio Guarani (Emissoras Associadas)                  | Ch. 4                      | V- 5<br>A- 2.5    | 20<br>—      | Started 1955             |
| Porto Alegre  | —            | *Radio Televisao Tupi (Emissoras Associadas)           | Ch. 4                      | —                 | —            | Planned                  |
| †Rio de Janeiro (Eu. due to change to Am.)  | PRG3-TV      | *Radio Televisao Tupi (Emissoras Associadas)           | Ch. 6                      | V- 5<br>A- 2.5    | 21.2<br>12.7 | Started Jan. 1951        |
| †Rio de Janeiro   | —            | *Radio Record TV (J. B. Amoral)                        | Ch. 13                     | —                 | —            | Started March 1955       |
| Rio de Janeiro  | PRA2-TV      | Ministerio da Educacao (Govt.)                         | Ch. 11                     | —                 | —            | Planned                  |
| Rio de Janeiro (Roquete Pinto)  | PRD5-TV      | Radio Televisao Roquete Pinto (city-owned educational) | Ch. 2                      | —                 | 25           | Planned                  |
| Rio de Janeiro  | PRA9-TV      | *R. Mayrink Veiga S.A. (Victor Costa)                  | Ch. 7                      | —                 | —            | Construction permit      |
| Rio de Janeiro  | PRD8-TV      | *Sociedade Radio Emissoras Continental                 | Ch. 9                      | —                 | —            | Construction permit      |
| Rio de Janeiro  | PRE8-TV      | *Emp. Radio Nacional (Victor Costa)                    | Ch. 4                      | —                 | —            | Construction permit      |



| Location & Standards                                     | Call Letters | Operator  | U.S. Channel or Freq. (mc)          | Power in kw Xmtr.   | ERP         | Status  |
|--|--------------|---|-------------------------------------|---------------------|-------------|---|
| <b>BRAZIL—(Contd.)</b>                                   |              |   |                                     |                     |             |   |
| †Sao Paulo<br>(Banco de Estado)                          | PRF3-TV      | *Radio Difusora de Sao Paulo<br>(Emissoras Associadas)              | Ch. 3<br>(Due to shift to<br>Ch. 4) | V- 5<br>A- 2.5      | 18.4<br>9.2 | Started Sept. 1950                            |
| †Sao Paulo   | —            | *Radio Televisao Paulista<br>(Helio Marmo)                          | Ch. 5                               | V- 5<br>A- 2.5      | 19.4<br>9.7 | Started March 1952                            |
| †Sao Paulo   | PRB9-TV      | *Radio Record TV<br>(J. B. Amoral)                                  | Ch. 7                               | V-10<br>A- 5        | 32<br>16    | Started Sept. 1953                            |
| Sao Paulo  | —            | Radio Excelsior S.A.  | Ch. 9                               | —                   | —           | Planned                                       |
| Sao Paulo  | PRA6-TV      | Radio Gazeta<br>(Fundacao Caspar Libero)                            | Ch. 2                               | —                   | —           | Construction permit                           |
| Sao Paulo  | PRE4-TV      | *S. R. Cultra a Voz de Espaco<br>(Dirceu Fontoura)                  | Ch. 11                              | —                   | —           | Construction permit                           |
| Sao Paulo  | PRG9-TV      | *Radio Nacional de Sao Paulo<br>(J. B. Ramos)                       | Ch. 9                               | —                   | —           | Construction permit                           |
| Sao Paulo  | PRH9-TV      | *Radio Bandeirantes S.A.<br>(Ademar de Barros)                      | Ch. 13                              | V-10<br>A- 3        | —           | Construction permit                           |
| <b>BULGARIA (Ru.)</b><br>(Sets in use: 150)              |              |   |                                     |                     |             |   |
| †Sofia   | —            | Government  | V-59.25<br>A-65.75                  | V—<br>A—            | 0.4<br>0.25 | Started 1955                                  |
| <b>CANADA (Am.)—See p. 7</b><br>(Sets in use: 2,000,000) |              |   |                                     |                     |             |   |
| <b>COLOMBIA (Am.)</b><br>(Sets in use: 20,000)           |              |   |                                     |                     |             |   |
| Barranquilla   | —            | *Emissoras Unidas (Barranquilla) &<br>Emissoras Fuentes (Cartagena) | —                                   | —                   | —           | Planned                                       |
| †Bogota  | HJRN-TV      | Televisora Nacional (Govt.)   | Ch. 7                               | V- 1<br>A- 0.25     | —           | Started June 1954                             |
| Call   | —            | Televisora Nacional (Govt.)   | —                                   | —                   | —           | Planned                                       |
| †Manizales<br>(satellite)                                | —            | Televisora Nacional (Govt.)   | Ch. 10                              | V- 0.25<br>A—       | —           | Started July 1954                             |
| †Medellin  | —            | Televisora Nacional (Govt.)   | Ch. 10                              | —                   | —           | Started 1955                                  |
| <b>CUBA (Am.)—See p. 7</b><br>(Sets in use: 200,000)     |              |   |                                     |                     |             |   |
| <b>CZECHOSLOVAKIA (Ru.)</b><br>(Sets in use: 15,000)     |              |   |                                     |                     |             |   |
| †Prague  | —            | Government  | V-49.75<br>A-56.25                  | V- 0.5<br>A- 0.3    | —           | Started May 1953; pro-<br>gramming June 1954  |
| Bratislava   | —            | Government  | —                                   | —                   | —           | Due late 1956                                 |
| Brno   | —            | Government  | —                                   | —                   | —           | Planned                                       |
| Ostrava  | —            | Government  | —                                   | —                   | —           | Under construction                            |
| <b>DENMARK (Eu.)</b><br>(Sets in use: 6000)              |              |   |                                     |                     |             |   |
| Aalborg  | —            | Danish State Radio (Govt.)  | V-196.25<br>A-201.75                | V- 2.5<br>A- 0.75   | 10<br>3     | Due 1956                                      |
| Aarhus   | —            | Danish State Radio (Govt.)  | V-175.25<br>A-180.75                | V—<br>A—            | 10<br>3     | Planned for 1958                              |
| Bornholm   | —            | Danish State Radio (Govt.)  | V-175.25<br>A-180.75                | V—<br>A—            | 10<br>3     | Planned                                       |
| †Copenhagen  | —            | Danish State Radio (Govt.)  | V-62.25<br>A-67.75                  | V- 5<br>A- 3        | 10<br>3     | Experimental 1949; pro-<br>gramming Oct. 1954 |
| Fyn  | —            | Danish State Radio (Govt.)  | V-55.25<br>A-60.75                  | V- 5<br>A- 3        | 10<br>3     | Under construction                            |
| Noestvad   | —            | Danish State Radio (Govt.)  | V-182.25<br>A-187.75                | V—<br>A—            | 60<br>20    | Planned for 1958                              |
| †Odense  | —            | Danish State Radio (Govt.)  | V—<br>A—                            | V- 2.5<br>A- 0.75   | 10<br>3     | Started Dec. 1955                             |
| Skive  | —            | Danish State Radio (Govt.)  | V-210.25<br>A-215.75                | V—<br>A—            | 60<br>20    | Planned for 1958                              |
| Soenderjylland   | —            | Danish State Radio (Govt.)  | V-189.25<br>A-194.75                | V—<br>A—            | 60<br>20    | Planned for 1957                              |
| <b>DOMINICAN REPUBLIC (Am.)</b><br>(Sets in use: 6000)   |              |   |                                     |                     |             |   |
| †Ciudad Trujillo   | HIT-TV       | *La Voz Dominicana  | Ch. 4                               | V- 5<br>A- 2.5      | 16<br>8     | Started Aug. 1952                             |
| <b>EGYPT (Eu.)</b><br>Cairo                              |              |   |                                     |                     |             |   |
| —  | —            | Government  | —                                   | —                   | —           | Planned for 1956                              |
| <b>EL SALVADOR (Am.)</b><br>San Salvador                 |              |   |                                     |                     |             |   |
| —  | YSU-TV       | *Radio Television YSU   | —                                   | —                   | —           | Planned                                       |
| San Salvador   | YSEB-TV      | *—  | —                                   | —                   | —           | Due Feb. 1956                                 |
| <b>FINLAND (Eu.)</b><br>(Sets in use: 100)               |              |   |                                     |                     |             |   |
| †Helsinki  | —            | TV Club of Helsinki   | V-203.25<br>A-208.75                | V- 0.04<br>A- 0.025 | —           | Started 1955 (experimen-<br>tal)              |
| <b>FRANCE (Fr.)</b><br>(Sets in use: 225,000)            |              |   |                                     |                     |             |   |
| Amiens   | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-203.45<br>A-214.60                | V- 3<br>A- 0.75     | 30<br>7.5   | Planned for Jan. 1957                         |
| Bordeaux   | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-199.7<br>A-203.45                 | V-10<br>A- 2.5      | 50<br>12    | Planned for Jan. 1957                         |
| Bourges  | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-190.3<br>A-201.45                 | V-20<br>A- 5        | 200<br>50   | Due June 1956                                 |
| Caen<br>(Mt. Pincon)                                     | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-52.4<br>A-41.25                   | V-20<br>A- 5        | 50<br>12    | Due April 1956                                |
| Cannes-Nice  | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-173.4<br>A-162.25                 | V- 1<br>A- 0.25     | 10<br>2.5   | Due July 1956                                 |
| Cherbourg  | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-212.85<br>A-201.7                 | V- 1<br>A- 0.25     | 5<br>1.2    | Due Jan. 1956                                 |
| †Dijon   | —            | Radiodiffusion-Television Francaise<br>(RDF)                        | V-199.7<br>A-188.55                 | V- 1<br>A- 0.25     | 5<br>1.25   | Started 1955                                  |



| Location & Standards   | Call Letters | Operator                                  | U.S. Channel or Freq. (mc) | Power in kw Xmtr.   | ERP            | Status                                      |
|--|--------------|---|----------------------------|---------------------|----------------|---|
| <b>FRANCE (Contd.)</b>   |              |   |                            |                     |                |   |
| †Grenoble  | —            | Radiodiffusion-Television Francaise (RDF) | V-199.7<br>A-188.55        | V- 0.05<br>A- 0.012 | 1<br>0.25      | Started 1955                                |
| LeHavre  | —            | Radiodiffusion-Television Francaise (RDF) | V-164<br>A-175.15          | V- 0.05<br>A- 0.012 | 1<br>0.25      | Due 1957                                    |
| †Lille   | —            | Radiodiffusion-Television Francaise (RDF) | V-185.25<br>A-174.1        | V-20<br>A- 5        | 200<br>50      | Started April 1950                          |
| Lorraine   | —            | Radiodiffusion-Television Francaise (RDF) | V-173.4<br>A-162.25        | V-10<br>A- 2.5      | 50<br>12       | Due June 1956                               |
| Lyon (Mt. Pilat)   | —            | Radiodiffusion-Television Francaise (RDF) | V-212.85<br>A-201.7        | V-20<br>A- 5        | 200<br>50      | Due early 1956                              |
| †Lyon-ville  | —            | Radiodiffusion-Television Francaise (RDF) | V-164<br>A-175.15          | V- 0.05<br>A-0.012  | 0.1<br>0.025   | Started Oct. 1954                           |
| †Marseilles  | —            | Radiodiffusion-Television Francaise (RDF) | V-186.55<br>A-175.4        | V-20<br>A- 5        | 50<br>12       | Started Sept. 1954                          |
| †Metz  | —            | Radiodiffusion-Television Francaise (RDF) | V-173.4<br>A-162.25        | V- 0.05<br>A- 0.012 | 0.1<br>0.025   | Started Jan. 1955 (temporary)               |
| Mulhouse   | —            | Radiodiffusion-Television Francaise (RDF) | V-186.55<br>A-175.4        | V-20<br>A- 5        | 200<br>50      | Due early 1956                              |
| †Nancy-ville (Vandoeuvre)  | —            | Radiodiffusion-Television Francaise (RDF) | V-177.15<br>A-188.3        | V- 0.05<br>A- 0.012 | 0.1<br>0.025   | Started May 1955                            |
| Nantes   | —            | Radiodiffusion-Television Francaise (RDF) | V-186.55<br>A-175.4        | V-1<br>A- 0.25      | 10<br>2.5      | Planned for 1957                            |
| †Paris (441 lines, 25 frames, 9-mc, AM sound)                                    | —            | Radiodiffusion-Television Francaise (RDF) | V-46<br>A-42               | V-30<br>A- 6        | 25<br>5        | Started Dec. 1949; ceases operation in 1958 |
| †Paris   | —            | Radiodiffusion-Television Francaise (RDF) | V-185.25<br>A-174.1        | V-20<br>A- 5        | 150<br>35      | Started 1951                                |
| †Reims   | —            | Radiodiffusion-Television Francaise (RDF) | V-164<br>A-175.15          | V-10<br>A- 2.5      | 50<br>12       | Started 1955                                |
| Rennes   | —            | Radiodiffusion-Television Francaise (RDF) | V-65.55<br>A-54.4          | V-10<br>A- 2.5      | 50<br>12       | Planned for April 1957                      |
| Rouen  | —            | Radiodiffusion-Television Francaise (RDF) | V-199.7<br>A-188.55        | V-10<br>A- 2.5      | 50<br>12       | Due July 1956                               |
| †Strasbourg  | —            | Radiodiffusion-Television Francaise (RDF) | V-164<br>A-175.15          | V- 3.5<br>A- 0.8    | 20<br>5        | Started Sept. 1953                          |
| Toulon   | —            | Radiodiffusion-Television Francaise (RDF) | V-203.45<br>A-214.6        | V- 1<br>A- 0.25     | 10<br>2.5      | Due June 1956                               |
| <b>GERMANY, EAST (Ru.)</b><br>(Sets in use: 30:000)                              |              |   |                            |                     |                |   |
| †Berlin (east sector) (Stadtmitte)   | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-99.9<br>A-106.4          | V- 3<br>A- 0.6      | —<br>—         | Started Dec. 1952                           |
| †Berlin (east sector) (Grunau)   | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-41.75<br>A-48.25         | V—<br>A—            | 30<br>3        | Started 1955                                |
| †Brocken (Harz Mt.)  | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-169.25<br>A-175.75       | V—<br>A—            | —<br>—         | June 1955                                   |
| †Chemnitz (Fichtelberg)  | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-201.25<br>A-207.75       | V—<br>A—            | —<br>—         | Started 1955 (experimental)                 |
| Cottbus  | —            | Stalliches Rundfunk-Komitee (Govt.)       | —                          | —                   | —              | Planned for 1956                            |
| †Dresden   | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-145.25<br>A-151.75       | V- 3<br>A- 0.6      | —<br>—         | Started June 1954 (experimental)            |
| †Inselberg (Brotterode)  | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-185.25<br>A-191.75       | V—<br>A—            | —<br>—         | Started 1955                                |
| Jena   | —            | Stalliches Rundfunk-Komitee (Govt.)       | —                          | —                   | —              | Planned for 1956                            |
| †Leipzig   | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-59.25<br>A-65.75         | V- 3<br>A- 0.6      | —<br>—         | Started 1955                                |
| †Rostock (Marlow)  | —            | Stalliches Rundfunk-Komitee (Govt.)       | V-153.25<br>A-159.75       | V—<br>A—            | —<br>—         | Started 1955                                |
| <b>GERMANY, WEST (Eu.)</b><br>(Sets in use: 300,000)<br>(Licensed sets: 230,000) |              |   |                            |                     |                |   |
| †Aalen   | —            | Süddeutscher Rundfunk                     | V-196.25<br>A-201.75       | V- 0.05<br>A- 0.01  | 0.4<br>0.08    | Started 1955                                |
| †Baden-Baden   | —            | Südwestfunk                               | V-189.25<br>A-194.75       | V- 0.04<br>A- 0.008 | 0.64<br>0.13   | Started June 1954                           |
| †Berlin (west sector)  | —            | Sender "Freies Berlin"                    | V-189.25<br>A-194.75       | V- 1<br>A- 0.25     | 3<br>0.6       | Started Nov. 1951                           |
| †Biedenkopf  | —            | Hessischer Rundfunk                       | V-175.25<br>A-180.75       | V- 0.05<br>A- 0.01  | 1.6<br>0.32    | Started 1955                                |
| †Bonn  | —            | Nordwestdeutscher Rundfunk                | V-175.25<br>A-180.75       | V- 0.04<br>A- 0.008 | 0.175<br>0.035 | Started June 1954                           |
| †Bremen  | —            | Radio Bremen                              | V-55.2395<br>A-60.7395     | V- 0.04<br>A- 0.008 | 0.1<br>0.02    | Started 1955                                |
| Brodjackerlegel  | —            | Bayerischer Rundfunk                      | V-189.2605<br>A-194.7605   | V-10<br>A- 2        | 100<br>20      | Planned for 1956                            |
| Feldberg (Schwarzwald)   | —            | Südwestfunk                               | V-196.2395<br>A-201.7395   | V-10<br>A- 2        | 100<br>20      | Due early 1956                              |
| Flensburg  | —            | Nordwestdeutscher Rundfunk                | V-62.25<br>A-67.75         | V- 1<br>A- 0.2      | 50<br>10       | Planned for 1956                            |
| †Frankfurt (Main) (Gr. Feldberg)   | —            | Hessischer Rundfunk                       | V-196.2605<br>A-201.7605   | V-10<br>A-2         | 100<br>20      | Started June 1953                           |
| †Freiburg (Breisg)   | —            | Südwestfunk                               | V-189.25<br>A-194.75       | V- 0.04<br>A- 0.008 | 0.64<br>0.13   | Started June 1954                           |
| Grünten (Allgäu)   | —            | Bayerischer Rundfunk                      | V-48.2605<br>A-53.7605     | V-10<br>A- 2        | 100<br>20      | Planned for 1956                            |
| †Hamburg   | —            | Nordwestdeutscher Rundfunk                | V-203.25<br>A-208.75       | V-10<br>A- 2        | 100<br>20      | Started Dec. 1952                           |
| †Hannover  | —            | Nordwestdeutscher Rundfunk                | V-196.2395<br>A-201.7395   | V- 1<br>A- 0.2      | 5<br>1         | Started Dec. 1952                           |
| †Harz (West)   | —            | Nordwestdeutscher Rundfunk                | V-201.2605<br>A-215.7605   | V- 0.04<br>A- 0.008 | 1<br>0.2       | Started 1954                                |
| Heide  | —            | Nordwestdeutscher Rundfunk                | V-175.25<br>A-180.75       | V- 1<br>A- 0.2      | 10<br>2        | Planned for 1956                            |



| Location & Standards                                   | Call Letters | Operator                                    | U.S. Channel or Freq. (mc) | Power in kw Xmtr.   | ERP              | Status  |
|--|--------------|---|----------------------------|---------------------|------------------|---|
| <b>GERMANY, WEST—(Contd.)</b>                          |              |   |                            |                     |                  |   |
| †Hoher Meissner  | —            | Hessischer Rundfunk                         | V-189.25<br>A-194.75       | V-10<br>A- 2        | 100<br>20        | Started 1955  |
| †Hornisgrinde  | —            | Südwestfunk                                 | V-203.2605<br>A-208.7605   | V-10<br>A- 2        | 100<br>20        | Started 1955  |
| †Kaiserslautern  | —            | Südwestfunk                                 | V-189.25<br>A-194.75       | V- 0.04<br>A- 0.008 | 0.64<br>0.13     | Started June 1954                                   |
| †Kiel  | —            | Nordwestdeutscher Rundfunk                  | V-217.25<br>A-222.75       | V- 1<br>A- 0.2      | 5<br>1           | Started 1955  |
| †Köln  | —            | Nordwestdeutscher Rundfunk                  | V-217.2395<br>A-222.7395   | V- 1<br>A- 0.2      | 5<br>1           | Started Dec. 1952                                   |
| †Koblenz   | —            | Südwestfunk                                 | V-175.2605<br>A-180.7605   | V- 3<br>A- 0.4      | 50<br>10         | Started June 1954                                   |
| Kreuzberg-Wasserkuppe                                  | —            | Bayerischer Rundfunk                        | V-55.2605<br>A-60.7605     | V-10<br>A- 2        | 100<br>20        | Planned for 1956                                    |
| †Langenberg (Ruhr)                                     | —            | Nordwestdeutscher Rundfunk                  | V-203.2395<br>A-208.7395   | V-10<br>A- 2        | 100<br>20        | Started Sept. 1952                                  |
| †Nürnberg (Dillberg)                                   | —            | Bayerischer Rundfunk                        | V-182.2395<br>A-187.7395   | V- 0.05<br>A- 0.01  | 0.6<br>0.12      | Started 1955  |
| †Raichberg   | —            | Südwestfunk                                 | V-62.2395<br>A-67.7395     | V-10<br>A- 2        | 100<br>20        | Started 1955  |
| †Stuttgart   | —            | Süddeutscher Rundfunk                       | V-217.2395<br>A-222.7395   | V- 0.25<br>A- 0.05  | 2.25<br>0.45     | Started Aug. 1954                                   |
| †Teutoburger Wald (Bielstein)                          | —            | Nordwestdeutscher Rundfunk                  | V-217.2605<br>A-222.7605   | V-10<br>A- 2        | 100<br>20        | Started 1955  |
| †Teutoburger Wald (Bielstein)                          | —            | Nordwestdeutscher Rundfunk                  | V-435.25<br>A-490.75       | V- 0.05<br>A- 0.01  | 0.4<br>0.08      | Experimental (UHF)                                  |
| †Trier   | —            | Südwestfunk                                 | V-132.25<br>A-187.75       | V- 0.04<br>A- 0.008 | 0.64<br>0.13     | Started June 1954                                   |
| †Weinblet  | —            | Südwestfunk                                 | V-210.2395<br>A-215.7395   | V- 1<br>A- 0.2      | 50<br>10         | Started June 1953                                   |
| †Wendelstein (Munich area)                             | —            | Bayerischer Rundfunk                        | V-210.2605<br>A-215.7605   | V-10<br>A- 2        | 70<br>14         | Started Nov. 1954                                   |
| Würzburg   | —            | Bayerischer Rundfunk                        | V-210.25<br>A-215.75       | V- 1<br>A- 0.2      | 5<br>1           | Planned for 1956                                    |
| †Zweibrücken   | —            | Südwestfunk                                 | V-189.25<br>A-194.75       | V- 0.04<br>A- 0.008 | 0.64<br>0.13     | Started June 1954                                   |
| <b>GREAT BRITAIN (Br.)</b><br>(Sets in use: 5,500,000) |              |   |                            |                     |                  |   |
| †Aberdeen (Meldrum)                                    | —            | British Broadcasting Corp. (BBC)            | V-61.75<br>A-58.25         | V- 5<br>A- 2        | 12<br>3          | Started Nov. 1955                                   |
| †Belfast (Divis)                                       | —            | British Broadcasting Corp. (BBC)            | V-45<br>A-41.5             | V- 5<br>A- 2        | 12<br>3          | Started July 1955                                   |
| †Birmingham (Sutton Coldfield)                         | —            | British Broadcasting Corp. (BBC)            | V-61.75<br>A-58.25         | V-50<br>A-12        | 100<br>24        | Started Dec. 1949                                   |
| †Brighton (Truleigh Hill)                              | —            | British Broadcasting Corp. (BBC)            | V-51.75<br>A-48.25         | V—<br>A—            | 0.3<br>—         | Started May 1953 (temporary)                        |
| †Cardiff (Wenvoe)                                      | —            | British Broadcasting Corp. (BBC)            | V-66.75<br>A-63.25         | V-50<br>A-12        | 100<br>24        | Started Dec. 1952                                   |
| Cardigan (Blaen Plwy)                                  | —            | British Broadcasting Corp. (BBC)            | V-56.75<br>A-53.25         | V- 0.5<br>A- 0.125  | 0.8<br>0.2       | Planned for 1956-57                                 |
| Carlisle   | —            | British Broadcasting Corp. (BBC)            | V-61.75<br>A-58.25         | V—<br>A—            | 1<br>—           | Planned for 1956-57                                 |
| †Central Scotland (Kirk O' Shotts)                     | —            | British Broadcasting Corp. (BBC)            | V-56.75<br>A-53.25         | V-50<br>A-12        | 100<br>24        | Started Aug. 1952                                   |
| †Channel Isles (Les Platons, Jersey)                   | —            | British Broadcasting Corp. (BBC)            | V-61.75<br>A-58.25         | V- 0.5<br>A- 0.125  | 0.8<br>0.2       | Started Oct. 1955 (temporary)                       |
| Dover  | —            | British Broadcasting Corp. (BBC)            | V-51.75<br>A-48.25         | V- 0.5<br>A- 0.125  | 0.5<br>0.125     | Planned 1956-57                                     |
| Edinburgh  | —            | *Independent Television Authority (ITA)     | V- —<br>A- —               | V—<br>A—            | —<br>—           | Planned for late 1956                               |
| Inverness (Rosemarkle)                                 | —            | British Broadcasting Corp. (BBC)            | V-51.75<br>A-48.25         | V- 0.5<br>A- 0.125  | 0.8<br>0.2       | Planned for 1956-57                                 |
| †Isle of Man (Douglas)                                 | —            | British Broadcasting Corp. (BBC)            | V-66.75<br>A-63.25         | V—<br>A—            | 0.25<br>0.1      | Started Dec. 1953                                   |
| †Isle of Wight (Rowridge)                              | —            | British Broadcasting Corp. (BBC)            | V-56.75<br>A-53.25         | V- 5<br>A- 2        | 1-32<br>0.25-8   | Started Nov. 1954 (directional)                     |
| Lancashire (Bolton-Winter Hill)                        | —            | *Independent Television Authority (ITA)     | V-194.75<br>A-191.25       | V-50<br>A-12        | 100<br>24        | Planned for 1956                                    |
| †London (Alexandra Palace)                             | —            | British Broadcasting Corp. (BBC)            | V-45<br>A-41.5             | V-17<br>A- 3        | 34<br>6          | Started Nov. 1936; moves to Crystal Palace in 1956  |
| †London (Croydon)                                      | —            | *Independent Television Authority (ITA)     | V-194.75<br>A-191.25       | V-10<br>A- 2.5      | 60<br>15         | Started Sept. 1955; moves to Crystal Palace in 1957 |
| Londonderry  | —            | British Broadcasting Corp. (BBC)            | V-51.75<br>A-48.25         | V- 0.5<br>A- 0.125  | 0.8<br>0.2       | Due 1956-57   |
| †Manchester (Holme Moss)                               | —            | British Broadcasting Corp. (BBC)            | V-51.75<br>A-48.25         | V-50<br>A-12        | 100<br>24        | Started Oct. 1951                                   |
| Midlands (Lichfield)                                   | —            | *Independent Television Authority (ITA)     | V-189.75<br>A-186.25       | V-20<br>A- 5        | 144<br>35        | Due Feb. 1956                                       |
| †Midlands (Lichfield)                                  | G9AED        | Belling & Lee Ltd.                          | V-139.75<br>A-126.25       | V- 0.25<br>A—       | 1<br>—           | Started Oct. 1955 (temporary experimental)          |
| †Newcastle (Pontop Pike)                               | —            | British Broadcasting Corp. (BBC)            | V-66.75<br>A-63.25         | V- 5<br>A- 2        | 12<br>3          | Started May 1953                                    |
| †Norwich (Tacolneston)                                 | —            | British Broadcasting Corp. (BBC)            | V-56.75<br>A-53.25         | V- 5<br>A- 2        | 1-10<br>0.25-2.5 | Started Feb. 1955                                   |
| †Plymouth (North Hessary Tor)                          | —            | British Broadcasting Corp. (BBC)            | V-51.75<br>A-48.25         | V- 5<br>A- 2        | 1-16<br>0.2-4    | Started Dec. 1954 (directional)                     |
| Yorkshire  | —            | *Independent Television Authority (ITA)     | —                          | —                   | —                | Due fall 1956                                       |
| <b>GUATEMALA (Am.)</b>                                 |              |   |                            |                     |                  |   |
| †Guatemala City  | —            | Government                                  | Ch. 8                      | V—<br>A—            | 0.018<br>—       | Started 1955 (experimental)                         |
| Guatemala City   | TGK-TV       | *Radio-TV Guatemala S.A. (J. H. Wilson Jr.) | Ch. 3                      | V-10<br>A- 5        | —<br>—           | Due early 1956                                      |



| Location & Standards  | Call Letters | Operator                                     | U.S. Channel or Freq. (mc) | Power in kw Xmtr.    | ERP              | Status                                  |
|---|--------------|--|----------------------------|----------------------|------------------|---|
| <b>HUNGARY (Ru.)</b>  |              |  |                            |                      |                  |   |
| (Sets in use: 500)  |              |  |                            |                      |                  |   |
| †Budapest   | —            | Govt.  | —                          | V- 0.1<br>A- 0.05    | 0.5<br>0.25      | Started Jan. 1954 (experimental)        |
| <b>INDIA</b>  |              |  |                            |                      |                  |   |
| Bombay  | —            | All India Radio (Govt.)                      | —                          | —                    | —                | Planned for early 1957                  |
| <b>IRAQ (Eu.)</b>   |              |  |                            |                      |                  |   |
| Baghdad   | —            | Ministry of Interior (Govt.)                 | —                          | —                    | —                | Due early 1956                          |
| <b>ITALY (Eu.)</b>  |              |  |                            |                      |                  |   |
| (Sets in use: 225,000)  |              |  |                            |                      |                  |   |
| †Florence (San Cestone) Gambarle  | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-205.75       | V—<br>A—             | 0.53<br>0.265    | Started June 1954 (automatic satellite) |
| †Genoa (Portofino) Messina  | —            | Radiotelevisione Italiana (RAI)              | V-82.25<br>A-87.75         | V- 5<br>A- 3         | —<br>—           | Due 1956                                |
| †Milan  | —            | Radiotelevisione Italiana (RAI)              | V-210.25<br>A-215.75       | V- 5<br>A- 2.5       | 70-127<br>35-64  | Started Sept. 1953                      |
| Mt. Argentario  | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 0.25<br>A- 0.125  | —<br>—           | Due 1956                                |
| Mt. Caccia  | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 5<br>A- 2.5       | 24<br>12         | Started April 1951                      |
| Mt. Cammarata   | —            | Radiotelevisione Italiana (RAI)              | V-82.25<br>A-87.75         | V- 5<br>A- 3         | —<br>—           | Due 1956                                |
| Mt. Conero  | —            | Radiotelevisione Italiana (RAI)              | V-175.25<br>A-180.75       | V- 1<br>A- 0.25      | —<br>—           | Due 1956                                |
| Mt. Favone  | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 1<br>A- 0.25      | —<br>—           | Due 1956                                |
| Mt. Lauro   | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 0.25<br>A- 0.125  | —<br>—           | Due 1956                                |
| Mt. Limbara   | —            | Radiotelevisione Italiana (RAI)              | V-210.25<br>A-215.75       | V- 5<br>A- 2.5       | 24<br>12         | Started April 1951                      |
| Mt. Luco  | —            | Radiotelevisione Italiana (RAI)              | V-175.25<br>A-180.75       | V- 7.5<br>A- 4       | —<br>—           | Due 1956                                |
| Mt. Nerone  | —            | Radiotelevisione Italiana (RAI)              | V-210.25<br>A-215.75       | V- 0.25<br>A- 0.125  | —<br>—           | Due 1956                                |
| †Mt. Peglia   | —            | Radiotelevisione Italiana (RAI)              | V-62.52<br>A-67.75         | V- 0.05<br>A- 0.025  | —<br>—           | Due 1956                                |
| Mt. Pellegrino  | —            | Radiotelevisione Italiana (RAI)              | V-62.25<br>A-67.75         | V- 5<br>A- 4         | —<br>—           | Due 1956                                |
| †Mt. Penice   | —            | Radiotelevisione Italiana (RAI)              | V-210.25<br>A-215.75       | V- 2.5<br>A- 1       | 15-32<br>4-8     | Started June 1954                       |
| Mt. Sambuco   | —            | Radiotelevisione Italiana (RAI)              | V-62.25<br>A-67.75         | V- 0.5<br>A- 0.25    | —<br>—           | Due 1956                                |
| †Mt. Serra  | —            | Radiotelevisione Italiana (RAI)              | V-62.25<br>A-67.75         | V-10<br>A- 5         | 100<br>50        | Started May 1953                        |
| Mt. Scuro   | —            | Radiotelevisione Italiana (RAI)              | V-210.25<br>A-215.75       | V- 0.25<br>A- 0.175  | —<br>—           | Due 1956                                |
| †Mt. Sora   | —            | Radiotelevisione Italiana (RAI)              | V-175.25<br>A-180.75       | V- 0.25<br>A- 0.125  | —<br>—           | Due 1956                                |
| Mt. Vergine   | —            | Radiotelevisione Italiana (RAI)              | V-175.25<br>A-180.75       | V- 7.5<br>A- 2.5     | 121-270<br>67-90 | Started June 1954                       |
| †Naples   | —            | Radiotelevisione Italiana (RAI)              | V-210.25<br>A-215.75       | V- 0.25<br>A- 0.125  | —<br>—           | Due 1956                                |
| Orimini   | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 0.25<br>A- 0.125  | —<br>—           | Due 1956                                |
| Pomarico  | —            | Radiotelevisione Italiana (RAI)              | V-62.25<br>A-67.75         | V—<br>A—             | 34-50<br>17-25   | Started 1955                            |
| Punta Badde Urbara  | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 7.5<br>A- 4       | —<br>66          | Due 1956                                |
| †Rome (Mt. Mario) Roseto Capo Spulico   | —            | Radiotelevisione Italiana (RAI)              | V-62.25<br>A-67.75         | V- 0.05<br>A- 0.025  | —<br>—           | Due 1956                                |
| †Trento (Mt. Paganella)   | —            | Radiotelevisione Italiana (RAI)              | V-82.25<br>A-87.75         | V- 0.2<br>A- 0.1     | —<br>—           | Due 1956                                |
| †Trieste  | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V- 7.5<br>A- 2.5     | 108<br>36        | Started Jan. 1954                       |
| †Turin  | —            | Radiotelevisione Italiana (RAI)              | V-82.25<br>A-87.75         | V- 0.05<br>A- 0.0025 | —<br>—           | Started 1955                            |
| †Venice (Mt. Venda)   | —            | Radiotelevisione Italiana (RAI)              | V-201.25<br>A-206.75       | V—<br>A—             | 0.27<br>0.135    | Started 1955                            |
| †Turin  | —            | Radiotelevisione Italiana (RAI)              | V-82.25<br>A-87.75         | V- 5<br>A- 2.5       | 16<br>8          | Started 1948                            |
| †Venice (Mt. Venda)   | —            | Radiotelevisione Italiana (RAI)              | V-175.25<br>A-180.75       | V- 5<br>A- 2.5       | 165-192<br>82-96 | Started June 1954                       |
| Note: RAI plans 19 main TV centers, 16 secondary stations and 49 automatic satellites by end of 1957. |              |  |                            |                      |                  |   |
| <b>JAPAN (Am.)</b>  |              |  |                            |                      |                  |   |
| (Sets in use: 250,000)  |              |  |                            |                      |                  |   |
| †Nagoya   | JOCK-TV      | Bestg. Corp. of Japan (NHK)                  | V-103.25<br>A-107.75       | V-10<br>A- 5         | 57<br>28.5       | Started 1953                            |
| Nagoya  | JOAR-TV      | *Chu bu Nippon Bestg. Corp. (Kureho Sasabe)  | V-177.25<br>A-181.75       | V-10<br>A- 5         | 92<br>46         | Under construction                      |
| †Osaka  | JOBK-TV      | Bestg. Corp. of Japan (NHK)                  | V-171.25<br>A-175.75       | V-10<br>A- 5         | 62<br>31         | Started April 1954                      |
| Osaka   | JOBX-TV      | *Osaka TV Bestg. Corp. (Tsuyosi Suzuki)      | V-183.25<br>A-187.75       | V-10<br>A- 5         | 63<br>31.5       | Under construction                      |
| †Toyko  | JOAK-TV      | Bestg. Corp. of Japan (NHK)                  | V-103.25<br>A-107.75       | V-10<br>A- 5         | 63<br>31.5       | Started Feb. 1953                       |
| †Tokyo  | JOAX-TV      | *Nippon TV Network Corp. (Matsutaro Shoriki) | V-171.25<br>A-175.75       | V-10<br>A- 5         | 100<br>50        | Started Aug. 1953                       |
| †Tokyo  | JOKR-TV      | *Radio Tokyo (Tadashi Adachi)                | V-183.25<br>A-187.75       | V-10<br>A- 5         | 100<br>50        | Started April 1955                      |



| Location & Standards                                    | Call Letters | Operator   | U.S. Channel or Freq. (mc) | Power in kw Xmr.  | ERP          | Status                                |
|---|--------------|--|----------------------------|-------------------|--------------|---------------------------------------|
| <b>LUXEMBOURG (Fr.)</b><br>(Sets in use: 500)           |              |  |                            |                   |              |                                       |
| †Luxembourg (Dudelange)                                 | —            | *Compagnie Luxembourgeoise de Radiodiffusion           | V-189.26<br>A-194.75       | V- 3<br>A- 0.75   | 30<br>7.5    | Started Jan. 1955                     |
| <b>MEXICO (Am.)</b> —See p. 7<br>(Sets in use: 175,000) |              |  |                            |                   |              |                                       |
| <b>MONACO (Fr.)</b><br>(Sets in use: 1500 )             |              |  |                            |                   |              |                                       |
| †Monte Carlo  | —            | *Tele Monte-Carlo                                      | V-199.70<br>A-188.55       | V- 5<br>A- 1.25   | 50<br>12.5   | Started Nov. 1954; plans 800-kw ERP   |
| <b>MOROCCO (Fr.)</b><br>(Sets in use: 3500)             |              |  |                            |                   |              |                                       |
| †Casablanca   | —            | *Compagnie Marocaine de Radio-Television (Telma)       | V-212.85<br>A-201.70       | V- 3<br>A- 0.75   | 20<br>5      | Started Feb. 1954 (intermittent)      |
| †Rabat  | —            | *Compagnie Marocaine de Radio-Television (Telma)       | V-186.55<br>A-175.40       | V- 3<br>A- 0.75   | 20<br>5      | Started Sept. 1954 (intermittent)     |
| <b>NETHERLANDS (Eu.)</b><br>(Sets in use: 50,000)       |              |  |                            |                   |              |                                       |
| Appelscha   | —            | Govt.-private partnership                              | V-182.25<br>A-187.75       | V- 5<br>A- 1      | 50<br>10     | Planned for 1956                      |
| †Eindhoven  | —            | Philips Ltd.   | V-175.25<br>A-180.75       | V—<br>A—          | —<br>—       | Started 1951 (temporary experimental) |
| †Eindhoven  | —            | Philips Ltd.   | V-182.25<br>A-187.75       | V—<br>A—          | 0.1<br>0.02  | Started 1954 (experimental, color)    |
| Goes  | —            | Govt.-private partnership                              | V-189.25<br>A-194.75       | V- 0.5<br>A- 0.1  | 10<br>2      | Planned for 1956                      |
| †Lopik  | —            | Govt.-private partnership                              | V-62.25<br>A-67.75         | V- 5<br>A- 1      | 25<br>5      | Started Oct. 1951                     |
| Markelo   | —            | Govt.-private partnership                              | V-189.25<br>A-194.75       | V- 0.5<br>A- 0.1  | 30<br>6      | Planned for 1956                      |
| Roermond  | —            | Govt.-private partnership                              | V-189.25<br>A-194.75       | V- 5<br>A- 1      | 50<br>10     | Planned for 1956                      |
| <b>NORWAY (Eu.)</b><br>(Sets in use: 300)               |              |  |                            |                   |              |                                       |
| †Oslo   | —            | Norwegian State Bcstg. System (Norsk Rikskringkasting) | V-62.25<br>A-67.75         | V- 0.5<br>A- 0.25 | 1.3<br>0.65  | Started Jan. 1954 (experimental)      |
| <b>PERU (Am.)</b><br>Lima                               | —            | Radio Nacional   | —                          | —                 | —            | Due March 1956                        |
| <b>PHILIPPINE ISLANDS (Am.)</b><br>(Sets in use: 6000)  |              |  |                            |                   |              |                                       |
| †Manila (San Juan, Rizal)                               | DZAQ-TV      | Bolinao Electronics Corp. (Judge Antonio Quirino)      | Ch. 3                      | V- 2<br>A- 2      | 7.36<br>3.68 | Started Sept. 1953                    |
| Manila (Quezon City) *                                  | DZBB-TV      | Loreto Fe de Hermedes Inc.                             | Ch. 7                      | —                 | —            | Planned for 1956                      |
| Manila (Makati, Rizal)                                  | —            | Metropolitan Broadcasting Co.                          | Ch. 9                      | V- 2<br>A- 1      | 12.4<br>6.2  | Planned for 1956                      |
| <b>POLAND (Ru.)</b><br>(Sets in use: 300)               |              |  |                            |                   |              |                                       |
| Lodz  | —            | Communications Institute (TV Dept.) (Govt.)            | —                          | —                 | —            | Reported under construction           |
| †Warsaw   | —            | Communications Institute (TV Dept.) (Govt.)            | V-89.25<br>A-94.75         | —                 | —            | Started July 1954                     |
| <b>RUMANIA (Ru.)</b><br>(Sets in use: 100)              |              |  |                            |                   |              |                                       |
| †Belgrade   | —            | Government   | —                          | —                 | —            | Started 1955 (experimental)           |
| <b>SAAR (Fr. &amp; Eu.)</b><br>(Sets in use: 1500)      |              |  |                            |                   |              |                                       |
| †Saarbruchen (Fr.)                                      | —            | *Telesaar  | V-177.15<br>A-188.3        | V- 0.1<br>A- 0.03 | 0.2<br>0.06  | Started Oct. 1954                     |
| Saarlouis (Eu.) (Felsberg)                              | —            | *Telesaar (Europe No. 1)                               | V-41.25<br>A-52.4          | V-40<br>A—        | 100<br>—     | Planned for 1956                      |
| <b>SPAIN (Eu.)</b><br>(Sets in use: 500)                |              |  |                            |                   |              |                                       |
| Barcelona   | —            | Radio Nacional de Espana (Govt.)                       | V-48.25<br>A-53.75         | V—<br>A—          | 1.5<br>0.5   | Due early 1956                        |
| Bilbao  | —            | Radio Nacional de Espana (Govt.)                       | V-55.25<br>A-60.75         | V—<br>A—          | —<br>—       | Planned                               |
| †Madrid   | —            | Radio Nacional de Espana (Govt.)                       | V-55.25<br>A-60.75         | V—<br>A—          | 1.5<br>0.5   | Started 1951 (experimental)           |
| <b>SWEDEN (Eu.)</b><br>(Sets in use: 7000)              |              |  |                            |                   |              |                                       |
| †Göteborg   | —            | Committee for TV Research                              | —                          | —                 | —            | Started Oct. 1955                     |
| †Stockholm  | —            | Committee for TV Research                              | V-62.25<br>A-67.75         | V- 1<br>A- 0.3    | 1<br>0.3     | Started 1951 (experimental)           |
| †Stockholm  | —            | Committee for TV Research                              | V-175.25<br>A-180.75       | V- 5<br>A- 2.5    | 25<br>12.5   | Started 1952 (experimental)           |
| <b>SWITZERLAND (Eu.)</b><br>(Sets in use: 9500)         |              |  |                            |                   |              |                                       |
| †Basel (Crischona)                                      | —            | Swiss General Post Office (Govt.)                      | V-210.25<br>A-215.75       | V- 1.6<br>A- 0.3  | 10<br>2      | Started 1955                          |
| †Berne (Bantiger)                                       | —            | Swiss General Post Office (Govt.)                      | V-48.25<br>A-53.75         | V- 6<br>A- 1      | 30<br>5      | Started 1955                          |
| †Geneva (Dole)  | —            | Swiss General Post Office (Govt.)                      | V-62.25<br>A-67.75         | V- 8<br>A- 1.5    | 100<br>20    | Started Dec. 1954                     |
| †Zurich (Uetliberg)                                     | —            | Swiss General Post Office (Govt.)                      | V-55.25<br>A-60.75         | V- 5<br>A- 1      | 20<br>4      | Started Aug. 1953                     |
| <b>THAILAND (Am.)</b><br>(Sets in use: 3500)            |              |  |                            |                   |              |                                       |
| †Bangkok  | —            | Chulalongkorn University                               | 174-217 band               | V- 0.03           | —            | Experimental                          |
| †Bangkok  | HSI-TV       | *Thai Television Co.                                   | Ch. 4                      | V-10<br>A- 5      | 30<br>15     | Started June 1955                     |



| Location & Standards                          | Call Letters | Operator   | U.S. Channel or Freq. (mc) | Power in kw Xmtr. | ERP          | Status                 |
|---|--------------|--|----------------------------|-------------------|--------------|------------------------|
| <b>TUNISIA (Fr.)</b>                          |              |  |                            |                   |              |                        |
| Tunis   | —            | Radiodiffusion-Television Francaise (RDF) (Govt.)            | V-212.85<br>A-201.7        | V- 3<br>A- 0.75   | 20<br>5      | Planned for mid-1956   |
| <b>TURKEY (Eu.)</b><br>(Sets in use: 1000)    |              |  |                            |                   |              |                        |
| †Istanbul                                     | —            | Technical University of Istanbul                             | V-62.25<br>A-67.75         | V- 0.1<br>A- 0.1  | —            | Experimental           |
| <b>URUGUAY (Am.)</b>                          |              |  |                            |                   |              |                        |
| Montevideo                                    | —            | Servicio Oficial de Difusion Radio Electrica (SODRE) (Govt.) | Ch. 6                      | V- 5<br>A- 2.5    | 32.5<br>16.3 | Planned for early 1956 |
| <b>USSR (Ru.)</b><br>(Sets in use: 1,000,000) |              |  |                            |                   |              |                        |
| †Gorky  | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |
| †Kalinin                                      | —            | Ministry of Culture  | V—<br>A—                   | V- 2<br>A- 1      | —            | Started 1954           |
| †Kazan  | —            | Ministry of Culture  | —                          | —                 | —            | Experimental           |
| †Kharkov                                      | —            | Ministry of Culture  | V-59.25<br>A-65.75         | V- 5<br>A- 2.5    | —            | Started 1951           |
| †Kiev   | —            | Ministry of Culture  | V-77.25<br>A-83.75         | V- 5<br>A- 2.5    | —            | Started 1952           |
| †Leningrad                                    | —            | Ministry of Culture  | V-59.25<br>A-65.75         | V—<br>A—          | 20<br>4      | Started 1946           |
| †Moscow                                       | —            | Ministry of Culture  | V-49.75<br>A-56.25         | V—<br>A—          | 20<br>4      | Started 1946           |
| †Moscow                                       | —            | Ministry of Culture  | V-78<br>A-87.75            | V—<br>A—          | —            | Experimental (color)   |
| †Odessa                                       | —            | Ministry of Culture  | V-49.75<br>A-56.25         | V- 0.5<br>A- 0.3  | —            | Experimental           |
| †Omsk   | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |
| †Riga   | —            | Ministry of Culture  | V-59.25<br>A-65.75         | V—<br>A—          | —            | Started 1954           |
| †Saratov                                      | —            | Ministry of Culture  | —                          | —                 | —            | Experimental           |
| †Tallin                                       | —            | Ministry of Culture  | V-59.25<br>A-65.75         | V—<br>A—          | —            | Started 1955           |
| †Sumy   | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |
| †Sverdlovsk                                   | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |
| †Tomsk  | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |
| †Vinnitse                                     | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |
| †Vladivostok                                  | —            | Ministry of Culture  | —                          | —                 | —            | Experimental           |
| †Yaroslavl                                    | —            | Ministry of Culture  | —                          | —                 | —            | Started 1955           |

Stations reported being built in Baku, Dnepropetrovsk, Kuibyshev, Minsk, Tashkent, Stalingrad, Vilnius.

#### VENEZUELA (Eu., 6-mc. channel)

(Sets in use: 65,000)

|           |         |                              |       |                |              |                    |
|-----------|---------|------------------------------|-------|----------------|--------------|--------------------|
| †Caracas  | YVKA-TV | Televisora Nacional (Govt.)  | Ch. 5 | V-10<br>A- 5   | 37.2<br>18.6 | Started Nov. 1952  |
| †Caracas  | YVLV-TV | *Television Venezolana, S.A. | Ch. 4 | V- 5<br>A- 3   | 15<br>7.5    | Started May 1953   |
| †Caracas  | YVKS-TV | *Radio Caracas TV            | Ch. 2 | V-10<br>A- 5   | 62.6<br>31.3 | Started Sept. 1953 |
| Caracas   | —       | *Radio Continente            | —     | —              | —            | Planned for 1956   |
| Maracaibo | —       | *Radio Popular TV            | —     | V- 5<br>A- 2.5 | —            | Planned for 1956   |
| Maracaibo | —       | *Ondas de Lago TV            | —     | —              | —            | Planned for 1956   |

Note: Under the Stockholm European vhf channel allocation plan, subscribed to by majority of European countries, these are the number of TV channels assigned to each country: Albania 4, Austria 9, Belgium 4, Belorussia 8, Bulgaria 7, Czechoslovakia 9, Denmark 8, Elre 5, Finland 14, France 50, Germany (East) 6, Germany (West) 27, Great Britain 40, Hungary 8, Italy 15, Luxembourg 1, Monaco 2, Morocco & Tunis 5, Netherlands 4, Norway 34, Poland 24, Rumania 11, Saar 1, Spain 21, Sweden 50, Switzerland 13, Trieste 2, Turkey 43, USSR (European) 76, Ukraine 33, Vatican City 2, Yugoslavia 22.

## CALL LETTER LIST OF CANADIAN, CUBAN & MEXICAN TELEVISION STATIONS

(Channels in parentheses; for further details, see *TV Factbook*)

|                               |                               |                                    |                              |  |  |
|-------------------------------|-------------------------------|------------------------------------|------------------------------|--|--|
| <b>CANADA</b>                 |                               |                                    | <b>CUBA</b>                  |  |  |
| Barrie, Ont. ....CKVR-TV (3)  | Montreal, Que. .CBFT (2)      | Sault Ste. Marie, Ont. CJIC-TV (2) | Camaguey .....CMJL-TV (6)    |  |  |
| Brandon, Man. .CKX-TV (5)     | CBMT (6)                      | Sudbury, Ont. .CKSO-TV (5)         | Matanzas .....CMGQ-TV (9)    |  |  |
| Calgary, Alta. ...CHCT-TV (2) | North Bay, Ont. CKGN-TV (10)  | Sydney, N.S. ....CJCB-TV (4)       | Santa Clara ....CMG-TV (3)   |  |  |
| Edmonton, Alta. CFRN-TV (3)   | Ottawa, Ont. .CBOT (4)        | Toronto, Ont. .CBLT (9)            | CMHQ-TV (5)                  |  |  |
| Halifax, N.S. ...CBHT (3)     | Peterborough, Ont. CBOFT (9)  | Vancouver, B.C. .CBUT (2)          | Santiago de Cuba CMKU-TV (2) |  |  |
| Hamilton, Ont. .CHCH-TV (11)  | CHEX-TV (12)                  | Windsor, Ont. .CKLW-TV (9)         |                              |  |  |
| Jonquiere, Que. CKRS-TV (12)  | Port Arthur, Ont. CFPA-TV (2) | Wingham, Ont. .CKNX-TV (8)         | <b>MEXICO</b>                |  |  |
| Kingston, Ont. .CKWS-TV (11)  | Quebec City, Que. CFQM-TV (4) | Winnipeg, Man. .CBWT (4)           | Mexico City ....XEQ-TV (9)   |  |  |
| Kitchener, Ont. .CKCO-TV (13) | Regina, Sask. .CKCK-TV (2)    |                                    | XEW-TV (2)                   |  |  |
| Lethbridge, Alta. CJOC-TV (7) | Rimouski, Que. .CJBR-TV (3)   | Havana .....CMA-TV (2)             | XHGC-TV (5)                  |  |  |
| London, Ont. ...CFPL-TV (10)  | St. John, N.B. .CHSJ-TV (4)   | CMBF-TV (7)                        | XHTV (4)                     |  |  |
| Moncton, Ont. .CKCW-TV (2)    | St. John's, Nfld. CJON-TV (6) | CMQ-TV (6)                         | Monterrey .....XHNL-TV (10)  |  |  |
|                               | Saskatoon, Sask. CFQC-TV (8)  | CMUR-TV (4)                        | Tijuana .....XETV (6)        |  |  |

## U.S. ARMED FORCES TV STATIONS OVERSEAS

|  |  |  |
|--|--|--|
| AZORES—CSL-TV (Ch. 8), Lajes Field             | GREENLAND—(Ch. 8), Narsarssuak Air Base  | LIBYA—AJG-TV (Ch. 8), Wheelus Field.             |
| BERMUDA—ZBK-TV (Ch. 10), Kindiy Air Force Base | (Ch. 8), Sondrestrom Fjord Air Base      | Tripoli  |
| CUBA—(Ch. 8), Guantanamo Bay Naval Station     | KOLD-TV (Ch. 8), Thule Air Force Base    | OKINAWA—(Ch. 8), Kadena Air Force Base           |
| ERITREA—KANU-TV (Ch. 8), Asmara                | ICELAND—TFK-TV (Ch. 8), Keflavik Airport | PHILIPPINE ISLANDS—(Ch. 8), Clark Air Force Base |
|  |  | SAUDI ARABIA—AJL-TV (Ch. 8), Dharan              |







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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — January 14, 1956

**FINANCIAL SETUPS** of 75 TV-radio-electronics and related companies detailed in special compilation; 1955 trading records also shown (p. 1 & Special Report).

**SENATORS TO GRILL FCC** on deintermixture in first phase of TV hearings, beginning Jan. 17; House plans probe on whether "big business" runs FCC (p. 1).

**MOVIE-TO-TV SALES** mean more & better programming available to stations, networks getting first choice. Republic latest to offer its backlog (p. 2).

**COURT AND CONGRESSIONAL** actions on allocations, CPs and protests create complex legal tangle, no one sure where FCC policies stand (pp. 3 & 4).

**OVER-AN-HOUR PROGRAMMING** is outstanding trend for next season, as all networks plan 90-min. drama shows; TV film and live packagers offer spectaculars (p. 7).

**COLLEGE FOOTBALL TV** for 1956 due to copy 1955 plan, though Congressional scrutiny is threatened; NCAA urges study of fee TV and closed-circuit (p. 7).

**3 STATION SALES DEALS** approved by FCC—WFBG-TV, Altoona, goes to Triangle group; KWFT-TV, Wichita Falls, and KULA-TV, Honolulu, get new owners (p. 8).

**MORE TRADE COMBINES** due soon, involving Magnavox-Sentinel and P. R. Mallory & unidentified firm. Raytheon-DuMont tieup denied anew (p. 10).

**TV REPLACEMENT FACTORS** dominate marts. Big business "domination" in appliances criticized. Hotpoint decision on TV due in 2 weeks. Other trade reports (p. 10).

**EXCISE TAX RELIEF** prospects on TV-radio sets still regarded "reasonably good" by RETMA, despite Administration's fear of loss of revenue (p. 13).

**PREPAREDNESS OFFICIALS** bring Govt. to industry's "home town" in series of barnstorming symposia praised by electronics industry officials (p. 14).

**RCA URGES DEPT. STORES** to get into color TV swim as advertisers and as merchandisers of color sets, as Folsom & Seidel address NRDGA convention (p. 15).

**LATEST NEW STARTER** is KBST-TV, Big Spring, Tex. (Ch. 4). On-air total remains 459, only 101 uhf. Notes on upcoming new stations (p. 9).

**NETWORK TV BILLINGS** hit another record in Nov., according to PIB, assuring more than \$400,000,000 for year. CBS and ABC achieve new highs (p. 16).

**TV-ELECTRONICS FINANCES—HANDY REFERENCE:** For your convenience, and because so many of you have evinced exceptional interest in our financial reports and tabulations, we have printed as a Special Report herewith the tables of Financial Data on Major TV-Electronics Companies in advance of their appearance in our upcoming TV Factbook. Included, too, are listings of 1955 sales and year's high, low, last & net change quotations on industry stocks traded in the major exchanges and over-the-counter.

These compilations were brought up-to-date, as they are for each Factbook, by Edgar N. Greenebaum Jr., the well-known Chicago financial consultant on electronics. The tables of detailed data embrace 75 companies, a dozen more than the previous compilation at mid-1955. They show where each stock is traded, each firm's capitalization, debt if any, pre-tax earnings, earnings per share, dividends, total assets, price ranges -- for fiscal years 1950 or 1951 through latest 1955 periods available.

Extra copies of this Special Report are available to subscribers at \$1 each.

**SENATORS TO GRILL FCC ON DEINTERMIXTURE:** Touchy question of deintermixture will be No. 1 subject in Senate Commerce Committee's hearings on "all phases of broadcasting and TV" -- which begins Tue., Jan. 17, with FCC members in the hot seat.

Chairman Magnuson (D-Wash.) made it clear he has some doubts whether Commission is following the right course, in letter he sent this week to FCC Chairman Geo. McConaughy, raising these questions as a curtain-raiser:

(1) What is majority view of questions raised by Comr. Hyde in his dissents to vhf grants in areas for which deintermixture petitions are pending?

(2) "How can the Commission, having denied deintermixture in specific cases, adopt deintermixture as a sound overall policy in the public interest after it has proceeded to intermix or further intermix the areas requested to be deintermixed?"

(3) "Will the public be penalized if the Commission on the one hand permits



a channel to go on the air and then decides that it must go off the air at a later date because deintermixture would be a sound policy?"

(4) Did FCC have data on actual coverage of vhf stations when it propounded its rule of last July (since rescinded), permitting vhf outlets in Zone I to operate at full power from 1250-ft. height?

(5) What is Commission's policy with respect to overlaps? Is it based on "Commission standards or actual coverage?"

Magnuson also asked report on FCC's network study, and for Commission's plans to supply booster service to smaller communities -- the latter a hot issue in the Senator's home state of Washington. In discussing such booster service, FCC can point to its new rule-making to permit low-power uhf "translators" (see p. 9).

Session with commissioners will undoubtedly last several days -- Committee meeting only in mornings because of floor debates on its own controversial natural gas bill during afternoons. Initial session starts at 10 a.m. in Rm. G-16, Capitol.

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Other phases of hearings -- which will probably be held on-&-off throughout this session of Congress -- as outlined this week by Sen. Magnuson: (1) Vhf-uhf set problem, with possible inquiry to determine whether receiver manufacturers are making "bona fide effort" to produce good, cheap all-channel sets. (2) Report by the engineering ad hoc committee on allocations, headed by MIT's Prof. Edward Bowles. (3) Inquiry into whether there are "artificial restraints on the availability of programs for all stations from the widest possible sources." (4) Sen. Bricker's bill to subject the networks to direct FCC regulation.

Individual testimony of station operators, manufacturers, et al, is expected before hearing record is completed. On staff level, inquiry is headed by chief investigation counsel Kenneth A. Cox, assisted by communications counsel Nick Zapple and minority counsel Wayne T. Geissinger, committee's asst. chief counsel, who takes over investigation duties formerly held by Robert L'Heureux, now administrative asst. to FCC Chairman McConnaughey (Vol. 12:1). Committee chief counsel Frank Pellegrini is taking an active role in the investigation.

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FCC will be commuting regularly to Capitol Hill this election year, as will industry representatives -- for several more TV-radio inquiries are in the wind.

House Judiciary Committee will hold hearings next month to determine whether big-business giants are dominating such govt.-regulated industries as TV-radio. The initial hearings will be general in nature, with further hearings possible into such specific fields as railroads, power, TV-radio, etc.

Another upcoming hearing is an election-year perennial -- whether to ban beer and liquor advertising on TV-radio. Hearings will be held Feb. 15-16 by Senate Commerce Committee, on S-923, introduced by Sen. Langer (R-N.D.) -- drys testifying the first day, opponents of the bill the second day.

**FEATURE FILMS--FROM FAMINE TO FEAST:** "Who'll buy my features?" That's the new cry from the Hollywood movie vendors who just a couple of months ago were complaining to a Federal Court (in govt.'s ill-starred 16mm anti-trust case) that Washington was trying to force them to sell their product to "competitors" (Vol. 11:38-50).

Another big studio unloaded virtually its entire backlog to TV this week -- and other majors are due to enter the picture soon. This package was from Republic Pictures, which will "lease" 76 movies to TV through its subsidiary Hollywood Television Service, as Columbia is doing with its 104 features through its own Screen Gems (Vol. 11:53 & 12:1). Republic package includes 24 films in \$1,000,000 bracket.

In the open-the-vaults rush which followed the TV release of RKO's 740-film backlog (Vol. 11:53), this pattern has now emerged: (1) All features over 3 years old are candidates for TV. (2) Releases for TV are on "lease" or "rental" basis, rather than outright sale -- the studios retaining ownership of all scripts and titles for use as possible theatrical remakes. (3) Movie companies are handling at least some of their own TV distribution; for example, General Teleradio gets first crack at



one-shot national distribution of 150 best films in RKO package before they revert to Matty Fox's C&C Television Corp.; Columbia and Republic features will be merchandised by the studios' own TV film subsidiaries.

Total of 1440 features have been released to TV in recent months -- enough to keep a station supplied with programming 24 hours a day for 3 months. The 5660 short subjects recently sold to TV, or involved in negotiations now, would provide at least 2 more months' continuous operation. This is oversimplification, of course, for in any big-batch release of films to TV the majority will be clinkers, many of which will never see the light of cathode ray.

TV now has available to it more attractive programming than ever before -- and the blessings of this new flood undoubtedly will be scattered among the program-hungry independent stations and small "community" outlets -- with feature film prices inevitably slated to decline as result of heavy supply.

But the networks will be first beneficiaries of the deluge of films -- if they want them. They're being offered cream of the new crop for spectacular-sized programs. For example, General Teleradio is understood to be offering networks a weekly 2 or 2½-hour show running for 2 years, with one-third sponsorship already sold to parent General Tire and 8 minutes of plugs for new RKO pictures included in each program on a paid commercial (believe it or not!) basis. On the station end, all sorts of new distribution patterns can be expected to emerge, with Matty Fox due to expand on his spot-time-for-films barter plan.

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Here's boxscore on comparatively recent movies-to-TV deals -- aside from the dam-busting sale of 740 RKO features: Republic last year put into release 123 Gene Autry-Roy Rogers westerns after Supreme Court fight, now plans to release 76 better films through its HTS. Universal threw in 192 "B" pictures and westerns a while ago, now is selling 8 "A" films to National Telefilm Associates (Vol. 12:1). Then there's Columbia's 104 good ones through Screen Gems, and Selznick's 11 top features to NTA. In the foreign division, J. Arthur Rank sold his 165-film backlog to ABC-TV, and IFE (Italian) reportedly is represented by 11 pictures (Bitter Rice, Anna, etc.) in NTA's new 30-film package. NTA says it will buy "40 additional top-ranking films from a major Hollywood production company" within next 2 months.

In short subject field, every major now has sold to TV or is negotiating.

Only important producers who have not sold features to TV are 20th Century-Fox (from whom some backlog releases can be expected soon), MGM and Warner Brothers -- all of whom, however, have their own shows on TV. Warners is considering use of some theatrical movies on its ABC-TV "Warner Bros. Presents" show, a la Disney's excellent use of Disneyland to revive past theatrical hits. MGM has shown plenty of old shorts and film clips on its ABC-TV program, and -- like the other holdouts -- may be expected to make announcement soon on its backlog plans.

**TV AND THE WASHINGTON ROLLER-COASTER:** FCC won some points and lost some this week in Congress and courts -- and no one is sure where Commission's granting and allocations procedures really stand as of now. Nonetheless, FCC is adhering firmly to its policy of granting vhf CPs as they become "ripe" -- awarding Fresno's Ch. 12 to KFRE, Knoxville's Ch. 10 to WBIR (see p. 4).

In Providence Ch. 12 case, meanwhile, Court of Appeals on Jan. 12 flatly stated that FCC's handling of protest against grant to WPRO-TV (Cherry & Webb) was "unlawful". But same day, Senate passed bill giving FCC more discretion in protest hearings -- and in floor discussion made clear its intention Commission should keep now-operating stations on air even if courts rule protest hearings were bungled. At week's end, opposing counsel were disagreeing over what FCC must do next in Providence case or in Rochester Ch. 10 case (see p. 4).

Even as Commission was granting Fresno and Knoxville, Court of Appeals on Jan. 12 was hearing vital argument on whether it should stay CPs already granted in Corpus Christi, Madison and Evansville. If court grants stays, it means that vhf decisions in all deintermixture cases will be held up until FCC concludes alloca-



tions proceedings or until court renders decisions on merits of appeals -- and these processes could take several months. Court ruling is expected next week.

Court of Appeals acted on 2 additional cases this week: (1) Affirmed FCC grant of Ch. 3 to WSAV-TV, Savannah, stating that Commission ruled correctly when it decided WSAV-TV hadn't begun station construction before getting grant. (2) Amended stay against construction of WIIC, Pittsburgh (Ch. 11) to make it clear that the station can't start until hearing on protest by WENS (Ch. 16) is completed and "until further order of the court."

Congress is the next arena, as Senate Commerce Committee begins hearings Jan. 17 covering virtually all Commission's TV activities (p. 1).

**F**CC ISN'T DISTURBED by the speculation about possible court action in deintermixture cases, about court's decision in Providence protest case, or about the effects of Congress' amendment of the protest rule (p. 3)—for this week it pumped out 2 more substantial vhf decisions.

In granting Fresno's Ch. 12 to KFRE over KARM, Commission rejected efforts of uhf KJEO (Ch. 47) to delay decision until deintermixture is considered in rule-making. Fresno case had been voted on several weeks ago (Vol. 11:50), but the Commission hesitated to release decision because KFRE had no clear majority—3 preferring KFRE, 2 for KARM, 2 voting for no grant. To break deadlock, Comr. Lee switched from KARM to KFRE, stating he believes either would be good grantee but that Fresno's need for service outweighed his preference for KARM. Final lineup, reversing Examiner Cooper: Doerfer, Webster, Lee & Mack for KFRE, McConnaughey for KARM, Hyde & Bartley for no grant.

The 68-p. decision itself concluded that the applicants were close but that KFRE showed greater "sensitivity to the needs of the area" and that it had greater ownership-management integration. KFRE is controlled by pres-mgr. Paul R. Bartlett (57%) and Commission commended his action in creating "an ownership incentive in some of its key employes by making stock available to them and electing them as officers." KARM is owned 50-50 by pres. Hattie Harm and v.p.-mgr. Clyde F. Coombs.

Knoxville decision had no deintermixture angle, so all commissioners voted except Mack—who prefers to abstain when his vote isn't needed to break tie. All 6 members voting chose WBIR over Scripps-Howard's WNOX and non-radio Tennessee TV Inc. Comparing WBIR with WNOX, Commission termed it superior in past radio performance, local ownership, participation in civic affairs, ownership-management integration, diversification. Preference of WBIR over Tennessee TV was based on superiority of program plans, radio-TV experience, ownership-management integration—these outweighing Tennessee TV's superiority in diversification, local ownership and civic participation.

Majority stockholder of WBIR is Taft family (Hulbert Taft Jr., chairman of applicant), holding 40%; Gilmore N. Nunn, 30%; Robert L. and Martha A. Ashe, 30%. Tafts also control WKRC-TV, Cincinnati (Ch. 12) and WTVN-TV, Columbus (Ch. 6). Nunn also controls grantee WLAP-TV, Lexington (Ch. 27).

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That FCC plans full speed ahead on other cases—unless blocked by court—is indicated by fact it set for oral argument Feb. 6 the Jacksonville Ch. 12 and Raleigh Ch. 5 cases—turning down uhf operators' petitions for delay.

There was some to-do this week over whether FCC can keep Rochester's sharetime WVET-TV & WHEC-TV (Ch. 10) and Providence's WPRO-TV (Ch. 12) on air pending

protest hearings. On both cases, Court of Appeals ruled protestants (radio WSAY, Rochester, and off-air WNET, Providence) hadn't been given proper hearings by FCC.

Counsel for the protestants argue that Commission is obligated to darken the stations. However, Sen. Pastore stated, when presenting protest amendment to Senate on Jan. 12, that Commerce Committee intends that FCC have "special authority" and that amendment produce "retroactive effect" permitting stations to keep operating regardless of court reversals. There will probably be more litigation to test whether this "Congressional history" and "legislative intent" is valid.

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With allocations reply comments due Jan. 20, FCC received petition for month's delay—from uhfs WHIZ-TV, Zanesville, O. (Ch. 18) and WTAP, Parkersburg, W. Va. (Ch. 15), filed by their counsel, ex-FCC Comr. Robert F. Jones. Petition states Jan. 20 deadline "will not permit the proper and careful research and preparation necessary to an undertaking of this magnitude and importance."

Commission resumed activity in specific allocations cases this week by: (1) Finalizing substitution of Ch. 40 for Ch. 55 in Springfield-Holyoke, Ch. 57 for Ch. 40 in Montpelier, Vt., and granting WHYN-TV shift from Ch. 55 to Ch. 40. (2) Starting rule-making to add Ch. 34 & 40 to Lewiston, Wash., where it's proposed to use them for satellites. (3) Denying shift of Ch. 45 from New Castle, Pa. to Youngstown, requested by grantee WKST-TV. (4) Denying petition of Commonwealth Bestg. Corp., Norfolk, for reinstatement of rule-making to shift Ch. 13 from New Bern, N. C. to Princess Anne, Va.

### Next TV Factbook—Pre-Print Orders

**T**ELEVISION FACTBOOK No. 22, Spring—Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 1—containing basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of the networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments are updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, set-&-tube manufacturers, radio attorneys, engineers & consultants, laboratories, etc. Also updated are TV-radio production figures, time sales and other statistical tables. Included with each *Factbook* is revised copy of our 43x29-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 18, cost \$1.50 each; single copies, \$4.50.



**Personal Notes:** Andrew L. Hammerschmidt, NBC chief engineer, elected a v.p.; he succeeds late Robert E. Shelby . . . Sherman Hildreth promoted to mgr. of technical operations, James V. Coleman to supervisor of technical operations, WRCA-TV & WRCA, N. Y. . . . Jay A. Kyle, appointed an FCC hearing examiner Dec. 1, is named asst. chief examiner; prior to joining FCC, he was gen. counsel to Kansas Corporation Commission, previously served as Kansas asst. attorney general . . . Robert E. Lang, ex-director of Radio Free Europe, joins CBS as director of sales for programs prepared under CBS news & public affairs div. (Sig Mickelson, v.p.) . . . Lew Arnold promoted to exec. asst. to Ted Cott, v.p. of DuMont's WABD, N. Y. & WTTG, Washington . . . Allen L. Haid, Storer v.p. in charge of Toledo stations, remains as managing director of WSPD-TV in splitup of TV-radio operations; James E. Bailey, from radio WBRC, Birmingham, becomes v.p. & managing director of radio WSPD and Lionel Baxter is promoted from sales mgr. to managing director of WBRC . . . Jack Tompkins, farm service director of KCMC-TV, Texarkana, Tex., joins KWTW, Oklahoma City, as asst. farm director under Wayne Liles . . . Alden R. Richards promoted to exec. producer, KSL-TV, Salt Lake City . . . Peter Haas promoted to supervisor of film services, WCBS-TV, N. Y. . . . Theodore H. Markovic, NBC film library supervisor, ex-WPIX & Fox Movietone News, named mgr. of NBC film exchange services under Frank C. Lepore, film div. mgr. of film & kinescope operations . . . Charles Bateman named program coordinator for CBS-TV Pacific Network's *Panorama Pacific*, succeeding Peter B. Sterne, now assoc. producer of *Red Rowe's Get Together* . . . Louis C. Blizzard, ex-mgr. of WHOS, Decatur, Ala., named commercial mgr. of WMSL-TV & WMSL, same city . . . Harry Dangerfield Jr., ex-KDKA & ex-v.p. Bond & Starr Adv., Pittsburgh, recently commercial mgr. of XETV, Tijuana-San Diego, joins KBTW, Denver . . . Erwin H. Ezzes has resigned as sales v.p. of Guild Films, reportedly to join Matty Fox's C&C Television Corp., recent purchaser of the RKO backlog . . . Deen H. Brooks promoted to coordinator of color production, WSAZ-TV, Huntington, W. Va. . . . Robert Hamlin promoted to production director of WHTN-TV, Huntington, W. Va., succeeding Donald Waggoner; Jerome Cales succeeds Hamlin as film director . . . Reub Kaufman, pres. of Guild Films, and treas. Aaron Katz fly to Europe Jan. 28 on business . . . John Gilmour, ex-WRGB, Schenectady, recently with Screen Gems, has set up East Coast Television Inc., producers, 157 E. 69th St., N. Y. . . . Cy Donegan resigns as sales v.p., UM&M Co. . . . Richard Carlton, ex-v.p., Sterling TV, joins Minot TV as sales mgr. . . . James A. Washburn promoted to program mgr. of KONA-TV, Honolulu & satellite KMVI-TV, Maui, which form All Islands TV Network . . . Robert E. Gips elected director & production v.p., Mel Gold Productions . . . Harold C. Lund, mgr. of KDKA-TV & KDKA, named Man of Year in entertainment by Pittsburgh Junior Chamber of Commerce.

Mr. and Mrs. E. C. Page (she was Virginia Erwin, ex-FCC engineer) are parents of first child, daughter, born Jan. 8 at Army hospital in Okinawa, where they have been residing for several months while he supervises govt. radio installations. He's head of the Washington consulting and electronics firms bearing his name, is due back in States week of Jan. 15 for 10-day stay.

Consultant on religious programming has been engaged by WCAU-TV & WCAU, Philadelphia; he's Rev. J. Arthur Lazell, information editor, dept. of history, Presbyterian Church in the U. S. A.

Athol McQuarrie has resigned as pres. of Assn. of Canadian Advertisers, post he has held for 14 years; secy. Frank Healy succeeds him.

**ADVERTISING AGENCIES:** Thomas G. Greenhow resigns as NBC west coast director of talent operations to join McCann-Erickson, Los Angeles, as TV-radio program director, reporting to TV-radio v.p. George Haight . . . Wm. J. Pringle, v.p. of Foote, Cone & Belding, named chairman of plans board for western div., Los Angeles, succeeding Roy Campbell, now exec. v.p. of western operations . . . Cecil Underwood resigns as TV-radio director of Warwick & Legler to become managing director, Hal Roach Studios . . . Norman E. Mork, gen. mgr. of Biow-Beirn-Toigo's San Francisco office, elected v.p. in charge of west coast accounts . . . Malcolm B. Decker, ex-Young & Rubicam, joins Walt Disney Productions as liaison with TV sponsors on adv. & sales promotion materials . . . Frank W. Mace, Lambert & Feasley senior v.p., appointed pres. of agency . . . James J. O'Neil, D'Arcy supervisor of Olin Mathieson Chemical Corp. account, elected a v.p. . . . Frederick J. Wachter promoted to v.p. & gen. mgr., Chicago office, Erwin, Wasey & Co. . . . Herbert G. Drake, ex-J. Walter Thompson v.p., joins Ted Bates as v.p. & exec. on Kool & Viceroy account . . . Sheldon Moyer, Walker Graham & Val Corradi promoted to vice presidents, D. P. Brother & Co., Detroit.

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Tide Magazine's "Marketing Man of the Year" is Lester L. (Tex) Colbert, pres. of Chrysler Corp., as "the sparkplug behind the marketing strategy that took a significant share of market away from Chrysler's 2 biggest competitors, General Motors and Ford." Among runners-up were NBC chairman Sylvester L. (Pat) Weaver Jr., "for his new programming concepts"; Marion Harper, pres. of McCann-Erickson, "for the planning and direction that has helped McCann-Erickson become one of 1955's more prominent and successful agencies"; Arno Johnson, v.p. of J. Walter Thompson, "for accurate forecasts on the expansion of the U. S. economy."

TV-Radio Correspondents Assn., organization of newsmen accredited to Congressional TV-Radio Gallery, elects these 1956 officers: chairman, Joseph F. McCaffrey, McCaffrey Reports, succeeding Eric Severeid, CBS; vice-chairman, Robert F. Hurleigh, MBS; secy., Bryson B. Rash, ABC; treas., Julian Goodman, NBC. New officers will be installed at annual dinner honoring President Eisenhower Feb. 18 at Statler Hotel, Washington.

Overseas Press Club's 1955 Awards, including plaques for best TV reporting of foreign affairs, best radio reporting from abroad and best radio interpretation of foreign affairs, will accept candidates up to Jan. 31. Awards also include \$500 Polk Memorial Award for exceptional courage and enterprise abroad.

Irving R. Levine, 33, NBC Moscow correspondent, named one of the "10 Outstanding Young Men of America for 1955" by U. S. Junior Chamber of Commerce for his contributions to world understanding.

Mrs. Fanney Neyman Litvin, retired FCC examiner, first FCC employe to be honored by D. C. Bar Assn. at awards meeting this week in recognition of her contributions to TV-radio law.

Dr. Charles H. Sandage, head of U of Illinois dept. of advertising & marketing, named a consultant to FCC's network study committee; he's 10th staff appointee.

Henry Schachte, Lever Bros. v.p., named chairman of ANA management committee, succeeding Edward G. Gerbic, Johnson & Johnson.

Hal Keith, 38, NBC-TV producer & director since 1947, recently working on *Wide Wide World* and former producer-director of *Mr. Peepers* and *Bob Hope Show*, died of cancer Jan. 11 in New York. He leaves a widow, mother and brother.



**Station Accounts:** Pitch for dept. store sponsors will be launched Feb. 13 by NBC-TV's 6 owned-&-operated stations with new 5-min. show titled *Window*—a locally-originated homemaking program into which dept. store commercials can be integrated. Each station will present own program, which will be inserted in or placed adjacent to high-rated local and network shows. They will be in color where color equipment is available. Typical *Window* program was demonstrated Jan. 11 to National Retail Dry Goods Assn. convention via special closed-circuit color hookup. Details were explained by Charles R. Denny, v.p. for NBC-owned stations & NBC Spot Sales . . . Edison Electric Institute plans extensive use of spot TV starting in May to urge modernizing of estimated 20,000,000 homes with inadequate wiring, stressing that such wiring was installed for the pre-TV and pre-electrical appliance era; N. W. Ayer is agency . . . General Foods, pleased with results of 2-state tests of its Minute Mashed Potatoes, plans heavy TV-radio campaign to back expansion to central & western states, thru Benton & Bowles and Young & Rubicam . . . Colgate-Palmolive plans big spot campaign for its Cashmere Bouquet starting later this month, thru Bryan Houston Inc., N. Y. . . . Independent Grocers Alliance of America buys hour-long *Popcorn Theatre* from Guild Films for 17 markets, starting in spring, thru Reach, Yates & Mattoon Inc., N. Y. . . . Among advertisers reportedly using or preparing to use TV station time: National Cranberry Assn., Hanson, Mass., thru BBDO & Harry M. Frost Co., Boston; American Cyanamid Co., Fine Chemicals div., N. Y., thru Geare-Marston Inc., N. Y.; Worthington Corp., N. Y. (air conditioners), thru Needham, Louis & Brorby, N. Y.; J. H. Filbert Co., Baltimore (Mrs. Filbert's margarine), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Research & Better Living Inc., N. Y. (T-W-O reducing preparation), thru Wexton Co., N. Y.; Bostwick Labs Inc., Bridgeport, Conn. (Hep oven cleaner), thru Ovesey, Berlow & Strauss, N. Y.; Dobler Brewing Co., Albany, N. Y., thru Dave Fris Adv., Albany; Wynn Oil Co., Azusa, Cal., thru Vignolle & Powell, Hollywood; Schilling Coffee, San Francisco, thru Beaumont & Hohman Inc., San Francisco.

Rate increases: WJAR-TV, Providence, March 1 adds Class AA hour (7:59-10:30 p.m. daily) at \$1200, 30 sec. at \$380, 20 sec. at \$240, Class A hour going from \$1000 to \$1050. WHIO-TV, Dayton, Feb. 1 raises base hour from \$800 to \$850, min. \$175 to \$200. WTCN-TV, Minneapolis-St. Paul, Feb. 1 adds Class AA hour (7-9:30 p.m. daily) at \$800, min. at \$200, Class A hour remaining \$750. KTVW, Tacoma, Wash., April 1 raises base hour from \$425 to \$600, min. \$85 to \$125. WBUF-TV, Buffalo, adds Class AA hour (7:39-10:30 p.m. Mon.-Sat., 6:59-10:30 p.m. Sun.) at \$500, 20 sec. at \$80, Class A hour going from \$350 to \$360. WDSM-TV, Duluth-Superior, Feb. 1 adds Class AA hour (6:59-10 p.m. Mon.-Sat., 5:59-10:51 p.m. Sun.) at \$400, min. at \$80, with Class A time segments cut to 10-10:15 p.m. Mon.-Sat. and Class B hour remaining \$250. WTVO, Rockford, Ill., Feb. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. WJBF, Augusta, Ga., Feb. 1 raises base hour from \$250 to \$300, min. \$50 to \$60. WJNO-TV, Palm Beach, March 1 raises base hour from \$250 to \$275. Spot increases: KING-TV, Seattle, Feb. 1 raises 20 sec. base rate from \$180 to \$200; WCSC-TV, Charleston, S. C., raised base min. from \$60 to \$75.

CBS-TV has subscribed to Nielsen sets-in-use survey, county-by-county, due to begin in March. It's first network to order survey, which CBS research director Oscar Katz called "imperative" in providing "up-to-date uniform information" on sets-in-use.

Sets-in-use as of Jan. 1, 1956, as estimated by NBC Research: 36,900,000.

### 1956 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1956 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 18, cost \$5.00 each; single copies \$7.50.

Double discounts for advertisers using at least 5 of the 26 smaller-market stations under Extended Market Program are offered by CBS-TV, effective Feb. 15. CBS cites KOTA-TV, Rapid City, S. D. as example of how new discount procedure works: "KOTA-TV is a typical EMP station listed at \$30 per nighttime half hour. An advertiser earning the maximum of 25% on his regular station billing now can apply that to the cost of buying KOTA-TV, reducing the cost to \$22.50. Then, by using at least 19 other EMP stations he can earn the maximum EMP discount of 15% and reduce the cost to him to a new low of \$19.12. Under the old arrangement, the least KOTA-TV could have cost him would have been \$25.50 (\$30 minus 15%)."

Managers of NBC o-&o stations, meeting in New York's Plaza Hotel Jan. 16-17, will be told by v.p. Charles R. Denny that they broke all previous sales records during 1955—their combined local billings up 19.2%, national spot up 11%. Best increases in local TV were made by KRCA, Los Angeles, up 51%, with WRC-TV, Washington, and WRCA-TV, New York, up 19% each. Best showings in local radio were made by WMAQ, Chicago, up 38%; WTAM, Cleveland, up 28%; WRC, Washington, up 22%.

Revlon switches \$7,000,000 annual billings from Norman, Craig & Kummel to BBDO, effective Feb. 9—including supervision over \$64,000 *Question* on CBS-TV, Tue. 10-10:30 p.m., which places show in competition with another BBDO program, Armstrong-sponsored *Circle Theatre* on NBC-TV, alt. Tue. 9:30-10:30 p.m. Agency switch is said to stem from dispute about 15% agency fee.

Dave Garroway's 7-9 a.m. *Today* on NBC-TV began its 5th year Jan. 14, with Kiplinger's *Changing Times Magazine*, its first sponsor, using another spot. Show broke the morning TV barrier despite initial skepticism, now goes to 104 stations, has grossed estimated \$23,000,000 in its 4 years.

ABC-TV offers sliding scale of discounts, which will permit an advertiser who buys into *Afternoon Film Festival*, Mon.-thru-Fri. 4-5 p.m., to buy partic. at reduced rate on *Famous Film Festival*, Sun. 7:30-9 p.m. Both are J. Arthur Rank films.

An expiration date-finder, 4½-in. circular, in celluloid, has been distributed to timebuyers by Chicago's WBKB, whose v.p. Sterling (Red) Quinlan says it's more practical and usable than cost-per-thousand calculators.

TV rights for World Series will cost \$3,000,000 annually starting in 1956, when Gillette's contract with NBC expires, reports Jan. 11 *Variety*. Gillette paid \$1,000,000 a year for 6 years starting in 1950.

Chet Huntley to be editor-commentator of new NBC-TV sustaining news feature, *Outlook*, starting Feb. 5, Sun. 2-2:30 p.m.



**Telecasting Notes:** The over-an-hour concept of TV programming, spawned by spectaculars, appears now to be most significant trend for 1956-57 season—as networks, film producers and independent packagers continue to announce new shows lasting 90 min. or more, both as one-shots and regular series. One of most unusual proposals is that reportedly being made by General Teleradio, for weekly network TV show lasting 2 or 2½ hours and featuring past RKO hits (see p. 2) . . . Weekly 90-min. drama series, *Playhouse 90*, was announced this week by CBS-TV for fall debut—production staff to be headed by Carey Wilson, former top MGM executive. ABC-TV has already announced series of 90-min. filmed and live “dramaculars” for next season and NBC-TV’s *Robert Montgomery Presents* is due to go to 90-min. next fall (Vol. 12:1) . . . More telementaries planned by NBC-TV along lines of *Assignment: India*. Filmed in color and running 60-90 min., 4 to 9 of them are being considered for next season in prime evening time on such topics as theatre, schools, London, Paris, Japan, etc., with top-name “commentators” drawn from non-TV fields . . . Full 2½-hour version of film triumph “Tales of Hoffman” will be featured by New York’s WOR-TV Sat. & Sun. Jan. 21 & 22, 4-6:30 p.m., condensed 90-min. version being shown twice nightly following week on *Million Dollar Movie* series . . . Special 90-min. documentary on mental health, *Out of Darkness*, to be aired by CBS-TV March 18, 5-6:30 p.m. . . . Screen Gems, Columbia Pictures subsidiary, planning to produce series of 60-90 min. filmed spectaculars for next season; in addition to distributing 104 Columbia features to TV, Screen Gems disclosed stepped-up TV film production program, with 12 new series projected. Of 8 existing series, 6 have been renewed by present sponsors and 4 of the 12 new series are sold, according to v.p.-gen. mgr. Ralph Cohn, who placed 1956 production budget at \$12-\$16,000,000 . . . Even classical music is “going spectacular,” as ABC-TV extends *Voice of Firestone* to full hour for one-shot March 19 tracing history of music . . . Ted Granik will go ahead with his plans for TV film series, *The New York City Story*—to be produced in collaboration with Screen Gems—regardless of outcome of current study to determine whether and on what terms TV film producers should be offered cooperation by city departments. Granik’s “agreement” with his longtime friend Mayor Wagner several months ago touched off red hot municipal hassle (Vol. 11:43-44); he says his investment in series will be about \$50,000 . . . Another repeat scheduled: NBC-TV will repeat its provocative filmed documentary on rise of Communism in Russia, “Nightmare in Red,” on *Armstrong Circle Theatre* Jan. 24; originally presented on same program Dec. 27, heavy mail response influenced decision to re-run . . . Daytime viewing record is claimed by ABC-TV for *Mickey Mouse Club*, quoting ARB average rating of 23.7 for Dec., highest ever attained by any daytime program in that month . . . KSL-TV studios scene of annual luncheon given by KSL-TV & KSL last week to 50 executives of city’s ad agencies . . . Will Rogers Jr. signed by CBS-TV to handle 7-8 a.m. replacement of *Morning Show* . . . Young America Films Inc., 18 E. 41st St., releasing third group of 13 CBS-TV *You Are There* 16mm films for school and other private showings.

New Michael Jary Productions, named for German composer and TV film producer, is being set up, with Jay Frankel in charge of N. Y. office, to produce films in Germany for American TV. It uses studios of Real Films, Hamburg, says costs are fraction of those in U. S.

Residual payments to Screen Actors Guild members on TV film re-runs totaled \$565,639 last year, bringing total to date to \$741,633; SAG members have also collected \$140,159 for TV rights to theatrical films.

**COLLEGE FOOTBALL TV plan for 1956** will be virtually carbon copy of 1955’s schedule of 8 national and 5 regional games—but a Congressional committee will be looking over the shoulder of NCAA’s TV committee when it works out the details.

An uneventful NCAA convention in Los Angeles this week voted to continue “controlled” football TV, with very little discussion and only one dissenting vote—by Notre Dame athletic director Edward (Moose) Krause, exponent of uncontrolled televising. New TV committee, headed by Howard Grubbs, commissioner of Southwest Conference, will formulate the 1956 TV plans, expected to differ little from 1955’s national-regional blueprint. Committee hopes to put plan to mail vote of NCAA members by March 11.

In Washington, Rep. Pat Hillings (R-Cal.) threatened investigation of NCAA’s TV controls by Judiciary Committee, of which he is a member, unless better games are televised next season. (Actually, under 1955 rules, networks, stations & sponsors were permitted to decide on games to be televised so long as they met the conditions laid down by NCAA’s “control” plan.)

“If the [NCAA TV] committee arbitrarily rejects a program of more exciting and important contests on TV, it will be openly inviting Congressional scrutiny,” said Hillings. “The Judiciary Committee will be watching the results of the meeting with great interest.”

Outgoing 1955 TV committee, headed by E. L. (Dick) Romney of Mountain States Conference, called last fall’s program a success. Its report also suggested that future TV plans give “special attention to the developments taking place in subscription TV.” NCAA TV director Asa Bushnell proposed exploration of closed-circuit TV for college football games. However, Notre Dame’s Father Edmund Joyce said his school “barely broke even” on last season’s hotel-televised closed-circuit plan. “The figures that have been published on our success have been exaggerated,” he said. “For the Miami-Notre Dame game, we had about 6000 persons watching. But for the Navy game we had only 3000, and for the Iowa game only 2000.”

Bishop Donald Harvey Tippet, of San Francisco, president of both the Methodist Radio & Film Commission and the Film Commission of the National Council of Churches of Christ in America, latter a federation of 30 Protestant and Orthodox bodies, announced this week that he will ask quadrennial Methodist Council’s conference in April to set up a TV fund of \$1,000,000 annually for 4 years. For last 3 years the Lutheran Church, Missouri Synod, has spent \$750,000 annually to produce *This Is the Life*, now being carried on 278 TV stations, and the National Council has 7 regularly scheduled TV programs under its auspices. Methodist Church on Feb. 13 releases 13-program series titled *The Way*, costing \$250,000, and new fund would continue this as well as other inspirational shows.

New TV and film studios are being built in huge N. Y. building which once housed Famous Players Lasky pioneer movie company. Located at 221 W. 26th St., it’s owned by Production Center Inc. (Hillman Brown, onetime producer of *Inner Sanctum*, etc.) and will house 3 large sound stages. CBS-TV reportedly has taken over biggest stage (100x100 ft.) on long-term lease.

Standard motion picture exhibition contract for TV was approved this week by NARTB’s film committee under chairman Harold P. See, KRON-TV, San Francisco. Copies will be offered to all TV stations next week.



**FCC APPROVAL** of 3 major station sale deals was announced this week—turning over to new owners WFBG-TV, Altoona, Pa. (Ch. 10); KWFT-TV, Wichita Falls, Tex. (Ch. 6); KULA-TV, Honolulu (Ch. 4).

WFBG-TV with radio WFBG (250 watts, 1350 kc, NBC) were purchased from Gable dept. store interests for \$3,500,000 by Walter Annenberg's Triangle Publications Inc. (Vol. 11:32-33, 39) in deal negotiated by broker Howard E. Stark. They will continue under managership of Jack Snyder, will tie up with Pennsylvania State U for daily programs (Vol. 11:47). Triangle also operates WFIL-TV, Philadelphia (Ch. 6) with WFIL; WBNF-TV, Binghamton, N. Y. (Ch. 12) with WBNF; owns 50% of radio WHGB, Harrisburg; seeks to purchase off-air WLBR-TV, Lebanon, Pa. (Ch. 15) for \$235,000 in application delayed by protests following FCC approval and set for Feb. 29 hearing (Vol. 11:45, 53).

KWFT-TV with radio KWFT (5-kw, 620 kc, CBS) were sold for \$825,000 to newly formed KSYD Television Co. Inc., organized by Sidney A. Grayson and group of Dallas businessmen (Vol. 11:49), by Rowley theatre chain family and one-third owner Kenyon Brown. FCC also approved re-sale of radio KWFT to Brown for \$75,000, new owners retaining their local radio KSYD.

KULA-TV with radio KULA, Honolulu (10-kw, 690 kc, ABC), were sold to Television Corp. of America by American Broadcasting Stations Inc., 41 $\frac{2}{3}$ % owner (also 51% owner of WMT-TV & WMT, Waterloo, Ia.) and Dolph-Petty Broadcasting Co., 42 $\frac{1}{2}$ %, for \$600,000. New co-equal owners are Jack Burnett, exec. v.p. & gen. mgr., who increases holdings from 10% to 25%; Richard C. Simonton, pres., wired music operator of Los Angeles & Las Vegas; Arthur B. Hogan, secy.-treas., pres. of Albert Zugsmith Corp., Hollywood movie producer; Albert Zugsmith, director.

**Note:** Carl E. Haymond, veteran northwest broadcaster, who founded KTVW, Tacoma (Ch. 13) and sold it to J. Elroy McCaw group and who owns radio KIT, Yakima, this week got approval of FCC to purchase KERO, Bakersfield, Cal. (now KGEE) for \$85,000. Seller Gene DeYoung retains KERO-TV (Ch. 10).

New plea for educational TV in N. Y. State came last week from Gov. Harriman, who urged State Legislature in annual message to authorize "pilot" station in Albany "to serve as a demonstration, training and experimental station." He recommended creation of separate unit in State Education Dept. to operate station and also urged closed-circuit experiments be conducted throughout state. Harriman is expected to ask Legislature for \$900,000 for educational TV purposes, including \$450,000 to build and operate Albany station for one year; \$300,000 for aid to local educational TV groups; \$100,000 for State Education Dept. TV unit; \$50,000 for closed-circuit experiments. **Note:** Board of Regents of U of State of N. Y. has held CPs since 1952 for 8 uhf stations in as many cities, but has been stymied by refusal of Legislature to supply funds.

FCC budget of \$7,850,000, compared with \$6,870,000 appropriated last year, is requested by President for year starting July 1, 1956. Request includes \$141,000 for network study, compared with \$80,000 appropriated for it last year. Breakdown of funds sought: field engineering & monitoring, \$2,501,040; broadcast, \$1,674,841; executive staff, and service, \$1,365,602; common carrier, \$907,217; safety & special, \$883,185; technical research & frequency allocation, \$518,115.

TV distribution amplifier for apartment buildings, large homes, TV showrooms, etc., was announced this week by Blonder-Tongue Labs, Westfield, N. J. Providing 8 isolated TV outlets with more than 10db gain; it's priced at \$89.50.

Montreal and Toronto rank 3rd & 4th after New York and Hollywood as program production centers on this continent, 4th & 5th in the world (London, 3rd), according to Jan. 9 address on "Canada and Television" by CBC chairman A. D. Dunton before Canadian Club of Montreal. In a prideful report on 3 $\frac{1}{2}$  years of TV, during which 33 stations have come into existence, he stated nearly \$1 billion has been spent in Canada on TV "in one way or another"; that TV development there has been "the quickest in the world so far, the steepest upward rise"; that it has become an activity involving an output of goods and services well over \$300,000,000 a year, or more than 1% of the nation's gross national product; that thus far the overall system has been supported from "kind of admission fee to TV," paid by public in form of a 15% excise tax on TV sets at wholesale, and from advertising; that the cost of the system in money paid directly by the TV public is "just about 4¢ per TV family per day, an interesting comparison with the cost of a daily newspaper."

Challenging music licensors ASCAP and BMI, independent music publisher Life Music Inc. this week filed \$7,500,000 anti-trust suit in New York Federal Court against the 2 organizations and these other defendants: Sesac Inc., RCA, NBC, CBS, Columbia Records, Columbia Music Publishing Co., Master Records, Okeh Music Publishing Co. It charged them with conspiracy to restrain trade by establishing monopoly in publication, acquisition, distribution and sale of musical works, allegedly accomplished "through ownership and control of radio & TV stations and networks and through ownership of companies which published musical works and compositions." Complaint added that ASCAP and BMI "induce radio & TV stations to refrain from performing any recorded music not bearing their label." It asked court to direct TV-radio stations to divest themselves of BMI stock, to enjoin defendants from any contracts depriving Life Music of the right to exploit its compositions and restrain labeling of phono records as either ASCAP or BMI.

Another community antenna system adding local originations is the one in Bisbee, Ariz. operated by Carl W. Morris, owner of local radio KSUN. Using Kay Lab equipment, Morris plans to "simulcast" programs of KSUN, and system may ultimately offer advertisers combination rate. First such "simulcasting" was carried out in 1952 in Minot, N. D. by John Boler's KCJB (Vol. 8:40). Purpose was to train staff for TV station operation; Boler now operates KCJB-TV (Ch. 13) in addition to KXJB-TV, Valley City-Fargo (Ch. 4) and KBMB-TV, Bismarck (Ch. 12). In Cedar City, Utah, meanwhile, Trans-Community TV Network (Comprovision) reports some 300 families signed up for "closed-circuit station" supplying ABC-TV & NBC-TV kines (Vol. 11:52). NBC said it is supplying kines without charge for "an undetermined period."

New community antenna systems reported by Spencer-Kennedy Labs, Boston equipment supplier: Keene, N. H., Better TV Inc.; Elmira, N. Y., Elmira Video Inc.; Easton, Pa., Clear-Pic Electronics Inc.; Bryan, Tex., Midwest Video Inc.; Powell River, British Columbia, Powell River TV Co. Ltd.; Shawinigan Falls, Quebec, Shawinigan Radio & TV; Sherbrooke, Quebec, Transvision (Sherbrooke) Inc.

A "hearing manual" for comparative hearings has been issued by FCC to serve only as a guide, Commission deciding not to incorporate it in rules as originally proposed. Commission urged use of manual by examiners, FCC attorneys and private counsel to speed hearings. The 9-p. document is Public Notice 56-39, available from Commission—or we'll get copy for you.

U. S. Information Agency (Voice of America) would get \$135,000,000 for fiscal year starting July 1 under President's budget submitted to Congress—compared to \$85,336,630 appropriated in current fiscal year.



**A**NOTHER TEXAS VHF got under way this week—KBST-TV, Big Spring (Ch. 4), which began test patterns Jan. 10 and joins CBS Extended Market Plan Jan. 15. Total number of stations remains 459 (101 uhf) as we learned this week that, despite previous reports that it had resumed operation, Patrick Beacom's WJPB-TV, Fairmont, W. Va. (Ch. 35) is again officially off the air (see also note below).

New outlet in Big Spring is third in area, for KOSA-TV, Odessa (Ch. 7), 60 mi. away, began operating last Dec. 30 and KMID-TV, Midland (Ch. 2), 39 mi. distant, has been operating since Dec. 1953. KBST-TV has 5-kw GE transmitter, 456-ft. Andrews tower with 3-bay antenna.

Wm. J. Wallace, gen. mgr. & 25% owner, heads grantee group which includes Robert W. Whipkey, publisher of *Big Spring Herald*, and Lewis O. Seibert, owner of radio KGKL, San Angelo and part owner of radio KPLT, Paris, Tex. John McMinn, ex-WFAA-TV, Dallas, is sales mgr.; Robert Lindley, ex-KTSM-TV, El Paso, production mgr.; Andrew M. Jones, chief engineer. Base hour is \$150. Rep is Pearson.

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

WCBI-TV, Columbus, Miss. (Ch. 4) has tentatively advanced target to April or May, or when microwave for CBS & NBC programs is ready, writes gen. mgr. Bob McRaney. RCA 5-kw transmitter purchased from KOTV, Tulsa (Ch. 6) is being installed and 500-ft. Andrews custom-built tower is being fabricated in Fort Worth. RCA 5-bay antenna is scheduled for installation in Feb. Owner Birney Imes Jr. also operates Mississippi AMs WELO, Tupelo; WNAG, Grenada; WMOX, Meridian. Base rate will be \$140. Rep will be McGillvra.

KSHO-TV, Las Vegas, Nev. (Ch. 13), authorized in Nov. 1955, may be on air this spring as 3rd outlet in that relatively small community. This is what grantee Moritz Zenoff, publisher of *Boulder City* (Nev.) *News* writes us: "KSHO-TV will be on the air by March 1 or April 1 this year. It will be 24 hours of continuous movies. It will have 2 transmitters, 3 projectors, 2 sync generators, 2 cameras. It will be atop the new 13-story Hotel Fremont

Uhf "translator" stations, which FCC hopes are solution to illegal-booster problem, were proposed in rule-making issued this week. As previously reported (Vol. 11:52), Commission proposes that translators pick up and rebroadcast other stations' signals, being confined to Ch. 70-83, limited to 10-watt transmitters. Grants would be on case-to-case basis, applicants required to show no interference would be caused. Equipment would be authorized on "type-approval" basis, with manufacturers submitting sample to FCC. Commission contemplates that any normally qualified entity could apply—including TV stations and municipal groups—with no limitation on number of translators granted each or on overlap. Full text will be issued next week. Comments are due March 5.

Ultra-modern studio ideas are set forth in excellently illustrated article titled "Space Control Production Area" in Dec. *RCA Broadcast News*, written by Sol Cornberg, NBC director of studio & plant planning who was "loaned" for several months last fall to British commercial TV contractors to help them set up London studios. Other articles cover Pittsburgh educational station WQED, microwave system planning, color plans of WNBQ, Chicago.

RCA has increased warranty on its type 5820 image orthicon camera tube, giving full adjustment up to 50 hours and pro rata up to 500 hours.

in the center of downtown Las Vegas. Its rates will be an around-the-clock \$6 per spot average. All advertising will be spot advertising. Our equipment is being put together by Kay-Lab of San Diego." No rep is named; Grant Wrathall, Aptos, Cal., is engineering consultant.

KOKE, El Paso, Tex. (Ch. 13) has changed test pattern target to March 1, reports Gordon McLendon, of Trinity Bestg. Corp., which also operates radios KLIF, Dallas; KELP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. Programming is slated to start March 15 as specialized station, emphasizing Spanish-language programming. It has studio-transmitter building ready for 5-kw Standard Electronics transmitter, being reconditioned to air-cooling at factory. GE 6-bay antenna on 324-ft. Aerial tower has been ready since last May. Base hour not reported. Rep will be H-R Television.

KPAR-TV, Sweetwater, Tex. (Ch. 12) now plans test patterns about Jan. 25, programming under CBS Extended Market Plan on Jan. 31, reports W. D. (Dub) Rogers, pres. of parent KDUB-TV, Lubbock (Ch. 13). DuMont 5-kw transmitter formerly used by KDUB-TV was installed Jan. 11, and 689-ft. Andrews tower, which will have 6-bay RCA antenna, began going up Jan. 9. Satellite KPAR-TV will be sold in combination with KDUB-TV at \$495 base hourly rate, will have \$200 local base hourly rate. Rep for both stations is Branham.

WKNO-TV, Memphis (Ch. 10, educational), plans to start first part of 1956, writes pres. Julian B. Bondurant. It will use GE transmitter and antenna donated by WMCT (Ch. 5). It also has 2 RCA film projectors from WMCT, 2 cameras and other studio gear from WHBQ-TV, and \$1000 donation for equipment from WREC-TV's Hoyt Wooten. Studios will be at 268 Jefferson St. in building donated by Memphis Board of Education. Transmitter and 600-ft. Andrews tower will be at corner of Macon & Charles Bryan Rd., site being leased for \$100 yearly from attorney A. H. Murphy. The Foundation has nearly \$200,000 on hand, having raised \$85,000 in fund drive last year and recently having received Ford Foundation \$100,000 grant. It also has been assured of \$100,000 appropriation by legislature, to be spread over 2 years. Keith J. Nighbert, formerly with U of South Dakota and recently producer of educational TV programs, will be program director; C. E. LaFond, ex-KUHT, Houston, chief engineer; Robert R. Noller, ex-KUHT, asst. chief engineer.

Neither Mexican Ministry of Communications nor the reported owner himself, Rafael T. Carranza, who operates radio XEFE at Nuevo Laredo, Mexico, will verify existence of XEFE-TV (Ch. 13)—but a careful checkup indicates such a station has been on the air sporadically since last June, its yagi antenna pointed towards the U. S. border. It operates with extremely low power, recently went on 7-11:30 p.m. schedule, picks up shows from Texas stations which are understood to be protesting allegedly unauthorized use. Last week, first station in Laredo, Tex. began operating—KHAD-TV (Ch. 8), managed by Shaun F. Murphy, ex-WTVP, Decatur, Ill. (Vol. 12:1).

General Precision Lab this week announced sale of four 35mm projectors. Two were acquired by ABC for its WBKB, Chicago, where they will be used with 2 GPL video recorders for delayed kinescope telecasts. One projector was purchased by CBS-TV for its Studio 72 in New York, and one by International GE for shipment to govt.-owned station in Montevideo, Uruguay, due early this year.

J. Patrick Beacom, who owns WJPB-TV, Fairmont, W. Va. (Ch. 35), which is off air pending application for Ch. 5, reports that, having been elected director-mayor of Fairmont for 4-year term, he now plans to run for Congress in the Democratic primary in May to fill vacancy being created by announced retirement of Rep. Mollohan.



**MORE COMBINES IN THE WORKS:** It's good guess that Magnavox's plans to acquire another company, as indicated in prospectus for its recent stock issue (Vol. 12:1), involves Sentinel Radio Corp. (see Supplement for latest financial data). But there's nothing official yet, and Sentinel pres. Ernest Alschuler left last week on a world cruise. This week, Sentinel stock on American Stock Exchange rose to 1955-56 high of 7%, closing at 7%. Only thing definite: Magnavox isn't buying Stromberg-Carlson.

General Dynamics management meeting Jan. 27 will decide whether its Stromberg-Carlson div. will expand its TV-radio production, get out of the field altogether -- or switch it to a special products div. under v.p. A.G. Schifino, eliminating all distributors. At all events, Stromberg distributors were much in evidence at Chicago furniture markets this week, shopping for new franchises. Acknowledging this, a Stromberg spokesman told us: "Some of our distributors are fearful that, whatever decision we make, they will not be able to get the big-volume shipments they want."

Note: Though Raytheon lost its senior v.p. & treas. David T. Schultz to newly reorganized DuMont, it has no plans to merge with DuMont or any other company, said pres. Charles F. Adams this week in response to persistent rumors. One merger that's definitely in the works, however: Big P.R. Mallory & Co., Indianapolis, acquiring another outstanding components maker -- identity undisclosed.

**HOW TO INCREASE TV REPLACEMENT SALES:** No. 1 topic at Chicago's big furniture marts this week -- and doubtless at NARDA convention starting Jan. 16 -- is the trade's impelling need to tap increasingly large TV replacement market in 1956. Extent of that market was indicated last week in figures from Sylvania sales research director Frank W. Mansfield (Vol. 12:1). In table prepared for upcoming Spring-Summer edition of our TV Factbook, he estimates that 2,370,000 sets were scrapped in 1955, compared to 1,632,000 in 1954; that 45.3% of the more than 37,000,000 sets-in-use are 17-in. and under; that 12.1% are 15-in. and under.

Specifically, what can retailers do to cut into replacement market? "Sure, I read those statistics," one big retailer told us at Chicago, "but I still would like some suggestions on just how to go about getting those sales. Mind you, I'm in a big city and I face competition from discount houses, dept. stores and guys who go into this business every day just to make a fast buck."

For an answer, we consulted a number of manufacturers, distributors & dealers at the marts -- and these emerge as the most practical suggestions:

(1) Make greater use of servicemen, with whom dealers have contracts. They can be turned into unofficial salesmen for new receivers, with no loss to their own income. "Do you realize," asked one set maker, "that the serviceman is the only one in our trade who is invited 4 or 5 times a year into the homes of consumers? They have the ear of TV owners and, with a little initiative, can encourage customers to buy a new set rather than make costly repairs on the old one."

(2) Check warranty cards and old customers' files to make certain that those who bought sets in 1949-50 in individual dealer's market are solicited again for new receivers. Some 6,132,000 sets were sold in 1950, TV's first really big sales year, and these will approach end of estimated 8½-year life span in 1956 (Vol. 11:52).

(3) Expand advertising and promotions to give broader "exposure" of new sets to customers. Direct mail campaigns are regarded as "must", as few discount houses bother to contact customers directly. As one distributor said: "Retailers should send a letter to every person they've ever had for a customer, even for parts."

(4) Use leads furnished by distributors. They frequently are "hot" prospects obtained from personal contacts and coupon ads.

Traffic was quite heavy at TV exhibits at marts and at Loop hotels where set manufacturers displayed their lines. Color came in for considerable attention, in



sharp contrast to mid-1955 markets, when a color set was something to be hidden. Some dealers we contacted felt much more optimistic about prospects of selling color to key customers this year. Dealers were quite impressed by Chicago demonstrations of color, both live and film.

There was plenty of interest in portable TVs, with several more manufacturers indicating they planned them by mid-year. GE's space in Merchandise Mart, where it demonstrated its 14-in. portables (26 & 32 lbs.) and its new "Hospitality" series of sets on rubber wheels, was one of most-visited exhibits of all. GE marketing mgr. Jack Beldon told us new 26-lb. portable will be produced in "substantially larger quantity" than successful 32-lb. set, of which some 250,000 have been sold since its introduction last spring. Former set is unpriced; latter sells at \$99.95 & \$119.95.

Full-door consoles were conspicuous by their absence. Market for such sets, once rather substantial, has dwindled sharply in last year. RCA TV merchandise mgr. Allan B. Mills said trend away from full-door consoles stems from "the practical family's desire to pay reasonable prices for TV." Trade leaders also stress fact that full-door sets are frequently first to be "dumped" at lower prices.

**Full-Line 'Domination':** Senate Small Business Committee report, released this week, singled out home laundry equipment industry as a "random example" of business "which has bloated into bigger and bigger units as the smaller companies have succumbed to competitive pressures." Headed by Sen. Sparkman (D-Ala.), committee said: "In the major appliance field, the day of the complete line, with units matching in color and design, has dawned, while the days of the smaller independent producers may be numbered." It repeated Justice Dept. data, first revealed in connection with its "green light" to RCA-Whirlpool merger, that of 35 companies producing laundry equipment in 1940, only 17 have survived -- and 9 of them have full lines. "Some of this industry's spokesmen believe that the time will soon arrive when it will be impossible for a company to stay alive by producing only 2 or 3 types of appliances," the committee report observes.

Small, independent appliance retailer faces similar threat from chain stores, discount houses and "progressive infiltration" of manufacturers into retail field, said committee. Dept. stores and discount houses are able to offer products "at even below cost as loss-leader items" in competition with independent retailers, it reported. Discount houses, it said, have increased operations "at a pace faster than can be measured" -- citing such expanding discount firms as E.J. Korvette Co., N.Y.; Masters Mart, N.Y.; Polk Bros., Chicago; Silo Discount House, Philadelphia; W.E. Phillips Co., Los Angeles; Jax Discount House, Jacksonville, Fla.; Susman's, St. Louis; Gratiot Furniture Mart, Detroit.

Note: National Retail Dry Goods Assn., in convention this week, pledged that "aggressive action" would be taken against manufacturers of small appliances who cut retail profit margins. Philip M. Talbott, Washington, D.C., re-elected NRDGA pres., said "we believe we're rightfully entitled to a little better return on our investment, in order to provide for security in the future."

**Hotpoint TV Plans:** Decision within fortnight is promised by Hotpoint pres. John C. Sharp on his company's rumored plans to enter TV production (Vol. 12:1). At the firm's annual dinner this week in Chicago, Sharp said surveys on subject are now near completion and that decision "will come from my office -- and my office only." He said Hotpoint currently is trying to determine if TVs and major appliances are "compatible" from a manufacturing and marketing standpoint. He also stressed the distribution problem involved, confirming that 11 GE Supply Co. outlets will be left without TV July 1, when TV distribution is switched to GE Appliances Co. branches. Hotpoint is a wholly-owned division of GE, with which it competes in white goods.

**Production:** TV output totaled 156,397 in first week of year (ending Jan. 6), somewhat down from the 190,896 turned out in first week of 1955. This is in line with trade forecasts of a decline in first-quarter TV production from year ago, and consensus seems to be that about 2,000,000 TVs will be produced in first 3 months, as against 2,200,000 in corresponding 1955 period. Radio output also went down in first week, totaling 244,675 (116,295 auto), compared to 27,371 in first 1955 week.



**Trade Personals:** William A. MacDonough appointed v.p. of Crosley and Bendix home appliances divs., in addition to his duties as director of adv. & sales promotion . . . H. C. Darroch, v.p. of Moffats Ltd., subsidiary of Avco of Canada, takes over supervision of Crosley TV-radio div. in Canada in consolidation of TV-radio-appliance sales functions; J. M. Reynolds, controller of Crosley TV-radio div., named div. mgr.; D. W. Holdsworth, mgr. of industrial electronics div., promoted to coordinator of research & advanced engineering . . . Jack Siegrist, ex-merchandise mgr. of DuMont receiver div., named product mgr., Philco TV div., succeeding John Spangler, now Pa. district mgr. . . . Donald M. Christie promoted to manufacturing mgr., DuMont govt. manufacturing div., reporting to div. mgr. Wm. J. McGinnity . . . Norman R. Huey, ex-Harry M. Frost Adv., Boston, named merchandising mgr. of GE radio receiver dept., Bridgeport, Conn.; Leonard M. Hodgkins named mgr. of market research & product planning . . . Michael J. Ranalli, Westinghouse TV-radio merchandising mgr., named field sales mgr. . . . Eugene P. Fenney, ex-Magnavox & RCA, named Sylvania TV-radio sales promotion supervisor, reporting to C. R. Lunney, adv. & sales promotion mgr. . . . Robert Houts, ex-Westinghouse, named Philco merchandising mgr. of contract sales for major appliances . . . Harold C. Spence, ex-GE & Sylvania, named New England district service mgr., CBS-Columbia product service dept. . . . Edward W. Stack appointed So. Cal. district sales rep, CBS-Hytron, Los Angeles . . . Norman Scott promoted to TV mgr. of Sylvania's new Carolina regional office, Charlotte . . . Donald F. Johnston, ex-Montgomery Ward, named Capehart-Farnsworth southeastern regional mgr., Atlanta, replacing J. M. Robertson, resigned . . . Robert W. Fisher, ex-Link Radio, joins DuMont as field sales engineer for mobile radios, reporting to operations director Fred M. Link . . . Vernon Kamin resigns as DuMont midwest mgr., Chicago . . . John T. Caviezel resigns as Capehart-Farnsworth western div. mgr. . . . Wm. Sevy resigns as Olympic Radio midwestern district mgr. to become Arvin regional mgr. for Detroit area . . . Morton M. Tillman promoted to eastern regional sales mgr., Emerson air conditioning div. . . . Walter S. Heebner promoted to exec. in charge of Capitol Records' N. Y. operations, reporting to v.p. Wm. H. Fowler . . . Joseph Bogdan, ex-Columbia Records, named CBS-Columbia personnel mgr., reporting to Merle S. Wick, administrative v.p. . . . Ben Rosner promoted to sales mgr. of VIK Records, RCA subsidiary formerly known as "Label X," succeeding Frank Amaru, transferred to RCA International . . . Thomas C. Stewart promoted to Zenith traffic mgr. . . . Norman E. Johnson, assoc. gen. counsel of parent Admiral, elected v.p.-foreign operations of subsidiary Admiral International; Joseph F. Woodward, Admiral International sales director, also elected a v.p. . . . Bert L. Graham promoted to asst. to new DuMont pres. David T. Schultz; he's succeeded as controller by Donovan H. Tyson, ex-Sylvania . . . Glen Hall promoted to Clarostat adv. mgr.

Dr. Greenleaf Whittier Pickard, 78, noted radio inventor & engineer, past pres. of ITE, grand nephew of the poet John Greenleaf Whittier, died in Newton, Mass. Jan. 8. He was chairman of Pickard & Burns, Needham consulting engineers. He leaves his wife, 4 daughters, 2 sons.

W. Leroy Marshall, 66, asst. adv. mgr. of Sperry Rand, for more than 10 years adv. director of old Victor Talking Machine Co. and from 1929-31 gen. adv. mgr. of RCA Victor, died Jan. 10 in Greenwich, Conn. He is survived by his widow, a sister, 3 brothers.

Norman B. Williams, 57, founder-pres. of Philco distributor Williams Inc., Peoria, died Jan. 9 at Spring Bay, Ill. home after brief illness. He recently returned from Far East tour. Surviving are widow, brother, 2 sisters.

**DISTRIBUTOR NOTES:** RCA Victor Distributing Corp., Chicago, will take over Whirlpool-Seeger freezer franchise in March, with Graybar continuing to handle laundry equipment . . . Whirlpool-Seeger appoints RCA distributor McDonald Bros., Memphis (J. W. McDonald, pres.), replacing Shobe Inc. (Philco) . . . CBS-Columbia opens factory branch at 2545 S. Yates Ave., Los Angeles (W. Dale Kelly, gen. mgr.), replacing Quality Distributors Inc., and appoints independent outlets All-State Distributors Inc., 457 Chancellor Ave., Newark (Sidney M. Koenig, pres.); Emery-Waterhouse Co., Portland, Me. (Charles L. Hildreth, pres.); R. B. Wall Co., Wilkes-Barre, Pa. . . . Sylvania appoints Jones-Sylar Supply Co., Miami . . . Ohio Appliances Inc., Cincinnati (RCA-Whirlpool) reports resignation of v.p.-gen. mgr. John W. Holzman, onetime v.p. of RCA Victor Distributing Corp., to become sales v.p. of Magic Chef (ranges), replacing Kenneth A. Dupree, resigned . . . Krich-New Jersey, Newark (RCA-Whirlpool) appoints Harvey Manders district mgr. . . . Kierulff & Co., Los Angeles (Motorola) promotes Edward O. Morgan to sales v.p. of consumer products div.; Richard Wesenberg promoted to sales v.p. of electronic parts . . . Radio Distributing Co., Detroit (Zenith) promotes Wm. Forbes to sales mgr., succeeding O. T. Baxter, now mgr. of Sagnia branch . . . Major Appliance Distributors Inc., Charlotte (CBS-Columbia & DuMont) promotes Jack Trexler to v.p.-gen. mgr.; S. Grady Hubbard promoted to sales mgr. . . . Philco-Los Angeles names Joseph Smyth adv. & sales promotion mgr., succeeding John E. Kelly, now in parent company's Philadelphia headquarters . . . Motorola-Philadelphia reports resignation of Max Lieb as key account sales rep . . . Majestic International establishes factory branch at 7636 Santa Monica Blvd., Los Angeles . . . Whirlpool-Seeger appoints RCA distributors Klaus Radio & Electric Co. Peoria (Henry Klud, gen. mgr.) and Ryan Supply Co., Jackson, Miss. (Thad Ryan, in charge of operations).

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RCA Engineering Products Div. has been divided into 2 units by order of senior exec. v.p. E. W. Engstrom. T. A. Smith, v.p. & gen. mgr., takes charge of defense electronic products organization, handling weapon systems, support systems & electronic equipment for all branches of the armed forces. A. L. Malcarney, gen. mgr., is placed in charge of commercial electronic products, including TV-radio transmitting & studio equipment and all electronic equipment for industrial, educational, theatre & business services.

Besides reappointing Haraden Pratt to his 14th term as secretary, and W. R. G. Baker (GE) as treas., IRE board has appointed Donald G. Fink, Philco director of research, as editor of the *IRE Journal*, succeeding John R. Pierce, Bell Labs; Dr. Alfred N. Goldsmith, editor emeritus, as director; T. A. Hunter, pres. of Hunter Mfg. Co. and editor of *IRE Student Quarterly*, director; J. W. McRae, pres. of Sandia Corp. and past IRE pres., director.

Philco designates 3 distributors, on basis of sales contest, to accompany 56 retail salesmen winners of 20-day around-the-world flight starting Feb. 7: Ted Pritikin, Household Appliances Inc., Miami; Lee Ferrell, Ferrell-Wight Co., Albany, Ga.; Jerome Butcher, Butcher Bros. Distributing Co., Lafayette, La.

John W. Craig, v.p.-gen. mgr. of Westinghouse appliance div., to substitute for Westinghouse consumer products exec. v.p. Chris J. Witting as luncheon speaker Jan. 17, final day of NARDA convention at Chicago's Conrad Hilton Hotel.

Capt. Henry Bernstein, USN, director of Naval Research Labs, San Diego, will join RETMA following his retirement in summer. He's expected to coordinate military engineering activities with Defense Dept. RETMA officials declined comment on top-level appointment.



**Topics & Trends of TV Trade:** Chances of excise tax reductions on TV-radio sets are still considered "reasonably good" by RETMA—despite Administration's unwillingness to support any reductions this year which would not be balanced by revenue increase from other sources.

RETMA exec v.p. James D. Secrest, who has been directing industry's appeal for reduction of excise tax from 10% on TV-radio sets and elimination of tax on color sets, said he wasn't "unduly discouraged" by Administration's position, as expressed this week by Dan Throop, asst. to treasury secy., in testimony before House Ways & Means subcommittee. Secrest doubted, however, that any action would be taken until late in current session.

RETMA got some help from Sen. Magnuson (D-Wash.), at least with respect to eliminating tax on uhf sets. Said the chairman of Senate Commerce Committee: "I have asked the Senate Finance Committee to recommend legislation which will eliminate the Federal excise from [all-channel] sets as a means of encouraging the manufacturers to increase their production. I hope we can get action on such a proposal at the present session of Congress."

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Picture tube sales in first 11 months of 1955 totaled 9,992,769, valued at \$191,474,413, compared to 8,904,106 worth \$185,554,432 in same 1954 period, reports RETMA. Receiving tube sales were 441,753,000 at \$327,437,000, as against 347,180,000 at \$248,610,000 in first 11 months of 1954. RETMA's monthly breakdown:

|                 | Picture Tubes |               | Receiving Tubes |               |
|-----------------|---------------|---------------|-----------------|---------------|
|                 | Units         | Value         | Units           | Value         |
| Jan. ....       | 866,956       | \$ 17,861,018 | 37,951,000      | \$ 26,879,000 |
| Feb. ....       | 859,529       | 17,119,568    | 38,526,000      | 28,108,000    |
| March (5 wk) .. | 913,003       | 17,625,881    | 40,859,000      | 29,743,000    |
| April .....     | 788,317       | 14,620,075    | 35,426,000      | 26,780,000    |
| May .....       | 779,329       | 14,572,518    | 32,919,000      | 25,916,000    |
| June (5 wk) ..  | 706,890       | 13,244,499    | 40,821,000      | 31,256,000    |
| July .....      | 515,793       | 9,498,169     | 28,340,000      | 21,167,000    |
| Aug. ....       | 1,048,534     | 19,812,567    | 45,238,000      | 33,099,000    |
| Sept. (5 wk) .. | 1,202,430     | 22,867,851    | 47,588,000      | 34,596,000    |
| Oct. ....       | 1,224,990     | 23,507,620    | 48,119,000      | 35,105,000    |
| Nov. ....       | 1,086,998     | 20,894,647    | 45,965,000      | 34,788,000    |
| TOTAL .....     | 9,992,769     | \$191,474,413 | 441,753,000     | \$327,437,000 |

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**Trade Promotion Campaigns:** GE switches TV-appliances account from Maxon to Young & Rubicam, plans \$5,000,000 expenditure in 1956 to promote line, under adv. mgr. Harold J. McCormick . . . Philco (Morgan Greenwood, adv. mgr.) to back its 1956 appliances with biggest promotion campaign in its history, thru Hutchins Adv., Philadelphia . . . Crosley-Bendix to spend \$6,000,000 in first quarter 1956 for TV-radio-appliances promotion under new adv. v.p. W. A. MacDonough, thru Earle Ludgin & Co. (TV-radio) and Compton Adv. (appliances).

DuMont plans to boost TV production and to accelerate drive for new dealers under new pres. David T. Schultz. Following distributor conference this week in Chicago, attended by "many new prospective distributors whose franchise appointments will be announced shortly," v.p.-gen. mgr. William H. Kelley said: "We will continue our emphasis on the highest quality products. This manufacturing and merchandising philosophy has provided our distributors and dealers with better profit margins together with superior merchandising at competitive prices."

Muntz TV reorganization plan was approved by Chicago Federal Court Jan. 9, providing for payment of \$1,300,000 in tax claims to Govt. over 3 years and \$2,500,000 to unsecured creditors over 8-year period, latter to be paid 75% in notes and 25% in preferred stock. Court said the reorganization "will not impair the rights of holders of the 1,363,000 shares of Muntz stock." Operated under trusteeship since March 1954, Muntz recently reported profit of \$1,250,000 for 1955.

Magnavox will give free 3-month service contract and one-year parts & tube guarantee to purchasers of its sets retailing for at least \$249.50, starting Feb. 1. Such sets will be identified as "Gold Seal" models and will bear gold emblem. In making announcement, pres. Frank Freimann sharply criticized industry practice of selling service contracts. He said: "The current practice of selling a customer a service contract to assure satisfactory performance after the purchase is made usually engenders customer resentment—often results in abuses by either party in the form of unfair demands. The considerable effort notwithstanding, only a small percentage of sales is made including service contracts. The balance, those sales closed without service contracts, result in frequent argument and individual service call charges can be collected only when the dealer wins." Magnavox this week introduced 2 new models at Chicago furniture markets—a 21-in. mahogany console at \$290 and 24-in. console at \$350.

Sylvania has formed Mexican subsidiary, Semsia Electronica S.A., to produce TV sets and picture tubes in new 40,000-sq. ft. plant now being built in Monterrey. Picture tube production will begin in March, sets by midyear—both to be sold under Sylvania trade name. Minority ownership in Semsia is held by Mexican industrialists Patricio Sordo & Bernardo Jimenez, who are principal owners in Radio Universal S.A. of Monterrey (home radio manufacturing) and Radios y Television of Mexico City (sales)—in which Sylvania recently acquired interest. Sordo is pres. of Semsia; Edmond J. Parker is mgr.

Two new transistors for use in portable and auto radios have been introduced by RCA. The germanium-alloy p-n-p junction transistors are designated 2N139 & 2N140, the former designed for 455-kc intermediate frequency amplifier applications and capable of providing power gain of 30db at 455 kc; latter for converter and mixer-oscillator applications, with conversion power gain of 27db at center of AM band. Previously introduced RCA portable radio and hearing aid transistors include 3 types for low-power audio applications and one for large-signal audio applications.

Govt. won't intervene in Westinghouse strike, Labor Secy. Mitchell told news conference this week—though he regards it as "the outstanding failure of collective bargaining in 1955." He said Administration policy is for management and labor "to work out their disagreements with a minimum of govt. interference." About 55,000 IUE & UE members have struck 30 consumer products plants, including TV-radio factory at Metuchen, N. J., since Oct. 17—and no immediate settlement seems in sight.

Retail TV sales in first 11 months of 1955 totaled 6,487,617, compared to 6,223,332 in same 1954 period, reports RETMA which has already unofficially estimated full-year retail sales at record 7,450,000. Retail sales of radios in first 11 months, excluding auto sets, totaled 5,532,583, as against 5,272,155 in same period of 1954. Full 1955 retail radio sales have been estimated at 14,900,000, including 7,200,000 auto sets.

Pocket-size solar radio, weighing 10 oz. and capable of working more than 8 months in total darkness, has been developed experimentally by GE's electronics lab. Tiny 5½x1¼x3-in. portable uses 7 solar cells, miniature storage battery, 4 transistors. Company has "no immediate plans for production" because of high price of solar batteries.

Institute of High Fidelity Manufacturers elects these officers: pres., George Silber, Rek-O-Kut; v.p., W. Walter Jablon, Presto Recording; secy.-treas., Vinton K. Ulrich, David Bogen Co.

Transistorized car radio will be feature of 1956 Chevrolet Corvette. Set is made by GM's Delco div.



**Financial & Trade Notes:** Emerson Radio achieved all-time record sales of \$87,383,028 in fiscal year ended Oct. 31, 1955, compared to \$80,559,994 in preceding year, according to annual report made public Jan. 13 by pres. Benjamin Abrams. Net income was \$2,468,063, or \$1.28 per share on 1,935,717 shares outstanding, up more than 30% from \$1,884,976 (97¢) of preceding year. Net worth reached all-time high of \$21,754,714, a fourfold increase since 1946.

Factors contributing to Emerson's 1955 results, said Abrams, were replacement and second-set markets for TV receivers, its major product; continued diversification of line, including entry into transistor radio field and introduction of portable air-conditioning units; engineering innovations, including automation equipment for TV-radio production; expanded advertising & sales promotion; uniform retail prices in all parts of the country, and "realistic pricing" by abandoning practice of ending retail prices with \$.95 figure.

Last year's govt. sales exceeded 1954 by about 15%, though profit was lower, said Abrams. Year also saw beginning of production of 21-in. console color TV sets intended only to sample distributors—and "this resulted in stimulating sufficient interest to justify material increase in color TV production which is now in effect." Strong interest was manifest in TV-radio and air conditioners in foreign markets, and licensing agreements have been made with independent companies in Italy, France, Israel, Egypt, Canada & Argentina as well as agreements with companies in Mexico & Brazil.

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Packard-Bell reports sales of \$21,641,690 for 1955 fiscal year ended Sept. 30, third highest in its history, and net profits of \$638,933 (93¢ per share) as against \$17,744,136 & \$164,295 (24¢) in preceding year. Robert S. Bell, exec. v.p., reported that its unit sales of TV ran 78.8% ahead of preceding year while industry as whole showed 27.4%. Radios ran 148.8% ahead while national average was 19.5%. Bell predicted about 20% increase in overall business in Dec. 31 quarter and, for year as whole, about 15% with earnings before taxes to amount to about \$1,300,000 compared to \$1,241,242 in last fiscal year.

General Dynamics Corp. (parent of Stromberg-Carlson div.) has sued Dynamics Corp. of America (formerly Claude Neon Inc.) in N. Y. State Supreme Court to enjoin use of word "Dynamics" in latter's corporate name.

**Electronics Reports:** More than 60 executives of electronics industry in New England were among 600 who attended third Armed Forces Regional Industry Symposium in Boston Jan. 10—one of series of govt.-industry barnstorming projects to bring top procurement and preparedness officials to industry's "home towns." Meetings are sponsored by Defense Dept. and trade groups, including RETMA and Armed Forces Communications & Electronics Assn.

RETMA termed Boston meeting highly successful, announced bigger 2-day conference at Philadelphia's Bellevue-Stratford Hotel Jan. 19-20. RETMA estimated that "the average industry executive could not hope to see, during 10 days in Washington, the number of experts who will be present at the 2-day conference."

Highlight of Philadelphia meeting, from electronics standpoint, will be explanation of Air Force's new "industrial readiness policy" by Maj. Gen. T. P. Gerrity, deputy chief of staff, materiel. Other speakers will include selective service director Maj. Gen. Lewis B. Hershey; Lloyd H. Multit, office of Secretary of Defense, speaking on mobilization planning; J. Lewis Powell, office of Asst. Secy. of Defense, industry's role in preparedness; Maj. Gen.

General Instrument Corp. sales for 9-mo. fiscal period ended Nov. 30, 1955 were \$21,986,904, up 31% from \$16,755,171 for same 1954 period and second highest period in firm's 33-year history. Earnings were \$241,994 after taxes, or 18¢ per share on 1,373,273 shares, as against net loss after tax credits of \$158,207 in 1954 period, or 19¢ on 818,273 shares. Sales backlog at end of third quarter, reports chairman Martin H. Benedek, was \$9,086,000, and improved outlook for company is attributed to new TV tuner, new silicon medium-power rectifier, improved deflection component for color TV, deflection system for use with new wide-angle TV picture tubes, integration & improvement in plant. For third fiscal quarter, ended Nov. 30, sales were \$8,636,777 and net earnings \$252,790 (18¢) vs. \$5,877,648 & \$91,739 (12¢). The 1955 sales & earnings figures include those of Automatic Mfg. Corp., acquired as wholly owned subsidiary in May, 1955. With 5 plants—at Newark, N. J.; Chicopee, Mass.; Beckley, W. Va.; Joliet, Ill.; Waterloo, Ont.—General Instrument claims to be leading producer of TV deflection components, TV tuners, IF transformers, auto radio tuners, coils.

Its TV hits and expansion of theatrical production lifted Walt Disney Productions to net profit of \$1,352,576, or \$2.07 per share, in fiscal year ended Oct. 1, 1955, up from \$733,852 (\$1.12) in 1954 fiscal year. According to annual report by pres. Roy E. Disney, 1956 earnings are expected to equal or exceed 1955 record. Gross income of \$24,638,652 was more than double the \$11,641,408 of preceding year. Most important factors in increases were grosses on "20,000 Leagues Under the Sea" and "Lady & the Tramp" and from the TV & theatrical releases of "Davy Crockett."

Among officers' & directors' stock transactions reported to SEC: Charles Weyl made gift of 200 International Resistance common to wife, reducing direct holdings to 93,600; John J. Smith sold 2500 Sparks-Withington, holds 5241; Stanley P. Lovell sold 1000 Raytheon, holds 155; C. Pomeroy Robinson Jr. bought 1000 General Dynamics, holds 5448; Cramer W. LaPierre made gift of 3550 GE, holds 543.

**Correction:** In our tabulation last week (Vol. 12:1) of 1955 stock-trading statistics covering important TV-radio-electronics and related stocks, Muntz TV was inadvertently listed twice; second listing should have been Muter Co. (A), 145,700 shares traded, 7 high, 4½ low, 4% last, —1¾ change from 1954. We regret the error.

H. R. Westphalinger, office of Deputy Chief of Staff for Logistics, Army industrial readiness program; Rear Adm. R. L. Swart, Vice Chief of Naval Materiel, Navy industrial mobilization planning program; Asst. Labor Secy. Rocco C. Siciliano, manpower aspects of industrial mobilization; Deputy Administrator D. A. Hipkins, Small Business Administration, role of small business in mobilization; RCA defense electronics products v.p. T. A. Smith, industry's view of mobilization.

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New missiles engineering dept. has been established by DuMont Labs under technical products div. mgr. P. S. Christaldi, to consolidate all of company's missile design and development work in Clifton, N. J. and Los Angeles. Because of "increased activity and new contracts" in missile field, DuMont is expanding Los Angeles facilities.

**Published this week:** *A Review of Nickel in the United States—1946 to 1956* by Herman B. Director, staff advisor, industrial raw materials & stockpile, Commerce Dept., available for 30¢ from Govt. Printing Office, Washington.

Sarkes Tarzian Inc. has purchased all facilities of Silicon Corp. of America, which will operate as part of Sarkes Tarzian rectifier div., Bloomington, Ind.



**Color Trends & Briefs:** Strong dual pitch to nation's retailers was made by RCA this week when it urged them to "use color TV profitably not only to build substantial volume by the sale of sets, but to greatly increase the sales of merchandise of every type profitably." Message was delivered by pres. Frank M. Folsom and consumer products exec. v.p. Robert A. Seidel in speeches Jan. 11 at convention of National Retail Dry Goods Assn. in N. Y. At same time, as part of extensive color demonstrations during convention, NBC disclosed plans for *Window*, new 5-min. program designed especially to serve dept. stores (see p. 6).

"Perhaps no other facet of our American merchandising system," Folsom stated, "stands to gain as much from the intensive selling capacities of color TV as does the retailer. No one has as much or as great a variety of merchandise and services to sell as the dept., chain and specialty stores of America. No one meets the buying public in greater numbers or more intimately. No one should be more interested in the most advanced and best selling techniques available for reaching that public . . .

"In the coming year hundreds of thousands of persons will be buying color TV receivers. There's no better way to see color TV sets than on a color TV show—and by tie-in promotion you can boost store traffic to fantastic limits."

Seidel lauded TV generally as a vital tool in selling, noting: "Not so long ago it took 10, 15 or even 25 years to solidly establish a brand, to achieve profitable nationwide distribution and acceptance. Now, with the use of tasteful, hard selling commercials on 'spectaculars' that consistently play to audiences of from 35,000,000 to 70,000,000, hitherto unknown brands are established virtually overnight." He went on to say, however, that "only with color TV can viewers get the real picture, the real feel, of any and all types of dept. store merchandise—in life-like texture, clarity and reality."

Use of color TV, he said, should be directed at the "wealthy middle class"—those earning \$7500 or more after taxes. This group, with its "discretionary" income, "starts and pays for the mass trends and keeps old buying habits in high gear," he said.

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"Peter Pan" color parties for children across the nation were promoted by stations, dept. stores, dealers, etc. for the Jan. 9 repeat of the great Mary Martin spectacular—and they generated tremendous enthusiasm, according to NBC. In roundup of reports from dozen cities, NBC states that 5000 youngsters in Chicago alone saw show at 2 Polk Bros. stores and Lyon & Healy store. Repeat of *Peter Pan* got Trendex of 36.2 compared to 48 for first performance last March, and NBC estimated monochrome audience at 55-60,000,000—largest audience since first telecast of the play, which attracted estimated 67,000,000. NBC has option to repeat it 2 more times, but option does not include Miss Martin's services.

New color film processing laboratories to begin operating this spring, handling Kodachrome & Kodacolor previously processed exclusively by Eastman, will produce more business for everyone—according to article by John J. Adele in the *New York Times*. The estimated \$100,000,000 business was thrown open to all under terms of consent decree signed by Eastman last year (Vol. 10:52). Three of largest new entries are in N. Y., according to article: Pathecolor Inc., starting June 1 in N. Y., expanding to Hollywood and other cities later; Pavelle Color, beginning Kodacolor by May, Kodachrome by June; Berkey Photo Service, Kodacolor by Feb., Kodachrome by June.

Local color originations by KRON-TV, San Francisco, totaled 93¼ hours in 1955—76¼ of them live, in addition to 189 hours supplied to station by NBC-TV.

## Network Color Schedules

(Jan. 16-31, 1956)

Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 Jan. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Max Liebman Presents*, "Paris in the Springtime," 9-10:30 p.m.  
 Jan. 22—NBC: *Zoo Parade*, 3:30-4 p.m.  
 Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Jan. 29—NBC: *Sunday Spectacular*, "Inside Beverly Hills," 7:30-9 p.m.  
 Jan. 30—NBC: *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, 8-9:30 p.m.  
 Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Chromatic TV Labs, controlled by Paramount Pictures Corp., has been quietly demonstrating color sets, using Lawrence tube, to various set manufacturers for last month or so. Two models are being shown, 21-in. & 22-in. rectangular, which company says can be built to sell for \$350 & \$395. Samples were made by Telechrome Inc. which plans to assemble about 300 more. Demonstrations are closed-circuit and off-air, with Chromatic sets alongside RCA color and DuMont black-&-white sets. Manufacturers who have attended demonstrations include Crosley, DuMont, Emerson, Philco, Raytheon, Magnavox, Motorola, Zenith & Westinghouse. Neither RCA nor GE is said to have attended. Bell Labs engineers have seen sets, are reportedly interested in them for monitors. Also in attendance have been representatives of financial houses. No manufacturer has indicated plans to produce receiver, and major bottleneck is failure of tube makers to begin tube production—though Thomas Electronics has shown some interest and negotiations have been going on with others.

No "overnight boom" in color is expected by Packard-Bell, which states in annual report that it expects color sales to run 50,000-200,000 this year. It plans within a few months to introduce color receiver using own chassis instead of RCA's, which were used in its first sets last fall. Exec. v.p. Robert S. Bell remarked at annual report luncheon: "We do not mean to adopt a negative attitude. We are sold on color and believe very strongly in its future, but its growth pattern over the past few years does not indicate an overnight boom."

Westinghouse's 22-in. rectangular color tube, now in limited production, was demonstrated in 30-tube unpriced receiver at winter furniture markets in Chicago this week. Set was termed an "engineering sample" by gen. sales mgr. Dan D. Halpin, who said plans call for production in last half of this year. Receiver is designed to take either the rectangular or 21-in. round tube.

Receiving antenna tests, to determine performance with color, will be conducted by RETMA's antenna section under chairman Douglas H. Carpenter, JFD chief antenna engineer. Manufacturers will submit antennas for tests by set makers who include: Capehart-Farnsworth, CBS-Farnsworth, CBS-Columbia, GE, Hoffman, Motorola, Raytheon, Stromberg-Carlson, Zenith, Emerson.

Mummers' Parade colorcast Jan. 2 was "huge success," according to WCAU-TV, Philadelphia, which used 4 cameras and more than 100 people to cover event. Preparations for 3½-hour coverage began Dec. 10 when engineers started series of tests to insure proper camera balance under all lighting conditions.



## Network Television Billings

November 1955 and January-November 1955  
(For October report see *Television Digest*, Vol. 11:50)

**A**NOTHER RECORD MONTH for TV billings was chalked up by combined networks in Nov., according to Publishers Information Bureau, reporting \$38,896,704 total as against previous record of \$38,118,777 in Oct. and \$32,074,758 in Nov. 1954. Jan.-thru-Nov. billings aggregated \$367,577,743, so that predicted total of more than \$400,000,000 for year is certain to be achieved when final figures are reported.

CBS-TV continued in first place, rising to new high of \$16,911,189 in Nov., and ABC-TV also rose to new high of \$6,496,236 as against \$4,134,103 in same 1954 month. The detailed PIB report for Nov.:

| NETWORK TELEVISION |                     |                     |                      |                      |
|--------------------|---------------------|---------------------|----------------------|----------------------|
|                    | November<br>1955    | November<br>1954    | Jan.-Nov.<br>1955    | Jan.-Nov.<br>1954    |
| CBS                | \$16,911,189        | \$14,186,194        | \$172,009,261        | \$131,162,007        |
| NBC                | 15,489,279          | 12,357,133          | 147,373,918          | 113,027,178          |
| ABC                | 6,496,236           | 4,134,103           | 45,091,856           | 30,718,266           |
| DuMont†            | —                   | 1,397,328           | 3,102,708            | 11,686,483           |
| <b>Total</b>       | <b>\$38,896,704</b> | <b>\$32,074,758</b> | <b>\$367,577,743</b> | <b>\$286,593,934</b> |

| NETWORK TELEVISION JANUARY-NOVEMBER 1955 |                     |                      |                    |                      |                      |
|--|---------------------|----------------------|--------------------|----------------------|----------------------|
|  | ABC                 | CBS                  | DuMont†            | NBC                  | Total                |
| Jan.                                     | \$ 3,718,195        | \$15,831,141         | \$ 723,960         | \$13,172,695         | \$ 33,445,981        |
| Feb.                                     | 3,567,696           | 14,694,726           | 597,275            | 12,419,641           | 31,279,338           |
| Mar.                                     | 3,806,425           | 16,036,896           | 628,625            | 14,102,093           | 34,574,039           |
| Apr.                                     | 3,527,558           | 15,426,214           | 462,335            | 13,285,933           | 32,702,040           |
| May                                      | 3,606,427           | 15,978,680           | 273,640            | 13,591,687           | 33,450,434           |
| June                                     | 3,542,304           | 15,724,184           | 218,845            | 12,238,694           | 31,724,027           |
| July                                     | 3,263,803           | 14,635,011           | 131,105            | 11,966,760           | 29,996,679           |
| Aug.                                     | 3,562,676           | 14,959,098           | 55,385             | 11,767,789           | 30,344,948           |
| Sept.                                    | 4,123,780           | 15,188,805           | 11,538             | 13,720,643           | 33,044,766           |
| Oct.                                     | 5,876,756*          | 16,623,317           | —                  | 15,618,704*          | 38,118,777*          |
| Nov.                                     | 6,496,236           | 16,911,189           | —                  | 15,489,279           | 38,896,704           |
| <b>Tot.</b>                              | <b>\$45,091,856</b> | <b>\$172,009,261</b> | <b>\$3,102,708</b> | <b>\$147,373,918</b> | <b>\$367,577,743</b> |

\* Revised as of Jan. 11, 1956.

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

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

WGR-TV's protest of NBC's purchase of uhf WBUF-TV, Buffalo (Ch. 17) may be withdrawn, it was indicated this week as counsel met with FCC examiner Jay A. Kyle in preparation for hearing which was postponed from Jan. 16 to tentative Feb. 13. WGR-TV board meets Jan. 24 to consider action. In light of FCC's near-unanimous approval of NBC-Westinghouse Philadelphia-Cleveland swap (Vol. 11:53), it's considered unlikely Commission would ultimately disapprove Buffalo purchase.

KYW call letters, first used by Westinghouse in Chicago, then in Philadelphia, will be call letters of its Cleveland stations when swap with NBC for Philadelphia outlets is consummated Feb. 1 (Vol. 11:53). Present WNBK & WTAM in Cleveland will become KYW-TV & KYW. In Philadelphia, NBC plans to change WPTZ to WRCV-TV and KYW to WRCV.

Another tall-tower "test case": At request of WTVH, Peoria (Ch. 19), FCC designated for hearing application to increase tower height from 240 ft. to 1009-ft., despite turndown by Airspace Panel.

Application for Elmira, N. Y., Ch. 9, was filed this week by owners of WVET-TV & WVET, Rochester, bringing total pending FCC action to 147 (22 uhf). [For details, see *TV Addenda 22-A*, herewith.]

Ethiopians loved TV—and DuMont closed-circuit exhibit at recent Silver Jubilee Fair at Addis Ababa was credited with helping U. S. pavilion win title of "most popular" at the fair. DuMont was honored with gold medal and certificate presented by Emperor Haile Selassie.

**E**QUAL ACCESS OF TV with other news media in covering legislative hearings and court trials was eloquently debated at Federal Communications Bar Assn. luncheon Jan. 12, with CBS Washington v.p. Ralph W. Hardy arguing for admission of TV cameras and Rev. Joseph M. Snee, S.J., professor of law at Georgetown U, Washington, upholding negative. NARTB has been urging amendment of Canon 35 of American Bar Assn. code to permit TV cameras to cover trials.

Hardy stressed that TV cameras are unobtrusive and don't upset decorum of trial; that a democratic govt. is strengthened by "the widest possible diffusion of knowledge" about how it works; that adequate legal and administrative protections are available for witnesses; that no agency should sit in as judge of how much knowledge should be "exposed" to public.

Rev. Snee, saying question "is not a completely black-&-white argument," drew distinction between covering legislative hearings and court trials—but opposed admission of TV to both. He said that even though TV cameras may not be disconcerting, "there remains the disquieting fact that a witness is conscious at all times that all his words and actions are seen and heard by millions whom he cannot see." He contended that courts have "no obligation to respond to public pressure as has Congress" and therefore are fully justified in excluding any medium which might interfere with fair trial. "This is one instance where I think the maxim 'public be damned' should apply," he said.

Note: WSAZ-TV, Huntington, W. Va., shattered precedent Jan. 12 with hour-long live coverage of opening-day session of State Legislature, including message by Gov. Marland and actual passage of bills and resolutions. NARTB pres. Harold E. Fellows hailed it as "an historic event and a real advance in our efforts to achieve greater freedom of information for the American people." But, also this week, CBS, Telenews & UP-Movietone News removed their camera crews from office of U.N. secretary-general Dag Hammarskjold after U.N. authorities denied them right to cover his news conference "live." They refused to film event.

International Boxing Guild was indicted on anti-trust charges by Cleveland Federal grand jury this week, along with Ohio Boxing Guild and 3 Guild officers. Govt. charged Guild with boycotting professional boxing shows arranged for TV audiences, forcing WEWS, Cleveland, to cancel its *Studio Boxing Show* in Oct. 1955. Guild is also accused of picketing station and expelling fight managers who permitted their boxers to appear on the TV bouts, preventing them from getting other fights. The Guild, formed in 1952 to get managers a "fair share" of promoters' TV revenue, appeared to be virtually dissolving this week as boxing managers deserted its New York chapters in large numbers following N. Y. State Athletic Commission's order last Dec. 14 that all managers must withdraw from local Guild by Jan. 15 or lose their state licenses. Order was issued after 6-month investigation which Athletic Commission said showed Guild was "monopolistic," "coercive" and "extorsive."

NARTB code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets Jan. 26-27 in San Francisco to review complaints received since last meeting 4 months ago, to consider new staff studies on monitoring programs for possible violations, and to plan publicity campaign for spring to acquaint public with code's provisions.

Independent Television News Co., recently formed independent agency set up to supply news to commercial British program contractors, lost editor-in-chief Alden Crawley and deputy editor Richard Gould-Adams, who quit Jan. 13 "because of the inadequate role allotted to the news company."



# Financial Data on Major TV-Electronics Companies

Statistical Summaries of Reports of Leading Publicly-Owned Companies

Including Major Component Parts Makers and Broadcasters

Compiled for the *Television Digest Factbook* by

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

Tabulation showing 1955 sales, high, low, last, net change (from 1954) will be found on page 10

(For meanings of symbols, see page 9)

## ADMIRAL CORP. (NYSE)

Capitalization  
Debt: \$15,000,000  
Common: \$1 par, 2,362,096 shares

|                        | 1950          | 1951          | 1952          | 1953           | 1954          | 3 Quarters<br>1955 |
|------------------------|---------------|---------------|---------------|----------------|---------------|--------------------|
| Sales .....            | \$230,397,662 | \$185,925,058 | \$190,724,326 | \$250,931,605  | \$219,565,089 | \$146,791,839      |
| Pre-tax earnings ..... | 37,860,124    | 18,794,383    | 19,637,005    | 21,397,176     | 15,630,554    | 5,347,656          |
| Earned per share ..... | 9.73          | 4.97          | 4.43          | 3.48           | 2.78          | 1.43               |
| Dividends .....        | 1.00          | .88           | .83           | 1.00 & 20% stk | 1.00          | 1.00               |
| Total Assets .....     | 67,960,665    | 68,756,734    | 87,530,549    | 107,642,418    | 109,126,766   | .....              |
| Price Range .....      | 39¼-17¼       | 29¾-20¼       | 32¾-24¾       | 32¾-18¾        | 29¾-18¼       | 30¼-20¼            |

## AEROVOX CORP. (Unlisted)

Capitalization  
Debt: \$4,489,481  
Common: \$1 par, 871,059 shares

|                        | 1950         | 1951         | 1952         | 1953         | 1954          | (a)           |
|------------------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Sales .....            | \$23,751,172 | \$22,574,370 | \$22,460,917 | \$27,064,814 | \$ 28,016,539 | \$ 12,336,835 |
| Pre-tax earnings ..... | 3,428,572    | 1,610,182    | 2,190,749    | 2,406,084    | 1,727,919     | 645,552       |
| Net per share .....    | 2.51         | 1.11         | 1.35         | 1.54         | 1.04          | .38           |
| Dividends .....        | .30          | .60          | .60          | .60          | .45           | 5% stk.       |
| Total Assets .....     | 11,682,140   | 12,640,361   | 12,633,317   | 14,314,803   | 15,266,982    | 15,516,123    |
| Price Range .....      | 12¼-4¼       | 10½-6½       | 10¾-6½       | 12¾-9        | 12-8¾         | 137¾-8        |

## AIRCRAFT RADIO CORP. (Unlisted)

Capitalization  
Debt: \$500,000  
Common: \$1 par, 291,596 shares

|                        | 1950        | 1951        | 1952        | 1953        | 1954         | (a)       |
|------------------------|-------------|-------------|-------------|-------------|--------------|-----------|
| Sales .....            | \$3,360,292 | \$7,444,324 | \$8,995,835 | \$9,424,869 | \$ 8,460,347 | 3,860,377 |
| Pre-tax earnings ..... | 596,214     | 1,731,828   | 1,464,897   | 1,590,611   | 1,551,127    | 435,469   |
| Net per share .....    | 1.06        | 1.25        | 1.29        | 1.40        | 2.05         | .74       |
| Dividends .....        | .60         | .70         | .75         | .75         | 1.05         | .90       |
| Total Assets .....     | 2,852,417   | 6,364,882   | 6,094,349   | 6,510,587   | 5,507,425    | .....     |
| Price Range .....      | 6¾-5        | 9-6¾        | 8¾-7¾       | 10-8        | 17-7¼        | 21-12½    |

## AMERICAN BOSCH ARMA CORP. (NYSE)

Debentures: \$2,414,000 3¾% 1964  
Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 21,700 shares  
5½% convertible 2nd preferred 1952 series, \$50 par, 25,029 shares.  
Common: \$2 par, 1,666,160 shares

|                        | 1950         | 1951         | 1952         | 1953         | 1954          | 1955          |
|------------------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Sales .....            | \$35,643,481 | \$75,898,047 | \$90,539,243 | \$79,367,771 | \$ 74,416,211 | \$ 55,660,928 |
| Pre-tax earnings ..... | 5,200,242    | 7,894,820    | 846,048(d)   | 3,648,439    | 4,938,370     | 4,032,820     |
| Net per share .....    | 1.88         | 1.91         | .54(d)       | 1.02         | 1.58          | 1.70          |
| Dividends .....        | 1.05         | 1.20+20%     | .90+2%       | none         | 4% stock      | 1.00+2% stk   |
| Total Assets .....     | 22,135,487   | 45,580,299   | 48,983,258   | 43,783,734   | 39,951,806    | .....         |
| Price Range .....      | 20-10¼       | 17½-12¾      | 15¾-10¾      | 12¾-6¼       | 15¼-9         | 22¼-14¼       |

## AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC. (NYSE)

Year ending Jan. 1  
Capitalization  
Debt: \$42,002,168  
Preferred: 5% cumulative preferred, \$20 par, 523,257 shares.  
Common: \$1 par, 4,137,993 shares

|                       | (*)           | (*)           | (*)           | (*)           | (*)           | (*)        |
|-----------------------|---------------|---------------|---------------|---------------|---------------|------------|
| Gross Receipts .....  | \$ 45,879,660 | \$ 58,983,129 | \$167,134,730 | \$172,018,661 | \$188,693,663 | .....      |
| Pretax earnings ..... | 132,605       | 741,943       | 10,783,273    | 13,412,434    | 9,852,211     | 11,188,000 |
| Net per share .....   | .05           | .22           | 1.34          | 2.14          | 1.11          | 1.18       |
| Dividends .....       | None          | None          | 1.25          | 1.00          | 1.00          | 1.20       |
| Total Assets .....    | 26,491,261    | 31,025,927    | 141,124,092   | 137,754,108   | 138,376,640   | .....      |
| Price Range .....     | 14¼-7¾        | 14¼-10¼       | 21¼-11½       | 15¾-12¾       | 25¼-14½       | 33½-22½    |

## AMERICAN PHENOLIC CORP. (Unlisted)

Capitalization  
Debt: \$1,675,000  
Common: \$1 par, 400,560 shares

|                        | 1950         | 1951         | 1952         | 1953         | 1954          | 1955          |
|------------------------|--------------|--------------|--------------|--------------|---------------|---------------|
| Sales .....            | \$12,944,833 | \$25,495,624 | \$36,406,697 | \$32,023,107 | \$ 25,584,049 | \$ 17,140,936 |
| Pre-tax earnings ..... | 2,020,833    | 3,441,866    | 5,687,347    | 1,963,272    | 1,269,491     | 1,243,346     |
| Net per share .....    | 2.30         | 2.35         | 3.19         | 2.00         | 1.70          | 1.72          |
| Dividends .....        | .70          | .80          | .90          | 1.00         | .75           | .57½          |
| Total Assets .....     | 7,757,607    | 14,621,200   | 16,065,195   | 16,637,597   | 15,066,063    | 13,672,122    |
| Price Range .....      | 10¾-6¼       | 12¼-9        | 17¾-10¾      | 19-13        | 15¼-9         | 19-12¾        |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## AMERICAN TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization  
Debt: \$4,527,969,200  
Common: 50,990,000 shares; \$100 par

|                  | 1950                                 | 1951                   | 1952                                 | 1953                                 | 1954                   | 3 Quarters<br>1955<br>(e)            |
|------------------|--------------------------------------|------------------------|--------------------------------------|--------------------------------------|------------------------|--------------------------------------|
| Sales            | \$3,261,528,000                      | \$3,639,462,000        | \$4,009,664,000                      | \$4,416,730,000                      | \$4,784,500,000        | \$3,894,100,541                      |
| Pre-tax earnings | 587,721,000                          | 704,221,000            | 798,038,000                          | 937,593,070                          | 1,058,837,000          | 1,244,980,356                        |
| Per share        | 12.12                                | 11.00                  | 10.43                                | 11.32                                | 11.42                  | 9.62                                 |
| Dividends        | 9.00                                 | 9.00                   | 9.00                                 | 9.00                                 | 9.00                   | 9.00                                 |
| Assets           | 11,575,697,000                       | 12,774,216,000         | 13,997,345,000                       | 15,434,549,000                       | 16,515,526,000         | .....                                |
| Price Range      | 161 $\frac{1}{4}$ -146 $\frac{1}{4}$ | 161 $\frac{1}{2}$ -150 | 161 $\frac{1}{2}$ -150 $\frac{1}{2}$ | 161 $\frac{1}{4}$ -152 $\frac{1}{2}$ | 178 $\frac{1}{4}$ -156 | 187 $\frac{3}{8}$ -172 $\frac{3}{4}$ |

## ARVIN INDUSTRIES INC. (NYSE)

Capitalization  
Debt: \$3,080,000  
Common: \$2.50 par, 890,625 shares

|                  |                                    |                                    |                                    |                                    |               |               |
|------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|---------------|---------------|
| Sales            | \$53,684,138                       | \$63,997,212                       | \$64,289,781                       | \$73,395,197                       | \$ 53,372,759 | \$ 48,010,868 |
| Pre-tax earnings | 6,940,369                          | 7,482,755                          | 5,310,512                          | 5,311,720                          | 4,630,593     | 5,648,825     |
| Net per share    | 4.05                               | 3.02                               | 2.48                               | 2.53                               | 2.50          | 3.05          |
| Dividends        | 1.67                               | 2.00                               | 2.00                               | 2.00                               | 1.60          | 1.70          |
| Total Assets     | 23,565,630                         | 26,578,148                         | 27,364,995                         | 27,135,716                         | 27,978,690    | .....         |
| Price Range      | 30 $\frac{3}{4}$ -18 $\frac{1}{2}$ | 28 $\frac{3}{8}$ -22 $\frac{3}{4}$ | 32 $\frac{3}{4}$ -25 $\frac{1}{2}$ | 32 $\frac{3}{4}$ -25 $\frac{1}{2}$ | 27-21         | 34-24         |

## AVCO MANUFACTURING CORP. (CROSLEY) (NYSE)

Year ending Nov. 30  
Capitalization  
Debt: \$32,068,500  
Preferred: 133,934 shares. No par cumulative conv.  
Common: \$3 par, 9,065,754 shares

|                  |                                  |                                  |                                  |                                  |                   |                                  |
|------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|-------------------|----------------------------------|
| Sales            | \$256,966,971                    | \$286,598,113                    | \$326,585,641                    | \$414,783,527                    | \$375,405,820     | \$206,413,203                    |
| Pre-tax earnings | 23,735,633                       | 22,039,214                       | 21,578,927                       | 5,868,598                        | 7,509,436         | 601,199(d)                       |
| Net per share    | 1.47                             | 1.10                             | 1.20                             | .34                              | .37               | .02(d)                           |
| Dividends        | .50                              | .60                              | .60                              | .30                              | .10               | .20                              |
| Total Assets     | 222,980,159                      | 186,877,718                      | 167,434,239                      | 143,787,055                      | 200,878,864       | .....                            |
| Price Range      | 9 $\frac{1}{8}$ -5 $\frac{3}{4}$ | 8 $\frac{5}{8}$ -6 $\frac{7}{8}$ | 8 $\frac{1}{4}$ -6 $\frac{1}{2}$ | 8 $\frac{3}{4}$ -4 $\frac{1}{2}$ | 7-4 $\frac{5}{8}$ | 8 $\frac{1}{4}$ -5 $\frac{1}{2}$ |

## BECKMAN INSTRUMENTS, INC. (NYSE)

Year ending June 30  
Capitalization  
Debt: 4 $\frac{1}{2}$ % note: \$2,500,000  
4% note: \$900,000  
Common: \$1 par; 1,249,735 shares

|                  | 1951<br>(w) | 1952<br>(a)                        | 1953                | 1954                 | 1955                               | 1955<br>(6)                        |
|------------------|-------------|------------------------------------|---------------------|----------------------|------------------------------------|------------------------------------|
| Sales            | \$8,215,712 | \$5,785,749                        | \$16,447,382        | \$18,652,870         | \$21,330,598                       | \$6,109,143                        |
| Pre-tax earnings | 1,918,190   | 1,326,848                          | 1,931,069           | 1,520,280            | 2,539,050                          | 696,712                            |
| Per share        | .53         | .30                                | .70                 | .85                  | 1.06                               | .50                                |
| Dividends        | None        | None                               | None                | None                 | None                               | None                               |
| Assets           | 5,990,000   | 7,148,028                          | 10,247,759          | 12,726,495           | 16,930,012                         | 10,107,274                         |
| Price Range      | (b)         | 17 $\frac{1}{4}$ -10 $\frac{1}{2}$ | 17-11 $\frac{1}{2}$ | 27 $\frac{1}{2}$ -17 | 26 $\frac{1}{8}$ -19 $\frac{3}{8}$ | 28 $\frac{3}{4}$ -19 $\frac{3}{8}$ |

## BENDIX AVIATION CORP. (NYSE)

Year ending Sept. 30  
Capitalization  
Common: \$5 par, 4,797,681 shares

|                  | 1950                               | 1951                | 1952                | 1953                 | 1954                 | 1955<br>(f)          |
|------------------|------------------------------------|---------------------|---------------------|----------------------|----------------------|----------------------|
| Sales            | \$219,419,794                      | \$340,540,415       | \$508,701,892       | \$638,244,637        | \$607,711,607        | \$587,294,823        |
| Pre-tax earnings | 30,599,434                         | 32,037,957          | 50,660,972          | 61,758,844           | 61,796,575           | 58,717,287           |
| Net per share    | 4.00                               | 2.79                | 3.61                | 4.10                 | 5.62                 | 5.66                 |
| Dividends        | 2.37 $\frac{1}{2}$                 | 1.50                | 1.50                | 1.50                 | 2.00                 | 2.40+5% stk.         |
| Total Assets     | 143,366,391                        | 209,534,918         | 259,320,862         | 328,746,687          | 285,470,724          | 278,064,860          |
| Price Range      | 26 $\frac{3}{4}$ -17 $\frac{1}{4}$ | 30-23 $\frac{1}{4}$ | 32-22 $\frac{3}{8}$ | 34 $\frac{1}{2}$ -25 | 52 $\frac{3}{4}$ -50 | 59 $\frac{1}{2}$ -45 |

## CLAROSTAT MFG. CO. INC. (ASE)

Capitalization  
Common: \$1 par, 417,993 shares

|                  |                                  |                                  |                                  |                   |                                  |                   |
|------------------|----------------------------------|----------------------------------|----------------------------------|-------------------|----------------------------------|-------------------|
| Sales            | \$5,985,241                      | \$5,914,314                      | \$5,584,513                      | \$7,755,606       | \$ 5,682,093                     | \$ 4,453,000      |
| Pre-tax earnings | 772,999                          | 968,763                          | 506,115                          | 625,345           | 107,823                          | .....             |
| Net per share    | .99                              | .76                              | .56                              | .59               | .14                              | .24               |
| Dividends        | .16                              | .30                              | .30                              | .10               | .25                              | None              |
| Total Assets     | 2,199,374                        | 2,336,293                        | 2,468,194                        | 2,452,220         | 2,309,990                        | .....             |
| Price Range      | 6 $\frac{1}{2}$ -2 $\frac{1}{4}$ | 6 $\frac{5}{8}$ -4 $\frac{1}{2}$ | 6 $\frac{1}{4}$ -4 $\frac{1}{2}$ | 7-4 $\frac{3}{8}$ | 7 $\frac{1}{2}$ -5 $\frac{3}{8}$ | 8-4 $\frac{1}{2}$ |

## COLLINS RADIO CO. (Unlisted)

Year ending July 31  
Capitalization  
Preferred: 4% Convertible preferred, \$50 par, 122,500 shares  
Common: \$1 par, Class A, 735,539 shares  
\$1 par, Class B, 735,539 shares

|                  |                    |                    |                                  |                                  |                    |                                    |
|------------------|--------------------|--------------------|----------------------------------|----------------------------------|--------------------|------------------------------------|
| Sales            | \$12,613,821       | \$19,330,319       | \$64,130,371                     | \$80,028,767                     | \$ 90,300,464      | \$108,164,689                      |
| Pre-tax earnings | 1,143,877          | 1,098,186          | 5,834,073                        | 6,686,078                        | 7,385,729          | 7,194,942                          |
| Net per share    | .36                | .48                | 1.04                             | 1.20                             | 1.77               | 2.32                               |
| Dividends        | .17                | nil                | .17+25% stk.                     | .17+10% stk.                     | .17+15% stk        | .35                                |
| Total Assets     | 8,523,681          | 19,125,921         | 31,116,050                       | 34,398,396                       | 42,794,136         | 47,558,771                         |
| Price Range      | 3 $\frac{7}{8}$ -1 | 4 $\frac{3}{8}$ -3 | 6 $\frac{3}{4}$ -3 $\frac{7}{8}$ | 7 $\frac{3}{8}$ -5 $\frac{1}{4}$ | 23-6 $\frac{3}{8}$ | 28 $\frac{1}{2}$ -17 $\frac{3}{4}$ |

## COLUMBIA BROADCASTING SYSTEM INC. (NYSE)

Capitalization  
Debt: \$54,178,333  
Class A: \$2.50 par, 4,190,160 shares  
Class B: \$2.50 par, 3,435,360 shares

|                  |                                   |                                   |                      |                                    |                                    |                     |
|------------------|-----------------------------------|-----------------------------------|----------------------|------------------------------------|------------------------------------|---------------------|
| Sales            | \$124,105,408                     | \$192,384,608                     | \$251,594,490        | \$313,938,771                      | \$373,380,139                      | \$302,589,748       |
| Pre-tax earnings | 9,535,329                         | 13,618,942                        | 15,938,724           | 22,687,288                         | 23,214,645                         | 19,513,713          |
| Net per share    | .80                               | .91                               | .92                  | 1.27                               | 1.59                               | 1.19                |
| Dividends        | .53                               | .53                               | .53                  | .62                                | .63                                | .77+2% stk.         |
| Total Assets     | 53,833,265                        | 101,481,809                       | 111,720,900          | 133,040,997                        | 169,298,915                        | .....               |
| Price Range      | 13 $\frac{3}{8}$ -8 $\frac{3}{8}$ | 11 $\frac{3}{4}$ -5 $\frac{5}{8}$ | 13 $\frac{3}{8}$ -11 | 16 $\frac{7}{8}$ -12 $\frac{3}{4}$ | 29 $\frac{1}{2}$ -13 $\frac{3}{8}$ | 32-22 $\frac{1}{2}$ |

## CONSOLIDATED ELECTRODYNAMICS CORP. (ASE)

(Formerly Consolidated Engineering Corp.)  
Capitalization  
Debt: \$3,044,141  
Common: \$0.50 par; 938,559 shares

|                  |                                   |                                    |                                    |                                    |                                    |                      |
|------------------|-----------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|----------------------|
| Sales            | \$2,808,571                       | \$5,614,550                        | \$8,000,841                        | \$14,074,064                       | \$15,644,520                       | (a)<br>\$8,206,056   |
| Pre-tax earnings | 654,801                           | 1,062,591                          | 1,028,512                          | 919,906                            | 1,633,363                          | 583,961              |
| Per share        | .72                               | .67                                | .59                                | .57                                | .95                                | .32                  |
| Dividends        | .30+15% stk.                      | .40                                | .40                                | .40                                | .40                                | .40                  |
| Assets           | .....                             | 5,081,798                          | 12,201,268                         | 11,796,346                         | 13,095,930                         | 14,945,594           |
| Price Range      | 13 $\frac{1}{4}$ -9 $\frac{1}{2}$ | 14 $\frac{1}{2}$ -13 $\frac{1}{2}$ | 17 $\frac{1}{2}$ -10 $\frac{3}{4}$ | 15 $\frac{1}{2}$ -10 $\frac{5}{8}$ | 31 $\frac{1}{2}$ -13 $\frac{1}{2}$ | 31 $\frac{1}{4}$ -20 |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)

Year ending September 30  
 Capitalization  
 Debt: \$650,000  
 Common: \$1 par; 662,000 shares

|                  | 1970<br>(g)  | 1951<br>(g)  | 1952<br>(g) | 1953<br>(g) | 1954        | 1955         |
|------------------|--------------|--------------|-------------|-------------|-------------|--------------|
| Sales            | \$14,759,568 | \$12,432,733 | \$7,203,564 | \$7,581,023 | \$6,824,076 | \$11,018,537 |
| Pre-tax earnings | 517,298      | 517,298      | 2,905(d)    | 486,953(d)  | 2,219(d)    | 1,755,488    |
| Per share        | 2.45         | .79          | 1.06(d)     | 1.74(d)     | .72(d)      | 1.30         |
| Dividends        | .50          | .90          | .15         | none        | none        | none         |
| Assets           | 4,460,578    | 4,460,578    | 3,373,604   | 3,380,371   | 2,913,557   | 10,074,593   |
| Price Range      | 13½-8¾       | 11½-7½       | 10½-6½      | 9½-4¾       | 26½-5       | 44½-23½      |

## CONSOLIDATED TELEVISION & RADIO BROADCASTERS, INC. [Bitner] (Unlisted)

Year ending November 30  
 Capitalization  
 Debt: \$3,000,000 @ 4½%  
 \$600,000 @ 4%  
 Preferred: 5% Cumulative; \$100 par, 5,060 shares  
 Common: 5 cents par, 182,500 shares  
 Class B Common: 5 cents par, 424,650 shares

|                  |             |             |             |             |             | (x)       |
|------------------|-------------|-------------|-------------|-------------|-------------|-----------|
| Sales            | \$1,924,880 | \$3,189,405 | \$5,118,261 | \$6,480,203 | \$6,677,195 | 1,047,212 |
| Pre-tax earnings | .46         | .69         | .93         | 1.32        | 2.02        | .81       |
| Per share        | none        | none        | none        | none        | none        | 1.02      |
| Dividends        | none        | none        | none        | none        | none        | 1.02      |
| Assets           | 6,514,703   | 6,514,703   | 6,514,703   | 6,514,703   | 6,869,505   | 6,869,505 |
| Price Range      | (b)         | (b)         | (b)         | (b)         | 20¼-12½     | 28¼-15    |

## CORNELL-DUBILIER ELECTRIC CORP. (NYSE)

Year ending Sept. 30.  
 Capitalization  
 Debentures: \$3,650,000, 3¾s 1972  
 Cumulative Pfd.: \$5.25 (no par) 11,119 shares  
 Common: \$1.00 par, 512,390 shares

| Sales            | \$23,927,117 | \$33,082,683 | \$35,496,041 | \$43,630,816 | \$37,149,778 | \$34,955,172 |
|------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Pre-tax earnings | 2,888,524    | 4,988,023    | 5,078,616    | 5,578,491    | 3,799,640    | 3,909,002    |
| Net per share    | 3.07         | 3.06         | 2.86         | 3.12         | 3.25         | 3.41         |
| Dividends        | .78          | .83          | 1.04         | 1.35+10%     | 1.90         | 2.10         |
| Total Assets     | 13,664,008   | 17,514,482   | 21,581,027   | 23,049,255   | 21,456,679   | 21,769,804   |
| Price Range      | 14¼-8¾       | 16¾-10¾      | 18¾-15½      | 26½-18¼      | 36-21½       | 37¾-29       |

## DAYSTROM INC. (NYSE)

Year ending March 31.  
 Capitalization  
 Debt: \$6,510,000  
 Common: \$10 par, 891,787 shares

|                  | 1951         | 1952         | 1953         | 1954         | 1955         | 1955         |
|------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Sales            | \$42,397,508 | \$38,592,157 | \$46,155,154 | \$62,472,896 | \$73,816,645 | \$37,855,000 |
| Pre-tax earnings | 5,432,331    | 1,779,854    | 2,946,154    | 3,106,924    | 3,581,216    | 1,947,000    |
| Net per share    | 3.90         | 2.03         | 2.25         | 2.33         | 2.61         | 1.01         |
| Dividends        | 1.50         | 1.00         | 1.00         | 1.00         | 1.25         | 1.35         |
| Total Assets     | 25,487,642   | 38,199,973   | 45,821,250   | 44,156,237   | 32,120,760   | 32,120,760   |
| Price Range      | 20¼-15       | 16¾-13½      | 16½-11½      | 23¼-11½      | 32½-23       | 32½-23       |

## DuMONT BROADCASTING CORP. (Unlisted)

Capitalization  
 Common: \$1 par, 944,422 shares. (Stock issued to holders of DuMont Laboratories' common stock on basis of one share for each 2½ held.)

|                  | 1950 | 1951 | 1952        | 1953        | 1954        | 1955        |
|------------------|------|------|-------------|-------------|-------------|-------------|
| Sales            |      |      | \$2,830,742 | \$4,534,401 | \$5,384,053 | \$2,697,185 |
| Pre-tax earnings |      |      | 84,525(d)   | 84,433(d)   | 161,386(d)  | 222,359(d)  |
| Per share        |      |      | .88(d)      | .09(d)      | .17(d)      | .24(d)      |
| Dividends        |      |      | none        | none        | none        | none        |
| Assets           |      |      |             |             |             | 2,732,416   |
| Price Range      |      |      |             |             |             | 7¾-5¾       |

## DuMONT (ALLEN B.) LABORATORIES, INC. (ASE)

(Officially separated from Dumont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time)  
 Capitalization  
 Mortgages Payable: \$1,090,848  
 Preferred: 5% cumulative convertible; \$20 par, 124,343 shares.  
 Common: \$1 par, 2,361,054 shares.

|                  | N.A.   | N.A.   | \$73,997,620 | \$87,569,588 | \$87,803,659 | \$31,410,417 |
|------------------|--------|--------|--------------|--------------|--------------|--------------|
| Sales            | N.A.   | N.A.   | 3,732,428    | 3,177,795    | 1,900,488    | 1,430,120(d) |
| Pre-tax earnings |        |        | .72          | .62          | .35          | .63(d)       |
| Per share        | 1.00   | .25    | .25          | none         | none         | none         |
| Dividends        |        |        |              |              |              | 50,327,361   |
| Assets           |        |        |              |              |              | 17¼-9½(7)    |
| Price Range      | 27-13½ | 19-14¼ | 19¾-15       | 17¾-8½       | 16¾-9¼       |              |

## DYNAMICS CORP. OF AMERICA (ASE)

Capitalization: (Pro Forma) (v)  
 Debt: \$8,739,000  
 Preferred: \$1 cumulative convertible, \$2 par, 431,574 shares.  
 Common: \$1 Par, 2,650,089 shares

|                  | 1950         | 1951         | 1952         | 1953         | 1954         | 3 Quarters 1955 |
|------------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| Sales            | \$14,780,757 | \$20,876,762 | \$35,669,419 | \$40,719,686 | \$36,440,014 | \$20,968,739    |
| Pre-tax earnings | 1,287,895    | 1,938,851    | 4,160,224    | 4,765,963    | 3,843,447    | 3,882,683       |
| Per share        | .51          | .77          | 1.02         | .54          | .55          | .28             |
| Dividends        | none         | none         | none         | 20+5% stk.   | .40          | .40             |
| Assets           | 13,721,583   | 19,549,402   | 24,933,569   | 27,089,811   | 28,457,912   | 28,310,848      |
| Price Range      | 7½-1¾        | 5¾-3¾        | 6-4¼         | 5¾-3         | 8¾-4         | 9¾-6¼           |

## ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization  
 Debt: \$3,000,000 5% notes  
 Preferred: \$100 par 6% non-cumulative 4,583 shares  
 Common: \$1 par, 707,428 shares

| Sales            | \$1,536,217 | \$1,836,763 | \$3,627,215 | \$4,676,565 | \$5,990,209 | \$8,548,815 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Pre-tax earnings | 41,379      | 85,283      | 191,342     | 349,071     | 375,956     | 625,115     |
| Net per share    | .05         | .05         | .11         | .27         | .19         | .39         |
| Dividends        | none        | none        | none        | none        | none        | none        |
| Total Assets     | 13,721,583  | 19,549,402  | 24,933,569  | 2,943,858   | 4,749,823   | 7,730,945   |
| Price Range      | (b)         | (b)         | (b)         | (b)         | 16¼-11      | 23-11½      |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## EMERSON RADIO & PHONOGRAPH CORP. (NYSE)

Year ending Oct. 31.

Capitalization

Debt: \$7,500,000

Common: \$5 par, 1,935,717 shares

|                  | 1950                              | 1951                               | 1952                               | 1953          | 1954                              | 1955<br>(1)                        |
|------------------|-----------------------------------|------------------------------------|------------------------------------|---------------|-----------------------------------|------------------------------------|
| Sales            | \$ 74,188,297                     | \$ 55,797,963                      | \$ 57,664,201                      | \$ 75,926,546 | \$ 80,559,994                     | \$ 87,383,023                      |
| Pre-tax earnings | 11,969,778                        | 6,875,877                          | 4,651,625                          | 6,499,485     | 3,449,209                         | 4,770,140                          |
| Net per share    | 3.70                              | 1.86                               | 1.17                               | 1.54          | .97                               | 1.28                               |
| Dividends        | 1.10                              | 1.00                               | .70                                | .50           | .60                               | .60                                |
| Total Assets     | 27,320,398                        | 36,527,980                         | 26,148,595                         | 38,344,638    | 40,971,196                        | .....                              |
| Price Range      | 18 $\frac{3}{8}$ -7 $\frac{3}{8}$ | 16 $\frac{1}{8}$ -12 $\frac{3}{4}$ | 15 $\frac{1}{4}$ -11 $\frac{1}{2}$ | 14-10         | 15 $\frac{1}{8}$ -9 $\frac{1}{2}$ | 16 $\frac{3}{8}$ -11 $\frac{1}{4}$ |

## ERIE RESISTOR CORP. (Unlisted)

Capitalization

Debt: \$1,125,500

Preferred: \$1.20 convertible \$20 par, 62,500 shares

Common: \$5 par, 277,249 shares

|                  | 1950          | 1951                 | 1952                | 1953                               | 1954          | 3 Quarters<br>1955<br>(1)          |
|------------------|---------------|----------------------|---------------------|------------------------------------|---------------|------------------------------------|
| Sales            | \$ 10,490,919 | \$ 9,317,724         | \$ 10,750,936       | \$ 12,645,735                      | \$ 14,866,936 | \$ 8,837,707                       |
| Pre-tax earnings | 1,715,272     | 660,989              | 845,476             | 1,160,239                          | 700,418       | 695,203                            |
| Net per share    | 2.98          | 1.31                 | 1.62                | 2.02                               | .88           | 1.23                               |
| Dividends        | (b)           | .625                 | .80                 | .80                                | .80           | .40                                |
| Total Assets     | 5,303,827     | 4,989,653            | 5,356,564           | 6,531,130                          | 9,951,069     | 10,437,047                         |
| Price Range      | (b)           | 12 $\frac{3}{4}$ -11 | 14-10 $\frac{1}{4}$ | 15 $\frac{1}{2}$ -13 $\frac{1}{2}$ | 17-13         | 17 $\frac{3}{4}$ -10 $\frac{1}{2}$ |

## ESPEY MANUFACTURING CO. (Unlisted)

Year ending June 30.

Capitalization

Common: 155,721 shares, \$1 par

|                  | 1950              | 1951                             | 1952               | 1953              | 1954              | 1955               |
|------------------|-------------------|----------------------------------|--------------------|-------------------|-------------------|--------------------|
| Sales            | \$2,965,785       | \$ 5,426,662                     | \$ 8,729,552       | \$ 9,020,468      | \$ 10,392,937     | \$ 4,489,912       |
| Pre-tax earnings | 304,051           | 442,422                          | 119,919            | 181,589           | 291,376           | 343,587(d)         |
| Net per share    | 1.75              | 1.05                             | 0.25               | .54               | .84               | 2.24(d)            |
| Dividends        | nil               | nil                              | nil                | nil               | none              | none               |
| Total Assets     | 1,473,001         | 4,539,468                        | 5,166,675          | 3,447,934         | 3,875,913         | 2,316,669          |
| Price Range      | 2-1 $\frac{3}{4}$ | 3 $\frac{1}{4}$ -2 $\frac{3}{4}$ | 3 $\frac{1}{8}$ -3 | 3-2 $\frac{3}{4}$ | 3-2 $\frac{3}{4}$ | 2 $\frac{1}{2}$ -2 |

## FEDERAL MANUFACTURING & ENGINEERING CORP. (Unlisted)

Year ending May 31.

Capitalization

Common: 234,000 shares, \$1 par

|                  | 1950                             | 1951              | 1952         | 1953                             | 1954                             | 1955              |
|------------------|----------------------------------|-------------------|--------------|----------------------------------|----------------------------------|-------------------|
| Sales            | \$ 897,647                       | \$ 1,148,617      | \$ 3,890,409 | \$ 10,246,376                    | \$ 7,268,968                     | \$ 4,308,032      |
| Pre-tax earnings | 142,018(d)                       | 140,234(d)        | 281,266      | 561,265                          | 188,210                          | 224,754(d)        |
| Net per share    | .63(d)                           | .60(d)            | .91          | .76                              | .36                              | .43(d)            |
| Dividends        | nil                              | nil               | nil          | .05                              | .10                              | none              |
| Total Assets     | 735,453                          | 1,775,887         | 2,902,092    | 1,719,229                        | 1,705,576                        | 1,247,679         |
| Price Range      | 1 $\frac{1}{2}$ -3 $\frac{1}{4}$ | 3-1 $\frac{1}{2}$ | 3-2          | 3 $\frac{1}{4}$ -2 $\frac{1}{4}$ | 3 $\frac{1}{2}$ -1 $\frac{1}{2}$ | 2-1 $\frac{1}{8}$ |

## GABRIEL CO. (NYSE)

Capitalization

Debt: \$992,377

Preferred: 59,494 shares \$5 cumulative pfd. \$10 par

Common: 520,541 shares \$1 par

|                  | 1950                             | 1951                             | 1952          | 1953                             | 1954                             | 1955                             |
|------------------|----------------------------------|----------------------------------|---------------|----------------------------------|----------------------------------|----------------------------------|
| Sales            | \$ 12,670,521                    | \$ 15,795,488                    | \$ 17,888,893 | \$ 21,976,182                    | \$ 18,310,269                    | \$ 10,304,862                    |
| Pre-tax earnings | 1,591,672                        | 1,009,112                        | 21,127        | 376,642                          | 51,291(d)                        | .....                            |
| Net per share    | 2.20                             | 1.07                             | .04d          | .35                              | .11(d)                           | .09                              |
| Dividends        | .55 + 10%                        | .45                              | .50           | nil                              | .30                              | .15                              |
| Total Assets     | 6,331,749                        | 10,382,992                       | 11,165,324    | 9,974,912                        | 8,486,682                        | .....                            |
| Price Range      | 8 $\frac{1}{2}$ -7 $\frac{3}{8}$ | 9 $\frac{1}{8}$ -7 $\frac{3}{8}$ | 8-6           | 7 $\frac{1}{8}$ -4 $\frac{1}{2}$ | 7 $\frac{3}{8}$ -4 $\frac{1}{4}$ | 9 $\frac{1}{8}$ -5 $\frac{1}{8}$ |

## GENERAL DYNAMICS CORP. (NYSE)

(Merger with Stromberg-Carlson effective in July, 1955)

Capitalization

Debt: \$46,975,338

Common: \$1 par, 4,995,901 shares.

|                  | 1950                | 1951                              | 1952                               | 1953                               | 1954                 | 1955                |
|------------------|---------------------|-----------------------------------|------------------------------------|------------------------------------|----------------------|---------------------|
| Sales            | \$78,947,256        | \$116,270,550                     | \$182,649,610                      | \$271,886,140                      | \$712,150,670        | \$506,133,306       |
| Pre-tax earnings | 4,141,672           | 9,234,381                         | 14,083,176                         | 17,801,111                         | 48,027,223           | 28,779,399          |
| Per share        | .76                 | 2.27                              | 2.86                               | 3.51                               | 4.72                 | 2.74                |
| Dividends        | .62 $\frac{1}{2}$   | .50                               | 1.12 $\frac{1}{2}$                 | 1.12 $\frac{1}{2}$                 | 1.62 $\frac{1}{2}$   | 2.15                |
| Assets           | 51,963,237          | 62,917,034                        | 94,715,067                         | 110,690,126                        | 234,446,340          | .....               |
| Price Range      | 10 $\frac{3}{8}$ -8 | 13 $\frac{3}{8}$ -8 $\frac{3}{8}$ | 22 $\frac{1}{8}$ -12 $\frac{1}{4}$ | 23 $\frac{1}{8}$ -15 $\frac{1}{2}$ | 41 $\frac{1}{8}$ -18 | 80-37 $\frac{1}{4}$ |

## GENERAL ELECTRIC CO. (NYSE)

Capitalization

Common: No par, 86,088,361 shares

|                  | 1950                               | 1951                               | 1952                               | 1953                               | 1954                               | 1955                               |
|------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Sales            | \$2,232,889,000                    | \$2,319,347,956                    | \$2,623,887,509                    | \$3,128,127,301                    | \$2,959,077,548                    | \$2,245,958,000                    |
| Pre-tax earnings | 399,405,000                        | 415,616,527                        | 415,954,808                        | 474,227,889                        | 390,613,221                        | 288,859,000                        |
| Net per share    | 2.02                               | 1.60                               | 1.75                               | 1.93                               | 2.32                               | 1.64                               |
| Dividends        | 1.27                               | .95                                | 1.00                               | 1.33                               | 1.47                               | 1.60                               |
| Total Assets     | 1,335,415,000                      | 1,588,070,000                      | 1,579,523,878                      | 1,696,588,736                      | 1,691,979,938                      | .....                              |
| Price Range      | 16 $\frac{3}{4}$ -13 $\frac{3}{4}$ | 21 $\frac{1}{2}$ -16 $\frac{1}{2}$ | 24 $\frac{1}{4}$ -18 $\frac{1}{8}$ | 30 $\frac{3}{4}$ -22 $\frac{1}{8}$ | 48 $\frac{1}{2}$ -37 $\frac{1}{8}$ | 57 $\frac{3}{4}$ -46 $\frac{1}{4}$ |

## GENERAL INSTRUMENT CORP. (NYSE)

Year ending Feb. 28.

Capitalization

Common: 1,373,273 shares, \$1 par

|                  | 1951                              | 1952                              | 1953                               | 1954                              | 1955          | 1955<br>(2)        |
|------------------|-----------------------------------|-----------------------------------|------------------------------------|-----------------------------------|---------------|--------------------|
| Sales            | \$ 25,850,231                     | \$ 18,527,974                     | \$ 30,407,530                      | \$ 32,502,305                     | \$ 22,795,029 | \$ 13,350,127      |
| Pre-tax earnings | 2,639,099                         | 1,158,558(d)                      | 1,986,332                          | 1,695,559                         | 839,140(d)    | .....              |
| Net per share    | 2.02                              | 1.63(d)                           | 2.10                               | 1.13                              | .50(d)        | .01(d)             |
| Dividends        | .25                               | .20                               | .25                                | .25                               | .75           | .37 $\frac{1}{2}$  |
| Total Assets     | 9,093,442                         | 8,349,061                         | 10,185,345                         | 11,278,619                        | 5,295,990     | .....              |
| Price Range      | 11 $\frac{1}{8}$ -7 $\frac{1}{4}$ | 11 $\frac{1}{8}$ -6 $\frac{1}{4}$ | 14 $\frac{1}{2}$ -10 $\frac{3}{8}$ | 11 $\frac{1}{2}$ -9 $\frac{1}{2}$ | 13-10         | 13-7 $\frac{3}{8}$ |

## GENERAL PRECISION EQUIPMENT CORP. (NYSE)

Capitalization

Debt: \$9,500,000 4 $\frac{1}{2}$ % notes.

Preferred: \$4.75 Cum. Pfd., no par, 100,000 shares

Common: \$1 par, 1,031,644 shares

|                  | 1950                               | 1951                               | 1952                               | 1953                               | 1954                 | 1955                               |
|------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|----------------------|------------------------------------|
| Sales            | \$ 27,072,360                      | \$ 29,872,429                      | \$ 54,326,849                      | \$ 87,763,925                      | \$123,332,634        | \$101,694,946                      |
| Pre-tax earnings | 1,591,899                          | 1,056,546                          | 2,955,278                          | 7,840,349                          | 11,725,090           | 5,231,645                          |
| Net per share    | 1.45                               | .99                                | 1.83                               | 5.09                               | 5.54                 | 2.02                               |
| Dividends        | 1.00                               | 1.00                               | 1.00                               | 1.00                               | 1.90                 | 2.40                               |
| Total Assets     | 26,371,314                         | 33,671,209                         | 47,620,429                         | 57,101,143                         | 91,357,754           | 103,962,210                        |
| Price Range      | 21 $\frac{3}{8}$ -12 $\frac{1}{8}$ | 27 $\frac{3}{8}$ -17 $\frac{1}{2}$ | 24 $\frac{1}{2}$ -16 $\frac{1}{4}$ | 27 $\frac{3}{8}$ -21 $\frac{1}{4}$ | 52 $\frac{1}{4}$ -25 | 71 $\frac{1}{2}$ -36 $\frac{1}{2}$ |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## GENERAL TIRE & RUBBER COMPANY (NYSE)

Year ending November 30

Capitalization

Debt: \$21,435,217  
 Preferred: 4½% cumulative; par \$100, 58,768 shares.  
 3¾% cumulative; par \$100, 19,195 shares.  
 5½% cumulative; par \$100, 98,653 shares.  
 4½% cumulative, convertible; par \$100, 100,000 shares.  
 5% cumulative preference; par \$100, 21,632 shares.  
 Common: Par \$2.50, 1,367,545 shares.

|                  | 1950          | 1951          | 1952          | 1953          | 1954          | 1955<br>(e)   |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales            | \$125,375,837 | \$170,771,522 | \$185,914,247 | \$205,371,098 | \$216,986,110 | \$209,808,056 |
| Pre-tax earnings | 15,718,416    | 19,992,236    | 12,378,477    | 10,010,134    | 7,542,980     | 14,424,268    |
| Per share        | 6.95          | 5.59          | 4.84          | 4.91          | 3.18          | 4.90          |
| Dividends        | 1.50          | 1.75          | 2.00          | 2.00          | 2.00          | 2.00+10% stk  |
| Assets           | 75,027,859    | 98,452,324    | 113,206,476   | 120,241,084   | 150,811,696   | 156,517,330   |
| Price Range      | 17½-9½        | 30½-17        | 33½-24¾       | 34¾-22¾       | 47½-29½       | 65¾-45¾       |

## GLOBE-UNION INC. (ASE)

Capitalization

Debt: \$3,845,103  
 Common: 716,944 shares, \$5 par

|                  | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales            | \$ 41,348,440 | \$ 40,686,581 | \$ 45,877,113 | \$ 48,180,147 | \$ 44,106,364 | \$ 35,053,158 |
| Pre-tax earnings | 5,399,747     | 2,743,136     | 3,254,071     | 3,392,276     | 1,209,780     | .....         |
| Net per share    | 4.22          | 2.25          | 2.40          | 2.35          | .79           | 1.19          |
| Dividends        | 1.90          | 1.00          | 1.25          | 1.10+2½%      | 1.20          | 1.20          |
| Total Assets     | 22,531,771    | 20,864,200    | 22,921,907    | 23,359,305    | 20,125,253    | .....         |
| Price Range      | 25½-11        | 30¼-20½       | 27-19¾        | 27¾-22        | 24-19½        | 24¾-20        |

## HALLICRAFTERS CO. (Midwest)

Year ending Aug. 31.

(To be merged into Penn-Texas Corp. in Feb. 1956)

Capitalization

Common: \$1 par, 825,000 shares

|                  | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales            | \$ 28,513,540 | \$ 35,382,718 | \$ 42,001,023 | \$ 43,744,074 | \$ 31,054,363 | \$ 25,063,463 |
| Pre-tax earnings | 1,877,905     | 1,527,740     | 1,157,455     | 2,161,617     | 1,647,946(d)  | 576,146       |
| Net per share    | 1.74          | .82           | .46           | .96           | 1.14(d)       | .49           |
| Dividends        | nil           | .39           | nil           | nil           | none          | none          |
| Total Assets     | 8,942,155     | 17,876,643    | 15,330,361    | 19,115,680    | 16,037,532    | 13,450,223    |
| Price Range      | 12¾-6¾        | 8¾-6          | 8¾-5½         | 9½-4          | 6½-3¾         | 7¼-4¾         |

## HAZELTINE CORP. (ASE)

Capitalization

Common: No par, 700,000 shares

|                  | 1950         | 1951         | 1952         | 1953          | 1954         | 1955<br>(a)   |
|------------------|--------------|--------------|--------------|---------------|--------------|---------------|
| Gross Income     | \$ 4,078,000 | \$ 6,957,344 | \$ 9,237,190 | \$ 10,057,032 | \$ 8,525,768 | \$ 10,225,000 |
| Pre-tax earnings | 2,783,741    | 5,090,090    | 6,742,132    | 7,403,305     | 5,862,264    | 1,648,000     |
| Net per share    | 2.04         | 2.30         | 3.10         | 3.19          | 3.98         | 1.10          |
| Dividends        | .875         | .875         | 1.50         | 1.50          | 2.00         | 2.00          |
| Total Assets     | .....        | 25,090,342   | 25,862,549   | 26,266,608    | 25,560,204   | .....         |
| Price Range      | 12½-8        | 23½-11¾      | 26½-17¾      | 30-19         | 59¾-26½      | 59¾-36½       |

## HOFFMAN ELECTRONICS CORP. (NYSE)

Capitalization

Debt: \$2,800,000

Common: \$0.50 par, 721,528 shares

|                  | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales            | \$ 29,580,510 | \$ 20,487,258 | \$ 34,769,201 | \$ 50,415,146 | \$ 42,647,008 | \$ 29,220,714 |
| Pre-tax earnings | 3,804,053     | 319,266       | 3,820,386     | 3,247,594     | 3,202,513     | 1,814,853     |
| Net per share    | 3.37          | .60           | 2.84          | 2.07          | 2.08          | 1.29          |
| Dividends        | .80           | .50           | .25           | 1.00          | 1.00          | 1.00          |
| Total Assets     | 10,720,620    | 11,936,215    | 16,543,902    | 15,657,392    | 16,272,669    | 20,594,723    |
| Price Range      | 21¾-7½        | 14-7½         | 15½-10½       | 16¾-13        | 24-13¾        | 31¾-20½       |

## HYCON MANUFACTURING CO. (Unlisted)

Year ending Jan. 31

Capitalization

Debt: \$500,000 Debentures 5s 1966

Preferred: 5½% Cum. conv. pfd., \$10 par, 120,000 shares

Common: \$0.10 par, 2,329,990 shares

|                  | 1950         | 1951         | 1952         | 1953          | 1954          | 1955<br>(3)  |
|------------------|--------------|--------------|--------------|---------------|---------------|--------------|
| Sales            | \$ 1,880,906 | \$ 4,154,039 | \$ 3,953,000 | \$ 12,115,300 | \$ 11,943,793 | \$ 4,728,468 |
| Pre-tax earnings | 30,768       | 203,196      | 192,282      | 124,433       | 982,592       | 192,275      |
| Net per share    | .10          | .02          | .07          | .03           | .21           | .02          |
| Dividends        | None         | None         | None         | None          | None          | None         |
| Total Assets     | .....        | .....        | 3,493,235    | 4,829,717     | 6,806,110     | 5,897,170    |
| Price Range      | .....        | .....        | 2-7½         | 7¾-1½         | 10¾-6½        | 10¾-5        |

## INDIANA STEEL PRODUCTS CO. (Midwest)

Capitalization

Debt: \$319,700 5s 1957

Common: \$1 par, 284,298 shares

|                  | 1950         | 1951         | 1952         | 1953         | 1954         | 1955       |
|------------------|--------------|--------------|--------------|--------------|--------------|------------|
| Sales            | \$ 6,071,293 | \$ 7,840,671 | \$ 6,385,912 | \$ 8,092,637 | \$ 7,055,158 | Not stated |
| Pre-tax earnings | 1,075,740    | 1,836,326    | 888,565      | 1,463,866    | 1,307,854    | 1,164,941  |
| Net per share    | 1.76         | 2.06         | 1.08         | 1.18         | 2.07         | 1.95       |
| Dividends        | .40          | .62½         | .55          | .68¾         | .75          | .95        |
| Total Assets     | 3,115,307    | 3,365,448    | 3,666,359    | 3,806,534    | 4,129,037    | .....      |
| Price Range      | 5-3¾         | 9¼-9½        | 8¾-6         | 12¼-7¼       | 19¾-9        | 23-18½     |

## INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

Capitalization

Debt: \$250,000,000

Common: No par, 4,098,471 shares

|                          | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|--------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales, Services, Rentals | \$214,916,717 | \$266,798,483 | \$333,728,245 | \$409,989,104 | \$461,350,278 | \$395,786,873 |
| Pre-tax earnings         | 61,101,309    | 77,292,090    | 78,474,541    | 92,319,210    | 98,336,625    | \$ 81,655,253 |
| Net per share            | 8.13          | 6.80          | 7.29          | 8.53          | 11.35         | 9.38          |
| Dividends                | 4.00+5%stk    | 4.00+5%stk    | 4.00+5%stk    | 4.00+5%stk    | 4.00+2½%stk   | 4.00          |
| Total Assets             | 299,952,591   | 394,119,472   | 428,228,982   | 520,438,451   | 565,475,154   | .....         |
| Price Range              | 240-185       | 231-199½      | 246½-186      | 254½-224      | 375-196       | 450-349       |

## INTERNATIONAL RESISTANCE CO. (ASE)

Capitalization

Debt: \$1,200,000

Common: 10¢ par, 1,342,598 shares

|                  | 1950          | 1951          | 1952          | 1953          | 1954          | 1955<br>(m)  |
|------------------|---------------|---------------|---------------|---------------|---------------|--------------|
| Sales            | \$ 11,085,109 | \$ 12,973,170 | \$ 11,778,836 | \$ 12,755,041 | \$ 13,207,649 | \$ 7,291,888 |
| Pre-tax earnings | 2,209,584     | 2,134,675     | 1,372,017     | 1,222,620     | 1,254,817     | 704,677      |
| Net per share    | 1.01          | .71           | .44           | .38           | .45           | .24          |
| Dividends        | .30           | .40           | .30           | .20           | .30           | .20          |
| Total Assets     | 7,550,975     | 6,465,078     | 6,394,361     | 7,438,253     | 7,750,524     | 7,952,691    |
| Price Range      | 6-2½          | 6¾-4¾         | 5¾-4          | 5½-3¾         | 5½-3¾         | 12¾-5        |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

Capitalization  
Debt: \$21,000,000  
Common: No par, 7,176,677 shares. Subsidiary preferred: \$10,990,939

|                        | 1950          | 1951          | 1952          | 1953          | 1954          | 3 Quarters<br>1955 |
|------------------------|---------------|---------------|---------------|---------------|---------------|--------------------|
| Sales .....            | \$253,100,000 | \$298,000,000 | \$397,562,175 | \$408,029,558 | \$372,638,805 | \$313,496,377      |
| Pre-tax earnings ..... | .....         | .....         | .....         | .....         | .....         | 46,083,473         |
| Net per share .....    | 2.38          | 2.60          | 3.09          | 3.12          | 2.80          | 2.23               |
| Dividends .....        | nil           | .60           | .80           | 1.00          | 1.00          | 1.20               |
| Total Assets .....     | .....         | .....         | 579,705,657   | 602,761,430   | 636,969,623   | .....              |
| Price Range .....      | 16-9¼         | 19½-13½       | 20¾-15        | 20¼-13¾       | 26¾-17¾       | 31½-23¾            |

## JEFFERSON ELECTRIC CO. (Unlisted)

Capitalization  
Debt: \$2,510,000  
Common: \$5 par, 397,125 shares

|                        | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales .....            | \$ 12,444,850 | \$ 13,947,432 | \$ 11,348,103 | \$ 14,666,906 | \$ 14,298,178 | \$ 11,226,188 |
| Pre-tax earnings ..... | 1,468,730     | 1,426,516     | 551,475       | 120,736       | 155,878       | 318,767       |
| Net per share .....    | 6.05          | 3.87          | .93           | .18           | .24           | .51           |
| Dividends .....        | 2.00          | 2.50          | 1.50          | .60           | .40           | .20           |
| Total Assets .....     | 7,016,500     | 7,198,125     | 8,052,106     | 9,533,434     | 8,487,076     | .....         |
| Price Range .....      | 23¾-16½       | 27½-20¾       | 11-10         | 10¾-5¾        | 8¼-5¼         | 7¼-5          |

## LEAR, INC. (ASE)

Capitalization  
Debt: \$3,000,000 subordinated debentures, due Dec. 1, 1970  
Common: \$.50 par, 2,247,941 shares

|                        | 1950         | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Sales .....            | \$ 7,952,666 | \$ 21,227,093 | \$ 43,575,980 | \$ 50,833,910 | \$ 54,220,637 | \$ 43,507,629 |
| Pre-tax earnings ..... | 22,132(d)    | 1,703,631     | 3,407,543     | 5,863,373     | 4,787,227     | 3,244,429     |
| Net per share .....    | .01(d)       | .40           | .47           | .59           | 1.01          | .67           |
| Dividends .....        | nil          | nil           | nil           | nil           | .30           | .30           |
| Total Assets .....     | 7,617,298    | 10,978,105    | 16,455,709    | 28,179,410    | 24,395,795    | 27,594,581    |
| Price Range .....      | 4¾-1 13/16   | 6¾-3¾         | 4½-2½         | 5¼-2¾         | 9¾-3¾         | 13¾-7¼        |

## MAGNAVOX CO. (NYSE)

Year ending June 30  
Capitalization  
Preferred: 4¾% cumulative convertible, \$50 par, 120,000 shares.  
4% installment notes, \$2,865,000.  
Common: 796,614 shares, \$1 par

|                        | 1951          | 1952          | 1953          | 1954          | 1955          | 1955<br>(4)   |
|------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales .....            | \$ 44,177,645 | \$ 36,837,503 | \$ 57,959,669 | \$ 62,974,430 | \$ 55,071,765 | \$ 20,301,962 |
| Pre-tax earnings ..... | 5,624,883     | 2,638,775     | 4,648,337     | 5,332,530     | 4,571,087     | 1,888,833     |
| Net per share .....    | 3.01          | 1.80          | 2.93          | 2.77          | 3.05          | 1.14          |
| Dividends .....        | 1.25          | 1.50          | 1.50          | 1.50          | 1.50+5% stk.  | .375          |
| Total Assets .....     | 17,256,171    | 18,854,075    | 29,824,144    | 28,543,292    | 31,728,825    | .....         |
| Price Range .....      | 18¼-12½       | 22½-15¾       | 22¼-15¾       | 24¼-16½       | 37¾-23        | 41¾-31½       |

## P. R. MALLORY & CO. (Unlisted)

Capitalization  
Debt: \$6,533,000  
Preferred: 4½% cumulative convertible pfd., \$50 par, 145,990 shares  
Common: No par, 919,638 shares

|                        | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales .....            | \$ 39,158,150 | \$ 45,286,925 | \$ 53,443,117 | \$ 70,874,347 | \$ 54,630,091 | \$ 47,564,194 |
| Pre-tax earnings ..... | 5,403,758     | 4,758,314     | 4,607,773     | 7,397,813     | 2,396,803     | .....         |
| Net per share .....    | 3.82          | 2.13          | 2.08          | 2.50          | .80           | 1.49          |
| Dividends .....        | .57           | .80           | .67           | 1.13          | 1.34          | 1.35+50%stk.  |
| Total Assets .....     | 19,079,931    | 23,531,305    | 29,166,043    | 33,084,094    | 33,032,115    | .....         |
| Price Range .....      | 15¾-8¾        | 20½-13¾       | 28½-17¾       | 31-26         | 32¾-25½       | 39-28¾        |

## MAXSON (W. L.) CORP. (Unlisted)

Year ending September 30  
Capitalization  
Debt: \$708,371  
Common: \$3 par, 717,327 shares.

|                        | 1950        | 1951         | 1952         | 1953         | 1954         | 1955         |
|------------------------|-------------|--------------|--------------|--------------|--------------|--------------|
| Sales .....            | \$3,229,917 | \$7,453,985  | \$15,923,380 | \$34,377,128 | \$37,143,323 | \$24,625,000 |
| Pre-tax earnings ..... | .....       | 770,496      | 1,351,494    | 2,160,502    | 3,246,353    | 2,068,120    |
| Per share .....        | .41         | .96          | .91          | 1.78         | 2.27         | 2.09         |
| Dividends .....        | .20         | .125+4% stk. | 6% stk.      | 10+6% stk.   | 40+8% stk.   | 375+2% stk.  |
| Assets .....           | .....       | 5,742,010    | 11,168,817   | 13,755,827   | 16,161,773   | 12,670,505   |
| Price Range .....      | 4¼-1¾       | 5¾-3¾        | 7-4          | 9¾-6¾        | 17½-9¾       | 22¼-11       |

## MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

Capitalization  
Debt: \$35,000,000  
Common: \$1.50 par, 6,354,206 shares

|                        | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales .....            | \$109,281,673 | \$135,150,517 | \$165,710,384 | \$214,018,825 | \$229,401,837 | \$172,223,366 |
| Pre-tax earnings ..... | 25,866,656    | 26,877,210    | 20,605,003    | 28,687,825    | 32,713,703    | 24,604,594    |
| Net per share .....    | 2.39          | 1.58          | 1.50          | 1.65          | 2.42          | 1.79          |
| Dividends .....        | 1.25          | 1.12½         | 1.12½         | 1.12½         | 1.30          | 1.50          |
| Total Assets .....     | 82,696,070    | 112,963,041   | 123,910,675   | 133,127,715   | 145,710,134   | 144,481,592   |
| Price Range .....      | 21¼-15½       | 28¾-20¾       | 31¼-26¾       | 34¼-26¾       | 54¾-33½       | 70-50½        |

## MOTOROLA INC. (NYSE)

Capitalization  
Debt: \$7,017,769  
Common: 1,935,131 shares, \$3 par

|                        | 1950          | 1951          | 1952          | 1953          | 1954          | 1955          |
|------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Sales .....            | \$177,104,670 | \$135,285,087 | \$168,734,653 | \$217,964,074 | \$205,226,977 | \$153,978,232 |
| Pre-tax earnings ..... | 26,669,569    | 14,689,231    | 15,576,165    | 15,512,489    | 16,523,889    | 11,438,938    |
| Net per share .....    | 7.28          | 4.12          | 3.62          | 3.66          | 3.91          | 2.52          |
| Dividends .....        | 2.05          | .98           | 1.50          | 1.50          | 1.50          | 1.50          |
| Total Assets .....     | 55,008,726    | 61,818,769    | 81,162,847    | 86,871,213    | 94,531,084    | .....         |
| Price Range .....      | 25¾-10¾       | 57¾-40¼       | 44¾-36        | 43½-29¼       | 53¾-30¼       | 60¾-44¼       |

## THE MUTER CO. (ASE)

Capitalization  
Debt: \$600,000  
Common: 727,000 shares, \$0.50 par

|                        | 1950          | 1951          | 1952          | 1953          | 1954          | 1955         |
|------------------------|---------------|---------------|---------------|---------------|---------------|--------------|
| Sales .....            | \$ 14,389,725 | \$ 12,387,390 | \$ 12,653,080 | \$ 15,190,004 | \$ 12,175,971 | \$ 8,973,557 |
| Pre-tax earnings ..... | 2,034,200     | 1,243,423     | 778,018       | 912,255       | 468,595       | .....        |
| Net per share .....    | 1.59          | .91           | .52           | .86           | .39           | .22          |
| Dividends .....        | .45           | .60           | .60           | .45 + 3%      | .15 + 2% stk  | .15          |
| Total Assets .....     | 5,234,673     | 5,281,531     | 5,371,762     | 5,254,404     | 5,144,773     | .....        |
| Price Range .....      | 10½-4¾        | 9½-7½         | 9½-7½         | 8¾-5½         | 7¾-4¾         | 7-4½         |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## NATIONAL COMPANY, INC. (Unlisted)

### Capitalization

Debt: \$1,110,000 Debentures due 1965

Preferred: \$3.60 cumulative preferred; no par, 3,180 shares

Common: \$1 par, 267,635 shares

|                        | 1950                             | 1951                             | 1952                             | 1953         | 1954                | 3 Quarters<br>1955<br>(a)         |
|------------------------|----------------------------------|----------------------------------|----------------------------------|--------------|---------------------|-----------------------------------|
| Sales .....            | \$ 4,175,229                     | \$ 4,525,219                     | \$ 9,261,000                     | \$ 7,095,593 | \$ 7,298,055        | \$ 2,332,746                      |
| Pre-tax earnings ..... | 17,476                           | 46,859(d)                        | 232,578                          | 436,718      | 518,834             | 181,405(d)                        |
| Net per share .....    | .02                              | .22(d)                           | .65                              | .87          | .84                 | .35(d)                            |
| Dividends .....        | .05                              | nil                              | .10                              | .10          | .20+4%stk           | .20+4%stk                         |
| Total Assets .....     | 2,823,320                        | 4,228,097                        | 4,861,352                        | 4,850,767    | 3,819,795           | 4,327,525                         |
| Price Range .....      | 5 $\frac{1}{2}$ -1 $\frac{3}{4}$ | 4 $\frac{3}{4}$ -3 $\frac{1}{2}$ | 5 $\frac{1}{4}$ -3 $\frac{3}{8}$ | 7-5          | 12 $\frac{1}{2}$ -5 | 18 $\frac{1}{2}$ -9 $\frac{3}{4}$ |

## OAK MANUFACTURING CO. (Midwest)

### Capitalization

Common: 655,894 shares, \$1 par

|                        | (r)                               | (s)                                |               |                                    |                                    |                                    |
|------------------------|-----------------------------------|------------------------------------|---------------|------------------------------------|------------------------------------|------------------------------------|
| Sales .....            | \$ 13,145,807                     | \$ 7,644,627                       | \$ 15,925,959 | \$ 20,680,957                      | \$ 18,788,318                      | 16,125,240                         |
| Pre-tax earnings ..... | 2,713,088                         | 1,608,939                          | 3,073,109     | 3,529,017                          | 2,801,155                          | .....                              |
| Net per share .....    | 1.81                              | .91                                | 1.68          | 1.89                               | 2.02                               | 1.77                               |
| Dividends .....        | 1.12                              | .84                                | 1.12          | 1.12                               | 1.12                               | 1.40+25%stk                        |
| Total Assets .....     | 7,102,958                         | .....                              | 7,927,814     | 8,666,478                          | 9,274,030                          | .....                              |
| Price Range .....      | 14 $\frac{3}{4}$ -8 $\frac{3}{8}$ | 12 $\frac{7}{8}$ -10 $\frac{3}{8}$ | 15-12         | 14 $\frac{1}{2}$ -12 $\frac{1}{2}$ | 19 $\frac{1}{4}$ -13 $\frac{1}{4}$ | 24 $\frac{3}{4}$ -16 $\frac{1}{8}$ |

## OLYMPIC RADIO & TELEVISION INC. (ASE)

### Capitalization

Debt: \$50,000

Common: 453,522 shares, \$1 par

|                        |                                   |                                   |                   |                                  |                   |                                  |
|------------------------|-----------------------------------|-----------------------------------|-------------------|----------------------------------|-------------------|----------------------------------|
| Sales .....            | \$ 21,937,175                     | \$ 14,467,072                     | \$ 12,765,709     | \$ 17,667,486                    | \$ 18,350,454     | \$ 12,254,574                    |
| Pre-Tax earnings ..... | 3,181,984                         | 369,811                           | 210,758           | 115,758                          | 461,132           | .....                            |
| Net per share .....    | 4.66                              | 1.11                              | .20               | .14                              | .59               | .46                              |
| Dividends .....        | .80                               | .75                               | nil               | nil                              | None              | 5%stk                            |
| Total Assets .....     | 7,237,256                         | 5,451,159                         | 8,261,713         | 8,048,154                        | 7,463,799         | .....                            |
| Price Range .....      | 12 $\frac{1}{2}$ -6 $\frac{3}{8}$ | 11 $\frac{3}{8}$ -7 $\frac{5}{8}$ | 9-6 $\frac{3}{8}$ | 9 $\frac{1}{8}$ -3 $\frac{1}{2}$ | 6-3 $\frac{1}{2}$ | 8 $\frac{5}{8}$ -4 $\frac{3}{8}$ |

## PACIFIC MERCURY TELEVISION MFG. CORP. (Unlisted)

Year ended March 31.

### Capitalization

Debt: \$738,750

Common: 700,000 shares, A & B, \$0.50 par

|                        |                    |                                  |                   |                                  |                                  |               |
|------------------------|--------------------|----------------------------------|-------------------|----------------------------------|----------------------------------|---------------|
| Sales .....            | \$ 4,713,620       | \$ 5,947,096                     | \$ 7,057,514      | \$ 16,983,669                    | \$ 15,065,490                    | \$ 12,214,539 |
| Pre-Tax earnings ..... | 115,635            | 115,635                          | 31,866            | 1,103,297                        | 366,515                          | 598,817       |
| Net per share .....    | .14                | .14                              | .01               | .61                              | .28                              | .37           |
| Dividends .....        | .05                | none                             | none              | none                             | none                             | none          |
| Total Assets .....     | 2,414,365          | 2,414,365                        | 3,972,312         | 6,637,000                        | 5,032,151                        | 3,550,171     |
| Price Range .....      | 3 $\frac{1}{2}$ -2 | 3 $\frac{1}{8}$ -1 $\frac{1}{2}$ | 5-1 $\frac{3}{8}$ | 5 $\frac{3}{4}$ -2 $\frac{1}{2}$ | 4 $\frac{7}{8}$ -2 $\frac{3}{8}$ | 8-4           |

## PACKARD-BELL CO. (Unlisted)

Year ending Sept. 30

### Capitalization

Debt: \$567,797

Common: \$0.50 par, 688,000 shares

|                        | 1950               | 1951                              | 1952                               | 1953                 | 1954          | 1955<br>(f)       |
|------------------------|--------------------|-----------------------------------|------------------------------------|----------------------|---------------|-------------------|
| Sales .....            | \$ 13,894,713      | \$ 18,772,528                     | \$ 22,724,273                      | \$ 32,152,750        | \$ 17,744,136 | \$21,641,690      |
| Pre-Tax earnings ..... | 2,168,510          | 2,814,750                         | 3,009,295                          | 3,545,503            | 365,086(c)    | 1,241,242         |
| Net per share .....    | 2.61               | 1.73                              | 1.65                               | 1.66                 | .24           | .92               |
| Dividends .....        | 1.50               | 1.00                              | 1.00                               | 1.00                 | .80           | .32 $\frac{1}{2}$ |
| Total Assets .....     | 4,378,079          | 5,492,521                         | 9,394,702                          | 14,028,133           | 9,358,050     | 10,525,383        |
| Price Range .....      | 8 $\frac{3}{4}$ -4 | 10 $\frac{3}{4}$ -7 $\frac{1}{8}$ | 15 $\frac{1}{4}$ -10 $\frac{1}{2}$ | 13 $\frac{1}{4}$ -11 | 12-7          | 13-8              |

## PARAMOUNT PICTURES CORP. (NYSE)

### Capitalization

Debt: \$20,104,731

Common: \$1 par, 2,188,911 shares

|                        | 1950                               | 1951                 | 1952                               | 1953                               | 1954                 | 3 Quarters<br>1955   |
|------------------------|------------------------------------|----------------------|------------------------------------|------------------------------------|----------------------|----------------------|
| Sales .....            | \$ 81,825,283                      | \$ 94,628,572        | \$104,811,239                      | \$110,254,081                      | \$106,920,798        | .....                |
| Pre-tax earnings ..... | 10,311,275                         | 11,034,665           | 10,837,159                         | 13,304,563                         | 15,751,802           | .....                |
| Net per share .....    | 2.67                               | 2.33                 | 2.52                               | 3.06                               | 4.10                 | 3.51                 |
| Dividends .....        | 2.00                               | 2.00                 | 2.00                               | 2.00                               | 2.00                 | 2.00                 |
| Total Assets .....     | 117,929,983                        | 114,479,795          | 116,454,094                        | 118,430,121                        | 128,583,495          | .....                |
| Price Range .....      | 22 $\frac{1}{8}$ -17 $\frac{1}{2}$ | 33 $\frac{1}{2}$ -21 | 30 $\frac{7}{8}$ -21 $\frac{1}{4}$ | 30 $\frac{3}{8}$ -24 $\frac{1}{2}$ | 40 $\frac{3}{8}$ -25 | 44 $\frac{3}{8}$ -36 |

## PHILCO CORP. (NYSE)

### Capitalization

Preferred: 100,000 shares Series A \$3.75 cumulative \$100 par

Common: 3,772,229

|                        |                      |                                    |                                    |                                    |                      |                      |
|------------------------|----------------------|------------------------------------|------------------------------------|------------------------------------|----------------------|----------------------|
| Sales .....            | \$335,318,054        | \$305,328,670                      | \$366,963,850                      | \$430,419,853                      | \$349,276,993        | \$269,218,070        |
| Pre-Tax earnings ..... | 33,703,616           | 22,012,646                         | 25,631,457                         | 35,316,077                         | 10,543,965           | 10,567,000           |
| Net per share .....    | 4.50                 | 3.35                               | 3.15                               | 4.86(t)                            | 1.69                 | 1.21                 |
| Dividends .....        | 2.55                 | 1.60                               | 1.60                               | 1.60+5%                            | 1.60                 | 1.60                 |
| Total Assets .....     | 121,294,609          | 119,476,461                        | 144,400,293                        | 168,468,430                        | 164,587,570          | .....                |
| Price Range .....      | 23 $\frac{1}{4}$ -20 | 27 $\frac{5}{8}$ -20 $\frac{3}{8}$ | 36 $\frac{3}{8}$ -26 $\frac{3}{8}$ | 36 $\frac{1}{2}$ -26 $\frac{3}{8}$ | 29 $\frac{3}{8}$ -23 | 43 $\frac{3}{8}$ -30 |

## RADIO CONDENSER CO. (Unlisted)

### Capitalization

Debt: \$1,650,000

Common: \$1 par, 435,861 shares

|                        |              |              |               |                      |               |           |
|------------------------|--------------|--------------|---------------|----------------------|---------------|-----------|
| Sales .....            | \$ 9,535,998 | \$ 9,718,912 | \$ 14,743,068 | \$ 21,455,247        | \$ 13,039,972 | .....     |
| Pre-tax earnings ..... | 932,843      | 908,611      | 1,252,106     | 693,405              | (d) 294,890   | .....     |
| Net per share .....    | 1.31         | 1.15         | 1.25          | .92                  | (d) .33       | .....     |
| Dividends .....        | .....        | .....        | .....         | .15-4%stk            | .10           | .20+4%stk |
| Total Assets .....     | .....        | 5,220,423    | 6,569,694     | 8,400,203            | 7,952,391     | .....     |
| Price Range .....      | .....        | .....        | .....         | 15 $\frac{1}{4}$ -11 | 12-10         | 11-8      |

## RADIO CORPORATION OF AMERICA (NYSE)

### Capitalization

Debt: \$100,000,000—3% notes due 1970-74, \$50,000,000—3 $\frac{3}{4}$ % notes due 1973-77, \$100,000,000—Conv. subordinated debentures 3 $\frac{1}{2}$ % due 1930

Preferred: 900,824 shares, \$3.50 cumulative, no par

Common: 14,031,916 shares, No par

|                        |                                    |                                    |                                    |                      |                                    |                                    |
|------------------------|------------------------------------|------------------------------------|------------------------------------|----------------------|------------------------------------|------------------------------------|
| Sales .....            | \$584,425,121                      | \$598,955,077                      | \$693,940,522                      | \$853,054,003        | \$940,950,220                      | \$740,622,000                      |
| Pre-tax earnings ..... | 96,992,865                         | 62,032,732                         | 67,362,399                         | 72,436,778           | 63,501,459                         | 62,593,070                         |
| Net per share .....    | 3.10                               | 2.02                               | 2.10                               | 2.27                 | 2.66                               | 2.04                               |
| Dividends .....        | 1.50                               | 1.09                               | 1.00                               | 1.00                 | 1.20                               | 1.35                               |
| Total Assets .....     | 311,846,836                        | 370,202,025                        | 432,252,051                        | 493,624,720          | 548,325,244                        | .....                              |
| Price Range .....      | 24 $\frac{1}{4}$ -12 $\frac{1}{4}$ | 25 $\frac{1}{4}$ -16 $\frac{3}{8}$ | 29 $\frac{3}{8}$ -23 $\frac{1}{4}$ | 29 $\frac{3}{8}$ -21 | 39 $\frac{1}{4}$ -22 $\frac{1}{2}$ | 55 $\frac{3}{8}$ -36 $\frac{3}{4}$ |

# Financial Data on Major TV-Radio-Electronics Manufacturers

## RAYTHEON MANUFACTURING CO. (NYSE)

Year ending May 31.

Capitalization  
Debt: \$6,384,000  
Common: 2,776,235 shares, \$5 par

|                  | 1951                              | 1952                              | 1953                | 1954                              | 1955                 | 1955<br>(5)                        |
|------------------|-----------------------------------|-----------------------------------|---------------------|-----------------------------------|----------------------|------------------------------------|
| Sales            | \$89,662,122                      | \$111,236,879                     | \$179,179,379       | \$177,099,790                     | \$182,304,693        | \$83,095,535                       |
| Pre-tax earnings | 6,452,863                         | 6,812,623                         | 13,907,978          | 10,023,316                        | 9,166,561            | 2,807,959                          |
| Net per share    | 1.12                              | .84                               | 1.68                | 1.53                              | 1.72                 | .49                                |
| Dividends        | none                              | none                              | none                | none                              | 10% stk.             | 5% stk.                            |
| Total Assets     | 52,120,396                        | 75,196,765                        | 91,238,649          | 93,640,693                        | 82,532,511           | .....                              |
| Price Range      | 12 $\frac{3}{8}$ -8 $\frac{1}{4}$ | 12 $\frac{3}{4}$ -9 $\frac{1}{2}$ | 14 $\frac{5}{8}$ -8 | 14 $\frac{1}{2}$ -7 $\frac{3}{4}$ | 25 $\frac{3}{4}$ -18 | 25 $\frac{3}{4}$ -13 $\frac{1}{8}$ |

## SENTINEL RADIO CORP. (ASE)

Year ending March 31.

Capitalization  
Debt: \$412,700  
Common: 380,000 shares, \$1 par

|                  | 1950                             | 1951               | 1952                             | 1953                             | 1954                             | 1955                             |
|------------------|----------------------------------|--------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Sales            | \$ 9,072,994                     | \$20,090,708       | \$ 10,126,175                    | \$ 15,143,134                    | \$13,532,457                     | \$12,415,085                     |
| Pre-tax earnings | 77,717                           | 2,055,196          | 687,777                          | 1,276,811                        | 327,301                          | 115,422                          |
| Net per share    | .13                              | 1.96               | .69                              | 1.03                             | .40                              | .22                              |
| Dividends        | None                             | none               | .10                              | .30                              | none                             | none                             |
| Total Assets     | 3,280,000                        | 8,966,682          | 4,346,480                        | 5,695,100                        | 4,719,090                        | 4,804,841                        |
| Price Range      | 9 $\frac{1}{2}$ -3 $\frac{1}{2}$ | 7 $\frac{3}{8}$ -5 | 6 $\frac{3}{8}$ -4 $\frac{1}{8}$ | 6 $\frac{7}{8}$ -3 $\frac{7}{8}$ | 4 $\frac{1}{2}$ -3 $\frac{1}{2}$ | 5 $\frac{7}{8}$ -4 $\frac{1}{8}$ |

## SPARKS WITHINGTON CO. (NYSE)

Year ending June 30.

Capitalization  
Debt: \$875,000  
Preferred: 3,637 shares, \$6 cumulative convertible \$100 par  
Common: 900,674 shares, no par

|                  | 1951                             | 1952               | 1953                             | 1954               | 1955          | 1955<br>(6)       |
|------------------|----------------------------------|--------------------|----------------------------------|--------------------|---------------|-------------------|
| Sales            | \$ 23,978,292                    | \$ 20,621,271      | \$ 27,556,494                    | \$ 30,440,062      | \$ 26,801,332 | \$ 4,421,690      |
| Pre-tax earnings | 2,255,667                        | 1,004,293          | 1,901,895                        | 514,975(d)         | 210,178       | .....             |
| Net per share    | .95                              | .56                | 1.03                             | .36(d)             | .16           | .....             |
| Dividends        | .30                              | .25                | .20                              | none               | none          | .....             |
| Total Assets     | 10,613,125                       | 10,906,861         | 16,581,147                       | 14,048,039         | 12,564,118    | .....             |
| Price Range      | 7 $\frac{5}{8}$ -5 $\frac{1}{2}$ | 6 $\frac{3}{4}$ -5 | 7 $\frac{3}{4}$ -4 $\frac{3}{4}$ | 5 $\frac{7}{8}$ -4 | 7-5           | 7-4 $\frac{1}{2}$ |

## SPEER CARBON CO. (Unlisted)

Capitalization  
Debt: \$4,875,000  
Preferred: 4,565 shares, \$7 cumulative pfd. \$100 par  
Common: 440,000 shares, \$2.50 par

|                  | 1950                               | 1951                | 1952                               | 1953                 | 1954                               | 1955                               |
|------------------|------------------------------------|---------------------|------------------------------------|----------------------|------------------------------------|------------------------------------|
| Sales            | \$13,818,516                       | \$ 13,951,563       | \$ 13,642,634                      | \$ 15,609,779        | \$ 13,064,675                      | \$ 12,424,228                      |
| Pre-tax earnings | 3,685,784                          | 2,773,654           | 1,664,983                          | 1,640,789            | 1,223,474                          | 2,001,713                          |
| Net per share    | 6.62                               | 2.37                | 1.56                               | 1.31                 | 1.08                               | 2.06                               |
| Dividends        | 1.20                               | 1.20                | 1.00                               | 1.00                 | .60                                | 1.00                               |
| Total Assets     | 12,938,802                         | 22,963,723          | 22,060,894                         | 22,316,798           | 22,254,568                         | 23,438,603                         |
| Price Range      | 27 $\frac{1}{4}$ -13 $\frac{1}{4}$ | 33-20 $\frac{1}{4}$ | 24 $\frac{1}{4}$ -19 $\frac{1}{4}$ | 21 $\frac{1}{2}$ -13 | 15 $\frac{1}{4}$ -11 $\frac{3}{4}$ | 19 $\frac{3}{4}$ -15 $\frac{1}{2}$ |

## SPERRY RAND CORP. (NYSE)

(Merger of Sperry Corp. and Remington Rand effective July 1, 1955.)

Year ending June 30

Capitalization  
Debt: \$116,848,833  
Preferred: \$4.50 cumulative; par \$25, 102,269 shares.  
Common: Par 50 cents, 25,216,210 shares.

|                 | 1950          | 1951          | 1952          | 1953          | 1954          | 1955<br>(z)          |
|-----------------|---------------|---------------|---------------|---------------|---------------|----------------------|
| Sales (8)       | \$349,920,000 | \$468,359,000 | \$631,720,000 | \$689,565,000 | \$696,206,000 | \$317,367,107        |
| Pretax earnings | 49,600,000    | 68,000,000    | 75,500,000    | 73,900,000    | 85,500,000    | 34,815,828           |
| Per share (8)   | .92           | 1.02          | 1.10          | 1.09          | 1.75          | .72                  |
| Dividends (9)   | .....         | .....         | .....         | .....         | .....         | .36                  |
| Assets (8)      | .....         | .....         | .....         | .....         | 483,922,636   | .....                |
| Price Range     | .....         | .....         | .....         | .....         | .....         | 29 $\frac{5}{8}$ -21 |

## SPRAGUE ELECTRIC CO. (Unlisted)

Capitalization  
Debt: \$2,665,000  
Common: \$2.50 par, 1,241,712 shares

|                  | 1950                              | 1951                               | 1952                               | 1953                 | 1954                 | 1955<br>(a)   |
|------------------|-----------------------------------|------------------------------------|------------------------------------|----------------------|----------------------|---------------|
| Sales            | \$ 28,614,860                     | \$ 38,491,215                      | \$ 44,419,891                      | \$ 46,778,673        | \$ 42,255,361        | \$ 21,083,045 |
| Pre-tax earnings | 6,725,904                         | 8,500,524                          | 10,169,353                         | 9,604,930            | 6,668,908            | 3,018,722     |
| Net per share    | 2.69                              | 2.19                               | 2.53                               | 2.33                 | 2.68                 | 1.19          |
| Dividends        | .69                               | .69                                | .93                                | 1.07                 | 1.10                 | 1.20          |
| Total Assets     | 15,350,554                        | 21,096,487                         | 21,866,421                         | 24,474,669           | 26,875,820           | .....         |
| Price Range      | 15 $\frac{1}{4}$ -6 $\frac{3}{4}$ | 18 $\frac{1}{4}$ -13 $\frac{3}{8}$ | 37 $\frac{3}{8}$ -17 $\frac{3}{8}$ | 38 $\frac{3}{8}$ -29 | 60 $\frac{1}{2}$ -36 | 61-47         |

## STANDARD COIL PRODUCTS CO. (NYSE)

Capitalization  
Debentures: \$4,551,889—5s 1967  
Common: 1,470,000 shares, \$1 par

|                  | 1950                | 1951                 | 1952                               | 1953                               | 1954                               | 1955                               |
|------------------|---------------------|----------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|
| Sales            | \$ 35,632,396       | \$ 40,302,526        | \$ 65,990,177                      | \$ 89,270,964                      | \$ 72,862,113                      | \$ 44,534,655                      |
| Pre-tax earnings | 10,464,265          | 5,204,208            | 7,394,690                          | 8,200,115                          | 5,136,407                          | .....                              |
| Net per share    | 3.58                | 1.69                 | 1.95                               | 2.25                               | 1.95                               | .21(d)                             |
| Dividends        | .25                 | 1.00                 | 1.00                               | 1.00                               | 1.00                               | .85                                |
| Total Assets     | 10,133,662          | 20,239,292           | 28,401,496                         | 30,644,696                         | 29,351,477                         | .....                              |
| Price Range      | 11 $\frac{3}{4}$ -9 | 14 $\frac{3}{4}$ -10 | 18 $\frac{3}{8}$ -12 $\frac{3}{8}$ | 17 $\frac{1}{4}$ -12 $\frac{1}{2}$ | 17 $\frac{3}{8}$ -12 $\frac{3}{8}$ | 20 $\frac{1}{4}$ -10 $\frac{1}{4}$ |

## STORER BROADCASTING CO. (NYSE)

Capitalization  
Debt: \$7,993,460  
Common: \$1 par, 788,250 shares; \$1 par Class B, 1,686,500 shares

|                  | 1950         | 1951         | 1952          | 1953               | 1954                              | 1955                               |
|------------------|--------------|--------------|---------------|--------------------|-----------------------------------|------------------------------------|
| Gross Revenues   | \$ 6,657,114 | \$ 9,560,083 | \$ 11,475,618 | \$ 14,901,078      | \$ 17,736,531                     | .....                              |
| Pre-tax earnings | 1,835,083    | 3,405,327    | 3,963,374     | 6,161,231          | 7,105,103                         | .....                              |
| Net per share    | .39          | .63          | .69           | .94                | 1.62                              | 1.14                               |
| Dividends        | .06          | .10          | .10           | .24                | .81                               | 1.37 $\frac{1}{2}$                 |
| Total Assets     | .....        | .....        | 11,923,761    | 17,446,319         | 27,872,670                        | .....                              |
| Price Range      | (b)          | (b)          | (b)           | 7 $\frac{3}{8}$ -7 | 19 $\frac{3}{8}$ -7 $\frac{3}{8}$ | 29 $\frac{1}{8}$ -20 $\frac{3}{4}$ |

## SYLVANIA ELECTRIC PRODUCTS, INC. (NYSE)

Capitalization  
Debt: \$41,760,000  
Preferred: 96,051 shares, \$4 cumulative no par pfd; 148,114 shares \$4.40 convertible no par pfd  
Common: 2,994,872 shares, \$7.50 par

|                  | 1950                               | 1951                | 1952                               | 1953                | 1954                               | 1955<br>3 Quarters   |
|------------------|------------------------------------|---------------------|------------------------------------|---------------------|------------------------------------|----------------------|
| Sales            | \$162,514,814                      | \$202,806,387       | \$235,023,437                      | \$293,267,408       | \$231,641,987                      | \$216,242,559        |
| Pre-tax earnings | 19,221,185                         | 20,153,973          | 17,660,625                         | 24,486,181          | 18,380,941                         | 18,541,210           |
| Net per share    | 5.37                               | 4.17                | 3.04                               | 3.10                | 2.92                               | 2.97                 |
| Dividends        | 2.00                               | 2.00                | 2.00                               | 2.00 + 10%          | 2.00                               | 2.00                 |
| Total Assets     | 92,880,574                         | 150,968,617         | 176,418,658                        | 204,433,298         | 191,379,574                        | .....                |
| Price Range      | 26 $\frac{3}{4}$ -18 $\frac{1}{4}$ | 39-23 $\frac{3}{4}$ | 41 $\frac{7}{8}$ -32 $\frac{1}{4}$ | 40-29 $\frac{1}{4}$ | 48 $\frac{1}{8}$ -31 $\frac{3}{8}$ | 49 $\frac{7}{8}$ -41 |



# Financial Data on Major TV-Radio-Electronics Manufacturers

## TEXAS INSTRUMENTS, INC. (NYSE)

Capitalization  
 Debt: \$1,825,000  
 Preferred: 4.48% Series A convertible pfd., 169,945 shares  
 Common: \$1 par, 2,987,013 shares

|                  | 1950 | 1951 | 1952          | 1953                             | 1954               | 3 Quarters<br>1955                 |
|------------------|------|------|---------------|----------------------------------|--------------------|------------------------------------|
| Sales            |      |      | \$ 13,511,726 | \$ 16,230,812                    | \$ 12,829,602      | \$ 20,110,170                      |
| Pre-tax earnings |      |      | 2,289,738     | 3,219,162                        | 2,380,718          | 1,839,032                          |
| Net per share    |      |      | .30           | .42                              | .40                | .54                                |
| Dividends        |      |      | none          | none                             | None               | None                               |
| Total Assets     |      |      | 13,396,944    | 14,900,024                       | 15,123,336         |                                    |
| Price Range      |      |      |               | 5 $\frac{3}{4}$ -5 $\frac{1}{8}$ | 14-5 $\frac{1}{4}$ | 16 $\frac{7}{8}$ -10 $\frac{1}{8}$ |

## TRAV-LER RADIO CORP. (Midwest)

Capitalization  
 Debentures: \$1,250,000 6s 1967—Notes: \$143,333  
 Common: 761,995 shares, \$1 par

|                  | 1950                             | 1951                             | 1952                             | 1953                             | 1954              | (a)                              |
|------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|-------------------|----------------------------------|
| Sales            | \$ 13,892,485                    | \$ 8,015,622                     | \$ 11,860,387                    | \$ 14,669,624                    | \$ 16,347,813     | \$ 7,826,000                     |
| Pre-tax earnings | 2,309,275                        | 1,256,162(d)                     | 388,565                          | 831,463                          | 459,657           | 6,000                            |
| Net per share    | 1.52                             | .76(d)                           | .38                              | .54                              | .22               | .00 <sup>(d)</sup>               |
| Dividends        | .30+20%                          | .10                              | .11                              | .10                              | .22 $\frac{1}{2}$ | .07 $\frac{1}{2}$                |
| Total Assets     | 6,484,714                        | 3,971,516                        | 4,224,853                        | 4,602,709                        | 5,339,904         |                                  |
| Price Range      | 5 $\frac{1}{8}$ -3 $\frac{3}{4}$ | 4 $\frac{1}{2}$ -2 $\frac{3}{4}$ | 3 $\frac{1}{8}$ -2 $\frac{1}{2}$ | 3 $\frac{1}{8}$ -2 $\frac{1}{8}$ | 3-2               | 4 $\frac{1}{4}$ -1 $\frac{7}{8}$ |

## TUNG-SOL ELECTRIC, INC. (NYSE)

Capitalization  
 Debt: \$2,050,000  
 Preferred: 4.3% cumulative convertible, \$50 par, 100,000 shares  
 Common: 644,587 shares, \$1 par

|                  | 1950                              | 1951                               | 1952                               | 1953                               | 1954                               | (p)                  |
|------------------|-----------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|----------------------|
| Sales            | \$ 29,425,022                     | \$ 31,484,760                      | \$ 35,489,558                      | \$ 40,017,549                      | \$ 39,052,459                      | \$ 36,051,818        |
| Pre-tax earnings | 6,280,788                         | 5,713,572                          | 5,558,235                          | 4,177,229                          | 4,302,262                          | 4,825,611            |
| Net per share    | 6.61                              | 4.24                               | 3.75                               | 3.07                               | 3.15                               | 3.29                 |
| Dividends        | 2.00                              | 1.25                               | 1.25                               | 1.25                               | 1.25                               | 1.60                 |
| Total Assets     | 14,881,402                        | 17,115,034                         | 20,702,033                         | 20,314,487                         | 26,728,555                         |                      |
| Price Range      | 20 $\frac{1}{2}$ -8 $\frac{3}{4}$ | 24 $\frac{1}{4}$ -16 $\frac{1}{4}$ | 21 $\frac{1}{8}$ -16 $\frac{1}{4}$ | 24 $\frac{1}{8}$ -16 $\frac{1}{2}$ | 30 $\frac{1}{4}$ -16 $\frac{1}{4}$ | 33 $\frac{1}{2}$ -25 |

## WEBSTER-CHICAGO CORP. (Midwest)

Capitalization  
 Mortgage: \$53,000  
 Common: 619,750, \$1 par

|                  | 1950                               | 1951                               | 1952                              | 1953               | 1954                              | (u)                               |
|------------------|------------------------------------|------------------------------------|-----------------------------------|--------------------|-----------------------------------|-----------------------------------|
| Sales            | \$ 19,086,151                      | \$ 17,971,469                      | \$ 19,580,636                     | \$ 27,757,899      | \$ 31,741,046                     | \$ 24,939,693                     |
| Pre-tax earnings | 2,224,494                          | 677,596                            | 403,951(d)                        | 1,947,162          | 1,139,193                         | 1,352,123                         |
| Net per share    | 2.69                               | 1.01                               | .91(d)                            | 1.87               | 1.09                              | 1.21                              |
| Dividends        | 1.50+20%                           | 1.00                               | .50                               | 10% in stock       | .15+5%stk                         | .40                               |
| Total Assets     | 8,713,877                          | 7,878,317                          | 10,406,339                        | 11,827,337         | 12,940,996                        | 18,683,770                        |
| Price Range      | 20 $\frac{1}{4}$ -10 $\frac{3}{4}$ | 16 $\frac{3}{8}$ -11 $\frac{1}{4}$ | 13 $\frac{1}{2}$ -7 $\frac{1}{2}$ | 9 $\frac{1}{8}$ -7 | 11 $\frac{1}{2}$ -7 $\frac{7}{8}$ | 15 $\frac{3}{8}$ -8 $\frac{1}{2}$ |

## WELLS-GARDNER & CO. (Unlisted)

Capitalization  
 Common: 410,300 shares, \$1 par

|                  | 1950                              | 1951                             | 1952                             | 1953                             | 1954               |                                   |
|------------------|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------|-----------------------------------|
| Sales            | \$ 17,825,098                     | \$ 12,758,749                    | \$ 16,301,043                    | \$ 22,572,069                    | \$ 21,200,318      |                                   |
| Pre-tax earnings | 1,674,235                         | 735,383                          | 1,079,204                        | 2,115,995                        | 2,031,340          |                                   |
| Net per share    | 2.33                              | 1.10                             | 1.12                             | 1.88                             | 2.22               |                                   |
| Dividends        | .75                               | .60                              | .60                              | .75                              | .75                | .85                               |
| Total Assets     | 5,643,428                         | 4,462,000                        | 6,385,335                        | 7,224,465                        | 8,076,027          |                                   |
| Price Range      | 12 $\frac{1}{8}$ -5 $\frac{1}{8}$ | 8 $\frac{3}{4}$ -6 $\frac{1}{4}$ | 8 $\frac{1}{4}$ -6 $\frac{1}{8}$ | 8 $\frac{1}{4}$ -6 $\frac{3}{8}$ | 10-5 $\frac{3}{4}$ | 13 $\frac{3}{4}$ -9 $\frac{7}{8}$ |

## WESTINGHOUSE ELECTRIC CORP. (NYSE)

Capitalization  
 Debt: \$323,842,000  
 Preferred: 500,000 shares, \$3.80 Class B \$100 par pfd.  
 Common: 16,641,591 shares, \$12.50 par

|                  | 1950                | 1951                               | 1952                               | 1953                               | 1954                | 1955                               |
|------------------|---------------------|------------------------------------|------------------------------------|------------------------------------|---------------------|------------------------------------|
| Sales            | \$1,019,923,051     | \$1,240,801,296                    | \$1,454,272,698                    | \$1,582,047,141                    | \$1,631,045,480     | \$1,134,431,000                    |
| Pre-tax earnings | 159,664,532         | 169,014,000                        | 167,670,000                        | 148,605,925                        | 163,194,367         | 90,539,000                         |
| Net per share    | 5.36                | 4.03                               | 4.23                               | 4.53                               | 5.06                | 2.55                               |
| Dividends        | 2.00                | 2.00                               | 2.00                               | 2.00                               | 2.50                | 2.00                               |
| Total Assets     | 800,461,178         | 1,004,378,037                      | 1,195,292,040                      | 1,265,353,717                      | 1,329,120,140       |                                    |
| Price Range      | 36-29 $\frac{1}{8}$ | 42 $\frac{1}{2}$ -34 $\frac{3}{8}$ | 48 $\frac{3}{8}$ -35 $\frac{1}{8}$ | 52 $\frac{1}{2}$ -39 $\frac{1}{2}$ | 79-50 $\frac{1}{8}$ | 83 $\frac{1}{4}$ -53 $\frac{1}{4}$ |

## ZENITH RADIO CORP. (NYSE)

Capitalization  
 Common: 492,464 shares, no par (y)

|                  | 1950                               | 1951                               | 1952          | 1953                | 1954                | 1955                  |
|------------------|------------------------------------|------------------------------------|---------------|---------------------|---------------------|-----------------------|
| Sales            | \$ 87,704,071                      | \$110,022,780                      | \$137,637,697 | \$166,733,276       | \$138,603,360       | \$108,468,108         |
| Pre-tax earnings | 11,527,903                         | 11,810,740                         | 13,195,933    | 13,733,357          | 12,056,264          | 11,012,853            |
| Net per share    | 11.43                              | 16.91                              | 11.87         | 11.44               | 11.53               | 10.16                 |
| Dividends        | 1.50                               | 3.00                               | 3.00          | 3.00                | 3.00                | 5.00                  |
| Total Assets     | 51,971,284                         | 50,275,866                         | 54,416,548    | 52,042,451          | 62,604,970          |                       |
| Price Range      | 70 $\frac{1}{4}$ -31 $\frac{1}{2}$ | 71 $\frac{1}{2}$ -47 $\frac{1}{2}$ | 88-68         | 84-63 $\frac{1}{4}$ | 96-63 $\frac{1}{2}$ | 142 $\frac{1}{2}$ -86 |

## SYMBOLS

- |   |   |   |
|---|---|---|
| (a) 6 months to June 30.  | (l) 24 weeks to June 12.  | (z) 6 months to Sept. 30.   |
| (b) Privately owned.  | (m) 25 weeks to June 25.  | N.A. Not Available.   |
| (c) Operating loss.   | (p) 39 weeks to Oct. 1.   | (*) Merger of ABC and United Paramount Theatres, Inc., effected Feb. 9, 1953. 1950 and 1951 figures for ABC only. |
| (d) Deficit.  | (r) Year ending May 31 of following calendar year.                                      | (2) 6 months to August 31.  |
| (e) 9 months to Aug. 31.  | (s) 7 months to Dec. 31.  | (3) 6 months to July 31.  |
| (f) Year ended Sept. 30.  | (t) Including \$1.33 from sale of TV station.   | (4) 4 months to Oct. 31.  |
| (g) Consolidated Electronics was formerly Reynolds Spring Co. (1950-53).  | (u) 10 months to Oct. 31.   | (5) 6 months to Nov. 30.  |
| (h) 27 weeks to July 17.  | (v) Merger of Reeves-Ely Laboratories into Dynamics Corp. to be voted on Jan. 20, 1956. | (6) 3 months to Sept. 30.   |
| (i) Weston Electrical Instrument Corp. merged into Daystrom May 16, 1955. | (w) 12 months ending Dec. 31.   | (7) Ex DuMont Broadcasting Stock.   |
| (j) Year ended Oct. 31.   | (x) 6 months to May 31.   | (8) Pro Forma.  |
| (k) Includes profit from sale of Station WDTV, Pittsburgh.                | (y) Year ending March 31.   | (9) Merger of Sperry Corp. and Remington Rand, Inc., effective July 1, 1955.                                      |

# 1955 Stock Market Dealings In TV-Radio-Electronics and Related Stocks

All tradings on New York Stock Exchange except those marked (A) American Stock Exchange,  
(OC) Over-the-Counter, (M) Midwest Stock Exchange.

|  | Sales     | High    | Low     | Last    | Net<br>Change |
|--|-----------|---------|---------|---------|---------------|
| Admiral  | 687,500   | 30 1/4  | 20 1/4  | 21 3/8  | - 6 3/8       |
| ABC-Paramount  | 163,460   | 33 1/2  | 22 1/8  | 27      | + 2           |
| Aerovox (OC)   |           | 13 7/8  | 8 1/8   | 8 3/8   | - 2 5/8       |
| Aircraft Radio (OC)  |           | 21      | 12 3/4  | 12 3/4  | - 4 1/4       |
| American Bosch Arma  | 2,357,100 | 22 1/4  | 14 1/4  | 18 1/8  | + 2 7/8       |
| American Phenolic (OC)   |           | 19 1/2  | 12 3/8  | 17      | + 4 3/8       |
| Arvin Industries   | 123,600   | 54      | 24      | 20 1/8  | + 3 3/8       |
| AT&T   | 3,021,000 | 187 3/8 | 172 3/4 | 180 3/4 | + 5 3/8       |
| Avco   | 4,287,400 | 8 1/4   | 5 1/2   | 6 1/4   | - 1 1/2       |
| Beckman Instruments  | 333,400   | 29 3/8  | 19 3/8  | 28 3/4  | + 4 1/4       |
| Belcol Instrument (A)  | 179,000   | 22 7/8  | 11 1/8  | 18 3/4  | -             |
| Bendix Aviation  | 647,400   | 59 1/2  | 45      | 57 3/8  | -             |
| C & C Super Corp (A)   | 2,666,500 | 2 5/8   | 1 1/2   | 2       | + 1 1/8       |
| CBS 'A'  | 410,700   | 32      | 22 1/2  | 26 7/8  | -             |
| CBS 'B'  | 268,100   | 31      | 22 1/4  | 27      | -             |
| Clarostat (A)  | 230,300   | 8       | 4 1/8   | 4 1/2   | - 1 7/8       |
| Clevite Corp.  | 482,500   | 25 3/8  | 20 1/2  | 24      | - 1 1/8       |
| Collins Radio 'A' (OC)   |           | 28 1/2  | 17 1/4  | 28 1/4  | + 7 7/8       |
| Collins Radio 'B' (OC)   |           | 28 1/4  | 16 3/4  | 23      | + 7 5/8       |
| Consol. Electro-dynamics (A)<br>(formerly Consol. Engineering) | 362,100   | 51 1/4  | 20      | 24 3/4  | - 5           |
| Consol. Electronics Ind.                                       | 536,100   | 44 1/8  | 23 7/8  | 32      | + 5 5/8       |
| Consol. TV & Radio (OC)  |           | 28 1/4  | 15 1/2  | 15 1/2  | - 6 1/4       |
| Consolidated Electronics                                       | 526,100   | 44 1/8  | 23 7/8  | 32      | + 5 5/8       |
| Cornell-Dubilier   | 149,100   | 37 3/8  | 29      | 34 7/8  | - 1 1/8       |
| Davega Stores  | 92,100    | 7 1/4   | 4 3/4   | 5 3/4   | - 1/4         |
| Davstrom Inc.  | 57,400    | 22 1/2  | 23      | 26 5/8  | + 2 3/4       |
| DuMont Labs (A)  | 979,900   | 17 1/8  | 9 1/8   | 9 3/4   | - 5           |
| Dynamics Corp. of Am. (A)                                      | 136,100   | 9 7/8   | 6 1/2   | 7 1/8   | - 1/2         |
| Electrical & Musical Ind.                                      | 3,328,000 | 5 3/8   | 3 3/8   | 4 3/4   | + 7 5/8       |
| Electronics Corp. (A)  | 211,500   | 23      | 11 1/2  | 13 3/4  | - 2 1/4       |
| Emerson Radio  | 903,900   | 16 3/8  | 11 3/4  | 12 5/8  | - 2           |
| Erle Resistor (OC)   |           | 17      | 10      | 15 3/4  | + 3 1/4       |
| Gabriel Co.  | 378,200   | 9 5/8   | 5 5/8   | 9 1/8   | + 3 3/8       |
| General Electric   | 4,313,600 | 57 3/4  | 46 1/4  | 57 3/4  | +11           |
| General Dynamics   | 4,271,400 | 80      | 48 3/4  | 66 1/4  | -             |
| General Instrument   | 646,900   | 13      | 7 5/8   | 9       | - 2 1/2       |
| General Precision  | 605,900   | 71 1/2  | 36 1/2  | 47 3/4  | -             |
| Globe-Union (A)  | 60,000    | 24 3/8  | 20      | 22      | + 1 3/8       |
| Gross Telecasting (OC)   |           | 20      | 16 1/4  | 16 1/4  | -             |
| Hallcrafters (M)   | 350,300   | 7 1/4   | 4 5/8   | 7       | + 1 7/8       |
| Hazeltine (A)  | 208,000   | 59 3/4  | 36 1/2  | 47 3/4  | - 9 3/4       |
| Hoffman Electronics  | 431,900   | 31 3/8  | 20 1/2  | 24 1/8  | -             |
| Hycon (OC)   |           | 10 3/4  | 5       | 6 3/4   | -             |
| Indiana Steel Products (M)                                     |           | 23      | 18 1/2  | 20 1/4  | + 2 1/2       |
| Int'l Business Machines  | 172,500   | 450     | 349     | 403     | +41           |

|                                  | Sales     | High    | Low    | Last   | Net<br>Change |
|----------------------------------|-----------|---------|--------|--------|---------------|
| International Resistance (A)     | 675,900   | 12 3/8  | 5      | 7 5/8  | + 2 3/4       |
| IT&T                             | 3,306,400 | 31 1/8  | 23 3/4 | 30 1/8 | + 4 1/4       |
| Lear Inc. (A)                    | 1,246,900 | 13 3/8  | 7 1/4  | 8 1/4  | - 1 1/2       |
| Maravox                          | 514,200   | 41 7/8  | 23     | 35 1/2 | +12 1/4       |
| P. R. Mallory & Co. (OC)         |           | 39      | 28 5/8 | 34 1/2 | -10           |
| Minneapolis-Honeywell            | 297,200   | 70      | 50 1/8 | 65     | -             |
| Monumental Radio (OC)            |           | 15 1/2  | 13 3/8 | 14     | - 1 1/2       |
| Motorola                         | 290,200   | 60 3/4  | 44 1/4 | 50 1/2 | + 1 1/2       |
| (q) Muntz TV (A)                 | 541,200   | 2 3/4   | 1 1/8  | 2 5/8  | + 1 1/4       |
| Muter Co. (A)                    | 145,700   | 7       | 4 1/8  | 4 5/8  | - 1 3/4       |
| National Co. (OC)                |           | 18 1/2  | 9 1/2  | 9 1/2  | - 3 1/4       |
| National Telefilm (A)            | 131,600   | 4 7/8   | 2 1/2  | 3 1/4  | -             |
| National Union Electric (A)      | 1,038,300 | 4 5/8   | 2 3/8  | 2 3/4  | + 3 3/8       |
| Oak Mfg. Co. (M)                 | 89,250    | 25 3/4  | 23     | 23 1/2 | + 2 1/4       |
| Official Films (OC)              |           | 4 7/8   | 2      | 2 1/4  | - 1           |
| Olympic Radio (A)                | 531,400   | 8 5/8   | 4 5/8  | 7 1/8  | + 1 3/8       |
| Pacific Mercury TV (OC)          |           | 8 1/4   | 5      | 7      | + 1 7/8       |
| Packard-Bell (OC)                |           | 13      | 8 3/4  | 9 5/8  | -             |
| Paramount Pictures               | 458,500   | 44 5/8  | 36     | 36 7/8 | - 3 1/4       |
| Philco                           | 857,400   | 43 3/8  | 30     | 33 5/8 | - 4 3/8       |
| Radio Condenser Co. (OC)         |           | 10 1/2  | 8      | 9 1/4  | + 1           |
| RCA                              | 2,767,700 | 55 3/8  | 36 3/4 | 47 1/8 | + 8 5/8       |
| Raytheon                         | 239,700   | 25 3/4  | 13 3/8 | 18 1/2 | - 1 1/2       |
| Sentinel Radio (A)               | 154,500   | 7 3/8   | 4 1/8  | 5 3/4  | + 1 1/8       |
| Servomechanisms (A)              | 273,300   | 13 3/8  | 8 1/4  | 8 3/4  | - 3           |
| Sklatron (A)                     | 277,900   | 8       | 2 3/8  | 3 3/8  | -             |
| Sparks-Withington                | 282,900   | 7       | 4 1/2  | 5      | - 3/8         |
| Spe r Carbon (OC)                |           | 20 5/8  | 15 1/2 | 19 3/8 | + 2 3/4       |
| Sperry Rand                      | 4,683,400 | 29 5/8  | 21     | 27 3/8 | -             |
| Standard Coil                    | 719,900   | 20 1/4  | 10 1/4 | 12 1/4 | - 4 7/8       |
| Sprague Electric (OC)            |           | 61      | 46 1/2 | 54     | + 3 1/4       |
| Storer Bcstg. Co.                | 104,700   | 29 1/2  | 20 3/4 | 23 3/8 | -             |
| Sylvania Electric                | 883,000   | 49 7/8  | 41     | 45 5/8 | - 1           |
| Texas Instruments                | 553,700   | 16 7/8  | 10 1/8 | 13 1/2 | + 1 1/4       |
| Trav-Ler Radio (M)               | 130,300   | 4 1/4   | 1 7/8  | 2 1/8  | - 1 3/4       |
| Tung-Sol                         | 269,200   | 33 1/2  | 25     | 31 3/8 | + 2 3/8       |
| Webster-Chicago (M)              |           | 15 1/2  | 8 1/2  | 13 7/8 | + 4 1/4       |
| Wells-Gardner (OC)               |           | 13 3/4  | 9 7/8  | 11 7/8 | + 2 1/2       |
| Westinghouse                     | 3,383,200 | 83 1/4  | 53 1/4 | 60     | -20 1/2       |
| WJR The Goodwill<br>Station (OC) |           | 15      | 10 1/4 | 10 1/4 | - 2 1/4       |
| Whirlpool-Seeger                 | 775,100   | 38 1/4  | 21 5/8 | 27 1/8 | + 2 5/8       |
| Zenith                           | 269,000   | 142 1/2 | 86     | 140    | +50 1/2       |

(q) In bankruptcy or receivership.



JAN 23 1956

**THE AUTHORITATIVE**  
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OF THE VISUAL BROADCASTING AND  
ELECTRONICS ARTS AND INDUSTRIES

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — January 21, 1956

**MORE VHF CHANNELS** no quick solution, as breakdown of 50-470 mc shows govt. and non-govt. users have heavy occupation of most vhf bands (p. 1).  
**ALL-UHF ALLOCATION** studied by Sen. Bricker, who has bill drafted to move all TV upstairs over 8-year period. Senate TV hearings now slated Jan. 26 (p. 2).  
**8-in. PICTURE TUBE** being sampled to trade, may augur new wave of "portability," recalls 3, 7 & 8½-in. tubes of long-ago days of 1947-49 (p. 3).  
**NBC-WESTINGHOUSE SWAP** of Cleveland-Philadelphia TV-radio outlets effected; new top staffs take over at week end. Call-letter changes due Feb. 13 (p. 3).  
**3-HOUR COLORCAST** of "Richard III" on NBC-TV March 11 to be sponsored by General Motors. Shakespear-ean movie starts theatrical run same evening (p. 5).

**DEALERS RELY ON TV** as keystone of their business. Craig explains full-line trend. Pat Weaver urges greater color push. New shallow-tube developments (p. 9).  
**MAJOR TRANSISTOR ADVANCE**—announced by Bell Labs, inventors of transistor—makes possible transistorized TV sets, operates efficiently in vhf (p. 13).  
**COURT DECISION** on "stays" awaited as guide to vhf decisions, while Cox-Knight-Trammell get Miami's Ch. 7; court upholds Tampa Ch. 8 grant (p. 6).  
**CONGRESSIONAL PROBES** aplenty due in Jan.-Feb.—on TV monopoly, football, executive interference with FCC, Commission secrecy, beer & liquor ads (p. 7).  
**3 NEW VHF STARTERS**—WSAV-TV, in Savannah, satellite in Nebraska, educational in Denver—as uhf quits in Columbia, S. C., 56th to drop; only 100 uhf left (p. 8).

**HANDY INDEX TO TV NEWS OF 1955:** If you need to know what happened when last year, or the details of some development, the quickest way to find out is to use our latest Annual Index, included herewith to all subscribers. It's the 7th we've published since starting it in 1949 to fill an industry need -- and it's still unique, the only index to the news of the TV-radio industry. Frankly, we wouldn't know what to do without it. It doesn't cover everything, of course, but it hits the highlights of major developments. It's 8-pp., largest yet.

Use of this Index presupposes that you have maintained your file of 1955 Newsletters, Supplements and Special Reports. We're now preparing bound volumes for those who ordered them in advance (at \$25 per copy), and strongly urge that you have your own files bound locally if they're complete and if facilities are available.

Note: Going into mails about Feb. 1, to those subscribing to them, will be the Spring-Summer edition of our semi-annual Factbook (No. 22) and our 1956 AM-FM Directory -- both recognized as standard reference volumes in the industry. Both will mean the start of new series of weekly Addenda for full-service subscribers -- reporting station applications, CPs, changes in facilities and ownership, etc.

**SLIM HOPES FOR ADDITIONAL VHF CHANNELS:** "More vhf channels from the military" is a phrase heard frequently when panaceas for vhf-uhf allocations problems are mentioned -- and Govt. has a high-powered task force looking into the matter. To find out what they're studying, we went to top govt. engineers to find what uses are now being made of non-TV vhf spectrum.

It seems clear to us that possibility of succor from this source is scarcely imminent. It would take years to get more vhf channels, if they're to be gotten at all. There are millions, if not billions, in taxpayers' dollars tied up in equipment. Many allocations are nailed down by international treaties that would take years to renegotiate. Once the channels were obtained, there would still be the old bugaboo of conversions -- which is really the root of uhf's problems.

Off the record, govt. engineers can't see what the fuss is all about, how channel juggling would solve TV's problems. At any rate, here's a breakdown of the 50-470 mc band -- starting just below TV's Ch. 2 (54-60 mc) and going to uhf Ch. 14 (470-476 mc) -- covering everything anyone's interested in:



Amateurs are assigned 50-54 mc; band's use is termed "spotty" but military strongly supports amateur use of band, as it does all amateur bands for purposes of personnel training and equipment development. TV has 54-72 mc. The 72-76 mc band is rather lightly used by certain industries, such as power, for control & keying circuits, etc., but band contains the very widely used and important 75-mc air marker beacon service. TV has 76-88 mc. FM has 88-108 mc. The 108-118 mc & 118-132 mc bands are the basic frequencies for civil aircraft navigation (VOR) and air-ground communications -- world-wide, in heavy continuous use.

Military aircraft use 132-144 mc, for control and for air-ground communications, and that band gets heavy use. The 144-148 mc band is amateur, gets lots of action. Govt. has 148-152 mc, uses it for same purposes as 132-144 mc.

The 152-162 mc band houses virtually every kind of industrial mobile service, has many thousands of stations -- and it's crowded. Govt. has 162-174 mc, gives it great variety of uses -- for forestry, law enforcement, weather reporting, telemetering, etc. TV has 174-216 mc. Govt. uses 216-220 mc for same general purposes as 162-174 mc -- but with more emphasis on telemetering. Amateurs have 220-225 mc.

Big 225-400 mc band belongs to Govt., and it's used for practically every military purpose. It's said to have "billions of dollars" in equipment. This is the band generally eyed for possible TV use. If present users were forced from the band to uhf immediately, cost would be enormous; if move were accomplished over 10-year period, cost would be negligible because of normal obsolescence. In center of the band (328.6-335.4 mc) is the world-wide aircraft glide-path frequency, important to both govt. and non-govt. users. Amateurs and aircraft altimeters use 420-450 mc. Industrial services have 450-460 mc; it's for those who can't find room in 152-162 mc. The 460-470 mc band is termed "citizens radio service" but it's rapidly becoming another home for industrial mobile service, similar to 450-460 mc.

The FM spectrum has been eyed for several years because its 20 mc could provide 3 TV channels and because FM is still the stepchild of broadcasting -- despite individual cases of considerable success. FCC has within itself the power to take spectrum from FM, which still has some 535 stations on air. However, it's considered quite unlikely that FCC would convert FM spectrum to TV. Several commissioners remain sold on FM, and quite a few FM operators would put up very stiff fight. Furthermore, a lot of powerful manufacturers are mighty anxious for more industrial radio waves -- and they've been demanding shared use of FM band already (Vol.11:6).

**BRICKER EXPLORES ALL-UHF ALLOCATION:** Legislation to move all TV to uhf over period of 8 years is being drafted on Capitol Hill at request of Sen. Bricker (R-O.). The ranking minority member of Senate Commerce Committee hasn't decided whether to introduce such a bill, but he plans to sound out FCC commissioners on that theme next Thu. Jan. 26, when the committee holds first hearings in its TV investigation.

Hearings were postponed from Jan. 17 because of the death last week end of committee's chief counsel Frank Pellegrini (see p. 4). This week's sessions will begin at 10 a.m. in Room G-16, Capitol, probably continuing Jan. 27, with further extension to the following week likely. Commissioners are only scheduled witnesses for the currently planned hearings, no dates set yet for industry people.

Actual introduction of the all-uhf bill was described by a Bricker aide as "possible but not probable." He said the Senator wants to explore all implications of such a measure, and it may finally emerge as a resolution authorizing study of an all-uhf plan by the Senate Committee or by FCC, rather than as a mandate to FCC.

As now contemplated, bill would give stations an 8-year period in which to switch to uhf, permitting present vhf outlets to telecast on both vhf & uhf channels simultaneously during the period. Eight years was selected as encompassing the obsolescence cycle of TV sets, to minimize hardships to viewing public.

Whatever the outcome, Bricker's interest in an all-uhf allocation -- proposed by Comr. Hennock and uhf spokesmen at 1954 Potter subcommittee hearings -- promises to spur some lively exchanges at next week's hearings. [For news of other upcoming Congressional inquiries involving TV & FCC, see p. 7.]



**TRADE'S FULL CIRCLE—BACK TO 8-in. SETS?** News that RCA is sampling an 8-in. picture tube had some industry graybeards (circa 1947) exclaiming, "This is where I came in!" For very first TVs, back in the "pioneer" days of 1946-48, were 7-in. By 1949, these had been rendered obsolete by the 10 & 12-in., though one effort was made to market an 8½-in.; that year, trade statistics show "8-in. & under" mere 10% of all sales.

Trade may have come full circle with the new 8-in., for it graduated upward in sizes to today's 24 & 27-in., and there were even a few 30-in. produced by DuMont. Despite ascent to larger screens, GE's 14-in. portable (at \$100 & \$120) met with so much success recently that move seems to be on to produce even smaller portables.

Price of an 8-in. set seems to hold key to its saleability, in opinion of set makers. RCA hasn't yet priced new tube (8DP4); until it does, manufacturers are a bit reluctant to evaluate it. RCA's own set div. says it's not particularly interested in producing an 8-in. set, but several other firms are very much interested -- among them Emerson, Westinghouse, Hallicrafters. Motorola exec. v.p. Robert Galvin and Admiral engineering director Ray De Cola also told us they're interested in any development that brings portability closer. Philco wouldn't comment, Raytheon v.p. Henry Argento said he had not yet seen the tube.

With the exception that battery-operation isn't practicable as yet, sets with 8-in. screens would duplicate portable radio's uses -- on desk, at bedside, in kitchen, in hospitals, etc. But day is coming when TVs can be battery-operated.

Whoever makes the 8-in. job can assure his customers that it will be much lighter than GE's 14-in. portable (which weighs 26 lb.) for the tube weighs a mere 3 lb. It's glass, rectangular, 10¼-in. long, has 90-degree deflection.

Presumption is that under-\$100 price is aim, as well as portability. Commenting on 8-in. possibilities, Emerson pres. Benjamin Abrams, who markets a 14-in. portable at \$99, said: "This set couldn't possibly sell for \$75, as some retailers hope. The mere fact that a tube is smaller does not mean that the set is going to be much cheaper. The cost of all other components is the same as in bigger sets."

Note: GE and old National Union made 8½-in. tubes in 1949 (Vol. 5:33), and Motorola turned out an ivory-finished 8½-in. set for kitchen use that it proposed to sell at \$150. It didn't click, though tube was interchangeable with 7-in., and GE never did produce the 8½-in. receiver planned. Pilot Radio in spring of 1948 came out with a 3-in. set to sell at \$100; our headline on that story (Vol. 4:24) read: "Tiny TV That's 'Read', Not Viewed". It weighed only 15 lb., worked fine, but was accepted as mere novelty, and within year was being unloaded at less than half that price. Our own model is gathering dust in the attic, though it served well in hospital and at a kids' fair, where it attracted a lot of dimes as "the tiniest TV receiving set in the world."

**N**BC AND WESTINGHOUSE complete their Cleveland-Philadelphia station swaps this week end, per FCC authorization (Vol. 11:53)—and on Feb. 13 they plan to change call letters of their respective stations. Philadelphia's WPTZ (Ch. 3) becomes WRCV-TV, radio KYW becoming WRCV. Cleveland's WNBK (Ch. 3) becomes KYW-TV, radio WTAM becoming KYW. Management staffs were also switched at week end, as were reps.

Heading up NBC's new Philadelphia o-&-m outlets, for which NBC swapped its Cleveland stations and paid \$3,000,000 cash additional, is Lloyd E. Yoder, from Cleveland, who brings with him Ted Walworth, sales mgr.; George Cyr, program mgr.; John McHale, business mgr.; Curtis Peck, director of operations; Morris Wattenberg, promotion mgr.; William Howard, chief TV engineer. Now representing Philadelphia stations is NBC Spot Sales.

Heading up Westinghouse's newly acquired Cleveland stations are Rolland V. Tooke, from Philadelphia, as v.p. & gen. mgr. for TV; Gordon Davis, as gen. mgr. for radio. Tooke's top staff comprises Albert P. Kriven, sales mgr.; E. Preston Stover, program mgr.; B. Calvin Jones, production mgr.; G. Edward Wallis, adv. & sales promo-

tion mgr.; Robert Peters, auditor; Sidney V. Stadig, chief engineer. Rep is Free & Peters.

NBC stated it was particularly anxious to acquire the Philadelphia stations because of its big manufacturing operations in Camden, and pres. Robert W. Sarnoff stated WRCV-TV will have facilities for originating local color programs as soon as possible. Westinghouse Broadcasting Co. pres. Donald H. McGannon, in signing the transfer papers, observed that WPTZ had increased its gross income 22.3% over 1953, year Westinghouse acquired it from Philco for then record price of \$8,500,000 (Vol. 9:8, 11); radio KYW's gross was even greater, he said—87.6% higher than 1953—and its profit in 1955 was almost 20 times that of 1954. In 1934, KYW was moved from Chicago where it had been founded by Westinghouse in 1921 as one of the nation's pioneer stations.

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**Straight to the Point:** Audio portion of NBC-TV's repeat of *Nightmare in Red* Jan. 24, depicting rise of Communism, will be beamed short-wave to Russia by Radio Liberation, operated by organization called American Committee for Liberation from Bolshevism.



**Personal Notes:** Newly elected ABC vice presidents: Robert F. Lewine, now holding title of v.p. & director of program dept.; James A. Stabile, v.p. & director of business affairs dept.; Mortimer Weinbach, v.p. & director of labor relations & personnel . . . Michael J. Foster, with CBS since 1938, resigns as mgr. of press relations to become ABC v.p. in charge of press information & adv.; Gene Accas, with ABC in various sales & promotional capacities, most recently as director of research & sales development, Feb. 13 becomes operations director of TV Bureau of Advertising, coordinating activities of research & sales promotion divs.; Robert F. Blake, director of special projects of CBS-TV press information dept., N. Y., transfers to Hollywood in same capacity . . . Arthur Hull Hayes, CBS Radio v.p., native of Detroit, graduate of U of Detroit and formerly with Campbell-Ewald there, delivers principal address at St. Francis de Sales Club there Jan. 29 on "A Catholic's Responsibility in the Field of Communications" . . . Jack A. Pegler, pres. of Television Zoomar Corp., was married in N. Y. Jan. 19 to Mrs. Evelyn Mack Carnill . . . Fred Wile Jr., NBC Pacific div. v.p. for programming, named chairman of Hollywood committee of Advertising Council . . . Stephen R. Rintoul Jr., son of the veteran broadcaster and partner of Venard, Rintoul & McConnell, joins that rep firm Jan. 23 after working in merchandising dept. of *Time* and *Life* . . . Fred N. Dodge, ex-NBC merchandising director, joins Western Empire Direct Adv. Co., N. Y. . . . Peter B. Kenney, 34, exec. v.p. of WKNB-TV, New Britain-Hartford, named "outstanding young boss in business" by local Junior Chamber of Commerce . . . John C. Schultz, ex-mgr. of WFRV-TV, Green Bay, Wis., joins radio WBBM, Chicago . . . Donald Tykeson promoted to national sales mgr. of KPTV, Portland, Ore., with D. Donald Lonie Jr. named local sales mgr.; Albert R. McLaughlin, continuity director, succeeds Lonie as promotion mgr. . . . Mort

Abrahams, producer of *GE Theatre* and of MCA's *Star Stage*, named MCA v.p. in charge of eastern film production . . . Robert C. Martin resigns as program director of WHUM-TV, Reading, Pa., to become production director of WAKR-TV, Akron . . . Glenn Griswold promoted to gen. mgr. of KFEQ-TV, St. Joseph, Mo., now owned by Midland Bestg., headed by Kenyon Brown; Wayne Beavers, from sales, succeeds Griswold as commercial mgr. . . . Hal Powell, ex-WBTV, Charlotte, N. C., named promotion director of WTAR-TV, Norfolk, succeeding Bob Davis . . . Ralph H. Braun, ex-promotion mgr., WMAR-TV, Baltimore, recently with BBDO, named director of public relations, Fedders-Quigan Corp., Maspeth, N. Y. (room air conditioners) . . . Patric Rastall, from Chicago office, assigned to eastern sales staff of ABC Film Syndication under v.p. Don L. Kearney; Howard Anderson, mgr. of Dallas office, becomes mgr. of midwest div. in Chicago, and Robert Dalschau, from KENS-TV, San Antonio, becomes mgr. at Dallas . . . Wm. H. Hansher, chief engineer of WTVN-TV & WTVN, Columbus, promoted to technical asst. to Hulbert Taft Jr., pres. of WKRC-TV, Cincinnati, in charge of engineering for all its stations, including construction of upcoming WBIR-TV, Knoxville (Ch. 10).

Clarence H. Hopper, from Arma div. of American Bosch-Arma Inc., where he was v.p.-mgr. of manufacturing & operations, joins CBS Inc. as v.p.-production services, handling long-range planning and other services relating to facilities, industrial engineering, materials, real estate, etc. He is former operations v.p. of A.C.F. Brill Motor Co. and Oneida Products Corp.

Wayne Coy, ex-FCC chairman, now pres.-mgr. and 50% owner of KOB-TV, Albuquerque (Ch. 4), recovering from serious angina attack. Mrs. Coy reports he's expected to leave Albuquerque's Bataan Memorial Hospital shortly.

**ADVERTISING AGENCIES:** Edgar J. Donaldson promoted to TV-radio director, Ketchum, McLeod & Grove, Pittsburgh; he was with WSYR-TV, Syracuse, when it started in 1950, succeeds Lansing B. Lindquist, now v.p. of McCann-Erickson, N. Y. . . . Peter King promoted to TV v.p., Gotthelf & Weil Adv., Buffalo (formerly H. J. Weil Inc.) . . . Harry Bressler, ex-McCann-Erickson, named TV-radio copy chief, Doherty, Clifford, Steers & Shenfield . . . Donald W. Jackson, ex-Doyle, Kitchen & McCormick and J. Walter Thompson Co., named gen. mgr. of N. Y. office, James Thomas Chirurg Co. . . . Glen Bammann, from McCann-Erickson, Cleveland, joins its Marschalk & Pratt div. as TV-radio dept. business mgr.

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Donald F. Conaway, Chicago attorney who has been legal representative of Brotherhood of Railway Trainmen (Ind.), Feb. 1 becomes national exec. secy. of AFTRA, replacing Alex R. McKee, who has held post temporarily since death of George Heller last year. McKee stays with AFTRA until April, when he plans to move to California to set up an electronics research lab.

Charles Collingwood, CBS newsman, was elected pres. of big N. Y. local of AFTRA by middle-of-road slate which recently unseated former local officers. Other new officers, all elected on same ticket: Orson Bean, John Henry Faulk, Luis Van Rooten, Jay Jackson, Cliff Norton, vice presidents; Elise Bretton, recording secy.; Barbara Ferguson, treas.

CBS-TV forms "News Campaign Cavalcade," 12-man roving team of newsmen and cameramen to cover state primaries and other big pre-convention political news, reporting to John F. Day, director of news & special events.

Communist performers have been successful in infiltrating TV-radio industry despite vigilance of the networks, House Committee on Un-American Activities charged in 1955 annual report, issued this week. It said its investigation of reds in N. Y. show business last year found that "major networks" don't hire known or suspected Communists or sympathizers, but that networks are using independently packaged shows which sometimes employ reds. "Investigation suggests that use of Communist entertainers has resulted from the practice of certain advertising agencies to close their eyes to the question of Communist affiliations and activities of various performers," states the report, which adds that networks aren't equipped to make investigations, and when slips have occurred in the past they usually were due to lack of information. Committee claims it "uncovered a militant Communist fraction" within N. Y. local of AFTRA, whose principal activity [was] a campaign against so-called "blacklisting." It added that this group attempted to discredit officers of the local (who were defeated last year in election centering around "blacklisting" issue) because they "could not be compromised by the Communist Party members."

Teleprompter Corp. has signed long-term renewal contract with CBS. Its prompting device is now used by CBS, NBC & nearly 100 TV stations.

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Frank Pellegrini, 51, chief counsel of Senate Interstate & Foreign Commerce Committee, died Jan. 14 en route to hospital after suffering heart attack while playing golf at country club near Washington. Funeral services were held Jan. 19 in his native Seattle. Surviving are his wife, 12-year-old twin sons, his mother, 2 sisters.



**Station Accounts:** Prime time can be cleared locally for nationally syndicated films if agency and sponsor put forth extra effort, as evidenced by fact that Socony Mobil's 30-min. *Mobil Theatre* (ABC Film Syndication) has been cleared for evening hours in 54 markets thus far by Compton Adv., N. Y. & Chicago. Show will be seen between 7:30-10:30 p.m. in 45 of those markets, 7-7:30 p.m. in 6 markets, 6:30-7 in 3. All stations cleared are network affiliates. Compton promised show to station with best time period in each market, pledged quick decision on bids, then made 13-week commitments . . . Beer sponsors are being drawn to NBC film div.'s upcoming *Crunch & Des* 30-min. series based on Philip Wylie's *Saturday Evening Post* stories, being produced by Bermuda Productions Ltd.; Lucky Lager Beer has bought it in 9 western states, Alaska & Hawaii, thru McCann-Erickson, San Francisco; Regal Beer for 5 southeastern markets, thru Talley-Embry Adv., Miami & Tracy-Locke Adv., New Orleans; Schmidt's Beer, 3 markets, thru Al Paul Lefton; Pittsburgh Brewing Co., thru Smith, Taylor & Jenkins, Pittsburgh . . . American Sheep Producers Council, spending \$400,000 to promote consumption of lamb & mutton, will divide its spot TV-radio campaign into 5 regional promotions starting Jan. 16 in Denver, thru Botsford, Constantine & Gardner, San Francisco; other campaigns, spotted on staggered basis through first 6 months of year, will concentrate on California valleys, Texas, Birmingham, Cleveland . . . County National Bank & Trust Co., Santa Barbara, using TV to promote civic pride, sponsoring *Community Awards*, documentary history of various local service organizations, on KEYT, alt. Thu. 7:45-8 p.m. . . . Bulova starts new co-op campaign about March 20, using 13 of Heinz's old *Studio 57* series (ex-DuMont) under title of *Bulova Showtime*, purchased from MCA-TV thru McCann-Erickson . . . Dominion Rubber Co., Canadian subsidiary of U. S. Rubber Co., and Sherwin-Williams Co. acquire MCA-TV's *Dr. Hudson's Secret Journal* for 15 Canadian markets . . . Seven Houston piano dealers sponsoring Sat. a.m. *Piano by Television* on KTRK-TV, simplified piano lessons by Prof. George Stout, of U of Houston . . . All-Negro Sat. night 30-min. variety-fashion show, slanted to Chicago's big Negro audience, starts on WBKB Jan. 21; Martin Clothing Co., thru Sander Rodkin Adv., is first partic. . . . Among advertisers currently reported using or preparing to use TV station time: Hanover Canning Co., Hanover, Pa. (canned vegetables & juice), thru Arndt, Preston, Chapin, Lamb & Keen, Philadelphia; James Industries, Paoli, Pa. (Slinky toys & industrial springs), thru Lewis & Gilman, Philadelphia; Procter & Gamble Co., Cincinnati (Crest toothpaste), thru Benton & Bowles, N. Y.; Grocery Store Products Co., West Chester, Pa. (B&B mushrooms), thru Ted Bates & Co., N. Y.; Coty Inc., N. Y. ("Coty 24" Lipstick), thru Franklin Bruck Adv., N. Y.; Knudsen Creamery Co. of California, Los Angeles, thru Heintz & Co., L. A.; Cook Chemical Co., Kansas City ("Real-Kill" insecticide), thru Henri, Hurst & McDonald, Chicago; Kitchens of Sara Lee Inc., Chicago (frozen chocolate cake), thru Cunningham & Walsh, Chicago; Crescendoe Gloves Inc., N. Y., thru Leber & Katz Adv., N. Y.; J. B. Williams Co., Glastonbury, Conn. (Conti Shampoo & Conti soap), thru Birmingham, Castleman & Pierce Inc., N. Y.; Dandricide Co., Brooklyn ("Dandricide Anti-Dandruff Rinse"), thru Robert T. Cole Adv., N. Y.; National Bureau for Lathing & Plastering, Washington, thru Wildrick & Miller.

New reps: WNBK, Cleveland, to Free & Peters (from NBC Spot); WPTZ, Philadelphia, to NBC Spot (from Free & Peters); KEYD-TV, Minneapolis-St. Paul, to Avery Knodel (from H-R Television); WHBQ-TV, Memphis, to H-R Television March 1 (from Blair).

**Network Accounts:** General Motors has bought 3-hour *Richard III* in color on NBC-TV Sun. March 11, 2:30-5:30 p.m., thru Kudner. Theatrical runs of the British film, produced by and starring Sir Laurence Olivier, start same evening in Bijou Theatre, N. Y. Under agreement with Olivier, show will be interrupted only 3 times for commercials. GM is said to have paid between \$350,000 & \$400,000 for time, talent & production for one shot . . . North American Philips Co. (Norelco electric shavers) to sponsor 3 of NBC-TV's "Project 20" documentaries, thru C. J. LaRoche Co.—*Twisted Cross*, depicting rise and fall of Hitler, March 14, 9-10 p.m.; *World War I* and *Rebirth of Freedom in Austria*, both scheduled for fall . . . Swift & Co. to be alt. sponsor of *Uncle Johnny Coons* on NBC-TV, switching to Sat. noon-12:30 p.m., with *Children's Corner* moving to Sun. 12:30-1 p.m. . . . Firestone to sponsor "Springtime U.S.A.," narrated by Helen Hayes, as its *Voice of Firestone* "spectacular" on ABC-TV March 19, 8:30-9:30 p.m. . . . Bauer & Black (Curad bandages) to be partic. sponsor of *Captain Kangaroo* on CBS-TV starting March 1, Mon.-thru-Fri. 8-9 a.m. & Sat. 9:30-10:30 a.m., thru Leo Burnett Co., Chicago . . . New CBS-TV show, starring Will Rogers Jr., which replaces *Morning Show* Mon.-thru-Fri. 7-8 a.m., is called *Will Rogers Almanac* and starts Feb. 20 . . . ABC-TV to offer new situation comedy series starring Joan Davis in fall . . . Gillette to drop Art Linkletter's *People Are Funny* on NBC-TV after current series ends in June.

Daytime TV is watched by more than half the housewives in metropolitan New York, says Pulse Inc. on basis of 1000 interviews last Nov. It found 52.2% had watched daytime TV during preceding Mon.-Fri. period, and 58.6% of these daytime viewers watched every weekday, an additional 22.1% viewing 3 or 4 days weekly. Almost half the viewing housewives (47.1%) watched both morning & afternoon, an additional 40.1% viewing in afternoons only. Housewives' memory of the products advertised on daytime TV was checked in Pulse survey, with these results: Pillsbury Cake Mix was recalled by 27.8%, Fab by 25.5%, Ivory 19.6%, Colgate 19%, Lipton Tea, 15.5%, Tide 15.1%, Betty Crocker 14%.

Rate increases: KDAL-TV, Duluth-Superior, Feb. 1 adds Class AA hour (6:59-10 p.m. Mon.-Sat., 5:59-10 p.m. Sun.) at \$400, min. at \$80, Class A time segments being limited to 10-10:15 p.m. daily. CFCM-TV, Quebec City, Que., raises base hour from \$350 to \$400, min. \$70 to \$80. Spot increases: KNXT, Los Angeles, raises Class AA min. only rate from \$600 to \$700. WTMJ-TV, Milwaukee, Feb. 1 adds Class AA min. rate (6:29-9:30 p.m. daily), at \$375, Class A min. remaining \$300. KFJZ-TV, Fort Worth, raises base min. from \$150 to \$180.

Total Advertising for first 11 months of 1955 was 12% ahead of same 1954 period, reports *Printers' Ink* index, with Nov. showing network TV & newspapers each up 18%, magazines up 14%, network radio down 25%, outdoor down 4%, farm papers down 2%.

Political time solution? WBKB, Chicago, anticipating barrage of requests for TV time from political candidates, sets aside 2 half hours each Mon. night in prime time starting March 12 for political messages for local primary election runoffs April 10.

Ross Reports on TV, 551 Fifth Ave., N. Y., has released *1955 Survey—TV Film Commercials*, containing information on 5650 commercials, their 554 sponsors, 834 products advertised, and length, type & producer of each.

CBS-TV offers free 15-min. weekly sports film program, *Sports Roundup*, to all stations subscribing to full CBS newsfilm service.



**N**O COURT ACTION yet on efforts to delay construction of vhf stations in Madison, Corpus Christi & Evansville (Vol. 12:2)—so FCC's future course in vhf decisions is still uncertain. Meanwhile, Commission issued another vhf decision—sustaining examiner James Cunningham's award of Miami's Ch. 7 to Biscayne TV Corp., a combination of Cox and Knight broadcasting-publishing interests headed by ex-NBC pres. Niles Trammell.

Three Miami competitors were denied, and all are talking about court appeals. Vote was 5-2, Comrs. Hyde & Bartley dissenting, again stating that no grant should be made until deintermixture has been considered in rule-making. While making Miami grant, Commission turned down petition for delay filed by WITV, Ft. Lauderdale (Ch. 17).

In meantime, Commission extended from Jan. 20 to Feb. 8 the deadline for reply comments in allocations rule-making. Extension was at request of WHIZ-TV, Zanesville (Ch. 18) and WTAP, Parkersburg (Ch. 15).

Big issue in Miami decision was "diversification." The 3 losers have no media interests, while Cox owns WIOD and *Miami News*, Knight owning WQAM and *Miami Herald*—in addition to stations and papers outside Miami. Commission said media interests are indeed a handicap to the group, but that its superiority in other factors outweighs this. Commission noted that Cox & Knight papers are competitive; that area has 9 radio services, 4 vhf & 2 uhf channels allocated; and said it foresaw no possibility of monopoly. Knight is required to sell WQAM.

Biscayne was superior, Commission said, in terms of ownership-management integration, Miami broadcast experience, good records of WIOD & WQAM. The 3 denied were: (1) East Coast TV, headed by Charles Silvers (aluminum products, real estate, race horses) and D. Richard Mead (construction, real estate, insurance, mortgages). (2) South Florida TV, whose principal stockholders are Jack Stein (printing, liquor); James Lawrence Fly (former FCC chairman); Bernard A. Mayer (frozen foods). (3) Sunbeam TV, whose largest stockholders are Sidney D. Ansin (shoe manufacturer); Catchings Therrell (attorney); Charles L. Clements (savings & loan assn., insurance).

Commission is expected to come up before long with final decision on Miami's Ch. 10—unless courts say otherwise. Though initial decision last year favored WKAT, it's understood that recent tentative vote had 3 commissioners voting for Public Service TV, owned by National Airlines. Situation is similar to that in Fresno, where KFRE had 3 votes but Commission didn't want to release decision with less than full majority of 4. Also said to be due before long is decision on Chattanooga's Ch. 3, with Mountain City TV currently favored over WDOJ.

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Court of Appeals in 2-1 decision sustained FCC's decision in Tampa-St. Petersburg's Ch. 8, granted to now-operating WFLA-TV. WTSP had appealed, arguing that FCC erred in failing to give it preference for local ownership and for management-ownership integration. But Judges Prettyman & Washington said: "The controversy is in an area into which the courts are seldom justified in intruding. The selection of an awardee from among several qualified applicants is basically a matter of judgment, often difficult and delicate, entrusted by the Congress to the administrative agency."

Such decisions, they said, are "political, in the high sense of that abused term. They are not for the judiciary." They did conclude, however: "It may well be that the courts can require an administrative agency to reconsider a decision in which important matters affecting the public interest have not been canvassed or explicitly decided by the agency, even where those questions have not been urged by any litigant before the agency or the courts."

Judge Bazelon, hot on newspaper ownership, said that FCC should go into question of media control whether contestants ask for it or not. "The Commission's role," he said, "is not merely that of a referee in an adversary proceeding, who scores points only upon issues selected by the individual contestants and gives the decision to the highest scorer. While this might assure a 'right' decision between the contestants, it does not assure a 'right' decision in the public interest."

Another hoary case reached another plateau this week when examiner Herbert Sharfman rendered initial decision on protests against grantee WJRT's selection of site near Saginaw, Mich. instead of Flint. He would turn the protests down, largely on premise that WJRT's move is a normal competitive action—even though it hurts protestants WKNX-TV, Saginaw (Ch. 57); WTOM-TV, Lansing (Ch. 24); WWTW, Cadillac (Ch. 13).

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President Eisenhower signed amendment Jan. 20 to "protest" section of Communications Act, giving FCC some relief from harassment of those who seek to block competitors' construction. However, Rochester's protestant radio WSAY went to Court of Appeals this week with demand that Commission be cited for contempt for failing to take share-timers WVET-TV & WHEC-TV (Ch. 10) off air (Vol. 12:2). WSAY noted that FCC received court decision Dec. 22 but didn't act. FCC answered WSAY's charges by stating that certified copy of court decision was lost, through clerical mixup, until Jan. 12—and that FCC then moved as fast as possible to consider next move. Expected upshot: Rochester TV stations, as well as Providence's WPRO-TV (Ch. 12), involved somewhat similarly, will stay on air.

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First closed-circuit political meeting was huge Jan. 20 "Salute to Eisenhower" dinner kicking off the GOP 1956 campaign. Beginning at 10 p.m., half-hour featured pickups from GOP spokesmen in 12 cities. Originating point was Washington's Sheraton Park Hotel, with President Eisenhower speaking to the "closed-circuit dinners" in 53 cities during final 8 minutes of the telecast. Biggest installation was in New York's Madison Sq. Garden, where 4 projection screens arranged in a square were fed by 4 separate TV projectors. Telecast was handled by Theatre Network TV Inc., with remote pickups made through NBC facilities.

Negotiations have been dropped whereby Mrs. Lyndon B. Johnson, wife of the Senate majority leader and owner of KTBC-TV, Austin, Tex. (Ch. 7), proposed to acquire half the 20% interest in KGUL-TV, Galveston-Houston (Ch. 9) owned by Galveston banker R. Lee Kempner. Mrs. Johnson, who on Jan. 1 suspended operation of KANG-TV, Waco (Ch. 34), acquired approximately 29% interest in KWTX-TV, Waco (Ch. 10) in consideration of certain assets of the uhf outlet.

NARTB board holds next meetings Feb. 1-3 in the San Marcos Hotel, Chandler, Ariz.; TV board (Clair McCollough, WGAL-TV, chairman) meets Feb. 1, radio board (Henry B. Clary, KWKH, Shreveport, chairman) Feb. 2, joint boards under pres. Harold Fellows Feb. 3.



**C**ONGRESSIONAL investigations involving TV-radio and FCC are cropping up in unprecedented numbers this session, with at least 5 separate hearings tentatively slated for Jan.-Feb. In addition to the over-all TV hearings by Senate Commerce Committee, due to begin Jan. 26 (see p. 2), these hearings are now in prospect:

(1) Executive department "interference." House Small Business Committee's subcommittee on regulatory agencies, headed by Rep. Evins (D-Tenn.) plans hearings on FCC by mid-February. Group has already held sessions on Federal Trade and Power commissions, seeks to determine whether there is undue interference by executive branch of Govt. in the operation of so-called "independent agencies."

Hearing may be a hot one, as staff director for inquiry says he has "complaints" about operation of FCC, and has completed 4 months of staff study into the Commission. Individuals who have business with Commission will be invited to appear, as will FCC commissioners.

(2) "Monopoly" aspects. House Judiciary Committee under Rep. Celler (D-N. Y.) plans hearings next month on whether big business is controlling Federal regulatory agencies, including FCC. Thrown into the pot will be complaint by Rep. Hillings (R-Cal.) about NCAA football TV restrictions (Vol. 12:2). Hillings wrote Celler urging committee scrutiny of the restrictions which prevent free televising of good college football games. "If there is no violation of the law," he wrote, "the committee may well wish to consider the possibility of legislation in this regard." Chairman Celler replied that he will give Hillings a chance to explore fully the football TV question when Judiciary Committee holds its hearings on FCC.

(3) Public information policies. House Govt. Operations Committee's govt. information subcommittee, headed

by Rep. John Moss (D-Cal.), has scheduled hearing 10 a.m. Feb. 3 (House Caucus Room 362, Old House Office Bldg.) on FCC public information policies. This is one of series of hearings on responses by agencies to questionnaire on availability of information (Vol. 11:47). Commissioners and general counsel will be questioned on accessibility of information to Congress and public, withholding from public of non-security information, etc. A subcommittee spokesman said Congress had received "no specific complaints against the FCC."

(4) Beer & liquor advertising. Senate Commerce Committee under Sen. Magnuson (D-Wash.) hears pro & con arguments Feb. 15-16 on bill by Sen. Langer (R-N. D.) to ban beer & liquor advertising in interstate commerce and on the air.

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TV commercial abuses "have increased to the point of stupidity," Rep. Heselton (R-Mass.) charged Jan. 19 in House speech castigating TV industry and FCC and demanding "effective action as soon as possible to bring an end to these abuses." Member of House Commerce Committee, Heselton last April introduced HR-5741 ordering FCC to prescribe what proportion of TV-radio time should be devoted to commercials (Vol. 11:17). This week he inserted in *Congressional Record* Commission's comments on bill, in which FCC strongly opposed being given programming authority, preferring "self-regulation and self-restraint." Accusing Commission of "bureaucratic gobbledegook," Congressman said it has "failed utterly" to meet its responsibilities. He inserted in record a column by *Washington News* movie critic James O'Neill panning ABC-TV's *Afternoon Film Festival* as "indecent, irresponsible and utterly stupid production" because of poor editing and number of commercial breaks (he said he counted 13 in 1¼ hours). Heselton said he has sent column to FCC, requesting its comments on the "outstanding example of nauseating drivel and incredibly bad public relations exhibited in this one program."

**Telecasting Notes:** Biggest bust yet among the movie-makers' shows on TV, *MGM Parade*, sponsored by Pall Mall and General Foods, is going to be revamped or maybe dropped, according to Hollywood advices. After 16 weeks, patched-together Wed. night show still can't hold preceding *Disneyland* ratings on ABC-TV—and new format has been subject of intense huddles of producers, network folk & admen. It's for sure that m.c. George Murphy will be replaced; that most of the two dozen or so half hours already filmed (at reputed \$40,000 each) won't see the light of TV screen; that over-plugging of upcoming MGM pictures will be toned down. Not so sure is whether new format will embrace dramatized life story of a Metro star or half-hour segments of past MGM film successes . . . Also in the soup and subject of intensive scrutiny this week is Eastman Kodak-Screen Directors Guild's *Screen Directors Playhouse* on NBC-TV, which has failed to produce promised film stars (except for one appearance by John Wayne) and which isn't earning very good ratings, either . . . Fickle ratings: How survey methods affect TV ratings is illustrated by National Nielsen-Ratings for 2 weeks ended Dec. 24. Nielsen's "total audience" ratings show three 90-min. spectaculars (*Ford Star Jubilee*, *Max Liebman Presents*, *Producers Showcase*) in the top 10, ranking 4th, 7th & 8th, respectively—whereas Nielsen's "average audience" ratings indicate none of the 3 made the big 10. The difference: "Total audience" ratings show number of homes viewing more than 5 min. of show, whereas "average audience" represents homes reached during average minute of program . . . Newcomer to "top 10"

ratings is CBS-TV's *Do You Trust Your Wife?*, Edgar Bergen's big-money quizzier, which hit 6th place (29.3 rating) in Jan. 1-7 Trendex; No. 1 is still \$64,000 *Question . . . First product of NBC's highly touted "comedy development plan" has been almost universally panned by critics in its first 2 episodes—the new NBC Comedy Hour, which replaced Colgate Variety Hour in Sun. 8-9 p.m. slot opposite CBS-TV's Ed Sullivan Show; network is doing plenty of revamping, with m.c. Leo Durocher and music director Gordon Jenkins leaving program . . . Husband-wife team of motion picture producer Lester Cowan & composer Ann Ronnell signed by NBC-TV to produce series of spectaculars, including original musical comedy, "Oh! Susanna," based on lives and songs of Stephen Foster & E. P. Christy, and musical version of Ernie Pyle's "Story of GI Joe," which was made into award-winning movie by Cowan . . . Orson Welles to go on TV, after all; he'll play part of stage producer in "Twentieth Century" on CBS-TV spectacular *Ford Star Jubilee* April 7 . . . TV to movies: RKO buys 3 scripts originally used on CBS-TV's *Climax*—"Public Pigeon No. 1," "Is This Our Son?" and "The Lady & the Prowler." Pine-Thomas-Shane Productions acquires another *Climax* alumnus, "Bail Out at 43,000" . . . Commercial-educational cooperation: Pittsburgh's educational WQED and commercial radio KDKA are simulcasting 16-week *School Science Experts Quiz*, carried by KDKA radio annually for 10 years . . . Dr. Frank C. Baxter, star of award-winning educational *Shakespeare on TV*, Feb. 5 begins new 18-week Sun. afternoon series on the Renaissance on KNXT, Los Angeles.*



**THREE NEW VHF starters and one more uhf** quitting the air brought TV boxscore at week's end to 461, of which an even 100 uhf remain. The uhf advising FCC that it was signing off permanently as of Jan. 21 is Charles Pittman's WCOS-TV, Columbia, S. C. (Ch. 25), which began operating in April 1953 with ABC & DuMont service and since then has seen advent of WNOK-TV (Ch. 67) and WIS-TV (Ch. 10), former with CBS, latter NBC. WCOS-TV simply could not stand the economic gaff, has sold its business (not including plant) to WNOK-TV, which this week applied to FCC for Ch. 5 drop-in at Sandy Run, N. C. (see *TV Addenda 22-B*). WCOS-TV was 56th uhf to quit.

The new starters are WSAV-TV, Savannah, Ga. (Ch. 3), ready for Jan. 21 tests; KHPL-TV, Hayes Center, Neb. (Ch. 6), starting tests Jan. 22; KRMA-TV, Denver (Ch. 6, educational), now testing and starting programming Jan. 30.

WSAV-TV begins programming as an NBC interconnected Feb. 1, will also take some ABC shows. It's Savannah's second outlet—WTOC-TV (Ch. 11) having been in operation since Feb. 1954. Located in Liberty National Bank Bldg., it has 10-kw RCA transmitter, rooftop Ideco tower with 3-bay antenna. Veteran broadcaster Harben Daniel is chief owner & gen. mgr.; Thomas E. Belcher, from KGEO-TV, Enid, Okla., commercial mgr.; Meredith E. Thompson, from radio WSAV, operations mgr.; Wm. E. Lucas, ex-KTIV, Sioux City, program director; Elmer Alley, ex-WSM-TV, Nashville, production mgr.; Byron Strong, chief engineer. Base rate is \$275. Rep is Hoag-Blair.

KHPL-TV, Hayes Center, Neb., will operate as satellite of KHOL-TV, Kearney-Holdredge (Ch. 13), is 100 mi. from KHOL-TV's transmitter. It has 5-kw GE transmitter with 500-ft. Stainless tower and 6-bay an-

GE has reorganized broadcast equipment headquarters staff to promote diversification of product lines—Frank P. Barnes, marketing mgr. for electronics div.'s broadcast equipment section seeing "an almost immediate application of radio-frequency power generation to large-scale cooking and food processing; long-range TV transmission through advancement of scatter-transmission techniques; increasing application of closed-circuit TV in industrial, educational & medical fields; and adaptation of TV techniques to facsimile transmission." New special products component has been set up in his section, headed by Albert F. Wild, formerly sales mgr. for broadcast equipment, who will pick own staff. Charles J. Simon, ex-mgr. of product planning in broadcast equipment, succeeds Wild as mgr. of broadcast field sales. Wells R. Chapin, ex-N. Y. mgr., broadcast equipment sales, succeeds Simon.

New 100-watt vhf transmitter is offered by RCA—selling for \$12,500 minus sideband filter, harmonic filter and 4.75-mc upper sideband filter. Price excludes filters, RCA states, because "some relaxation of the FCC rules is anticipated for low-power operation." Also offered for first time is new 2-section 2-gain superturnstile antenna, selling for \$3400.

ABC-TV's affiliation with XETV, Tijuana, Mex. (Ch. 6) protested by San Diego's KFMB-TV & KFSD-TV (Vol. 11:53), has been set for FCC hearing to start March 19. Comrs. Webster & Doerfer dissented from setting matter for hearing, Webster questioning FCC's authority to conduct a hearing including inquiry into a foreign station's methods of operating.

Residents of tri-state area, in eagerness to get TV service, contributed \$140,000 toward estimated \$188,000 cost of project. Principal owner is Dr. F. Wayne Brewster, head of Holdrege hospital, with Jack Gilbert as gen. mgr. of stations. KHPL-TV is sold only in combination with KHOL-TV, at \$250 base hour. Rep is Meeker.

KRMA-TV, Denver, is owned by Denver public school system, and is 19th educational outlet on air. It has 5-kw GE transmitter and 210-ft. Ideco tower at site near Lookout Mt., where Denver's 4 commercial stations have transmitters. Henry Mamet, ex-U of Kansas City, is mgr.; T. G. Morrissey, ex-KFEL-TV, Denver, chief engineer; John Cullen, ex-KFEL-TV & KLZ-TV, chief technician; James Case, ex-CBS-TV, Hollywood, producer-director.

Only shipments reported this week: RCA 2-kw transmitter Jan. 13 to KZTV, Reno (Ch. 8), planning boost to 11.7-kw visual ERP; RCA 2-kw standby unit Jan. 17 to WTVT, Tampa (Ch. 13).

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

KPIC, Roseburg, Ore. (Ch. 4) plans Feb. 15 start, carrying programs of KVAL-TV, Eugene, Ore., reports KVAL gen. mgr. S. W. McCready. Used 5-kw DuMont transmitter purchased from GE is being installed. RCA 3-bay 40-ft. antenna is being assembled, will be installed soon on 130-ft. Fisher tower. KPIC co-owners are KVAL-TV and California-Oregon TV Inc., headed by Wm. B. Smullin, operator of KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore. KPIC will be sold in combination with KVAL-TV, will also have own \$150 base hour rate. Rep for stations is Hollingbery.

WJMS-TV, Ironwood, Mich. (Ch. 12), granted last Nov. 30, plans to be on air next Sept. 1, although equipment hasn't been ordered, reports Wm. L. Johnson, pres. of grantee Upper-Michigan-Wisconsin Bestg. Co. Inc., which operates radio stations WJMS; WATW, Ashland, Wis.; WIKB, Iron River, Mich. Rep not chosen.

"Camtronic" is new TV-film camera system announced this week by Fred A. Niles, pres. of Fred A. Niles Productions Inc., new Chicago TV-theatrical-industrial film producer. Camtronic System, similar in principle to DuMont's Electronicam, is said to consist of "3 motion picture cameras mounted on specially designed synchronous plates which hold live TV cameras." As in Electronicam system, director views "takes" simultaneously on 3 TV monitor screens, electronically "editing" the film as it is being shot. A fourth monitor records a film work print with "cuts" indicated. Niles says he will film TV shows in Chicago's Eighth St. Theatre.

Application to buy WFBL, Syracuse, N. Y. (5-kw, 1390 kc) for \$227,500 from Oscar F. Soule and associates was filed this week by Founders Corp., subsidiary of aviation insurance firm Tele-trip Inc., which also holds 50% of KTVR, Denver (Ch. 2) and 100% of radio KPOA, Honolulu, and WTAC, Flint. Charles F. Phillips will be retained as WFBL gen. mgr., along with other key employees.

Another state takes jurisdiction over community antenna systems. California State Public Utilities Commission ruled this week that systems are "telephone corporations" under public utilities code, thus subject to regulation. Decision came after subscribers complained about service rendered by TV Transmission Inc., which serves Walnut Creek, Lafayette & Martinez.

CBC board of governors Feb. 3 will again consider Ch. 4 application for Kamloops, B. C. by Twin Cities Television Ltd., deferred from last meeting Dec. 1.



**TV STILL KEYSTONE OF DEALERS' BUSINESS:** More bullish about TV than in last 2 years, progressively "warmer" toward color, eager for more information on full-line trend of merchandising and the revolutionary changes it portends in distribution -- these were dominant moods of nation's retailers at NARDA convention in Chicago this week.

That TV remains keystone of their business, despite growing importance of high-fidelity and white goods, was manifest in their comments in convention meeting rooms and in corridor conversations. Almost to a man, they were undiscouraged by high TV saturation already prevailing in many markets. They talked instead about selling second sets and replacements, about getting most out of trade-ins, about more effective use of servicing and about getting deeper into color.

We heard few complaints about profit margins, a perennial squawk of dealers, and there was strong conviction that discount house competition had declined in the last year. As evidence of better times, Dun & Bradstreet reported this week that 1955 failures of TV-radio-appliance dealers declined to 344, from 457 in 1954.

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New Westinghouse v.p. John W. Craig, in speech on full-line merchandising trend, gave dealers plenty to chew on. Motivating this trend, he said, was desire of manufacturer to "diversify, hedge, spread the risk." Full-line merchandising, he said, permits manufacturer to balance "peaks and valleys" of sales of various items in line; enables him to use research on one product to benefit another; gives him a "rub-off bonus," whereby success of one appliance "rubs off" on another by brand-name association; lets him spread advertising expense among several products.

Westinghouse wants to carry full line to retail level and so is looking for dealers who will carry its line exclusively, in manner of auto agencies. Such retailers, he said, will enjoy such advantages as lower inventory through "lack of duplication"; better profit margins by dealing with one manufacturer; easier training of sales and service personnel; more liberal financing terms; identification as local headquarters for a single brand name.

Westinghouse may not be alone in push for exclusive dealers. There's also some evidence that GE, its prime competitor in white goods, is also studying moves in that direction. GE's recent consolidation of TV and appliances in new consumer products group, resulting in distribution shifts among its GE Supply Co. and GE Appliances Co., is regarded by some as forerunner of drive for exclusive dealers.

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NBC chairman Sylvester L. (Pat) Weaver Jr., in strange role of a principal speaker at trade banquet, lashed at what he called the "negative" attitude of many dealers toward color. Mincing no words, he told retailers that RCA-NBC had made multi-million dollar investment in color and didn't intend to see it go down drain because of "timidity" of dealers in pushing it.

"If a customer came into your store with \$800 jingling in his pockets and wanting to buy a color set, the chances are he would be brainwashed," said Weaver. "Anybody who says that color sets can't be sold because of the price doesn't know what he's talking about. How many people do you know who quibble about paying \$18,000 or \$18,800 for a house, or who don't have any objection to loading up their new cars with \$800 worth of accessories?"

Weaver's speech drew mixed reactions from dealers. Retailers who carry RCA line generally applauded it; some others called it "tactless", and remarked "who's he to tell us how to run our business?" Then there were some dealers, like NARDA v.p. Tom Carmichael, of Seattle, who said they were so impressed by Weaver's speech that they intended to take on RCA color line, if available.

Manufacturers also differed in their reaction. Said Motorola v.p. Ed Taylor:

"Pat told the dealers something that needed saying, and I agree with his premise." Motorola, incidentally, is planning to step up its color production and promotions starting in midyear. Admiral officials at banquet expressed general surprise at the tone of Weaver's remarks. Though not at banquet, Emerson pres. Ben Abrams said that speech "said little other than that it's a good idea for a dealer to push color, but the dealer must be given an incentive, and the biggest incentive is a cut in price." Abrams said Emerson will make 30,000 color sets this year, mostly in second half.

NARDA's retiring chairman Mort Farr, RCA dealer of Philadelphia suburb of Upper Darby, Pa., followed up Weaver's speech with some specific suggestions of his own on how to sell color. Farr, who said he has had orders for about 100 color sets, predicted that color price would be cut to \$595 this fall (from current \$695, \$795 & \$895 RCA lists) -- and by 1957 to "magic figure" of \$495.

Brief highlights of other major trade developments this week:

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**Shallow Tube:** Sets incorporating wider-angle tubes aren't likely to appear on market until fall. Delay results from Joint Electron Tube Engineering Council's decision this week to shelve further consideration of 120-degree tube to concentrate on standardizing the 110-degree tube. It had been expected that lighter-weight, shallower sets using wide-angle tubes would appear in new midyear TV lines, despite warnings by tube manufacturers that such tubes were still in developmental stages (Vol. 11:44-45,49,51). Decisions of JETEC, created by RETMA and National Electrical Manufacturers Assn., aren't binding on tube manufacturers -- but set manufacturers are hesitant about designing receivers which incorporate tubes disapproved by JETEC. Concentration on 110-degree tube is regarded as effort to cut down on extra power requirements for sweeping face of tube. CR tube committee of JETEC, according to chairman Ken Hoagland (DuMont), will now resolve new standards for neck and face plate contours, focusing, new electron gun and other features. Tube sources agree this delay makes it virtually impossible to bring out shallower sets in June.

**Consumer Credit:** Reimposition of consumer credit controls doesn't appear to be in cards in foreseeable future, judging from comment of Sen. Fulbright (D-Ark.), chairman of powerful Senate Banking Committee, that direct controls are unnecessary now. After testimony by Federal Reserve Board officials, Fulbright said that such indirect restrictions as recent increases in bank interest rates would be preferable to direct controls. "Any action taken by the Govt. to restrain credit should be gradual and slow," he said. Though consumer credit had been on upswing since Feb., rate of increase slackened in Oct. and Nov., rising \$419,000,000 in Nov., compared to monthly increases ranging up to \$900,000,000 earlier in 1955. One who has vital stake in subject, General Motors pres. Harlow H. Curtice, bitterly attacked what he called "tight" credit policy, declaring: "I regret very much that the present restricted policy is in effect and I sincerely hope that those who are responsible for it will change back to the normal policy of making credit free and available."

**Production:** TV output totaled 134,957 week ended Jan. 13, down from 156,397 in preceding week, for total of 291,354 in first 2 weeks of year. This compares with 357,418 in first 2 weeks of 1955. Radio production totaled 287,291 (153,059 auto) week ended Jan. 13, up from 244,675 preceding week, for 2-week total of 531,966. It compares with 545,915 radios produced in first 2 weeks year ago.

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RETMA will discuss FCC's TV set certification program (Vol. 11:52) at the March 14 meeting of its set div.—and will probably approve design of official seal for TV, FM and other receivers to indicate freedom from illegal radiation. RETMA this week wrote FCC—which had offered to meet with set makers before March 1 to discuss program—asking postponement of meeting until "before April 1," so that it would follow set div. meeting. Certification rules go into effect May 1 for vhf-only receivers, Dec. 31, 1956 for new-model uhf sets, June 30, 1957 for all uhf sets. FCC's radiation and set certification order is Public Notice 55-1260, available from the Commission—or from us.

NARDA's successful Institute of Management for leading dealers, held last summer at American U, Washington (Vol. 11:34), will be repeated this year at same site Aug. 12-18. School will be expanded to 100 registrants. Fee of \$125, covering registration and dormitory room, should be sent to NARDA headquarters, Merchandise Mart, Chicago.

Philco will ask extension until Feb. 29 of date for reply to Justice Dept. "interrogatory" on its merchandising practices, in connection with anti-trust suit charging its franchise agreements with distributors in 1954 were illegally restrictive (Vol. 10:51, 11:10).



**Topics & Trends of TV Trade:** Expanded servicing means a greater share of the 1956 TV market, both in initial sales and replacements, NARDA convention this week was told by J. A. (Shine) Milling, pres. of Howard W. Sams & Co. Bearing out our suggestion of last week—that servicemen could be converted into “unofficial salesmen” for new TV sets (Vol. 12:2)—and quoting *Television Digest* statistics extensively, Milling said:

“Your service dept. offers one of your greatest sales opportunities. Certainly your service technicians should be selected on the basis of technical competence. But just as important, they should also be selected on the basis of personality, appearance and integrity . . . They should be trained in dealing with the public. They should be instructed to fully explain the operating instructions of any equipment installed. It is appalling to see the great number of TV owners today who do not even know how to properly tune a TV set. This is primarily because they were never properly instructed when the set was installed.

“Many appliance dealers who operate successful service departments get valuable sales leads from their technicians. When a service call is completed, the technician should leave a folder on a new color model and invite the customer to stop in to see the new models. Here is an opportunity to sell a second set in the home. He should also find out whether the customer has other appliances, such as washers, dryers and air conditioners. Any customers with old models are good prospects for sell-ups. Any customer who plays phonograph records is a prospect for hi-fi.”

Milling said “there is no limit” to future of electronics servicing industry. “We see nothing in the future of our industry to deter anyone from making plans for anything other than expansion,” he said. “We look at the introduction of transistors, printed circuits, light amplifiers, flat picture tubes, electronic air conditioning and the terrific growth of industrial electronics, to mention a few changes, with the fear of not being able to keep up with the expansion—not with the idea that there is no future in this field.”

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Manufacturer’s responsibilities to distributors and dealers, as expressed by Westinghouse TV-radio sales mgr. Dan D. Halpin to NARDA convention: He should carry a 60-day inventory of receivers and adequate stock of replacement parts; provide suitable normal credit facilities; price his merchandise competitively; supply national sales, adv. & merchandising assistance; provide sound service policy, help train technicians and publish service information; give “reasonable” franchise protection. He advocated “program selling,” in which a manufacturer works out 3-month merchandising program with each distributor, who in turn follows through with own program for his dealers.

Capehart-Farnsworth plans expansion of factory-to-dealer representation as part of over-all TV-radio marketing push—though v.p.-sales mgr. Wm. G. Young emphasizes that distributorships will be retained in key cities. It currently has factory-to-dealer representation in 7 markets—Chicago, Minneapolis-St. Paul, Denver, Toledo, Ft. Wayne, Syracuse, Columbus, O. Young denied rumor his firm will make private-label set for Montgomery Ward, where he served 17 years before joining Capehart last Nov.

Tie-in sales opportunities are virtually limitless in radio-phonograph field, and the dealer who sells a high-fidelity unit to customer should at same time try to sell him a library of records equal at least to cost of “hi-fi” set itself. That was suggestion to NARDA convention by James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & “Victrola” div., who stressed that the entire package should be promoted on time-payment basis.

Zenith’s new line of 22 basic models, introduced this week at Miami Beach distributors convention, ranges from \$140 for 17-in. table model to \$420 for 24-in. open-face console. Sales v.p. Leonard C. Truesdell said all sets have new type of picture tube and circuitry which improves reception in fringe areas. The 17-in. tables are priced at \$140 & \$160; 21-in. tables, \$170, \$200, \$220, \$230 & \$240; 24-in. table, \$250; 21-in. open-face consoles, \$250, \$280, \$290, \$300, \$310, \$320, \$350, \$370, \$380 & \$390; 24-in. open-face consoles, \$350, \$400 & \$420. In addition, the 21-in. “Flash-Matic” set, turned on and off by flashlight with photo-electric cell, is retained at \$400. Truesdell said production on several models would be increased to meet demand, and called convention most successful in company history from sales standpoint.

First RCA-made tape recorders are now in production at company’s Cambridge, O. plant, with shipments to dealers due to begin this month. Previous RCA-marketed recorders have been manufactured by Wilcox-Gay. With launching of all-new \$199.95 portable hi-fi model, v.p. James M. Toney predicted tape recorder business will “nearly double in the coming months, possibly rivaling the tremendous upsurge in popularity of assembled high fidelity instruments,” and perhaps accounting for \$100,000,000 a year in business “in the very near future.”

TV shipments to dealers totaled 6,621,786 in first 11 months, when production was 7,151,895, compared to shipments of 6,147,135, production of 6,513,292 in first 11 months of 1954, reports RETMA in state-by-state and county-by-county tabulation available to members on request. New York led shipments, with 621,638; California second, 569,066; Pennsylvania third, 432,885. Nov. shipments were 634,742, as against 812,312 in Oct. and 774,379 in Nov. 1954.

Sylvania has published 20-p. illustrated booklet, *A Guide to Good Business*, intended to help service dealers with such problems as choosing right location, window displays, setting up service areas, establishing criteria for potential markets in towns, etc. It’s available free from Sylvania central adv. distribution dept., Buffalo.

Sylvania will double picture tube facilities in Fullerton, Cal., starting construction this month on 50,000-sq. ft. addition to plant, due for completion in May. When completed, it will give Sylvania more than 800,000-sq. ft. of picture tube manufacturing space in its 4 main plants in Fullerton, Seneca Falls, N. Y., Ottawa, O. & Hatboro, Pa.

Whirlpool-Seeger signs licensing agreement with John Inglis Co. Ltd., Toronto, for Canadian manufacture of its home laundry appliances. Inglis will also continue own-brand production at 2 plants in Toronto and one in St. Catharines, Ont.

Emerson Industrial Products Corp. (Stanley M. Abrams, pres.) is new subsidiary created by Emerson Radio to promote sale and rental of TV-radio sets and air conditioners to hotels, motels and other commercial establishments.

Hallcrafters adds 3 unpriced TV models—21-in. mahogany table, 21-in. mahogany console, 21-in. open-face mahogany console—and expects to start shipments about Feb. 1 on as yet-unpriced 17-in. portable.

Scott Radio (Meck TV) introduces new line of 29 TVs ranging from 17-in. table model at \$99.90 to 24-in. console at \$325.

Raytheon started “full operation” Jan. 16 of its new 204,000-sq. ft. metal TV cabinet plant & warehouse at 8311 W. North Ave., Chicago.

Motorola plans 30,000-sq. ft. addition to its auto radio tuner plant in Arcade, N. Y., new \$1,000,000 construction project to start in spring.



**Trade Personals:** Frank M. Folsom, pres. of RCA, receives 1955 Catholic Youth Organization's Club of Champions award Jan. 23, presented by Cardinal Spellman in recognition of "faithful devotion to duty and his outstanding example to youth as a man of principle and achievement" . . . William G. Young, who recently joined Capehart-Farnsworth as gen. sales mgr. after 17 years at Montgomery Ward, elected a v.p. and member of management advisory board; he replaces E. W. Gaughan, resigned . . . Sam F. Arn promoted to chief engineer, Hugh L. Vick to chief of sales & contract administration, Packard-Bell technical products div., both reporting to v.p. Richard B. Leng; Thomas I. Humphreys, ex-Bureau of Standards, named asst. chief engineer of research . . . John Chadwell, gen. mgr. of Hoffman Sales of Fresno, promoted to gen. sales mgr. of all Hoffman distributing branches; he's succeeded at Fresno by Norfleet Callicott, ex-eastern sales mgr. . . . Stanley R. Scheiner promoted to Bendix Radio engineering director, John M. Miller to works mgr. . . . Larry Coen promoted to mgr. of Admiral contract sales div. . . . Adolph A. Katz promoted to Dumont traffic mgr., succeeding the late Kenneth Kistler . . . John U. Walker, pres. of Midland Electric Co., Capehart-Farnsworth distributor, elected pres. of Electric League of Cleveland . . . Ken Hathaway, Ward Leonard Electric Co., elected treas. of Assn. of Electronic Parts & Equipment Mfrs., succeeding Helen Staniland Quam, Quam-Nichols, who retires Jan. 31 after 20 years in post . . . John D. Vass, ex-Rogers Majestic Radio Corp., Toronto, named gen. sales mgr. of Philips Industries Ltd., Toronto, replacing Desmond Devine, resigned . . . Robert J. Larson named senior development engineer, Jensen Mfg. Co. . . . Arthur Hertzberg promoted to resident field engineer for Cal., Radio Receptor Co. engineering products div., Pacific Palisades, Cal. . . . Bron Kutny, ex-Channel Master Corp. and Emerson Radio, named regional mgr., JFD Mfg. Co., covering Rocky Mountain and West Coast areas . . . John J. McMahon, ex-Federal Telecommunications Labs, joins Foto-Video Labs, Little Falls, N. J. . . . Dave Johnstone resigns as *Retailing Daily* TV-radio specialist, Chicago, to join Harry Coleman & Co., Chicago public relations firm for Whirlpool-Seeger . . . Charles R. Buchwald promoted to mgr. of manufacturing engineering of GE's CR tube plant, Syracuse . . . Byron Brown, sales development mgr. of Hoffman Electronics radiometric products, promoted to new post of color TV sales promotion mgr.

New NARDA officers, elected at Chicago convention this week: pres., Don Gabbert, Gabbert's Inc., Minneapolis, succeeding Harry B. Price Jr., Price's Inc., Norfolk; secy., John K. Mooney, Broyles Electric Co., Marion, Ind.; treas., Victor P. Joerndt, Joerndt & Ventura, Kenosha, Wis.—and these v.p.'s: Tom Carmichael, Burns & Carmichael, Seattle; Emerson Dole, Appliance Center, Wichita; Joseph Fleischaker, Will Sales Co., Louisville. A. W. Bernsohn was reappointed managing director.

Rhys Samuel, RCA test instrument engineer, is author of new book, *The V.T.V.M.*, detailing V.T.V.M. circuits and their use in TV-radio servicing, just published by Gernsback Library Inc. (224 pp., paper cover \$2.50, hard cover \$4.60).

Address by RCA's Gen. Sarnoff, from annual dinner of National Security Industrial Assn. in Washington, which has awarded him the James Forrestal Memorial Award, will be broadcast by NBC Thu., Jan. 26, 9:30-10 p.m. EST.

Robert C. Sprague Jr., director of employe & community relations, Sprague Electric, appointed commander of Mass. Wing, Civil Air Patrol, with jurisdiction over 36 squadrons.

**DISTRIBUTOR NOTES:** Admiral appoints Cerullo Electric Supply Co. Inc., 100 S. Vine St., Hazleton, Pa. (Leonard F. Cerullo, pres.) . . . Hoffman Electronics appoints Appliance Merchandisers Inc., Boston, and Gautreaux's Electronics Supplies Inc., New Orleans . . . Ohio Appliances Inc., Cincinnati (RCA-Whirlpool) promotes Earle F. Bracken to gen. mgr., replacing John W. Holzman, now Magic Chef sales v.p. . . . Motorola-Philadelphia appoints W. O. Petrow, ex-Peirce-Phelps (Admiral), as gen. sales mgr. . . . Emerson-Midwest, Chicago, promotes Clyde L. Sellke to sales mgr., assuming sales duties of pres. Ruben Schoenberg . . . Nashville Chair Co., Nashville (Crosley-Bendix) names W. L. Mitchener sales mgr. . . . J. A. Walsh & Co., Houston (RCA) appoints Dan Salisbury, ex-Houston Natural Gas Corp., as adv. & sales promotion mgr. . . . Motorola appoints C&E Distributors Inc., Birmingham (Clyde H. Box, pres.) . . . McGregor's Inc., Memphis (Zenith) promotes Gordon G. Jernigan to sales mgr.

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Annual Distributor Directory for 1956 is included in January edition of *Mart*, the Caldwell-Clements monthly, and extra copies are available at \$1. They're listed by states and cities in these main categories: major electrical appliances, electric housewares, small radios, TV.

Philco has given \$50,000 to Drexel Institute of Technology, Philadelphia, which has had some 600 of its students in Philco industrial "internships"; presentation was made Jan. 17 by Philco v.p. Dr. Leslie J. Woods.

General Precision Equipment Corp. and Royal McBee Corp. have announced the joint formation of jointly and equally owned subsidiary to be known as Royal Precision Corp. and to make and market data processing equipment.

Dr. Harry F. Olson, RCA, received John Scott Award at annual Benjamin Franklin anniversary dinner of Engineers Club of Philadelphia Jan. 18 in recognition of his invention of the velocity microphone.

Sylvania chairman-pres. Don G. Mitchell speaks on "Technological Frontiers" at high-level Industrial Economics Conference sponsored by Stanford Research Institute at Statler Hotel, Los Angeles, Jan. 30-31.

National Electrical Week starts Feb. 5, sponsored by NARDA, NEMA & 6 other industry organizations, with Merrill E. Skinner, v.p. of Union Electric Co. of Missouri, St. Louis, as chairman.

Booklet detailing *RCA Scholarships and Fellowships* at institutions of higher learning has just been published, is available from RCA dept. of information, 30 Rockefeller Plaza, N. Y.

Canadian IRE convention for 1956 has been scheduled in Exhibition Park, Toronto, Oct. 1-3; reservations are now being made by gen. chairman C. A. Norris, 745 Mt. Pleasant Rd., Toronto.

Westinghouse Electric Supply Co. moves national headquarters from 40 Wall St., N. Y., to Pittsburgh corporate headquarters.

New RCA tube directories: *Picture Tube Replacement Directory* (form KB106) and *Interchangeability Directory of Industrial-Type Electron Tubes* (1D-1020A), available from RCA tube div., Harrison, N. J., 20¢ each.

Capt. Willis H. (Bill) Beltz, 57, who commanded Naval Research Lab from 1952 until his retirement in April because of ill health, died of cancer in Bethesda Naval Hospital Jan. 17. An electronics engineer, he was with RCA from 1932-41, leaving to return to the Army, in which he had served in World War I, then transferring to regular Navy. He was asst. chief for electronics in Bureau of Ships before assuming command of the lab. He is survived by his widow, a brother, 3 sisters.



**Electronics Reports:** "Major breakthrough in transistor technology" was announced this week by Bell Labs, inventors of the transistor. New advance is called the "diffusion" method of producing transistors and is based on techniques used by Bell to produce first usable solar batteries. Process will be made available to all Bell transistor licensees.

New fabricating techniques, as announced by Bell Labs, make possible high quality transistors operating at frequencies up to 500 mc. Diffusion transistor's performance in vhf, says Bell statement, "surpasses that of any other transistor now in existence." As to its applications, statement adds:

"It is expected to be extremely useful in TV [micro-wave & cable] transmission . . . Color TV sets offer a new possibility for the new transistor, too. Although vacuum tubes are now doing this job, the new transistor is much smaller, requires less power and does not heat up like a tube. It is expected to have a longer life than a vacuum tube. [It] could amplify 2500 telephone conversations simultaneously on a telephone line. This is 3 times as many as could be handled by the best previous transistors . . . It is ideally suited for guided missiles.

"The new device has been made of both germanium and silicon, with striking improvements in both types."

New technique of manufacture involves chemical process of diffusion for introduction of minute impurities into silicon or germanium. This process makes possible base layers 50-millionths of an inch thick. Bell Labs' C. A. Lee is credited with major share of development of diffusion process with germanium. C. S. Fuller, D. E. Thomas & M. Tanenbaum applied technique to silicon. Wm. Shockley & George C. Dacey directed work that led to the development.

\* \* \* \*

Automation in warfare was demonstrated for first time this week when Defense Dept. removed wraps from SAGE (Semi-Automatic Ground Environment), complex air defense computer system developed by MIT's Lincoln Laboratory. Teamed with radar, SAGE can spot hostile bombers, automatically plot their courses on big 30-in. cathode ray screens, calculate which defensive aircraft can intercept them, and then guide American fighter jets to enemy—all in less than a minute. Govt. will ask Congress to approve 32 of these electronic direction centers at installation cost of more than \$1 billion, connected by microwave-&-cable-linked radar network—lease of communication lines alone coming to about \$240,000,000 a year. With modification, system could be used to handle commercial air traffic.

**TV-electronics and the car of the future:** Increasing emphasis on electronics by the auto makers is evidenced in General Motors' Motorama, which opened this week in New York. Among the experimental "cars of the future," Buick's Centurion replaces rear-view mirror with TV screen in instrument panel fed by camera in rear tail-light assembly. GM film on "Safety Autoway," highway of the future, features gas turbine-powered Firebird II, which uses televised and radioed instructions from a control tower to guide it onto an automatic electronic highway. Once on the highway, car is operated automatically, and driver can sleep, read a book—or, presumably, watch TV.

Sparton reorganizes disbanded TV-radio div. into new Sparton electronics div., Jackson, Mich., for expansion of military electronics and industrial controls. George Rowen, v.p. of parent Sparks-Withington, will be gen. mgr.; A. G. Lee becomes gen. sales mgr., Jack Parshall purchasing agent. Sparton discontinued TV-radio production in U. S. Jan. 1, 1956, continuing in Canada.

**New closed-circuit projects:** U. S. Fish & Wild Life Service this week added TV-equipped ship to its exploratory fishing fleet, will use TV for research work on fishing gear and deep sea exploration. Calvary Baptist Church, Lexington, Ky., solved problem of overcrowding at Sunday services by installing Dage closed-circuit system to carry picture as well as sound to overflow crowds in chapel and classrooms; entire setup cost church less than \$1500.

Kearfott Co., Little Falls, N. J., aircraft instrument-making subsidiary of General Precision Equipment Corp., elevates former v.p. Donald W. Smith to pres., succeeding Hermann G. Place, Kearfott chairman & GPE president; Wladimir A. Reichel promoted from engineering & sales exec. v.p. to vice-chairman of exec. committee, Frederick D. Herbert Jr. from operations exec. to v.p. to financial v.p.

**Transistorized radio pager,** weighing 10 oz. and only slightly larger than a cigarette pack, was introduced this week by Motorola, designed for hospitals, industry, dept. stores, etc. Master switchboard selector box permits central radio operator to contact any individual equipped with pager by means of buzz, which indicates voice message is to follow.

**President Eisenhower** this week asked Congress for funds to build "nation's first major radio astronomy center." While funds would be included in \$7,000,000 appropriation request for National Science Foundation, it was estimated initial cost of center would be about \$3,500,000, final cost reaching perhaps \$25-\$30,000,000.

**Adding emphasis to predictions** that 1956 will be industrial TV's first really big year, General Precision Lab sets up N. Y. district sales office for industrial TV, headed by S. L. Thomas, of GPL's industrial sales staff, with Howard L. Ryder, ex-Devenco Inc., N. Y. consulting engineers, and Edward W. Price, ex-WPIX, New York.

**Raytheon will supply** "technical assistance and electronic components" for microwave cooking ovens to be made and marketed by Hotpoint Co., a div. of GE, for home use. Raytheon previously announced similar deal with Tappan Stove Co.

**Sprague Electric Co.** has taken out license and will soon begin production of Philco surface barrier transistors; it has done semi-conductor development during last 3 years under Westinghouse license.

**New long-range radar** installed by GE at Idlewild Airport, New York, can "see" planes 100 mi. away, giving CAA traffic men picture of plane movements over extremely wide area.

**GE creates radar antenna engineering group,** headed by Frank X. Schnabl, within its naval ordnance dept., Pittsfield, Mass.

\* \* \* \*

**Ruben Fred Mettler,** 31, engineering executive of Ramo-Wooldridge Corp., Los Angeles, named by U. S. Junior Chamber of Commerce as one of the "10 Outstanding Young Men of America for 1955" for his contributions in classified military electronics, notably rocket fire control.

**H. P. Balderson,** sales mgr. of electronic div., Thermador Electrical Mfg. Co., Los Angeles and ex-chairman & pres., Los Angeles council, WCEMA, has resigned to become pres. & sales mgr., California Chassis Co., Lynwood.

**Dr. Henry M. O'Bryan,** mgr. of physics lab of Sylvania's research center at Bayside, N. Y., appointed mgr. of scientific liaison between entire company and outside defense, industrial, scientific & educational organizations.

**John G. Werneke** promoted to mgr. of Washington office, International GE, succeeding J. A. H. Torry, retired after 44 years with GE.



**Financial & Trade Notes:** Profits after taxes for all U. S. manufacturing corporations for first 9 months of 1955 are estimated at record \$10.9 billion, 34% higher than in same 1954 period, in joint quarterly report by Federal Trade Commission and Securities & Exchange Commission. Sales reached record \$204.8 billion, up 11%. In third quarter, net profits were down slightly from preceding quarter but 41% ahead of third quarter 1954.

Practically all major industries recorded sales gains during the 9 months, says the report (Statistical Series, Release No. 1357), with motor vehicles & equipment and primary iron & steel groups leading—up about 30% each. Annual rate of return on stockholder's equity, after taxes, was 12.3% in third quarter, 13% in second, 11.4% in first, up in all cases from comparable 1954 periods.

Average industrial earnings increased by 33% in first 9 months of 1955 over corresponding period of 1954, according to *New York Times* quarterly survey of 490 representative manufacturers—but cross-section of 11 unidentified TV-radio-phono manufacturers showed average profit increase of 17% in same period. Cumulative profit of the 11 was \$62,280,000, compared to \$53,129,000 in first 9 months of 1954. Same survey shows that profits of home appliances & machine category (9 companies) rose by 71% (\$22,437,000 from \$13,127,000). Profits of 8 manufacturers of electrical supplies & equipment declined 5% (\$209,599,000 to \$198,692,000), largely because earnings decline by Westinghouse more than offset GE gains.

\* \* \* \*

Westinghouse net income fell to \$42,803,000 on sales of \$1,440,977,000 during 1955 from \$79,922,000 on sales of \$1,636,184,000—direct result of strike which has shut down 40 of its 98 plants for 14 weeks. Pres. Gwilym A. Price stated, however, that net earnings for the 9 months prior to strike amounted to \$43,839,000, compared to \$42,803,000 for entire 12-mo. period, indicating losses of only \$1,037,000 for final 3 months which included first 2½ months of strike. Some 55,000 production workers are involved in walkouts by IUE & UEW, which Federal mediators this week were trying to settle.

Magnavox sales for 6 months ended Dec. 31 were about \$34,000,000, up 20% from like 1954 period, reports pres. Frank Freimann, noting hi-fi radio-phono sales were 80% ahead and predicting even larger volume of TVs and radio-phonos this year. Last formal reports showed \$20,301,962 sales for first 4-mo. fiscal period ending Oct. 31, and \$55-070,765 for fiscal year ending June 30, 1955. Magnavox's new TV-radio cabinet factory being built at Jefferson City, Mo., Freimann also reported, will be ready about June 1, will employ 300-400.

Wall Street Journal forecasts: That Philco 1955 report will show net earnings of about \$2 a share vs. \$1.69 in 1954, with pres. James H. Carmine predicting record 1956 in all categories. That Trav-Ler will show 1955 earnings of about \$300,000 (40¢) vs. \$241,000 (32¢) in 1954, sales going up to \$18,000,000 from \$16,347,813.

Belock Instrument Corp. consolidated sales achieved record \$14,896,878 in fiscal year to Oct. 31 vs. \$10,259,380 in 1954. Net income was \$679,443 (89¢ a share) vs. \$348,375 (45¢). Backlog of unfilled orders was \$16,600,000 as of Oct. 31. Firm became publicly owned in June 1955.

Stockholders of Dynamics Corp. of America and Reeves-Ely Laboratories have approved merger, and stock will be exchanged on a share-for-share basis with a new Dynamics preferred which will pay \$1 on an annual cumulative basis.

Cornell-Dubilier, maker of capacitors, is subject of bullish report this week by Walston & Co.'s Edmund W. Tabell, who foresees considerable increase in demand for capacitors as color TV production rises.

Electronics & electrical equipment shares held by Group Securities Inc. went up from net asset value of \$931,344 when disclosed in its Nov. 1953 prospectus to \$2,641,544 as of Nov. 30, 1955, according to annual report released this week. This is the portfolio in that category, with market value as of closing Nov. 30, 1955: 4800 Admiral, \$106,200; 1700 Allis-Chalmers, \$114,750; 2400 Bendix Aviation, \$136,200; 5100 CBS "A", \$130,687; 3500 Cornell-Dubilier, \$126,875; 1500 Cutler-Hammer, \$116,625; 2500 GE, \$134,375; 5000 IT&T, \$141,250; 1500 McGraw Electric, \$74,625; 4000 Motorola, \$191,000; 10,000 Norden-Ketay, \$126,250; 5500 Philco, \$178,750; 2500 RCA, \$114,687; 3700 Raytheon, \$63,825; 6500 Sperry Rand, \$165,750; 3000 Square D, \$153,375; 3500 Sylvania, \$157,062; 2000 Westinghouse, \$118,500; 1700 Zenith, \$225,250; other assets, \$65,507.

Report on IT&T by Kerr & Co., engineers, printed and distributed by Ungerleider & Co., N. Y., estimates its 1955 income at \$470,000,000, net income of system at \$24,000,000 (\$3.50 per share), of parent company \$14,500,000 (\$2). Report notes IT&T ranks second only to AT&T in manufacture of telephone equipment and leads field of world communications systems. It has about 71% of consolidated net assets of plants and telephone properties in British Commonwealth countries and in North & South America. It concludes that "common represents good value at its present levels, based on a realistic appraisal of domestic earning power" irrespective of foreign earnings potentialities. Note: IT&T consolidated net income for 9 months ended Sept. 3 reached record \$16,036,240 (\$2.40 per share) on sales of \$313,496,377 (Vol. 11:51).

Philco Corp.'s profit-sharing plan, holder of more than 10% of firm's common stock, has purchased 3100 more common shares, bringing holdings to 527,563, according to SEC report. Other changes in holdings of officers & directors of TV-radio and related firms: Irene O. Siragusa, wife of pres. of Admiral and beneficial owner of more than 10% of listed stock, made gifts of 2000 shares, reducing ownership to 430,620; John B. Huarisa gifted 2000 Admiral, holds 99,731; Gerhard G. Schneider bought 500 National Union Electric, holds 4500; Titus Haffa bought 1000 Webster-Chicago, directly holds (with Mrs. Haffa) 2575; Edward Lamb gifted 3000 Air-Way Industries Inc. to Edward Lamb Foundation, which also bought 200, making Foundation's total direct holdings 103,456 and Lamb's direct ownership 38,820, indirect 53,967.

"Disappointing boxoffice returns" resulted in drop of net earnings of Loew's Inc. (MGM) to \$248,161 (5¢ a share) in first 12 weeks of current fiscal year from \$1,521,349 (30¢) in comparable 1954 period. Gross fell to \$34,602,000 from \$39,786,000. For fiscal year ended Aug. 31, 1954 net profit was \$5,311,733 (\$1.03) on operating revenues of \$170,952,059 as against \$6,577,311 (\$1.28) on \$183,142,486.

Big words about small pictures: U. S. Information Agency quotes recent broadcast by Communist East German deputy minister for general engineering, Alfred Wunderlich, in which he explained why East Germans can't get the 17-in. TV sets which are becoming popular in western Europe. The nationalized glass factory, he said, still can't supply glass bulbs for 17-in. tubes. Then he added, philosophically: "The 12-in. screen gives a sufficiently good picture, considering the fact that the living rooms are not overly large."

Furniture trade can thank TV for its estimated 10% to 20% increase in business during last year, says Kenneth Kroehler, pres. of National Assn. of Furniture Manufacturers. People stay home more to watch TV, and consequently wear out their furniture faster, he explains.



**Color Trends & Briefs:** It isn't the "Cadillac class" that's buying color sets; it's the middle and lower income groups. That's the surprising information we obtained from quite a few dealers during NARDA convention in Chicago this week.

Checking with some of RCA's more active distributors, we find general confirmation of that trend. "Actually," says Thomas Joyce, of Raymond Rosen & Co., Philadelphia, "we shouldn't be surprised at it. It was the lower and middle income groups who bought the first black-&-white sets. And before that, they bought the big \$650 radio consoles. The same thing is true for all appliances and for cars. You don't think it's the rich folks who buy the deluxe washers, freezers, etc., do you? Or the Pontiacs with \$600 worth of extras?"

"Matter of fact," Joyce stated, "lots of families have 3-4 wage earners with a total of spendable income far greater than that of a man who earns as much as their total. His standard of living and taxes take virtually all he earns. I'd guess that 50% or more of color set sales are among people with \$7-\$8000 a year or less. We're making a study to learn just what the breakdown is."

Wm. O'Connor, of Southern Wholesalers, Washington, says he definitely agrees with the general observation though he's unable to put a percentage on it as yet.

\* \* \* \*

Color TV test equipment is No. 1 item on shopping lists of TV servicemen, *Technician* magazine (Caldwell-Clements Inc.) found in nationwide survey made in connection with test-equipment contest run in Sept. thru Dec. issues. Some 47.5% of servicemen indicated they planned to buy color TV generators or other color test gear in 1956. Other breakdowns of servicemen's survey—including data on importance of instrument types, instrument features, sales potential of test equipment by price range, etc.—are summarized in "report to manufacturers" available from Caldwell-Clements, 480 Lexington Ave., New York

RCA-type 21-in. shadow-mask tube will be offered by Thomas Electronics, Passaic, N. J., with production starting in 30-45 days. Sales mgr. Robert E. Burrows says no other type of tube is ready—though Thomas is one of the few licensed by Chromatic TV Labs to produce Lawrence tube. RCA is only company producing color tubes on substantial basis. Others producing on "limited" or "sampling" basis are Sylvania, CBS-Hytron, Tung-Sol (Vol. 11:42).

"Color is not ready yet and Zenith has no intention of experimenting on the public during the development stage. We will go into color production eventually, but not until it is possible to manufacture satisfactory color sets that will be popular with the public."—Zenith sales v.p. Leonard Truesdell, at Miami Beach distributors convention, Jan. 16.

Sheer bulk of printed materials is becoming so great that people turn to images and pictures, said Francis H. Taylor, director of the Worcester (Mass.) Museum of Art at conference of "Communication of Ideas" conducted last week by Assn. of Princeton Graduate Alumni—and he urged his colleagues to drop their "snobbery" about TV and quit deploring alleged "vulgarization" of knowledge. He called upon scholars to use TV to make good art available to the general public, noting that color film made for educational purposes can do very well on black-&-white TV.

Splendid public service promotion: San Francisco's KRON-TV sets up film loan library, making available documentaries, features & kines of educational value for free use at educational, religious & civic meetings.

Decreased theatre attendance was indicated by 65% of West Germany's estimated 300,000 set owners in survey just reported.

## Network Color Schedules

(Jan. 23-Feb. 5, 1956)

- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Tony Martin*, 7:30-7:45 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore*, 7:30-7:45 p.m. CBS: *Red Skelton Show* 9:30-10 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Jan. 27—NBC: *Howdy Doody*, 5:30-6 p.m.
- Jan. 28—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Jan. 29—NBC: *Sunday Spectacular*, "Inside Beverly Hills," 7:30-9 p.m.
- Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Festival of Music," 8-9:30 p.m.
- Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Truth & Consequences*, 8-8:30 p.m.
- Feb. 4—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Jimmy Durante Show*, 9:30-10 p.m.
- Feb. 5—NBC: *Hallmark Hall of Fame*, "Good Fairy," 4-5:30 p.m.

Color experience of WDSU-TV, New Orleans, one of nation's pioneers in live color, is featured in interview in Jan. 16 *Broadcasting-Telecasting Magazine*. Conclusion, expressed by exec. v.p. Robert W. Swezey: "Color is inevitable. I have a feeling that in TV it isn't going to be like the use of color in motion pictures, which has been spotty . . . Color is not an essential in motion pictures even today. I think it will be an essential in TV and I think packaging alone will determine that. It won't be audience demand probably, quite so much as client demand. The minute one national advertiser in the food business goes into color with his packaging and his programming, the others will almost have to follow. That's true of cigarettes, soaps, all national brands. . . . Once the price of sets goes down and a few leading advertisers in the various fields get into color, I think the rest will follow like sheep, and that's going to make your local programming look awful bad. If you have a lot of network color and it's interspersed with gray locally, it's not going to be a heads-up operation. I'm perfectly confident that color is inevitable and I mean full color and that we're not going to wind up with a patchwork business of part black-&-white and part color. It's going to be all color."

Color affects apparent distance of objects, according to studies conducted by Johns Hopkins U for Pittsburgh Plate Glass Co. University's Dr. R. M. Hanes reported, for example, that saturated red appears 19% closer than green or purple-blue; that saturated red appears 15% closer than unsaturated red, etc. Brighter objects also appear closer.

"We will not know the potential of man himself until all men who can use an education have an open door to get an education. Television may be such a door for millions. Let us cautiously peek through this door and see what we make of it." So writes Michael Amrine, of American Psychological Assn., in introduction to Oct. *American Psychologist*, devoted entirely to TV in all its educational phases from TV's impact on society to classroom use of closed-circuit. Copies are available from the association, 1333 16th St. NW, Washington, at \$1 each.

GE's Edison Amateur Radio Award and \$500 will be presented Feb. 16 in Washington to blind radio designer and "ham" Robert W. Gunderson, 36, of New York City, who has developed special electronic test equipment which "opens the entire electronic field to the blind as an occupation." He's also editor of non-profit *Braille Technical Press* and teaches at N. Y. Institute for Education of the Blind.



WDSU Broadcasting Co., New Orleans (WDSU-TV & WDSU) is acquiring additional 1060 shares from various stockholders of WAFB-TV, Baton Rouge (Ch. 28) & radio WAFB, paying \$125 per share, according to FCC application filed this week. Transaction will boost WDSU holdings to 1970 shares (57.8%) from the 910 (27%) now held. Plan is to continue to operate stations separately, but to link them via microwave for joint regional programming (Vol. 11:51). WDSU-TV is NBC basic, WAFB-TV is ABC & CBS. WAFB balance sheet dated Nov. 30 shows total assets of \$554,572, total liabilities of \$237,237; now-profitable uhf, which will continue to be managed by Tom Gibbens under the new Edgar Stern Jr. control, has reduced its operating deficit to \$11,415 as of Nov. 30. Oct. 31 balance sheet of WDSU Broadcasting Co. lists assets of \$2,215,070, liabilities of \$316,333, surplus of \$1,798,737 before 1955 taxes.

Radio station sales approved this week: (1) KANS, Wichita, sold for \$225,000 by O. L. (Ted) Taylor to Kenyon Brown & Frank Lynch (Vol. 11:45). Taylor owns KRGV-TV & KRGV, Weslaco, Tex. Brown recently acquired 25% of KFEQ-TV, St. Joseph, Mo. & KFEQ, after selling 1/3 interest in KWFT-TV, Wichita Falls; he also owns KWFT radio, has interest in KBYE, Oklahoma City and KGLC, Miami, Okla. (2) KRUX, Glendale, Ariz., near Phoenix, sold for \$160,000 by T. D. Parkman & Stanley N. Schultz to Bartell Bestrs. Inc., operators of WMTV, Madison (Ch. 33) and radio stations WOKY, Milwaukee; WAPL, Appleton, Wis.; WAKE, Atlanta; KCBQ, San Diego.

Application for unmanned satellite atop Mt. Grizzly, Ore. was filed this week by non-profit corporation formed by group of Prineville, Ore. businessmen, who also asked allocation of Ch. 11 to Mt. Grizzly to make operation possible. Transmitter would be operated by remote control from studios of radio KJUN, Redmond, Ore., and retransmit complete program schedule of KOIN-TV, Portland. Power would be 467-watts ERP. Applications now on file with FCC total 144 (22 uhf). [For details, see *TV Addenda 22-B* herewith.]

Roy Thomson, the Canadian publisher-broadcaster who also owns the *Edinburgh Scotsman*, is likely to become the commercial contractor for Independent TV Authority's Scottish transmitter, reports *World's Press News* of London. Second commercial transmitter, covering Midlands, is due to be inaugurated in Manchester Feb. 17, with 500,000 conversions to its band already counted. (For list of British TV stations, data on ITA and all commercial contractors, see *TV Factbook No. 22.*)

Proposal for world's tallest structure, WHAS-TV's 2003-ft. tower near Louisville (Vol. 11:8, 35, 47), got a flat turndown this week from Washington Airspace Panel. Unanimous opinion viewed it as "hazard to air navigation." Another tall-tower proposal, however, fared better at the hands of Kansas City regional airspace subcommittee—which unanimously approved 1549-ft. tower for St. Louis' KSD-TV. Action is subject to review in Washington panel.

"Emmy" awards will be presented by Academy of Television Arts & Sciences on NBC-TV, March 17, 9-10:30 p.m.; 1955 awards will cover 41 categories, including "best engineering technical achievement," "best specialized visual contribution," "best commercial campaign"—as well as traditional awards for stars, shows, etc.

West Germany, with 30 stations now (see our *Directory of TV Stations in Foreign Countries*, Jan. 7, 1956) and about 25 more planned, is contemplating introduction of commercial TV service.

Arthur Godfrey has donated the \$100,000 he got for his serial story in *Saturday Evening Post* to Air Force Aid Society.

### Map of TV Cities & Network Routes

**B**ROUGHT UP-TO-THE-MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (Spring-Summer edition, due off presses shortly after Feb. 1). Map shows all stations in operation or expected to be operating by end of March (U. S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by AT&T engineers; all station-owned microwaves and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1; 10 copies, \$7.50; 25 copies, \$12.50.

Signs of the TV times: Successful uhf WVEC-TV, Norfolk (Ch. 15), NBC basic, reports it's well in black now, pres. Tom Chisman saying 1955 business was 32% ahead of 1954 (when deficit ran \$118,000) and local sponsorships up 60% . . . KGO-TV & KGO, San Francisco (ABC-owned) signed combined 52-week spot contract with Owl div., Rexall Drug Co., for \$87,500 worth of spots, thru Milton Weinberg Agency, L. A. . . KFSD-TV, San Diego, reports local sales up 58.8%, national up 34% in 1955; KFSD radio sales were up 102% . . . ABC Film Syndication, its pres. George T. Shupert reporting 99.1% increase in billings for 1955, putting it well into black, plans expansion of network business, formation of international div., possible addition of commercial & industrial div.

"The TV-Radio Audience and Religion" (Harper, 464 pp., \$6) is new book lauded by Liston Pope, dean of Yale Divinity School as "the first comprehensive, objective picture" on the subject. Authors: Everett C. Parker, director of office of communications, Congregational Christian Churches; David W. Barry, director of New York City Mission Society; Dallas W. Smythe, professor of economics and communications, U of Illinois, former FCC economist. Volume presents analysis of audience of major TV-radio religious figures, nature of messages delivered, ministers' opinions of programs—based primarily on research in New Haven, Conn.

Congress is keeping sharp eye on mergers this session, and Sen. O'Mahoney (D-Wyo.) predicted this week that some sort of regulatory authority may have to be imposed on giant corporations to curb bigness. Appearing as witness before House Judiciary monopoly subcommittee, he cited auto, oil "and possibly the TV industry" as candidates for such control, suggesting ceiling might be imposed by Govt. when a company supplies half the market for its commodity. This has been first mention of TV so far in Rep. Celler's current merger hearings.

New weather service will be supplied by city-owned WNYC-FM, New York, along with regular programs—multiplexed under new "subsidiary communications authorization" rules of FCC. Continuous weathercasts will be available for rebroadcast by all stations that can pick them up. It's 45th SCA approved by FCC; other 44 are for background music and storecasting.

TV gets credit for inspiring new safety measures incorporated into 1956 Ford. Big auto company's v.p. R. S. McNamara, in letter to CBS, cited episode of CBS-TV's *The Search*, which dealt with Cornell U's auto safety research program, as important factor in its decision to add such features as seat belts, safety steering wheels, etc. to its new models.



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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS—January 28, 1956

RCA ANTI-TRUST settlement involving "package licensing" of patents is anticipated in wake of AT&T & IBM consent decrees ending govt. patent suits (p. 1).

SENATE TV HEARING begins, resumes Feb. 7, with Senators interested in deintermixture but anxious to keep vhf channels in home states (p. 2).

TV's NEWS VALUE gaining increased recognition by newspapers, now devoting more space to medium and upgrading TV editors. But ad competition rages (p. 3).

MORE STOCK ISSUES involving broadcasters in offing. Killgore to float \$300,000 for his 3 stations. Elroy McCaw may put WINS into merger deal (p. 5).

POLITICAL CONVENTION SPONSORSHIP on TV-radio networks completed, with General Motors or Ford buying on NBC, Philco on ABC, Westinghouse on CBS (p. 7).

FCC UPHELD IN SACRAMENTO Ch. 10 diversification case, court holding Commission gave fair consideration to all factors involved (p. 8).

MOVIES ON TV cause squawks as a result of cutting, interruptions, etc. Warners negotiating with ABC; all 740 RKO films to be sold in one package (p. 9).

MAGNAVOX-SPARTON, Olympic-Bogen deals highlight week of restiveness. Stromberg, Hotpoint defer TV decisions. Emerson "Tinkertoy" TV due March 1 (p. 10).

WARRANTY REFUND BAN protested by RETMA, which urges that Frigidaire decision be upheld, giving producers refunds on inboard warranty expenses (p. 12).

TRANSISTORS TO CAPTURE entire portable radio field this year, car radios next year, on basis of new-products announcements and predictions (p. 13).

LIGHT AMPLIFIER using closed-circuit TV, for industrial & scientific use, and providing 50,000-power amplification, being produced by Bendix (p. 13).

SCIENCE TEACHER RESERVE recruited from industry proposed by Sarnoff as he wins Forrestal Award for leadership in govt.-industry cooperation (p. 14).

FREE HOME COLOR demonstration is best sales device, according to Philadelphia RCA distributor who reports big problem now is getting sets (p. 15).

SATELLITE KPAR-TV, Sweetwater, Tex. (Ch. 12) is No. 462 on air, fed by KDUB-TV, Lubbock. Weather forces delay at satellite KHPL-TV, Hayes Center, Neb. (p. 16).

**AT&T & IBM SETTLE ANTI-TRUST—RCA NEXT?** Two of govt.'s 3 big electronics anti-trust suits were ended this week with consent decrees involving patent-sharing. The third, aimed at breaking up "packaged licensing" aspect of RCA's industry-wide patent pool (Vol. 10:47-48 & 11:14) -- looks like it also will be settled shortly via consent judgment that may alter the basic TV-radio patent and royalty structures.

RCA officials maintained stony silence -- as they always do on all questions involving patents or anti-trust -- when asked for comments on significance of this week's decrees and on reports that RCA settlement is imminent. Though RCA case is currently an trial calendar of N.Y. Federal Court, parleys looking to agreement have been going on both in Washington and New York between RCA and Justice Dept. attorneys. Unlike the action against AT&T, govt. suit against RCA is aimed only at its patent structure, doesn't charge manufacturing monopoly or aim to break up company.

To TV-radio manufacturing industry, AT&T consent decree probably isn't as far-reaching as appears at first blush -- except as significant precedent and indication of govt.'s current views on electronics patents. Principal provisions:

- (1) Patents. All patents currently held by AT&T and its subsidiary Western Electric -- totaling about 8600 -- must be made available free to all. All future patents must be licensed "at reasonable and non-discriminatory royalties."
- (2) Operations. AT&T and Western Electric must limit their operations "to that portion of the communications field which is subject to Federal, state or local governmental regulation." Thus they must get out of the business of leasing and maintaining private communications systems (taxis, pipelines, etc.) where AT&T is not actual licensee. Western Electric is barred from making equipment not used by common carriers -- thereby removing it as a potential competitor to many equipment makers. It once manufactured broadcast equipment, including transmitting tubes.
- (3) Divorcement. Western Electric must get rid of Westrex Corp., subsidiary



which makes sound recording equipment for movie industry -- only sizeable non-communications operation of AT&T.

Excepted from these provisions are AT&T's defense activities -- such as making equipment for and maintaining communications & radar networks like SAGE (Vol. 12:3).

Patents covered by decree are not considered "basic" to TV-radio receiver manufacturing -- though they do cover such significant inventions as transistors, solar batteries, printed circuitry, solderless connections, etc. Through licensing and sublicensing exchange between AT&T, RCA, GE & Westinghouse, these have always been available to industry as part of RCA "patent package" (and to non-RCA licensees through direct royalty arrangements with AT&T). Any licensee of RCA has always had right to use all patents in the package -- including the now "freed" AT&T patents.

Changes in AT&T's patent structure aren't expected to cause any immediate revamping of RCA patent arrangements. Best guess is that next changes will come as result of new consent decree, which presumably will also require concurrence by AT&T, GE & Westinghouse, named in RCA suit as "co-conspirators" but not defendants. (For texts of Dept. of Justice complaint and RCA reply in "patent packaging" suit, see our Special Reports of Nov. 20, 1954 & April 2, 1955.)

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"They had to give away the family jewels to preserve the family fortune," was the apt way one industry executive summed up AT&T settlement -- referring, of course, to the original Justice Dept. suit filed in 1949 to divorce parent company from its huge Western Electric manufacturing subsidiary (Vol. 5:3).

IBM had to give away some jewels, too, and change its basic way of doing business. It agreed: (1) to license all of its patents -- many involving computers -- some of them royalty-free; (2) to offer for sale computers and tabulating machines which have been available only on rental basis for last 25 years. IBM is currently defendant in \$90,000,000 "electronic brain" monopoly suit brought by Sperry Rand.

**SENATE HEARING STARTS--DESTINATION UNKNOWN:** Congress' solution to TV allocations problems are no more apparent than those of FCC. That much was evident from Senate Interstate Commerce Committee's first hearing session on subject -- a 1½-hour meeting Jan. 26, with all 7 FCC members as witnesses. Hearing resumes Tue., Feb. 7, at 10 a.m., in Room G-16, Capitol.

From tenor of Jan. 26 session, it's a good guess that hearing will run in fits and starts indefinitely -- with Senators unlikely ultimately to try to tell FCC what to do. Problem is too complex and pressures are too diverse.

Deintermixture was key subject of hearing, with Sen. Pastore (D-R.I.) leading the attack on FCC. He blasted Commission for failing to deintermix so far and for making vhf grants in potential deintermixture markets. Commission majority did an excellent job of defending its actions, while Comr. Hyde was very articulate in documenting the dissenting position taken by him and by Comr. Bartley.

Pastore wasted little time getting down to the case interesting him most -- Providence. He asked why a vhf channel can't be taken from Hartford -- giving Providence 3 vhf's, Hartford 3 uhf's. McConnaughey pointed out that such change is under consideration, along with variety of other proposals. Sen. Purtell (R-Conn.) hopped right in, too. He intends to see Ch. 3 kept in Hartford.

Pastore drew biggest laugh of the day when early in session he stated that deintermixture principle is so basic that he didn't care whether Providence was all-vhf or all-uhf. Quite some time later, he said: "I don't want to be misunderstood. It's not practical to convert Providence to uhf now because of the set conversion problem." While everyone roared, he stated quickly: "It would be different if we were starting from scratch." Thereupon, Chairman Magnuson (D-Wash.) remarked: "That's the problem in a nutshell." Thus, it's apparent that members of Congress are quite aware of dollars-&-cents factors involved.

Most of FCC Chairman McConnaughey's time was taken up defending Commission's actions from Pastore's attacks -- and Comrs. Doerfer & Lee gave considerable help. Basic FCC position was reiterated again and again: Any allocation problem must be



considered on nation-wide basis. Meanwhile, there should be no freeze while search is made for possible solutions.

An expert needler, Pastore poured it on: "The chairman assured me last time there'd be no more vhf grants, but there have been 2 or 3 since then. Why don't you just be frank and honest and say that nothing is going to be done? We're no closer now than we were a year ago. I don't think we'll ever have deintermixture."

McConnaughey, Doerfer & Lee all protested that they wouldn't hesitate a minute to deintermix or to move vhf stations to uhf if a careful study indicated those were the wisest moves. McConnaughey said: "Every member of the Commission is honestly facing up to making any necessary decision -- deintermixture, drop-ins, military channels, even moving the whole cockeyed thing to uhf."

Hyde went into considerable detail to show difficulty of moving any vhf station to uhf once it starts operating. He cited legal problems, as well as fact that public and private investment in sets and stations have powerful influence deterring FCC from such station shifts. Hyde deplored "vacillation" of FCC majority, asserted that a few more vhf channels from the military is no solution -- that TV will always have a "built-in low ceiling" if confined to 12-15 vhf channels and if uhf is not made to work. "We need to encourage the growth of uhf," he said. "The percentage of uhf sets is going down. Manufacturers are not being encouraged."

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McConnaughey had 18-p. prepared statement, some of which he had time to read. It was devoted primarily to description of FCC actions to date, much of it to the reasoning behind deintermixture decisions -- as previously given by Commission. He touched on other subjects about which FCC had been questioned (Vol. 12:2), stating that network study group is expected to have final report by mid-1957; that a final decision is due in "near future" on private microwave case (Vol. 11:14); that uhf "translators" are proposed as answer to illegal vhf boosters, etc.

Comr. Lee had brief separate statement suggesting that subscription TV be considered as a uhf panacea. He said that it should be limited to uhf-only for a specified period; that it should be confined to 10% of stations' time; that its rates should be regulated; that it should not be permitted in one-station markets.

Lee also urged passage of legislation which would guarantee uhf stations new vhf channels, without a hearing, if new channels are allocated.

Sen. Magnuson didn't seem to be taking sides, though he said he has some 40 pages of questions and he noted that "all 96 Senators" have questions about problems in their states. Sens. Pastore and Bible (Nev.) were only other Democrats present. Republicans on hand: Bricker (O.), Schoeppel (Kan.), Purtell (Conn.), Payne (Me.). Bricker sat in only briefly, said nothing. Schoeppel listed the matters he wanted to hear about -- military channels, deintermixture, toll TV, etc. Payne was silent.

Bricker is holding off on his "all-uhf" bill (Vol. 12:3), feeling that FCC has shown it's giving idea proper consideration. He'll "take another look at it," he says, if FCC seems to be getting nowhere.

In opening the hearing, Magnuson said that his ad hoc engineering group, headed by MIT professor Dr. Edward Bowles, would make an interim report soon and that the group is being enlarged. It's understood that consulting engineer A. Earl Cullum is joining and that Bowles feels group should include "a representative of FM." Magnuson also reported that former Sen. Clarence Dill, after studying Communications Act, concluded that "minor improvements" can be made in the law but that "solution to the pressing problems in the TV field is not to be found in mere refinement of the language of the existing statute."

**TV MAKES NEWS—AND NEWSPAPERS PLAY IT BIG:** Reflecting TV's enormous impact on all facets of American life, newspapers generally are according TV proper recognition in 2 ways: (1) Devoting more space to news about TV industry in all its forms, not just programming. (2) Upgrading stature of TV-radio editor, more often than not to place him on level with drama editor, with emphasis on reportorial experience.

Expansion of their TV coverage is trend everywhere among newspapers, which are thus reacting naturally to fact that more than 70% of the 48,000,000 American



homes have a TV set and fact that TV set is turned on average of 40 hours a week in those homes (Vol. 11:53). As a medium which prides itself on its pre-eminence in recording "how the people live," newspapers can't help but give space to something as important as TV in daily lives of readers in their communities.

And if there's any bias in publishers' offices towards TV as a "competitive" medium, managing editors aren't letting it creep into their news columns. In fact, many TV editors report their jobs are made much easier because managing editors have become TV viewers and, as newsmen, can more readily appreciate news value in TV.

Expansion trend is most evident in big cities, of course. Recent survey by Variety showed more-and-more papers publishing week-end supplements devoted to TV, increasing personnel in TV dept., using top editors as supervisors of TV coverage in main news sections. CBS information services director Charles J. Oppenheim tells us that "the space now devoted to TV news has tripled in the last 5 years; the demand for photos and stories almost outpaces the ability to deliver."

[Spring-summer edition of our TV Factbook, due in about a week, contains list of TV-radio editors of major newspapers in U.S. and Canada.]

Larry Wolters, veteran TV-radio editor of Chicago Tribune (which owns WGN-TV & WGN), recently took on 2 assistants to help him cover national and local TV scene. He gave us this evaluation of TV's progress in newspaper city rooms:

"It started with increased recognition by management -- editors & publishers. They have been gradually impressed by the fact that TV is a great form of entertainment, even though there is still competition for the advertising dollar. One result of this recognition, and the subsequent memos which filter down to the city room, is the fact that 'The \$64,000 Question' coralled more Page One publicity than any show since the early days of radio simply because it was recognized as a big news story. The TV editor has, of course, been elevated in popular esteem and because of his influence, is no longer regarded by management or his fellow employes as just one more reporter hanging around."

Expansion moves by newspapers are too extensive to be treated in detail here. A few random examples will suffice: Des Moines Register & Tribune, trying to keep up with TV's mushrooming growth in its circulation area, now publishes program logs of 21 stations in 5 states, under direction of TV editor Paul Cotton. N.Y. World-Telegram, already using TV columns by Harriet Van Horne, Faye Emerson & Dick Kleiner for criticism, news & gossip, this week started additional weekly column on TV by amusement editor Saul Levinson. Philadelphia Inquirer has taken on Dan Richman as its exclusive N.Y. correspondent on TV matters. New York Times recently added Hollywood staffman to cover TV film news exclusively. Both N.Y. Post and United Press are currently preparing big research projects on TV's development in first 10 years, stressing the impact and changes it has wrought in American life.

\* \* \* \*

Battle for advertising dollar shows no sign of letup, regardless of newsroom attitudes towards TV. Key executives of newspapers, even those which own stations, have never been reluctant to criticize TV's sales pull while emphasizing that newspaper is still advertiser's best buy.

Harold S. Barnes, director of ANPA's Bureau of Advertising, told his group's convention this week that Bureau plans 3-pronged "frontal assault" on TV: (1) "An intensive drive on every major TV sponsor showing what his dollars would buy in the newspapers." (2) "A weekly letter to major TV sponsors pointing out, with documentation by case histories, that they have less and less control over what their TV dollars buy." (3) Two major new research projects on extent of TV's impact.

Richard R. Postel, ANPA bureau mgr. in Detroit, urged special appeal to big auto manufacturers, declaring: "The TV and radio people are pounding at the door. While automobile dealers in ever-increasing numbers are beginning to realize the tremendous cost of the TV medium, there are others who love to sit in front of their sets and hear their names spoken. All these things must be counteracted."

Metropolitan Sunday Newspapers Inc. (43 papers) fired salvo last week in form of trade ads, including spread in Jan. 18 Variety, captioned "TV Is Such an Iffy"



Thing!" It stressed high cost of network TV advertising; competition from shows in same time periods; "unworthy" commercials; necessity of taking "unwanted" markets. Its Sunday morning papers can be read when "TV viewing is at its lowest," said ad.

Television Bureau of Advertising quickly replied to attacks by ANPA. Pres. Oliver Treyz stated that average rating of network TV shows is up 12% and average audience of TV shows is up 24% from year ago. "If the newspaper bureau is converting itself into an anti-TV bureau," he said, "TvB will not become an anti-newspaper bureau... Copy research, testing the impact of advertisements, shows that a campaign designed deliberately to launch a 'frontal assault' on a specific competitor does not work to the advantage of the advertiser and, usually, is a waste of money."

**MORE STOCK DEALS INVOLVING STATIONS:** To the nearly 100 publicly-traded stock issues of firms generally classified in TV-radio-electronics & related industries -- ranging from giant AT&T down to last year's newest, Gross Telecasting Inc. (see our Financial Supplement of Jan. 14, 1956) -- there will soon be added a few more in the broadcasting and possibly telecasting fields. In addition, it's expected that DuMont Broadcasting Corp., now spun off from manufacturing firm to operate as separate entity (Vol. 11:42), will shortly seek new equity financing so as to acquire more stations.

In the making right now are several projects whereby owners of existing TV-radio stations propose to recapitalize, at least one of them with public stock issue along lines of Storer, Bitner, Gross, et al. Offering involving a group of small radio stations controlled by H. Scott Killgore has been filed with SEC, is expected to go on market as soon as legal details are cleared. J. Elroy McCaw, operator of group of TV-radio stations, is also currently working on possible merger of his N.Y. radio property (WINS) into a company listed on the American Stock Exchange -- McCaw acquiring 60% of latter -- but formal plans are still indefinite.

For details about projected deals, see below.

**S**TOCK FINANCING that's small compared with last year's \$6,500,000 Storer issue (Vol. 11:14) and \$3,000,000 Gross Telecasting Inc. issue (Vol. 11:13, 17-18) is proposed in offering filed with SEC covering group of 3 local radio stations owned by Tele-Broadcasters Inc., 41 E. 42nd St., New York. The firm is under control of H. Scott Killgore, consulting engineer recently with Emerson Radio and Collins Radio. Stations are WARE, Ware, Mass. (1-kw D, 1250 kc); WKXL, Concord, N. H. (250-w, 1450 kc, CBS); WKXV, Knoxville, Tenn. (1-kw D, 900 kc). A 4th, unidentified, has been bought, and negotiations are under way for a 5th.

Offering circular proposes to sell 200,000 shares of 5¢ par common stock at \$1.50 per share through Joseph Mandell & Co., 37 Wall St., N. Y. Net proceeds to corporation would be \$240,000, after \$60,000 in underwriting discounts & commissions, of which \$150,000 will be spent for 4th station, \$20,000 to convert WARE to full time; \$20,000 to set up new consulting subsidiary called Tele-Communications Inc.; \$20,000 on expenses of issue; \$30,000 for working capital.

Stations' revenues and earnings are not stated, but Killgore informs us they're moderate and estimates the 4 stations, plus another to be acquired, will gross \$650,000 annually and net about \$100,000 before taxes. Tele-Broadcasters Inc. would have 550,000 shares outstanding, Killgore holding about 300,000, public 200,000, remainder going to underwriters and key employees. Besides Killgore as pres., officers are Wm. R. Sweeney, v.p., gen. mgr. of WARE; Wm. J. Harnisch, secy., N. Y. attorney; George W. Fennebresque, director, retired v.p. of Lambert Pharmaceutical Co.; James J. A. Gallagher, director, N. Y. attorney.

Another deal that includes public stock issue is also cooking, involving veteran broadcaster J. Elroy McCaw who (with John Keating, 25%) bought independent radio WINS, New York City (50-kw, 1010 kc) from Crosley in 1953 for \$450,000 (Vol. 9:52) and reputedly has turned it into an enormous money maker.

McCaw's definite plans are undisclosed, but it's known that Unexcelled Chemicals Inc., traded on American Stock Exchange, has been seeking to merge it in a deal that would make McCaw 60% stockholder in Unexcelled. While admitting something is afoot, McCaw won't comment except to say that such a deal is "unlikely at the moment but it's still under consideration."

Unexcelled Chemicals, according to Standard & Poor's, has 325,227 of \$5 par common shares outstanding out of 1,000,000 authorized. It's listed as producing industrial paints & varnishes, insect repellants, fireworks—but has been decreasingly active in those fields. Headed by J. R. O'Connor, it has paid no dividends since 1946. In 1954, it earned \$79,942 (24¢ per share) on net sales of \$4,676,328; in 1953, its deficit was \$528,947 on sales of \$8,449,334; in 1952, deficit was \$201,055 on sales of \$6,349,200.

There's guessing, too, that McCaw may be planning to integrate his WINS operation into new DuMont Broadcasting Corp., which owns non-radio-affiliated WABD, N. Y. (Ch. 5). Or else that he may be tying up further with Founders Corp., subsidiary of Tele-Trip Inc., aviation insurance firm headed by John H. Shaheen, which is joint owner with him of recently acquired KTVR, Denver (Ch. 2). Founders Corp. also owns radio stations KPOA, Honolulu; WTAC, Flint, Mich., and is currently buying WFBL, Syracuse.

McCaw also owns 100% of KTVW, Tacoma, Wash. (Ch. 13), an independent which he says is now well in the black; 25% of KONA, Honolulu (Ch. 2); 100% of radio KORC, Mineral Wells, Tex.; 50% of KYA, San Francisco; 50% of KELA, Centralia, Wash. (where he started in



radio); one-third each of KYAK, Yakima & KALE, Richland, Wash.; wife owns 25% of KAPA, Raymond, Wash.

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Only single TV-radio entity placing its stock on the market in recent past was Harold Gross' highly profitable WJIM-TV, Lansing (Ch. 6) with radio WJIM (250-w, 1240 kc, NBC & ABC)—and this was seen as creating a precedent when FCC approved transfer of his 98.9% to Gross Telecasting Corp., in which he retained 51% control. Paine, Weber, Jackson & Curtis headed underwriters for his stock issue. At time of deal, however, 2 FCC members—Bartley & Hennock—objected to change of corporate control on grounds that it was “a departure from sound broadcast licensing policy,” their dissent noting that “the essential ‘asset’ here involved, the frequencies . . . does not belong to the licensee (see Section 304) but is merely a permit involving a maximum 3-year term subject to renewal.” However, precedent favored Gross, for Monumental Radio Baltimore (WFBR) and WJR, Detroit, have been publicly traded for many years.

Note: Planned issuance of \$300,000 worth of 12-year 6% debentures by Dolph-Petty Broadcasting Corp., to obtain cash to purchase radio KMYR, Denver (Vol. 11:29, 33) fell through, though station was acquired anyhow; underwriters were to have been Cruttenden & Co. and Saunders, Stivers & Co. The Storer issue last year was handled by Reynolds & Co., which also handled \$2,000,000 Consolidated TV & Radio Corp. issue (Bitner) in 1954.

**Personal Notes:** Alexander W. Dannenbaum Jr., ex-WPTZ commercial mgr., becomes asst. gen. mgr. of WPTZ & KYW, Philadelphia (changing Feb. 13 to WRCV-TV & WRCV) in switch of stations from Westinghouse to NBC ownership (Vol. 12:3); he serves under Lloyd Yoder, new gen. mgr. TV sales will be handled by Ted Walworth, radio sales by Hal Waddell, both from Cleveland; Stan Lee Broza, WPTZ program mgr., becomes program director of both WPTZ & KYW; serving under him will be George Cyr, as TV program mgr., and Ed Wallace, radio program mgr., both from Cleveland . . . Howard Spiller promoted to technical operations supervisor, Ross Plaisted to supervisor of transmitters, in Westinghouse takeover (Vol. 12:3) of WNBK & WTAM, Cleveland (to be changed Feb. 13 to KYW-TV & KYW); John McIntosh Jr. named radio sales mgr., Frank Derry adv. & promotion director for TV, John V. Hanrahan, TV-radio publicity director . . . Austin Heywood promoted to asst. director of audience promotion, CBS-TV Pacific Network, succeeding Marvin Cavender, now CBS-TV press information photo editor, Hollywood; Virgil Mitchell promoted to asst. director of press information . . . Edwin J. Fitzsimmons promoted to sales v.p. of rep Weed TV . . . George Comtois promoted to ABC Radio national sales mgr. . . Jack L. Begon, ex-NBC bureau chief in Rome, named director of news, special events & community relations of NBC-owned WBUF-TV, Buffalo . . . R. J. Rockwell, Crosley stations' engineering v.p., chosen outstanding engineer in Cincinnati area for 1955 by Technical & Scientific Societies of Cincinnati, will be presented award Feb. 22 . . . Gunnar Back, ABC Washington correspondent, Feb. 6 becomes director of news & special events, WFIL-TV & WFIL, Philadelphia . . . Walter Compton, ex-mgr. of WTTG, Washington, joins WOI, Washington, as news commentator . . . A. C. Spector, NBC senior film editor and author of current best seller *The Esurbanites*, promoted to feature editor of NBC-TV's *Home*; he's succeeded by Phillips Wylly . . . Halsey Barrett promoted to national sales director, Television Bureau of Advertising, replacing Ray Nelson, resigned . . . George (Red) Jenkins promoted to national sales mgr., WRBL-TV,

FCC Bar Assn., preceding annual Washington banquet Jan. 27, elected George O. Sutton pres., succeeding Percy H. Russell; George S. Smith, 1st v.p.; Wm. C. Kopolovitz, 2nd v.p.; Verne R. Young, secy.; Norman Jorgensen, asst. secy.; Howard J. Schellenberg Jr., treas. John Willis, editor of *FCC Bar Journal* and of *Pike & Fischer Reports* was designated to win first Louis G. Caldwell Memorial Award in recognition of distinguished service to communications jurisprudence.

NBC chairman Pat Weaver and his wife Elizabeth will be interviewed on CBS-TV's *Person to Person* Fri., Feb. 3 (10:30-11 p.m. EST), with Jackie Gleason substituting for Ed Murrow who is abroad. It's second time the show has had an RCA-NBC topkick as guest, first having been RCA chairman David Sarnoff.

Don Heilemann, news photographer of WXIX, Milwaukee (CBS-owned uhf) named “Newsreel Cameraman of the Year” and elected pres. of Wisconsin Press Photographers Assn., first such honors to go to a TV man.

Ted Collins, 57, manager of singer Kate Smith, suffered heart attack Jan. 21, was placed in oxygen tent at Doctors Hospital, N. Y., where he was reported at week's end to be recovering.

John Monte London, 35, associated with Washington law firm of Lyon, Wilner & Bergson, died of coronary occlusion Jan. 22 in Alexandria (Va.) Hospital. Surviving are his wife and 3-year-old twin daughters.

Columbus, Ga. . . Ben L. Slack, ex-KVOA-TV, Tucson, named asst. gen. mgr., KTBC-TV & KTBC, Austin, Tex.; Charles L. Howell named local sales mgr. for TV . . . Juby Schainblatt promoted to gen. mgr., KTVI, St. Louis; Jack M. Murdock promoted to program director, succeeding Ted Westcott, now with D'Arcy TV-radio dept., Chicago . . . Mansfield E. Pickett, ex-*High Fidelity Magazine*, named sales rep of WMGT, Adams, Mass. . . C. V. Wood Jr., v.p. & gen. mgr. of Disneyland Inc., has resigned to organize Telesearch Inc., specializing in reasearch, planning & marketing of TV programs . . . Pierre Marquis, ex-MCA-TV & NBC-TV, appointed Screen Gems director of sales development; John N. Manson, ex-Noble Adv., Mexico City, heads Latin American sales, with headquarters in Mexico City . . . Bernard Donenfeld, v.p. of Princess Pictures Inc., 11 W. 42nd St., N. Y., headed by Burt Balaban, has been placed in charge of new subsidiary formed to produce TV film commercials and industrial films; Richard M. Firestone appointed sales mgr. . . Vincent Malzac, ex-management consultant to Atomic Energy Commission, named asst. to TPA pres. Milton A. Gordon . . . Wallace A. Ross, ex-v.p. of Box Office TV, joins Arthur P. Jacobs Co., N. Y. (public relations) . . . Phil Alampi, WRCA-TV farm & garden director, who is pres. of American Horticultural Council, elected to board of Horticultural Society of N. Y. . . J. Robert Covington, v.p. WBTW & WBT, Charlotte & WBTW, Florence, S. C., elected a director of N. C. Forestry Assn. . . Richard Hildreth, formerly with George O. Sutton law firm, Washington, joins Fisher, Wayland, Duvall & Southmayd . . . J. Frank Beatty, senior editor of *Broadcasting-Telecasting*, awarded special citation by Henry W. Grady School of Journalism, U of Georgia, for recent series on new South; he was featured speaker at this week's dinner of Georgia Radio & TV Institute . . . Newell T. Schwinn, CBS Radio mgr. of sales development, transfers to CBS-TV Film Sales as sales mgr. for Terrytoons Inc., newly acquired cartoon firm . . . D. Donald Lenie Jr. named local sales mgr., KPTV, Portland, Ore., succeeded as promotion mgr. by Albert R. McLaughlin.



**Station Accounts:** "Tune in Anytime Theatre" titles new daytime "movie house" show on WABD, N. Y., in which different feature film will be presented 3 times in succession 10 a.m.-4 p.m. each weekday starting Feb. 6. Ted Cott, v.p.-gen. mgr. of WABD, said: "T.A.T. will make a movie as accessible to the housewife as water in the kitchen sink. The housewife can't organize her day in order to tune in a program at a certain hour. So we'll run the same movie over and over and she can tune in anytime and see the whole show." He said he anticipates no trouble signing up spots because nearly all of station's current daytime advertisers, whose regular time is taken over, have expressed enthusiasm about project. Film will be interrupted every 12 min. for 2 min. of commercials . . . Lever Bros. to introduce new liquid laundry detergent, "Wisk," with 10-day TV-radio "teaser" campaign starting Jan. 24, will follow up with major campaign on market-by-market basis, thru BBDO, N. Y. (Dick Donichan, account exec.) . . . Ideal Toy Corp., N. Y., seeking way out of "sales vise," in which 70% of all toy sales are made in 6 weeks preceding Christmas, plans year-round promotion to boost toys as birthday gifts, sick-in-bed presents, etc., thru Grey Adv., N. Y. . . . National Retail Hardware Assn. plans big campaign built around Hardware Week starting April 12, thru Bozell & Jacobs, Indianapolis . . . Sylvania launches "promotion-a-month" ad program, using all media for TV-radio-phono line, with different consumer prizes each month, thru J. Walter Thompson . . . CBS-Columbia starts big all-media campaign Feb. 9, playing up its 9 "most-wanted advances" in TV engineering, thru Ted Bates & Co. . . . Liebmann Brewery Inc. (Rheingold beer) buys ABC Film Syndication's upcoming 30-min. *Code Three* crime series (produced by Rabco TV Productions) for 52 weeks in several eastern & Cal. markets starting March 9, thru Foote, Cone & Belding, N. Y. . . . "True, the Men's Magazine" making TV debut with sponsorship of *Happy Felton's Press Box* preceding Brooklyn Dodger road games this year on WOR-TV, thru C. L. Miller Adv., N. Y. . . . Among advertisers currently reported using or preparing to use TV station time: Wiesner of Miami, Miami, Fla. (jewelry), thru Harris & Whitebrook Adver- tects, Miami; Norfolk Paint Corp., Quincy, Mass., thru Hoag & Provandie Adv., Boston; Rembrandt Tobacco Corp., Brightwaters, N. Y. (Rembrandt tobacco products), thru David J. Mahoney, N. Y.; Vanity Fair Electronics Corp., Brooklyn (electronic toys & phonographs), thru Lavenson Bureau of Adv., Philadelphia; Cadbury-Fry Inc., N. Y. (chocolate & biscuits), thru Pace Adv., N. Y.; Nebraska Consolidated Mills Co., Omaha (Mother's Best flour), thru Gardner Adv., St. Louis; Foster-Milburn Co., Buffalo, N. Y. (Doan's Pills), thru Street & Finney, N. Y.; Chicago Engineers for Television, Chicago, thru Olian & Bronner Co., Chicago; Leslie Salt Co., L. A., thru Honig-Cooper Adv., L. A.; Merkel Inc., N. Y. (pork products packager), thru Blaine-Thompson Co. Inc., N. Y.; Blumenthal Bros. Chocolate Co., Philadelphia (Goobers, Sno-caps, Raisinets), thru Feigenbaum & Wermen, Philadelphia; Arcadia Metal Products, L. A. (Arcadia sliding glass doors), thru Stiller-Rouse Adv., Beverly Hills; Riviera Foods, San Francisco, thru Honig-Cooper, San Francisco; Cameo Curtains, N. Y., thru Friend-Reiss Adv., N. Y.

First sponsors for *Window*, 5-min. locally-originated shopping program on 6 NBC-owned stations tailored especially for dept. stores (Vol. 12:2): Gimbels, in N. Y., in color on WRCA-TV, 5 times a week at 8:55 & 9:55 a.m. for 13 weeks starting Feb. 13, direct; Hecht Co., Washington, also 5 times a week for 13 weeks starting Feb. 13, on WRC-TV, thru Henry J. Kaufman Assoc.

**Map of TV Cities & Network Routes**

**B**ROUGHT UP-TO-THE-MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (Spring-Summer edition, due off presses week of January 30). Map shows all stations in operation or expected to be operating by end of March (U. S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by engineers; all station-owned microwave links and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1; 10 copies, \$7.50; 25 copies, \$12.50.

**Network Accounts:** General Motors or Ford is expected to sponsor political conventions and election night TV-radio coverage on NBC, thereby completing lineup of sponsors on all networks. Philco, which sponsored 1952 conventions on NBC, this week bought ABC TV-radio coverage for \$4,500,000, thru Hutchins Adv., Philadelphia. In addition to conventions and election returns, package includes 2 pre-convention shows Aug. 11 & 12, preceding Democratic convention in Chicago, and Aug. 18 & 19, immediately before GOP convention in San Francisco. Westinghouse had previously signed to sponsor conventions and election returns on CBS . . . General Motors to spend more than \$3,000,000 in network spots to publicize its *Motorama* cavalcade in tours around nation, thru Kudner . . . Procter & Gamble to be full sponsor of *This Is Your Life* on NBC-TV starting in fall, Wed. 10-10:30 p.m.; Hazel Bishop is dropping out as alt. sponsor . . . Hazel Bishop to sponsor alt. Thu. 10:15-10:30 a.m. & alt. Fri. 10:30-10:45 a.m. segments of *Garry Moore Show* and alt. Tue. & Fri. 3:30-3:45 p.m. segments of *Bob Crosby Show*, both on CBS-TV, thru Raymond Spector Co. . . . Colgate-Palmolive to sponsor *My Friend Flicka*, produced by 20th Century-Fox, as substitute for *Champion* on CBS-TV starting Feb. 10, Fri. 7:30-8 p.m. . . . Union Underwear, in TV debut, buys 10 partic. in June on *Afternoon Film Festival* on ABC-TV, Mon.-thru-Fri. 3-4:30 p.m., thru Grey Adv. . . . General Mills buys 2 partic. a week on CBS-TV *Panorama Pacific* on west coast, Mon.-thru-Fri. 7-9 a.m., thru Dancer-Fitzgerald-Sample, L. A.

\* \* \* \*

**ADVERTISING AGENCIES:** Arthur C. Fatt, Grey Adv. exec. v.p., moves up to pres., succeeding founder Lawrence Valenstein, who becomes chairman; Herbert D. Strauss, v.p., succeeds Fatt as exec. v.p.; Alfred L. Hollender, TV-radio v.p., joins agency's exec. committee . . . Wm. R. Hesse resigns from BBDO as v.p. in charge of Campbell Soup account to join Benton & Bowles as v.p. . . . Rae Elbroch, ex-Maxwell, Sackheim & Co., joins Rockmore Co. as business mgr. of TV-radio dept. . . . Sanford D. Buschbaum named TV director, E. T. Howard Co. Inc., N. Y. . . . Charles R. Eatough, ex-KMBC-TV, Kansas City, named v.p. of Selders-Jones-Covington Adv., Kansas City.

Republicans' "code of ethics" for TV-radio coverage of their Presidential convention at San Francisco's Cow Palace starting Aug. 20 has been endorsed by all networks. It requires that commercials be presented "only during recess or long pauses"; that "direct 'hard' selling" be avoided; that sponsor make clear his sponsorship doesn't imply Republican party support of his product.



**N**EWSPAPER OWNERSHIP can be given whatever weight FCC chooses to give it—provided Commission acts legally and reasonably. That's essence of Court of Appeals' unanimous decision this week upholding Commission grant of Sacramento's Ch. 10 to KBET-TV and denial of McClatchy Broadcasting Co. in Oct. 1954 (Vol. 10:41).

Judges Wilbur K. Miller, Charles Fahy & Walter M. Bastian stated, first of all, that FCC "did not find McClatchy superior in every area of comparison save that of diversification of facilities for publishing information, and did not deny it the construction permit solely because of its ownership of newspapers and broadcasting stations." Then, court said, "[FCC] has the duty, in choosing between competing applicants, to decide which would better serve the public interest. Where that interest lies is always a matter of judgment and must be determined on an *ad hoc* basis.

"The broad statutory standard of 'public convenience, interest, or necessity,' is not susceptible of precise or comprehensive definition. Its meaning cannot be imprisoned in a formula of general application. The responsibility for making the determination is committed to the Commission, subject to the limitations that it must proceed within constitutional and statutory bounds and that it must not act arbitrarily or capriciously. We hold the Commission is entitled to consider diversification of control in connection with all other relevant facts and to attach such significance to it as its judgment dictates.

"This does not mean that the owner of a newspaper is disqualified as a licensee . . . Nor does it mean that the Commission may reject a newspaper's application and grant that of a competing non-newspaper applicant without also considering and comparing all other relevant factors. But it does mean that the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

\* \* \* \*

FCC punched out 3 uncontested vhf CPs, meanwhile: Yuma, Ariz., Ch. 13, to Wrather-Alvarez Bestg. Inc., owners of KFMB-TV, San Diego; Ensign, Kan., Ch. 6, to Southwest Kansas TV Co., owned by group of several hundred stockholders headed by Leigh Warner, insurance man and farmer; Santa Fe, N. M., Ch. 2, to Video Independent Theatres, Oklahoma City, headed by Henry F. Griffing.

Among other actions this week, the Commission: (1) Denied protest of WNEM-TV, Bay City, Mich., against grant to WJIM-TV, Lansing, to move transmitter to 8 mi. southeast of Lansing and raise antenna to 980 ft. (2) Made effective immediately Ch. 13 CP to KHTV, Twin Falls, Ida., after KLIX-TV withdrew protest. (3) Readied KICA Inc., Clovis, N. M. for Ch. 12 grant after Video Independent Theatres dropped application.

Newspapers set new records in circulation and advertising lineage last year, reports *Editor & Publisher International Yearbook*, due off presses at end of Feb. Total circulation for the 1760 daily newspapers was placed at 56,147,359, up 1,074,879 from 1954. Total ad lineage increased 10.2%, according to Media Records measurements for 52 major cities, which yearbook uses as its source.

Application for educational station on non-commercial Ch. 8, Athens, Ga., was filed this week by Regents of U of Georgia. [For details, see *TV Addenda 22-C* herewith.]

Political broadcasting and newspaper ownership of TV-radio stations are subjects of bills on which hearings are scheduled Tue., Jan. 31 by Harris subcommittee of House Interstate Commerce Committee (10 a.m., Room 1334 New House Office Bldg.). FCC will be lead-off witness on 11 bills to amend Communications Act, including: HR-6968 & 6977 by Reps. Beamer (R-Ind.) & Harris (D-Ark.) barring FCC from discriminating against applicants owning newspapers; HR-4814 by Rep. Miller (R-Md.) to relieve broadcasters of liability for defamatory statements made by candidates for office; HR-6810 by Rep. Harris, to exempt news panel and interview shows from equal-time provisions; HR-3789 by Rep. Miller to deprive subversives of equal-time opportunities: FCC has approved HR-4814, objects to provisions of 6810 & 3789.

Novel communications case was accepted for review by U. S. Supreme Court this week. Mr. & Mrs. Robert Sugden, Yuma, Ariz., had been charged with violation of immigration laws through their employment of Mexican "wetbacks" who entered U. S. illegally. An FCC monitor, who had been checking on Sugden's unlicensed transmitter, testified before grand jury that he'd overhead Sugdens flashing warnings to laborers when Federal inspectors approached. Federal district court in Arizona dismissed charges on grounds that wiretap evidence was used. However, 9th U. S. Circuit Court of Appeals reversed lower court, stating that wiretap rules didn't apply because Sugdens had no FCC license for their transmitter.

NARTB's TV code review board, at meeting this week in Carmel, Cal., voted to admit TV film producers & distributors to "associate" participation in code. Board resolution warned, however, that their admission "does not lessen the ultimate responsibility" of station to continue to check film for any violations of code. Resolution will be considered by NARTB board at semi-annual meetings in Chandler, Ariz., Feb. 1-3. Code review board also urged closer check on promotional films by Hollywood movie producers presenting excerpts of upcoming movies. Such films, board said, constitute advertising copy and should be charged against commercial time allocation of sponsor.

Anti-subscription TV resolution, pending before N. Y. City Council for almost a year (Vol. 11:10), moved a step toward public airing this week. Anti-pay forces led by James Quinn, who represents national AFL-CIO and N. Y. labor groups, urged that public hearing be conducted by the Council. Such hearing would be waste of time, because FCC is the expert body which must render final decision, according to James M. Landis, counsel for Skiatron, who also spoke for Zenith and Telemeter—but he finally assented to hearing, to clear up "misinformation."

Biggest newspaper-station sale in history, Samuel I. Newhouse's \$18,700,000 Birmingham purchase (Vol. 11:49), was approved by FCC this week. He acquires *Birmingham News*, *Huntsville Times*, Birmingham's WABT, WAPI & WAFM, Huntsville's WHBS & WHBS-FM. Sale by Victor Hanson Trust concludes 45 years of family newspaper ownership. Stations were purchased by Trust in 1953 from banker Edward L. Norton and broadcaster Thad Holt for \$2,400,000. Newhouse has set up Remoc Publishing Co. to take over properties.

New trial was granted in former heavyweight boxer Al Ettore's 4-year-old suit for damages against Philco (as former licensee of WPTZ, Philadelphia), sponsor Chesebrough Mfg. Corp. and Clayton Inc. adv. agency. Ex-fighter contended telecast of films of his 1936 fight with Joe Louis injured his reputation. Last year Philadelphia Judge Watson ruled against Ettore. But Philadelphia appeals court Judge Briggs, in ordering new trial, ruled that Ettore was not permitting TV use of the fight film when he accepted payment for motion picture rights.



**Telecasting Notes:** Avalanche of feature films to TV has thrown the spotlight on one of toughest problems in TV programming: How to do a creditable job of televising material originally produced for an entirely different medium. First, there's the problem of length. Features vary in showing time from less than an hour to as much as 3 hours. A good feature was tightly edited in Hollywood before it was released to theatres. Further cutting by stations (or network) often ruins the entire film . . . Censorship is also a problem with many oldies and foreign films not subject to U. S. Motion Picture Code; editing out suggestive scenes sometimes destroys continuity (if not whole reason for being, in the case of some movies). And some movie shots just don't "take" on the TV screen—for example, such items as the close-up of the note written by the murder victim (in a fine, feminine hand) just before she died, telling who the murderer was; not only doesn't the whole note usually fit on the TV screen, but the viewer often can't read it, anyway . . . Biggest complaint is directed at commercials. A feature movie is long, generally requires a batch of sponsors. Where to put the commercials without spoiling the flow of the plot—indeed, how to get them in at all without antagonizing the viewer—is toughest problem of all. ABC-TV network's movie shows and General Teleradio stations' *Million Dollar Movie* generally put 2 commercials back-to-back to cut down number of interruptions. Yet last week a member of Congress got so incensed at this and other TV movie practices that he demanded an explanation from FCC and is pushing a bill to limit commercials (Vol. 12:3) . . . Viewers still love movies on TV, nevertheless, as shown by new Advertest survey of 746 metropolitan N Y. viewers. TV movie shows are watched by 90.1% of them; 24.3% said they prefer TV movies to other types of programming, 37.6% liked them equally well, 36.6% said that they preferred other types . . . Favorite TV movie program in N. Y. was WOR-TV's *Million Dollar Movie*, which 88.5% of the TV movie viewers had viewed during past 4 weeks, Advertest survey showed. Chief reason for liking this

**NEXT MAJOR MOVIE MAKER** to sell features to TV may be Warner Bros., according to reports circulating in Hollywood and New York this week—as Matty Fox outlined unusual plan to sell his 740 RKO features to TV stations in one package for use "in perpetuity." While no Warner Bros. deal has been made, there have reportedly been top-level talks between ABC and the big movie company for release of some backlog to TV. Another major—MGM—is putting some of its best old features on TV, in half-hour instalments (*MGM Parade*, ABC-TV), probably beginning in March (see Telecasting Notes).

At New York press conference, meanwhile, Matty Fox revealed these details on his plans for his C & C Television's sale of its 740-picture RKO package under the title "Movietime, U.S.A." (he's not permitted to use RKO name):

Entire package will be sold outright to stations, each station getting brand new 16mm prints—with more than 500 of the films to be available within 30 days. Package will be available to one station in each market, either for cash, "time payment" or on barter-&-cash basis in exchange for spots. It will be most expensive package ever offered, may cost \$1,000,000 or more in some markets.

Fox says he'll back package with nationwide advertising campaign, using the slogan "see a movie tonight—at home" (which he said would make movie exhibitors

show was "good films & stars" (43.8%); second reason was "more convenient, multiple showings" (29.9%). Same feature is shown 16 times a week . . . Another story of a "heel" on TV, this one a combination of the worst traits of you-guess-who, is headed from TV performance (*Alcoa Hour*, NBC, Jan. 8) to Broadway stage, thence undoubtedly to movies. It's "Man on a Tiger," played by Keenan Wynn & Melvyn Douglas, adapted by Roger O. Hirson from a *Collier's* short story by David Levy, and narrates the troubles of a fading TV comic and the ad agency executive who first discovered him as an obscure disc jockey. George Abbott will produce stage play. Note: If the prototype in the Alcoa drama was an NBC star, it took lots of courage for the network to stage it; if he's the CBS hot-shot, the authors certainly were at pains to make him seem too much like the NBC comic . . . Face-lifting for ABC-TV's *MGM Parade* (Vol. 12:3) has been agreed upon: Top-flight MGM theatrical feature of the past will be shown serially for 3 consecutive weeks, followed by 2 weeks of "film biographies" of 2 MGM stars. First feature will be "Captains Courageous" (Walter Pidgeon serving as host) beginning some time after Feb., to be followed by either "Gaslight" or "Ninotchka" . . . Next: 2½-hour spectaculars. Pat Weaver reportedly plans 7 of them for next season, costing \$500,000 each for time & talent. They'd be slotted 8-10:30 p.m., probably on weekend, and will be established theatrical properties . . . CBS is reported considering 2-hour specs for next season . . . Dinah Shore, acclaimed for her full-hour one-shot on NBC-TV Jan. 17, graduates to color spectacular next Sept., when she stars in "Autumn in New York", with words & music by Arnold B. Horwitt & Vernon Duke . . . Australia buying U. S. TV films for its new TV stations, due to debut next fall, NBC film div. reporting sale of *Paragon Playhouse* and *Life of Riley* to Australian Broadcasting Commission, which will operate stations in Sydney & Melbourne . . . Theatrical feature based on Hal Roach Jr.'s syndicated *Racket Squad* will be made by Hal Roach & Allied Artists—first movie to be made by Roach studios since TV rush began in 1947.

"drop dead twice"). Campaign will be launched in May or June with ad in *Life*.

In meantime, Fox and his staff (v.p.-gen. mgr. Erwin Ezzes, ex-Guild & MPTV, and Noah Jacobs, Ted Rosenberg & Arthur Steloff, all ex-Ziv) have set up shop in Atlantic City and invited all station owners and managers to visit them (at Fox's expense) during next 3 months—to screen any of the films and to talk business.

Of the 740 films, RKO Teleradio has first crack at national syndication of 150, the rights reverting to Fox by Dec. 1957 or sooner. Another 83 are still being cleared with talent unions involved. Twenty-four of the films are in color.

Fox said he expects to make more profits through theatrical reissue of the films overseas than through sale to TV in this country.

Network TV boxing originations from Bangor, Me. may be in wind as result of project whereby WABI-TV (Leon P. Gorman Jr., gen. mgr.) has received promoter's license from Maine Boxing Commission. Gorman says he has hopes of originating 3 nationally televised bouts from new Bangor Auditorium if non-televised bout Feb. 20 succeeds in drawing 4000-5000 fans.

Democratic National Committee picks Norman, Craig & Kummel to handle its 1956 campaign advertising. Joseph Katz Co. handled it in 1952. BBDO, which had Republicans' account in 1952, had previously signed renewal for this year.



**DEALS, RUMORS, DENIALS—AND DEFERRALS:** Restiveness of smaller manufacturers seeking formulas for survival against big-getting-bigger forces in TV-radio-electronics was manifest in these developments this week:

(1) Magnavox acquired "certain assets" of Sparks-Withington's discontinued Sparton TV-radio div. for undisclosed sum, plans to take over servicing immediately on all Sparton sets (a la Hoffman's takeover last year of Stewart-Warner's TV-radio servicing & distribution) and to start shipment of new line of TV sets to Sparton dealers in latter Feb., according to joint announcement.

"These receivers are designed for superior performance in the fringe markets where many Sparton dealers are located and where a high degree of acceptance has been established," said Magnavox pres. Frank Freimann. Both companies have sold direct to dealers. Sparks-Withington's own electronics div. will continue to design and produce military & industrial electronics products, said pres. John J. Smith.

(2) Olympic Radio agreed to buy David Bogen Co., N.Y., manufacturer of wide range of electronic products, including high-fidelity equipment, tuners, converters, communication equipment, tape recorders, etc. Olympic pres. Morris Sobin said that details will be announced when deal is formally concluded, probably next week. He said Bogen will be operated as wholly-owned Olympic subsidiary, and its products will continue to be distributed through its own outlets.

(3) Stromberg-Carlson's future in the TV-radio business was debated at board meeting of parent General Dynamics but decision on whether it would quit TV-radio operations, expand its activities or alter its distribution was deferred "pending further investigation" and completion of survey on its consumer products acceptance by N.Y. research firm. Meanwhile, company continues to produce and ship receivers -- though some distributors say they've been told that factory hopes to liquidate its TV-radio inventories by March 31 in expectation of quitting the business.

(4) GE-owned Hotpoint Co. promised decision "within 2 weeks" on its rumored plans to enter TV production (Vol. 12:1). It too is awaiting outcome of research surveys before making decision, said pres. John Sharp. Big question to be resolved, he said, is whether TV and white goods are "compatible" in merchandising.

(5) Frigidaire flatly denied rumors it contemplates entering TV in response to the demands from its factory branches for TV line. Parent General Motors, whose Delco radio div. is one of biggest auto radio manufacturers, is said to be reluctant to enter into any expansion agreement, at least until current "anti-merger" attitude in Congress subsides. Its operations were recently investigated by Senate monopoly subcommittee headed by Sen. O'Mahoney (D-Wyo.).

Brief highlights of other major trade developments this week:

\* \* \* \*

**"Tinkertoy" Set:** Industry's first "Tinkertoy," or modular design, TV receiver will be introduced by Emerson about March 1, says pres. Benjamin Abrams. In address to N.Y. Society of Security Analysts this week, he also revealed that modules will be incorporated in some Emerson radios shortly. Abrams called Tinkertoy process "by far the greatest development in manufacturing techniques in the history of the industry," added: "It will eventually be possible by means of this technique to plug in components, or integrated sections of a circuit, into a TV or radio set with the same ease that one plugs in a replacement vacuum tube. The technique offers promise of further economies as well as considerably lessening of service problems." Other manufacturers, notably Motorola and DuMont, are also well advanced in preparations for Tinkertoy set. Motorola has already incorporated modules in its "Handie-Talkie" portable industrial 2-way radios (see p. 13). Still other manufacturers, including Hoffman Electronics and Packard-Bell, are bearish on modular TV sets on grounds that common components cannot be used and that service trouble would result (Vol. 11:37).



**Consumer Credit:** President's request to Congress to consider granting Federal Reserve Board standby authority to reimpose consumer credit controls "as a useful adjunct to other stabilizing measures" got cool reception from Democratic chairmen of key committees on Capitol Hill and prompted protests from many industry groups, including NARDA. Sen. Fulbright (D-Ark.), chairman of Senate Banking Committee, reiterated his personal opposition to credit controls but said his committee would be "delighted to consider any measure to prevent inflation or deflation in an effort to stabilize the economy." Rep. Spence (D-Ky.), House Banking Committee chairman, said he too opposed new controls "but when the President asks that something be considered, we must consider it." In his economic message, President told Congress that present conditions do not call for immediate Govt. dictation of minimum down payments and maximum maturities on consumer durable goods purchases, but that it would be helpful for FRB to have such authority. "Its availability as a standby measure, to be used only when the economic situation demands it and under proper administrative safeguards, would increase the Govt.'s ability to fulfill its responsibilities under the Employment Act," he stated. Consumer installment debt now outstanding totals nearly \$30 billion, an all-time high.

**Production:** TV output totaled 164,570 week ended Jan. 20, compared to 134,957 preceding week and 156,397 week ended Jan. 6 -- bringing 3-week output to 455,924, as against 510,000 in first 3 weeks of 1955. Radio output totaled 281,657 (135,422 auto) week ended Jan. 20, compared to 287,291 preceding week and 244,675 in week before. For 3 weeks, production was 813,623, compared to 835,000 same 1955 period.

**Trade Personals:** William H. Kelley, DuMont v.p.-gen. mgr. of consumer products, elected a director, succeeding Stanley F. Patten, who continues as v.p.-treas.; Arthur Israel Jr. promoted to secy., succeeding Bernard Goodwin, who continues as pres. of DuMont Bcstg. Co.; Bert L. Graham, special asst. to pres. David T. Schultz, succeeds Israel as asst. secy. . . . John W. Mullen, ex-Dage div. of Thompson Products, named mgr. of General Precision Labs' new mid-Atlantic district, assisted by John E. MacCalla, ex-Diamond Power Specialty Co. & Paul J. Koepfler, ex-Breeze Corp. . . . G. Pryor Molloy promoted to new products mgr., Kimble Glass electronics products div., Toledo; Leonard C. Pierzchala succeeds him as director of field engineering at Columbus plant . . . Thomas J. March, from locomotive & car equipment dept., Erie, named sales mgr. of GE electronic components dept., succeeding Roy L. Merwin Jr., reassigned to Schenectady . . . Charles D. Harris, ex-International Harvester refrigerator div., joins Crosley-Bendix as v.p. & engineering director . . . Francis X. McGrath promoted to Philco district mgr. of appliances & electronics, Denver . . . Orville L. Mabee promoted to materials mgr. of GE's CR tube plant, Syracuse . . . David S. Blackwell, ex-Warwick Mfg. Corp. & Capehart-Fransworth, named CBS-Columbia mgr. of quality control . . . Leonard North resigns as Olympic Radio midwest regional mgr. . . . Grover J. Beach, ex-Warwick Mfg. Corp. & Philco, named engineering mgr. of Crescent Industries (hi-fi & record changers) . . . Ethan M. Stifle, eastern mgr. of Eastman Kodak motion picture film dept., appointed Eastman Kodak sections v.p. of SMPTE.

Michael S. Hazzard promoted to pres. of RCA Victor Mexicana, S.A., succeeding J. P. Toole, resigned, with Frederick C. Spielberger succeeding Hazzard as sales v.p.; board meeting, with RCA International v.p. Albert F. Watters present, also decided to expand Mexican factory facilities by 52,000 sq. ft. for manufacture of TV-radio components and other engineering products and more warehousing. In other RCA International changes this week, P. J. Casella, v.p. for consumer products at Montreal, has been named acting managing director of RCA Italiana, Rome, as of March 1, succeeding G. A. Biondo, resigned; John Congnenc, director of associated companies, goes to Buenos Aires as v.p. & operations mgr., new post under pres. Gerald Murray, of RCA Victor Argentina, S.A.; Julio del Rio, mgr. of manufacturing, is promoted to v.p. & operations mgr. of Corporacion de Radio de Chile, S.A., Santiago.

Raymond M. Wilmotte Inc., engaged in electronic & ultrasonic research, will move from Washington in March to campus of U of Miami, Coral Gables, Fla., becoming a subsidiary of Prosperity Co., Syracuse, maker of laundry & dry cleaning equipment. Mr. Wilmotte, ex-radio consultant, takes with him staff of 5, will expand electronics pursuits. Meanwhile, in moves to diversify, Martin-Parry Corp., Toledo, metals fabricator, is reported considering buying Prosperity Co. and N. Y. & Cuban Steamship Co.

Reginald M. Brophy, onetime NBC executive, later head of Rogers-Majestic of Canada, recently Canada's deputy minister of defense production, heads new Philips Canadian Industrial Development Co. Ltd., Toronto, formed by Philips of Eindhoven to sell its patents and ideas to Canadian industry. Philips already operates Canadian Radio Mfg. Corp. Ltd., Rogers-Majestic Electronics Ltd. and North American Holdings Ltd.

H. C. Van de Velde, 65, former senior executive of Marconi International Marine Communications Ltd., died Jan. 14 in Johannesburg, South Africa, while on tour of Marconi Mediterranean operations. He was responsible for building Marconi's first wireless station at Croydon, near London, in 1919.

Walter S. Lefebre, 75, who retired in 1953 as Sylvania director of new TV market development, died Jan. 17 at home of daughter in Wayne, Pa. He had served Sylvania as field sales mgr. and as regional sales mgr. in Pittsburgh, Philadelphia, Syracuse & Buffalo. Funeral services were held Jan. 21 in Metuchen, N. J. Two daughters survive.

March Fisher, 65, Philco mgr. of distribution, accessory div., died at his home Jan. 26 of heart ailment. He is survived by widow and son.



**Topics & Trends of TV Trade:** Big lobbying effort has been launched by RETMA and other business groups to convince Congress that so-called Frigidaire decision giving warranty refunds to manufacturers of TV-radio-appliances should not be overturned, as recommended by Treasury. House Ways & Means subcommittee headed by Rep. Forand (D-R.I.) is considering legislation to amend tax laws to nullify court ruling.

In Frigidaire decision, which was handed down by U. S. Court of Claims in June 1954, and which Supreme Court refused to review, it was held that a manufacturer is entitled to a refund on part of the Federal excise tax paid on any item if manufacturer subsequently has expenses under a warranty sold with that item and included in original selling price. Since decision, huge number of refund claims have been filed by TV-radio appliance manufacturers.

Treasury contends that decision opens way for large tax "windfalls," that loss of revenue to Govt. might go as high as \$500,000,000 a year and that decision is difficult to administer. Business groups reply that manufacturers are legitimately entitled to refunds for their expenses and that loss of revenue to Govt. is not sufficient basis for overturning any court decision.

RETMA sent letter to Rep. Forand Jan. 24 declaring: "Retroactive legislation of the type proposed by the Treasury makes a mockery of judicial process. There would be no point in resorting to the courts for judicial interpretation if the executive branch of the Govt. is going to be successful in urging that retroactive legislation be enacted to nullify any decision that goes against the Govt."

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Price increases on TV receivers this year are predicted by Emerson pres. Benjamin Abrams, "primarily by reason of the trend to advanced tuning mechanisms, including remote control, which make for more convenient, yet more costly receivers." In address to N. Y. Society of Security Analysts Jan. 24, he also foresaw increased dollar volume in TV industry this year, due largely to expansion of color set sales.

Battery-operated TV set will be put on market soon in Britain by E. K. Cole Ltd. (Ecko) for equivalent of \$168. Said to operate about 12 hours from external 12-volt auto battery, it's being marketed for use in non-electrified homes, yachts, automobiles, etc. The 9-in. set will also operate on house current (220-v), includes built-in antenna and FM radio.

Radio shipments to dealers in first 11 months of 1955, excluding auto sets, totaled 5,803,541, according to RETMA state-by-state and county-by-county report released this week and available to members on request to RETMA. Total compares with 5,128,337 shipped in same period of 1954. Nov. shipments were 849,264, compared to 757,196 in Oct. and 711,554 in Nov. 1954.

TV and auto production curves, which have followed similar courses in last few years, are still "shadowing" each other. TV production in first 3 weeks totaled 455,924, passenger car output 423,125—both down from 1955.

Agenda of massive IRE convention March 19-22 at Kingsbridge Armory and Waldorf-Astoria Hotel, N. Y., was released this week. Annual event, which attracted 42,133 last year, features dozens of sessions and hundreds of papers covering the electronic gamut. TV sessions include discussion of color picture tubes of all kinds, transmitting antennas, tape recording, status of transistors, subscription TV. A highlight of convention is March 20 evening symposium on U. S. Earth Satellite Program, moderated by GE's Dr. W. R. G. Baker.

**DISTRIBUTOR NOTES:** Sylvania appoints Jones-Sylar Supply Co., 2234 NW. 2nd Ave., Miami (Mack Johns, mgr.) and Electric Wholesalers of Florida Inc., 700 E. Union St., Jacksonville (F. H. Dendy Sr., pres.) . . . Packard-Bell appoints newly formed T. W. Heckel Co., 2338 S. Tacoma Ave., Tacoma . . . Sentinel Radio appoints N-E Distributors, Philadelphia . . . Sonora, producing own & private label brands, appoints Pittsburgh Auto Equipment Co., 5909 Baum Blvd., Pittsburgh; Auerbach Distributing Co., 57 E. 21st St., Chicago; Hundley Distributing Co., Pensacola, Fla.; Triangle Electric Supply Inc., Bowling Green, Ky.; Sid Young Distributing Co., Jackson, Mich.; B&D Wholesale Distributors, Erie; Brendle Cash Wholesaling, Elkin, N. C.; Valo Distributing Co., Albuquerque; Leonard Wholesale Distributors, Lansing, Mich. . . . GE Supply Co. establishes north central regional headquarters at 540 N. Fairview Ave., St. Paul (Glenn E. McFarling, mgr.) . . . Edeo Distributing Co., Fresno (RCA-Whirlpool) appoints Robert B. Watson sales mgr. . . . Perry Shankle Co., San Antonio (RCA-Whirlpool) appoints W. H. Hampton appliances sales mgr., Mort Ellett continuing as TV-radio sales mgr. . . . H. R. Basford Co., San Francisco (Zenith) promotes Robert B. Lees to v.p. . . . Apollo Distributing Co., Newark (Zenith) appoints v.p. Harold M. Bergman to additional duties of gen. merchandise mgr. . . . Goldblatt Bros., big Chicago dept. store, appoints George F. Curtis, ex-LB-Spear's, as TV-radio buyer . . . Hoffman Electronics changes name of its San Diego distributing div. to Hoffman Sales of San Diego (from San Diego Appliance Distributors Inc.).

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Industry's public-spirited promotion, annual Voice of Democracy contest in which high school students deliver brief addresses on meaning of democracy, will be climaxed Feb. 22 at luncheon in Washington's Shoreham Hotel, when 4 national winners receive TV set, \$500 check towards college education, other prizes. It's sponsored by RETMA, NARTB & Junior Chamber of Commerce. State winners also received TV or radio sets donated by manufacturers. National winners this year were Gabriel Kajeckas, 16, of Washington, D. C., whose father is counselor of Lithuanian Embassy-in-Exile; Jan Hogendorn, 18, Oskaloosa, Ia.; Dennis P. Longwell, 17, Herrin, Ill.; Isabel Marcus, 17, Teaneck, N. J.

TVA in TVA: Only 626,000 TV sets, representing mere 51% saturation of the 1,200,000 homes, are in use in 7-state power area served by Tennessee Valley Authority (all of Tenn., parts of Ga., Ala., Va., N. C., Miss., Ky.), according to joint survey by TVA and its 151 power distributors. The 51% saturation is below national average of 70%—despite ready availability of cheap power. By contrast, TVA area is ahead of national average in use of virtually all other electrical appliances, said James E. Watson, TVA director of power utilization, who was in charge of survey.

Increased emphasis on TV & appliances helped Western Auto Stores boost its sales to \$197,700,000 last year, said pres. Paul E. Connor to N. Y. Society of Security Analysts Jan. 23. Electrical appliances, including TV, accounted for 26% of all sales, he said. Raytheon, Wells-Gardner & several smaller companies produce private label TVs for Western Auto. Note: Denman Enterprises Ltd., Hamilton, Ont., this week offered to buy 300,000 shares of Western Auto common at \$38 a share thru Feb. 10.

Mitchell Mfg. Co., onetime TV manufacturer, quits radio and high-fidelity record production to concentrate exclusively on air conditioners.

Just published: 100-p. catalog of antennas, transmission line and equipment, by Andrew Corp., 363 E. 75th St., Chicago 19. Included are 20 pp. of technical data.



**Electronics Reports:** Entering consumer field full force, the transistor—unknown to the average layman a year ago—is rapidly becoming a household word. First consumer product to be completely transistorized was the hearing aid, from which vacuum tubes entirely disappeared last year. This year should see tubes disappear from another consumer item—the portable radio—and by 1957 it's likely that all new car radios will be transistorized. A few transistors may be used in TVs in next few years, but the all-transistor TV is not yet in sight. This week's developments in the rapidly moving transistor-application front:

(1) Battery manufacturers are plugging transistorized radios hard—and expecting to pick up lots of new business as power-cord disappears from radios in favor of long-lived batteries. Sales mgr. R. W. Snyder of Olin-Mathieson's electrical div. estimates that within next 3 years transistor batteries for radios will account for more than \$100,000,000 in sales a year, representing 62,000,000 batteries.

(2) Another battery maker, National Carbon Co., this week showed prototype model of all-transistor auto radio, which can be removed from car and used as regular portable. When inserted in car dashboard, it activates extra 3-transistor audio amplifier, using car battery for power. In operation outside car, its 7 transistors are powered by self-contained batteries. National Carbon Co. says set could sell for \$150-\$200, doesn't plan to go into car radio business itself—but wants to encourage rapid transistorization of radios to increase use of batteries.

(3) Transistorized portables are beginning to "catch fire," Raytheon v.p.-gen. mgr. Henry F. Argento said this week in announcing Chicago plant has doubled production of 2 of its all-transistor portables and increased the output of 2 others.

(4) In communications field, Motorola this week announced transistorized line of "handie-talkies" using printed circuits and modular design. New line includes 42 models, power varying from 1 to 8 watts. Transmitter is said to deliver up to 20 times the RF power output normally found in portable 2-way radios. Smallest model weighs less than 8 lbs.

In other transistor developments this week, General Transistor Corp. announced plans to produce over 2,000,000 this year in its new plant at 130-11 90th Ave., Richmond Hill, N. Y.; Germanium Products Corp., Paterson, N. J. (Bogue Electric Mfg. Co.) announced new silicon transistor offering "substantial improvements," and said its facilities are geared to turn out 10,000 a day; RCA announced new transistorized 7-track stereophonic movie sound mixer-amplifier as part of new film-recording gear leased to Cinemiracle Corp. for use with new wide-screen movie process.

\* \* \* \*

In one of first by-products of AT&T anti-trust consent decree (see p. 1), DuMont announced this week that it will take "necessary steps" to satisfy leasing & service requirements of DuMont mobile communications systems presently leased from Bell telephone companies. AT&T is now barred from maintaining & servicing non-common carrier equipment.

Dr. Oskar Heil, ex-Wright Air Development Center, joins Eitel-McCullough Inc., San Bruno, Cal., as group leader of advanced research group to direct work on new types of tubes.

Robert A. Vogeler, onetime IT&T v.p., who was imprisoned in Communist Hungary, named exec. v.p., Rollins Electronic Corp., Lewes, Del.

Frank M. Thomas, formerly of Sylvania's atomic energy div., named mgr. of equipment development, Sylvania electronics div., Woburn, Mass.

**L**IGHT AMPLIFIER for industrial and scientific use was demonstrated this week by Friez Instrument div. of Bendix Aviation Corp. Called Lumitron, it's an adaptation of closed-circuit TV, is said to be ready for production at about \$20,000. It differs sharply in principle and application from the "picture-on-the-wall" type light amplifiers being developed by RCA and GE.

Lumitron electronically "amplifies" light up to 50,000 times, making pictures visible under conditions too dark for vision with naked eye. Pickup tube is image orthicon, using 6-in. 35mm lens rated at f-0.75. Camera is linked to cathode-ray tube monitor. System uses 1029 lines to provide good resolution. Key to new system is circuitry which permits the vast amplification without any gain in interference or "noise."

Amplifier has already been used successfully for over a year at Johns Hopkins Hospital, Baltimore, in connection with X-ray therapy, is said to be ideally suited to amplifying faint fluoroscope and X-ray images to the point where they can be studied by physicians. System also makes possible "television astronomy," was used last summer to provide "best view of Mars that we ever had" at Lowell Observatory, will be used again in Africa next fall in attempt to unravel secret of canals of Mars. If used with 200-in. telescope, it would give a view equivalent to that obtained with 1200-in. optical telescope.

In industry it can be used for inspection of forgings, castings, engines and structures, industrial fluoroscopy, etc. It also has secret military uses.

Bendix has already produced 15 of the units, plans production run of about 150. Lumicon was invented by Johns Hopkins chief radiologist Dr. Russell H. Morgan and Bendix's Ralph E. Sturm, formerly a physicist in Johns Hopkins radiology dept.

**Federal Telephone & Radio (IT&T)** forms new national distribution organization for sales & service of its mobile radios, industrial telephones & aviation products, under commercial sales mgr. Herbert E. Taylor. Named as regional distributors: New England-N. Y., Atlantic Aviation Corp., Teterboro, N. J. (W. E. Richards, v.p.); mid-Atlantic, Atlantic Aviation Service Inc., Wilmington, Del. (Stewart M. Ayton, v.p.); midwest, Bohling Aircraft Corp., Chicago (Frank Bohling, pres.); western, Pacific Automotive Corp., Burbank, Cal. (Roy Backman, v.p.); southern, L. B. Smith Aircraft, Miami (Herrol Belloy, v.p.); southwestern, Southwest Airmotive Co., Dallas (O. C. Kennedy, v.p.).

**Armed Forces Communications & Electronics Assn.**, which holds 10th annual convention in Boston May 24-26, will have these officers & committees, announced by Capt. D. R. Hull, USN ret., Raytheon v.p. & chairman of convention; R. B. Meader, deputy chairman; Paul P. Hannah, secy.-treas.; Jack L. Hobby, public relations; Arthur S. Mullins, transportation; Frank Lyman Jr., program; Dan Greene, hospitality; Fred E. Moran, banquet; Mrs. Gardner G. Greene, ladies; Capt. J. H. Reego, registration; Capt. F. D. Stevens, student chapter support; J. S. Spargo, exhibits coordinator.

**Among speakers at Stanford Research Institute's Industrial Economics Conference** Jan. 30-31 at Los Angeles' Statler Hotel: Sylvania chairman-pres. Don G. Mitchell addresses Jan. 30 luncheon on "Technological Frontiers." Luncheon chairman is SRI assoc. director E. Finley Carter, ex-Sylvania v.p. Jan. 30 morning session will include address by Stromberg-Carlson exec. v.p. Robert C. Tait on "Planning for Company Expansion Under Today's Conditions."

**Brantz Mayor**, pres. of Chemetals Corp., N. Y., elected a director of Olympic Radio.



**Financial & Trade Notes:** Collins Radio Co. is described as "one of the outstanding growth vehicles in the electronics industry" in 23-p. report by George Edgar, of Carl M. Loeb, Rhoades & Co., 42 Wall St., N. Y. which points out that its revenues (\$108,165,000 last fiscal year) have multiplied 8½ times over the last 5 years while earnings have advanced from 27¢ per share in 1950 to \$2.32 in 1955. Collins, Edgar says, "deserves to be ranked close to the strongest, best name units in the industry" because:

(1) Its volume is largely derived from end products and complete systems developed in its own labs. (2) It has a large and fruitful research program, lab personnel up from 190 in 1945 to 1700 now out of total labor force of 8000. Last year's research expenditures were \$13,000,000, two-thirds govt.-financed, one-third self-financed, amounting to 12% of revenues. (3) Company is a leading designer and producer of avionics equipment. (4) While 90% of Collins' revenues are defense, "this business is secure and should expand further." (5) Except for missile guidance, virtually all its military products have similar functional use in civilian applications.

Operating revenues of Collins Radio for last 11 years are set forth in this table:

| July 31<br>Years | Revenues* | Deprecia-<br>tion | Selling,<br>Gen'l<br>& Admin.<br>(Figures in thousands) | Pretax<br>Net<br>(in thousands) | Income<br>Taxes &<br>Renege-<br>tiation | —Net Income—<br>Total | % of<br>Revenues |
|------------------|-----------|-------------------|---|---------------------------------|---|-----------------------|------------------|
| 1955             | \$108,165 | \$941             | \$5,670   | \$7,195                         | \$3,720                                 | \$3,475               | 3.2%             |
| 1954†            | 90,300    | 757               | 4,504   | 7,386                           | 4,736                                   | 2,650                 | 2.9              |
| 1953†            | 80,029    | 528               | 3,552   | 6,686                           | 4,882                                   | 1,804                 | 2.3              |
| 1952†            | 64,130    | 319               | 2,348   | 5,833                           | 4,262                                   | 1,571                 | 2.4              |
| 1951             | 19,326    | 200               | 1,507   | 1,094                           | 340                                     | 754                   | 3.9              |
| 1950             | 12,534    | 146               | 1,204   | 1,075                           | 623                                     | 452                   | 3.6              |
| 1949             | 9,676     | 141               | 1,136   | 291                             | 64                                      | 227                   | 2.3              |
| 1948             | 7,447     | 120               | 1,198   | (368)                           | —                                       | (368)                 | —                |
| 1947             | 12,118    | 94                | 1,550   | (283)                           | cr. 213                                 | (70)                  | —                |
| 1946             | 13,023    | 101               | 1,101   | (403)                           | cr. 322                                 | (82)                  | —                |
| 1945             | 44,202    | 114               | 902   | 4,458                           | 3,401                                   | 1,057                 | 2.4              |

\* Includes government-financed research contracts. † Restated.

David T. Schultz, ex-Raytheon v.p., now pres. of DuMont, is reported by N. Y. Stock Exchange to have purchased 13,860 additional shares of Raytheon, increasing his direct holdings to 22,632 shares; v.p. Percy L. Spencer bought 2310, now holds 2313. SEC also reports Philco profit-sharing plan has bought 4300 more shares, disposed of 274, making holdings 531,631; it also holds 5000 preferred. Thomas A. Kennally, director, sold 1300 Philco, reducing direct holdings to 7525. H. Leslie Hoffman made gifts of 3240 shares of Hoffman Radio, now holds 112,962. Harold R. Baxter, chairman of El-Tronics Inc., reported to American Stock Exchange that he made gift of 5000 shares, reducing holdings to 108,810; R. Carl Chandler, director, bought 1200, holds 2200. Also on ASE, Globe-Union Inc. profit-sharing & employes savings plan bought 4241 shares, distributed 336, now holds 109,616.

Cornell-Dubilier sales in quarter ended Dec. 31, first of its fiscal year, will be about \$9,200,000 as against \$9,949,000 in same 1954 quarter while earnings should run between 70 & 80 cents vs. \$1.08, pres. Octave Blake reported at annual meeting this week. Prospects for rest of 1956 are good, he said, partially due to favorable outlook for color TV sets, which require more capacitors than do black-&-white. (For report on fiscal year ended Sept. 30, 1955, see Vol. 12:1.)

Sylvania board, meeting in Mountain View, Cal., voted to redeem all of outstanding \$4.40 cumulative preferred stock, which is convertible into common at the rate of 3.05 common for one; redemption price is \$103 plus accrued dividend (73¢) from Jan. 1 to Feb. 29, 1956, rights terminating Feb. 27.

Packard-Bell reports sales of \$7,870,961 and profit of \$258,986 (37¢ per share) during quarter ended Dec. 31, which compares with \$5,855,532 & \$217,237 (31¢) during same 1954 period.

**GEN. SARNOFF'S PROPOSAL** for the establishment of a "National Educational Reserve" to alleviate the teacher shortage, particularly technological, got extremely good press reaction this week—and some 1400 industry-military men who heard him at The Forrestral Memorial Dinner in Washington Jan. 26 were apparently in high favor, judging from their comments. Top leaders in govt. and industry were present to see the RCA chairman get National Security Industrial Assn.'s second award (first having gone to President Eisenhower last year) as "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and govt. in the interest of national security."

While Gen. Sarnoff's speech was devoted mainly to national security problems, this is the portion that won major attention—applicable especially to the TV-radio-electronics industries:

"I propose," said he, "the establishment of a 'National Educational Reserve' comprising qualified teachers in mathematics, physics, chemistry, engineering and related subjects, to be drawn from the technological ranks of industry. I have in mind the release—and with full pay for at least a year—of a reasonable number of men and women for teaching assignments in their local schools. This unique Reserve could also mobilize those who have reached the retirement age but whose knowledge and experience would make them inspiring teachers. In addition, it could include qualified people willing to volunteer their services to teach in night schools without giving up their industry jobs."

Gen. Sarnoff, recently appointed by President Eisenhower as chairman of the National Security Training Commission, said the number of teachers recruited from any single organization would be too small to entail hardship—"but the total number comprising the corps could be drawn from such an extensive list of organizations that it would be large enough to give new impetus to teaching of the sciences . . ." He suggested the Educational Reserve only as an interim proposition to meet an immediate situation. Teachers could get recognition similar to military reserve, perhaps through act of Congress.

"Such a plan," he said, "would amount to the restitution by business of personnel it has siphoned off from the school system . . . Obligation aside, industry would be well advised as a matter of self-interest to help replenish the reservoir of trained men and women by stimulating relevant studies at the lower educational levels. Industry will need more and more technically trained people for its own expanding operations."

Dividends: Westinghouse, regular 50¢ quarterly, payable March 1 to stockholders of record Feb. 6; Cornell-Dubilier, 30¢ regular and 20¢ extra March 23 to holders March 8; P. R. Mallory & Co., 35¢ March 15 to holders March 1; Indiana Steel Products, 30¢ March 10 to holders Feb. 21; Canadian Marconi, 6¢ March 15 to holders Feb. 15; Oak Mfg. Co., 35¢ March 15 to holders March 1; Servomechanisms Inc., 10¢ Feb. 15 to holders Feb. 1; Stanley Warner, 25¢ Feb. 24 to holders Feb. 6; Paramount Pictures, 50¢ March 15 to holders Feb. 27.

Standard Coil Products Inc. deferred action on common dividend this week, pres. Glen E. Swanson citing need for conserving cash in view of "abnormally large" capital outlays. It paid 10¢ last Nov., prior to which it paid 25¢ quarterly.

Raytheon signed \$24,000,000 in military orders during Dec., bringing its govt. backlog to \$110,000,000 reports pres. Charles F. Adams, Jr.



**Color Trends & Briefs:** Free home demonstration is best color promotion tack yet tried by Raymond Rosen & Co., RCA Philadelphia distributor, according to Wm. J. Strandwitz, mgr. of Rosen's RCA Victor div.

Kicked off with big ads this week, campaign listed 220 dealers who would install sets in customers' homes and demonstrate them free of charge. Net result of week, Strandwitz said, is that RCA Service Co. has installed 113 sets this week—about 60% of them sold—and that 90 more will go out Jan. 30. He said he has no way of knowing what the total number of demonstrations will be, but he reports that average dealer received 8-10 calls. "Problem now," he said, "is getting enough sets. Right now, I have back orders on 80 of the \$695 sets."

"The real trick," Standwitz said, "is this: Don't turn the set on in the showroom. Demonstrate it in the home, when the kids are around. Tell the housewife to invite 5-6 of her friends in for a spectacular. Leave it there a few days, then tell them you have to take it out. Then close the deal. It works. Mass demonstrations in the showroom just haven't produced."

Reports from other RCA distributors: Bruno-N. Y. exec. v.p. Irving Sarnoff states that color sales are running 15-20 daily; Krich-N. J. (Newark) merchandising mgr. Jim Cohan announced sale of truckload, 40 sets, to Sam Gordon's Appliance Super-Market, Madison, N. J.

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Color sales of 500,000 this year were forecast by Emerson pres. Benjamin Abrams—one of most optimistic predictions yet—in a speech Jan. 24 before N. Y. Society of Security Analysts. He said Emerson is aiming to capture 5% of the color market—indicating production of some 25,000 sets—and he anticipated lower prices, "to a limited degree," about mid-year. "While color TV will contribute to increased sales," he said, "it is not apt to materially contribute to increased profits. But, we are certain that 1956 will set the stage for substantial profits from color TV in years to come."

GE "post-acceleration" color tube (Vol. 11:40) is not new, according to Chromatic TV Labs research director Robert Dressler. In letter to editor in Feb. *Radio-Electronics Magazine*, Dressler states: "In the interests of accuracy, I feel that you should make it clear to your readers that the GE 3-gun post-acceleration color tube which you describe as 'new' is, in fact, identical to a 3-gun Chromatron or Lawrence tube described by me in the *Proceedings of the Institute of Radio Engineers*, Vol. 41, No. 7, July, 1953."

RCA is sharing cost of new color programs inaugurated by Paramount Pictures' non-network KTLA, Los Angeles—live *Western Varieties*, Fri. 9-10 p.m., and film *Long John Silver*, Sun. 7-7:30 p.m. "RCA is supporting the KTLA venture," station states, "by sharing in the great cost of transmitting these programs in color inasmuch as one of the main purposes of this color programming is to stimulate interest in color receivers." Sponsors pay regular black-&-white rates for shows, while RCA pays station extra costs of color transmission and gets certain number of commercials in the programs.

Sylvania color set production will be in "thousands per month" category when volume production begins in April, chairman-pres. Don G. Mitchell stated while on west coast this week for board meeting. He estimated industry will build 300,000 color sets this year, said he thought sets would run about \$695 by year's end. He divulged plans for construction of 86,000-sq. ft. Los Angeles warehouse & sales office and a 50,000-sq. ft. addition to Fullerton, Cal. TV picture tube plant.

DuMont ships color film scanner to upcoming WRVA-TV, Richmond, Feb. 1.

## Network Color Schedules

(Jan. 30 - Feb. 12, 1956)

- Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Festival of Music," 8-9:30 p.m.
- Jan. 31—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 1—NBC: *Howdy Doody*, 5:30-6 p.m.
- Feb. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
- Feb. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Truth & Consequences*, 8-8:30 p.m.
- Feb. 4—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Jimmy Durante Show*, 9:30-10 p.m.
- Feb. 5—NBC: *Hallmark Hall of Fame*, "Good Fairy," 4-5:30 p.m.
- Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Robert Montgomery Presents*, "Good Friday—1865," 9:30-10:30 p.m.
- Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 11—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "The Day Lincoln Was Shot," 9:30-11 p.m.
- Feb. 12—NBC: *Zoo Parade*, 3:30-4 p.m.

Experimental uhf station to demonstrate color to international group of engineers (CCIR) next March (Vol. 11:43, 50) was requested this week by Philco. In application filed with FCC, Philco asked permission to erect 150-watt station with antenna on 150-ft. tower atop its plant at 4700 Wissahickon Ave., Philadelphia, at total cost of \$62,500. Philco said it had been requested by State Dept. to provide the signal. Telecasting would begin March 8, with receivers located at Germantown Cricket Club. Operation on "all vhf & uhf channels" is requested, with "basic operation on Ch. 23."

"Revival of projection TV" as result of color was predicted Jan. 26 by Emerson pres. Benjamin Abrams in N. Y. address to group of Naval Reserve officers. Though projection was discarded 8 years ago "because of the then insurmountable problem of satisfactory illumination," Abrams forecast its revival "shortly" and its eventual use in 3-D TV.

"Color TV Festival," highly successful closed-circuit and broadcast color demonstrations conducted at Rockefeller Center by WRCA-TV, N. Y., is being continued to Feb. 12—though originally intended to end Jan. 1 (Vol. 11: 51, 53). Shows have attracted 547,000 to date, during continuous color shows 11 a.m.-9 p.m., 7 days weekly.

Kukla, Fran & Ollie signed by Whirlpool-Seeger for Thu. 10:30-11 p.m. color show starting Feb. 2 on WNBQ, Chicago, soon to be converted to all-color by NBC; new show is in addition to their weekday 15-min. show on ABC-TV.

Color promotion: Lakeshore Electric Co., Oakland, Cal., features sign stating, "Press the button to learn details of the next color TV show." Pressing button gives passersby taped announcement describing next program and invitation to watch it in showroom.

Worthington (Tony) Miner, whose Hollywood firm produces *Frontier* for NBC, has signed new 4-year contract with NBC-TV which includes production of series of color spectacles. He and his writers, Morton Fine & David Friedkin, are reported considering making stage play of "The Texans," Jan. 8 episode of *Frontier*.

Scripps-Howard's WEWS, Cleveland, is buying 155-ft. frontage at northeast corner of Euclid & E. 30th St., has Austin Co. planning new plant to be ready by Dec. 1956.

Unusual promotion: Screen Gems buys 4-p. center spread in current *New Yorker* to plug its shows, stations & sponsors.



**S**ATELLITE KPAR-TV, Sweetwater, Tex. (Ch. 12), operating under same ownership and in conjunction with W. D. (Dub) Rogers' KDUB-TV, Lubbock, Tex. (Ch. 13) began test patterns Jan. 25, goes on 18-hour per day program schedule Jan. 31—the 462nd U. S. station on the air (100 uhf). Though mainly a satellite of Lubbock, 150 mi. distant, it's geared to originate local programs and is being offered by CBS under its Extended Market Plan. It has 5-kw DuMont transmitter formerly used by KDUB-TV, 689-ft. Andrews tower, 6-bay antenna. Dan Guthrie is station mgr., with KDUB-TV personnel handling national sales & programming. It's sold at \$495 base hour in combination with KDUB-TV, also has \$200 local rate. Rep for both stations is Branham.

There were no other starters this week, nor were there any reports from upcoming new stations. However, KHPL-TV, Hayes Center, Neb. (Ch. 6), designed as satellite to KHOL-TV, Kearney, Neb. (Ch. 13) and starting test patterns last week (Vol. 12:3), wires us that it has had to postpone scheduled Jan. 29 programming date because of snow, fog and an inch of ice on tower that rendered it impossible for crew to complete outside work. Weather forecasts indicated delay might take week before workmen could get back at jobs. KHPL-TV is 100 mi. from parent KHOL-TV, with which it will be sold in combination at \$250 base hour. Rep is Meeker.

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"The Justice Dept.'s anti-trust div. is conducting a probe of the National Broadcasting Co. Inc., which, it was learned, involves the basic right of a network to own TV stations." So read lead paragraph of long story in Jan. 24 *Wall Street Journal*. Article was based on statement by anti-trust chief Stanley N. Barnes before House Judiciary subcommittee that Justice Dept. is now investigating a "television matter." It was learned that the matter under investigation is recent NBC-Westinghouse swap of TV-radio stations in Cleveland & Philadelphia (Vol. 12:3). NBC said it had not been informed of any investigation, and Justice Dept. declined to comment—but informed sources described the investigation as "probably routine," and not nearly as far-reaching as the *Wall Street Journal* would indicate. Bill under consideration by the subcommittee was introduced by Rep. Keating (R-N. Y.) and would require advance notice from corporations planning to merge if their combined assets exceed \$10,000,000.

Olympic Games TV monopoly was protested this week by TV networks—and International Olympic Committee pres. Avery Brundage of Chicago pledged to seek "friendly solution." Complaint was against attempt of organizers to sell exclusive TV film rights to highest individual bidder. Unofficially, Australian Olympic organizers were reported demanding \$500,000 for U. S. TV rights to the Melbourne games next Nov. American TV boycotted the 1948 summer games in London because of high price asked for TV rights. Meanwhile, Winter Olympics at Cortina D'Ampezzo, Italy, were televised live this week in 8 European countries—Eurovision's most ambitious project. On opening day Jan. 26, nearly 3 hours were carried, telecasts going to Italy, Switzerland, Austria, Germany, Holland, France, Belgium & Great Britain—with commentary in 6 languages.

More proof of the efficacy of Radio Free Europe, whose current campaign for funds deserves special support from the TV-radio industry: Moscow's *Pravda* this week editorializes, bitterly, that it's "conducting a subversive campaign against the peoples' democracies." Radio Free Europe's headquarters are 110 W. 57th St., N. Y.

Portugal has adopted 625-line CCIR TV standards, in use by most west European countries.

Blasting "Communist" charges as "inaccurate," Charles Collingwood, new pres. of AFTRA's big N. Y. local, said this week he was "amazed" by report of House Committee on Un-American Activities which mentioned "militant Communist faction" in the local (Vol. 12:3). Said Collingwood: "The degree of Communist infiltration in radio & TV was exaggerated from the beginning [and] the safeguards which exist in our union constitutions and normal management practices are more than sufficient to deal with the situation." He asked Chairman Walter (D-Pa.) to make known the basis of his charge. As to committee's charge that Communists manufactured charges of "blacklisting" in TV-radio, Collingwood replied: "If the committee really thinks that the only people in the entertainment industry who are disturbed by the excesses of the blacklisting system are Communists or their dupes, then it is laboring under a misapprehension. Concern over the manifest iniquities of the blacklist is shared by the overwhelming majority of the performers and by, one suspects, a large proportion of the employers as well. [The] blacklist is dying and the present officers and majority of the N. Y. local board of AFTRA intend to do everything they can to assist the process."

Decision against Edward Lamb in lengthy license renewal case was urged this week by FCC Broadcast Bureau, which termed examiner Herbert Sharfman's initial decision (Vol. 11:50) "seriously in error both in a legal sense and in terms of the conclusions drawn by the examiner from the evidence." Examiner's legal error, Bureau argued, was in placing burden of proof on Broadcast Bureau and no burden on Lamb. Broadcast Bureau's 48-p. exceptions, accompanied by 30-p. brief, argued that evidence overwhelmingly demonstrated that Lamb's denials of Communist connections and protestations of opposition to Communism were characterized by "lack of candor," accused Sharfman of "most novel rationalization" in not giving more weight to Lamb's "evasiveness." Record established "that Lamb was connected with and associated with Communists and Communist-front organizations during the period 1937 through 1947," Broadcast Bureau said. Documents were signed by Joseph M. Kittner, Edward Brown, Ashbrook P. Bryant, Thomas B. Fitzpatrick & Arthur J. Schissel. Next step could be final decision by FCC—or oral argument before Commission.

Five uhf operators, identifying themselves as "successful," called on FCC commissioners this week to urge preservation of uhf, offered no specific plan of their own. They told Commission their operations prove that uhf has no inherent weakness and that expansion of TV is dependent on uhf. They plan next to call on set manufacturers, notably RCA and GE. Group comprises: Thomas Chisman, WVEC-TV, Norfolk; Wm. Putnam, WWLP, Springfield, Mass.; David Baltimore, WBRE-TV, Wilkes-Barre; R. Morris Pierce, WINT, Waterloo-Ft. Wayne; Allen Woodall, WDAK-TV, Columbus, Ga.

Soviet Union has agreed "in principle" to NBC-TV proposal to make color film of life inside USSR, and v.p. Davidson Taylor announced this week that Robert D. Graff has been named producer of 90-min. film. Graff directed recent hit *Assignment: India*, is currently producing NBC series of *Conversations with Distinguished Persons*.

All DuMont Electronicam operations have been integrated into new Electronicam div., with James L. Caddigan as director. He formerly was in charge of Electronicam marketing. Jack Bachem, Werner Michel & Don Trevor, all working on Electronicam, resigned this week.

First filming for TV of court trial in California was permitted this week when judge permitted KNXT to shoot Los Angeles perjury trial—with stipulation there be no camera noise, lights, tripod or pictures of judge & jury.



**SUMMARY-INDEX OF THE WEEK'S NEWS — February 4, 1956**

RCA's COLOR PRODUCTION reaches one-a-minute clip as plants gear for mass production; price-cuts promised by Christmas, 200,000 sales seen (p. 1).

NEW TV FACTBOOK in the mails; 448-p. industry almanac details U. S. & world stations, network personnel & rates, manufacturers, trade statistics (p. 3).

TALL-TOWER BAN gets support in Congress; aviation interests support FCC-opposed bill which would require dismantling of some existing high TV towers (p. 3).

COURT REJECTS STAYS of vhf CPs in Corpus Christi, Madison & Evansville; grantees free to build while FCC is expected to speed more grants (p. 4).

MOVIE INDUSTRY troubled by reaction to its TV program efforts, opposition to free plugs—while TV clamors for backlog releases of theatrical films (p. 6).

BROADCAST LEGISLATION to permit "electronic Lincoln-Douglas debates" and to bar anti-newspaper "discrimination" opposed by FCC at House hearing (p. 8).

SALES UP, INVENTORIES DOWN as TV-radio shows Jan. comeback at retail. TV output 7,756,521, radio 14,894,695 in 1955. No hurry on credit controls (p. 9).

TV SET ADS CHALLENGED by Federal Trade Commission on grounds of possible violation of trade practice rule governing measurement of tube viewing area (p. 11).

RADIO FREQUENCY LAMP developed by Sylvania, leading to improved film processing, studio lighting, color tube manufacture, theatre-TV projection (p. 11).

INTEREST IN COLOR perking among N. Y. retailers, though some still skeptical about mass sales this year. News & notes about color shows and trade (p. 13).

FREEDOM FROM FLICKER is American TV system's biggest technical advantage, though it suffers in resolution, says Hazeltine's Charles Hirsch (p. 8).

SETS-IN-USE CENSUS moves closer to reality as NARTB's TV board allocates \$40,000 for additional interview studies. Other actions at 3-day meeting (p. 14).

**HOW RCA IS BACKING ITS FAITH IN COLOR:** That RCA means business about color was again demonstrated forcibly this week when it brought newsmen from across the nation to Bloomington, Ind. to see color sets coming off the line at rate of one-a-minute.

To recapitulate quickly, here's what we were told by group of top RCA executives headed by consumer products executive v.p. Robert A. Seidel:

(1) RCA will build 200,000 color sets this year, more than half of these during the last 6 months.

(2) Prices will be reduced by Christmas, levels to be announced at mid-year introduction of new line, which will be more extensive than present 5 models.

(3) Sets are now selling at rate of more than 1000 weekly.

(4) Color will comprise an important part of RCA's dollar volume and profits this fall, and will account for most of its dollar volume in 1957.

(5) Some 20% of current color sales are of the \$695 consolette, balance the \$795 to \$995 consoles -- with demand for blonde cabinets outstripping supply.

(6) The 21-in. round, metal, aperture-mask tube will remain "it" for the foreseeable future, though development on all kinds of tubes continues.

(7) Production of tubes is ahead of schedule, will exceed 30,000 monthly by fall, yet there will be tube shortage before year's end.

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Purpose of calling newsmen in was to mark conversion of Bloomington plant to state of "color readiness." One of the 5 assembly lines is now devoted to production of color at one-a-minute clip, one shift daily, while other 4 lines are producing black-&-white on a 2-shifts-daily basis. The 4 black-&-white lines can be shifted to color whenever demand warrants. In addition, it was stated that one line in Indianapolis plant is also knocking off color sets at one-a-minute rate.

Seidel repeatedly declined to disclose current rate of production beyond the foregoing. He would not confirm reporters' efforts at simple multiplication -- in



which they assumed sets were being produced at rate of 480 daily, 2400 weekly -- at Bloomington plant alone.

The main thrust of RCA's effort was clearly to emphasize that its faith in color is neither tenuous nor timorous; that it's backing its efforts with big money and with its ablest engineering and merchandising minds.

Seidel stated that RCA has invested some \$70,000,000 in color, \$5,000,000 just to convert the Bloomington facilities. W. Walter Watts, electronic components exec. v.p., said that nearly \$10,000,000 has been spent just to mechanize Lancaster, Pa. tube plant. Richard A.R. Pinkham, NBC-TV program v.p., called attention to NBC's \$12,000,000 "colorization" program (Vol. 11:45).

The striking fact is that RCA is banking on getting this money back very shortly -- in substantial volume this fall.

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Seidel elaborated on RCA's color doctrine, both in his prepared statement and in response to newsmen's questions. "There's no great volume of sales yet," he conceded -- but he saw no reason for changing estimates that RCA would build and sell 200,000 this year. He pointed out, too, that "at least a half dozen RCA competitors" are making color sets (see p. 13). Furthermore, he said, "I believe there will be a terrific shortage of color tubes before the year's end. Color will be an important part of RCA's volume and profits this fall. By 1957, color will really be the ball game." He stated that RCA's color line this fall will be even broader than the 5 models now being produced. Even though prices will be lower this Christmas, he said, there will be sets in the \$700-\$800 class for at least next 1-2 years.

Indicative of reasons for cost of color sets, Seidel said, is fact that the color sets have about 2000 parts vs. 1200 for black-&-white. It takes about 60% as long to make a black-&-white set as it does color.

Asked what is greatest bottleneck in color sales, Seidel stated that it was apathy of dealers, who have a normal reluctance to go into a new business, handling a new product, training personnel, etc. To illustrate what can be done, however, he pointed to free home demonstration promotion conducted by Philadelphia distributor Raymond Rosen & Co. (Vol. 12:4), said it has about 300 sets out on demonstration now, with backlog of some 50 on waiting list.

Charles P. Baxter, v.p.-mgr. of TV div., supplemented Seidel's statements with review of RCA's efforts in advertising, training, merchandising and manufacturing. He cautioned, however, that break in color prices is not likely to be as big as it was in early years of black-&-white -- because color uses many of the components & techniques employed in black-&-white production and cost reductions in these areas can't come as rapidly as they did several years ago.

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Watts made particular point of RCA's commitment to its type of color tube -- obviously because of sporadic reports of developments by GE, Philco, Chromatic TV Labs, etc. "As most of you know," he said, "RCA has never for one minute lost its faith in the round, metal, aperture-mask type of tube. Despite doubts expressed by a few others, we have gone ahead with our plans to concentrate efforts on this tube. The extensive array of new equipment which has been installed and of which there is more to come has been designed to handle this tube and this tube only. At this time we see no reason to depart from this view. In our opinion, no other proposed color tube is near the mass production stage." Watts noted that others making the tube are Sylvania, Tung-Sol, Thomas Electronics. Seidel pointed out that RCA is buying tubes from others -- to develop alternate sources of supply and to encourage greater overall industry tube capacity. "The best way to encourage them," he said, "is to put your money where your mouth is."

Pinkham reviewed NBC's sales-stimulating programming plans, noting that the current schedule of 40 hours monthly is 5 times that of last year and that fall plans contemplate doubling that to 80 hours a month. He said that more than 100 NBC-TV stations can carry color and that their coverage areas include 93% of nation's TV homes. "By next fall," he said, "we expect that many of our principal evening attractions, in addition to the 90-min. spectaculars, will be presented in color."



Depending on how the schedule works out, it's entirely possible that between NBC & CBS, there will be important color programs on the air every night of the week, with several color shows on key evenings like Saturday and Sunday."

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As we walked through color assembly line, we noted these details:

(1) Models are "mixed" as they go through, consoles and consolettes interspersed without problems.

(2) All sets have all-channel uhf tuners in addition to vhf. General Instrument Corp. and Radio Condenser Co. make the uhf, RCA the vhf.

(3) Each set has 2 printed-circuit boards, vs. 5 for black-&-white.

(4) Chassis for all sets are same regardless of price -- except that higher priced models usually have 3 speakers instead of one. Main reason for price differentials is quality of cabinets.

Back in Indianapolis and grounded for a day by snowstorm, we took advantage of the delay to inspect RCA's TV and record plants. We were tremendously impressed by progress in printed circuitry and automation. Almost every day sees a new technique for speeding production, cutting manpower and improving quality. Among latest machines is one engineers call "the toad." It drives "stakes" into printed-circuit boards. Wires are wrapped around stakes with special tool -- in process developed by Bell Labs. Then there's a \$60,000 machine for etching boards automatically, etc.

**RECORD OF A FAST-MOVING INDUSTRY:** The TV-electronics industry's almanac, which is a veritable "barometer" of the business of telecasting and the production and sale of TV-radio receivers, tubes, etc., is off the presses -- the Spring-Summer edition of our semi-annual TV Factbook (No. 22). Ever since TV emerged from its chrysalis in 1946, this book has been the prime source of facts & figures about all phases of the industry. Starting as a 4-p. Supplement that year, listing 16 stations then on the air experimentally and giving the status of applications then pending, it now has 448 pp., detailing the facilities, personnel & rates of 462 stations currently on air and 11 due to start by spring (vs. 426 & 15 a year ago); similar data on the 33 Canadian stations on the air (vs. 24 a year ago); complete network rate cards and executive personnel; lists of all Construction Permits outstanding, with reported starting dates of upcoming new stations; lists of stations that have quit the air and of applications pending; directories of TV, radio, phonograph & record manufacturers, with executive personnel; statistical tables on production, sales & inventories of TV-radio receivers; tabulations showing all-industry and network TV-radio time sales by months & years; directories of program producers (live & film), laboratories, engineers, attorneys, trade associations, research firms, unions, equipment makers, etc. Foregoing gives you just a scattering of the 75 departments in this big compendium, which goes out to all of our full-service subscribers this week (extra copies, \$4.50). Included with TV Factbook No. 22 is an updated 43x29-in. Wall Map, in color, showing locations of all TV stations, networks, etc. (see box, p. 14).

**TALL-TOWER BAN PUSHED IN CONGRESS:** Backed by powerful military and civil aviation interests, legislation which could require dismantling of TV towers higher than 1000 ft. got started through the Congressional mill this week.

House Commerce transportation & communication subcommittee, headed by Rep. Harris (D-Ark.) held first hearing on HJ-Res. 138 & 139, by Reps. Harris & Hinshaw (R-Cal.) -- and subcommittee members plainly indicated they mean business. Identical resolutions would bar FCC from granting or renewing licenses of stations with towers higher than 1000 ft. unless Commission affirmatively finds they're not air hazards.

Burden would be on applicant to prove his tower is not a menace to air navigation. Present rules require any objector to prove tower is a hazard.

Opposing the bills on behalf of FCC, Comr. Lee argued that present system is working well, that TV and aviation interests are working out differences through Air Coordinating Committee's Joint Industry-Govt. Tall Structure Committee (JIGTSC), of which he is co-chairman (Vol. 11:37-38, 41).

Rep. Hinshaw, an aviation industry spokesman, served notice he's going to



push this one, laid it on the line to Comr. Lee: "Well, of course, my friend, TV is a convenience to the public and not a necessity, whereas the navigation of the air-space by military aircraft is a necessity." Lee replied that TV is now recognized as necessity, with definite defense functions, etc. -- whereupon Hinshaw proposed that each high tower be replaced by group of smaller ones. Harris tentatively suggested that higher power might prove adequate substitute for tall towers.

There will be more hearings later on these little-noted bills -- supported either openly or tacitly by Pentagon and every private aviation group. TV people will have to fight this one with all the tact and diplomacy at their command -- as aviation interests intend to make their stand on issue of "entertainment vs. human lives," notwithstanding fact that FCC has never approved a tower which any member of govt.'s Airspace Panel had branded a potential air navigation hazard.

[Details on other Congressional hearings this week -- involving political broadcasting and newspaper ownership of stations -- will be found on p. 8.]

**WRAPS ARE OFF** FCC now, presumably, in respect to making vhf grants in areas where deintermixture petitions are pending—as result of Court of Appeals decision this week denying uhf operators' efforts to stay effectiveness of vhf CPs already granted in Corpus Christi, Madison & Evansville. It's also assumed that grantees in those cities can proceed with construction without fear of being stopped.

Court took the unusually long time of 3 weeks to come to decision—and it has yet to deliver reasons behind it; opinions are due to follow at unspecified date. Vote was 2-1, Judges Washington & Danaher comprising majority, Bazelon dissenting. Order in each case merely stated that "a majority of the Court is of the view that petitioner is not entitled to the stay it seeks for reasons to be set forth in a memorandum to be filed at a later date."

In view of fact reasons haven't been given, attorneys speculating about decision wonder why court granted stay in Vail Mills drop-in case (Vol. 11:50) while denying stays in this week's action. A common guess is that vhf CPs in Corpus Christi, Madison & Evansville would bring cities their first vhfs—whereas Vail Mills would mean second vhf in Albany area—and that court isn't convinced one vhf competitor means death to uhf operators.

Uhf operators aren't giving up, by any means. Some are talking of appeals to Supreme Court or of seeking review by Court of Appeals *en banc*—latter because of different decisions in Vail Mills and this week's 3 cases. It's believed, however, that uhf operators' chances of success have diminished.

In the meantime, another appeal was filed with Court of Appeals—this one involving no uhf—Fresno's KARM challenging Ch. 12 grant to KFRE.

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Another vhf initial decision was issued this week—FCC examiner H. Gifford Irion favoring grant of Buffalo's Ch. 7 to Great Lakes TV, denial of WWOL & WKBW. Irion held that Great Lakes & WKBW were superior to WWOL in program plans; that Great Lakes was to be favored over WKBW because of its extensive plans for service to Niagara Falls; that WWOL owner Leon Wyszatycki was "derelict" in following FCC rules with regard to AM-FM station maintenance and came "perilously near" editorializing over his facilities.

Great Lakes is a combination of *Buffalo Courier-Express* (WEBR), 33 1/2%; WPIT, Pittsburgh (John Laux, et al), 16 2/3%; Copper City Bestg. Corp. (Kallet Theatres-WKTV, Utica), 33 1/2%; Cataract Theatre Corp. (Marie D. Hayman), 16 2/3%.

Commission also came up with final decision on pro-

test of KTRK-TV, Houston (Ch. 13), against move of KGUL-TV to site nearer Houston than Galveston. KTRK-TV charged that KGUL-TV is really a Houston station despite fact its Ch. 11 is allocated to Galveston. The 47-p. decision acknowledged some discrepancies between KGUL-TV's promises and its performance but excused it for variety of reasons—including short time station had been on air and fact that it found station serving needs of Galveston. Comr. Lee dissented, stating: "As a result of Commission action in this case, Galveston's only vhf assignment will have been preempted and will be a Galveston station in name only and the purpose of the allocation plan 'to provide each community with at least one TV broadcast station' will be defeated." Lee holds no brief for a fixed allocation plan, however, saying that "I am about ready to conclude that the facts of life now clearly demonstrate that this Sixth Report and Order should be consigned to limbo" and that applications should be filed as they are in AM. What he objects to, he said, is to changing allocations "through the back door."

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Other activities at FCC this week: (1) Seeking to stay on air, Rochester's WVET-TV & WHEC-TV petitioned FCC to rule that public interest requires they be kept operating despite court ruling on protest of WSAY (Vol. 12:2). (2) Initial decision favoring Ch. 12 grant to KICA, Clovis, N. M., was issued by examiner Hugh B. Hutchinson after dropout of Video Independent Theatres. (3) Off-air WNET, Providence (Ch. 16) asked FCC to take WPRO-TV (Ch. 12) off air, pursuant to court decision on WNET's protest (Vol. 12:1). (4) FCC denied KTVQ, Oklahoma City (Ch. 25) permission to operate temporarily on educational Ch. 11.

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Radio station sales: WTCS, Fairmont, W. Va., 95% interest sold by Connie B. Gay to Nicola Fantasia and group of local business men, thru Blackburn-Hamilton; J. Patrick Beacom, 5% owner, who also owned now-silent WJPB-TV, Fairmont (Ch. 35), retains that interest. WOKO, Albany, N. Y., sold to Carl Lindbergh & Howard Hayes, of WPIK, Alexandria, Va., for approximately \$75,000 by Gov. Duncan Bestg. Co., thru Allen Kander. WDLB, Marshfield, Wis., sold to Hartley Samuels, ex-ABC sales, for \$150,000 by Lloyd Felker & Corrine Kraus, thru Allen Kander. [Note: For frequencies, powers, networks, etc. of these and all other North American radio stations, see our 1956 AM-FM Directory, just published.]

Gracious gesture: When Westinghouse on Jan. 23 took over NBC's WNBK & WTAM, Cleveland (to be changed Feb. 13 to KYW-TV & KYW), rival radio WGAR's mgr. Carl George ran ad in local newspapers reading: "Welcome to Westinghouse. Five-star WGAR welcomes Westinghouse to Cleveland radio."



**Personal Notes:** Robert M. Weitman resigns as ABC v.p. in charge of TV programming & talent and as v.p. of AB-PT to become CBS-TV v.p. in charge of program development, reporting to Hubbell Robinson Jr., v.p. in charge of network programs; Robert F. Lewine, ABC-TV director of network program dept. who was elected a v.p. only 2 weeks ago, succeeds Weitman at ABC . . . Hugh M. Beville Jr., director of NBC research & planning, elected v.p. for planning & development; Thomas C. McCray, gen. mgr. of KRCA, Los Angeles, and Lloyd E. Yoder, gen. mgr. of newly acquired WPTZ & KYW, Philadelphia (changing Feb. 13 to WRCV-TV & WRCV), are also elected v.p.'s . . . James P. Storer is promoted to newly created post of merchandising mgr., Storer Bestg. Co., headquartering in N. Y.; Clemens X. Castle, ex-WJIM-TV, Lansing, who joined Storer in 1951, named director of engineering, reporting to Glenn G. Boundy, engineering v.p. . . . Henry A. Rahmel, A. C. Nielsen v.p. in charge of engineering & field operations, promoted to exec. v.p. & director, assuming full charge of all TV-radio audience measurement services . . . Walter A. Tibbals resigns as BBDO's TV-radio v.p., Hollywood, to become v.p. of Four Star Films, Hollywood, under pres. Wm. Cruikshank . . . Louis T. Stone, business mgr. of CBS-TV program dept., appointed to new post of director of talent commitments . . . Donald C. Hamilton, ex-WOR, N. Y., joins CBS-TV as exec. in business affairs dept. . . . Ole Morby promoted to mgr. of sales development, CBS Radio Spot Sales, succeeding Newell T. Schwin, now sales mgr. of CBS-TV's Terrytoon Films; Eric Salline, radio sales service mgr., promoted to succeed Morby as mgr. of radio station relations . . . Harry Mason Smith, v.p.-gen. sales mgr. of Crosley stations, appointed v.p. in charge of radio; H. P. Lasker, v.p.-mgr. of WLWD, Dayton, appointed corporate v.p. in charge of sales; Thomas A. Bland, ex-WBBM, Chicago, named v.p.-gen. program mgr.; John Babcock, from Crosley's farm div., named asst. program director . . . George G. Huntington, ex-Dancer-Fitzgerald-Sample, named director of sales development, Television Bureau of Adver-

tising . . . J. Wm. Quinn, managing director of WBTW, Florence, elected TV director of S. C. TV-Radio Bestrs. Assn. . . . Gil Lee promoted to asst. to Joe Herold, gen. mgr. of KBTW, Denver . . . Charles Zwemer, ex-WBNS-TV, Columbus, named program director of upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due in March; Paul Anick, from radio WMIQ, Iron Mountain, Mich., chief engineer . . . Martin J. Robinson, ex-Guild Films, named operations v.p. of Western Television Corp., subsidiary of Matty Fox's C&C TV Corp. . . . Morris Roizman, pres. of Motion Picture Film Editors & ex-chief editor of *March of Time*, joins Robert Lawrence Productions (*DuPont Cavalcade Theatre*) as supervising film editor . . . Bruce Joyner promoted to chief engineer, KNTV, San Jose, Cal. . . . Jack Orr, ex-Guild Films, joins NBC film div. as asst. director of publicity, replacing Jack Sebastian, now CBS-TV Film Sales . . . Al Pryor named merchandising mgr., KTTV, Los Angeles, succeeding Ed Hawkins, now in commercial announcements dept. . . . Abner J. Greshler, ex-pres. of York Pictures Corp., named coordinator of new program development dept. of NTA, now entering TV film production; Raymond E. Nelson, ex-Television Bureau of Advertising, joins NTA under pres. Ely A. Landau . . . John D. S. McSheehy named promotion mgr., WMUR-TV, Manchester, N. H., succeeding S. Lee Varker, now merchandising mgr. . . . Jack Martin promoted to CBS Radio network sales service mgr. . . . Richard Cheverton appointed news director, WOOD-TV & WOOD, Grand Rapids . . . Blaine Littell, news bureau mgr. of WCBS-TV, N. Y., named mgr. of "CBS News Campaign Caravan," team of correspondents & cameramen assigned to cover political campaigns . . . George E. McLaughlin, ex-Gray & Rogers adv. agency, named director of press information, WCAU-TV & WCAU, Philadelphia.

Everett E. Revercomb, onetime NAB auditor, returns as NARTB secy.-treas. April when C. E. (Bee) Arney retires; Revercomb has lately been asst. treas. of National Assn. of Home Builders.

**ADVERTISING AGENCIES:** Nat Wolff resigns as Young & Rubicam v.p. in charge of TV-radio creative programming, effective April 1 . . . Robert P. Gibbons heads TV-radio dept., McCann-Erickson, Cleveland, in new promotion to asst. to gen. mgr.; Stuart Buchanan continues as exec. TV-radio producer . . . Gerald D. Roscoe, ex-N. W. Ayer TV-radio dept., promoted to v.p., John C. Dowd Inc., Boston . . . Richard Fehheimer, ex-Aubrey, Finlay, Marley & Hodgson Adv. & Montgomery Ward, joins North Adv., Chicago, as v.p. & supervisor of Toni account . . . John (Jock) Elliott Jr., in charge of *DuPont Cavalcade Theatre* for BBDO, N. Y., and John McKee, in charge of DeSoto account, Detroit, elected agency v.p.'s . . . Sidney Garfield, pres. of Herndon-Garfield Adv. for 17 years, elected chairman of Peck Adv., with which his agency is now consolidated . . . Arthur Berla resigns as chief TV-radio spot timebuyer, BBDO, to join reps H-R Television Inc., N. Y. . . . Ransom Dunnell, ex-D'Arcy, named exec. asst. to Walter Craig, v.p. in charge of TV-radio dept., Norman, Craig & Kummel . . . W. B. Kroske promoted to TV-radio producer, Ketchum, MacLeod & Grove, Pittsburgh.

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Roland Gillet, program controller of Associated Redifusion, one of England's commercial TV contractors for London area, has resigned because of disagreement over contract renewal. Harry Alan Towers has resigned as program director of Associated Television Ltd.

International Advertising Assn., Hotel Roosevelt, N. Y. (formerly Export Advertising Assn.) has released new 1955-56 roster of 684 members, of which 202 are outside continental U. S., up from 103 year ago.

FCC personnel and organizational moves this week: (1) Hearing Div. abolished, its functions being placed primarily under Broadcast Facilities Div., with a few types of cases assigned to Renewal & Transfer Div. (2) Joseph N. Nelson, chief of TV Branch, promoted to chief of Renewal & Transfer Div. (3) Walther W. Guenther, attorney in Office of Opinions & Review, promoted to chief of Broadcast Facilities Div. (4) James B. Sheridan named acting chief of Economic Div. while chief H. H. Goldin is detailed to network study group. (5) Floyd W. Wickenkamp promoted to chief of Engineering Div., Field Engineering & Monitoring Bureau. Least well known of group is Guenther, who has been with FCC 3 years. Born in Germany in 1902, he rose to judgeship before coming to U. S. in early 30's. He served in U. S. Army, was on legal staff of Office of Alien Property, taught political science at Catholic U, Washington.

Uhf "translators," proposed by FCC in recent rule-making, were labeled impractical by NARTB's TV board as it met in Chandler, Ariz. this week. Board made no recommendations on matter after discussion in which it was stated that no uhf stations have ever operated in the Ch. 70-83 band to which translators would be assigned and that uhf receivers are least efficient at top of band. Commission has proposed translators as a "home" for those now operating vhf boosters illegally—principally in state of Washington (Vol. 12:2).

Subscription-TV public hearing by N. Y. City Council has been scheduled for Feb. 9—on pres. Abe Stark's resolution against pay-as-you-see TV.



**M**OVIE INDUSTRY'S greatest skill lies in making movies. That seems to sum up Hollywood's first season of full-scale TV programming—a season in which TV stations and networks are clamoring for the newly available theatrical film backlogs while movie industry's special-for-TV films haven't lived up to advance billing.

Major movie producers' TV programming efforts have not been successful—financially, artistically or rating-wise. As if this weren't trouble enough, they're now being frowned upon by NARTB's Code Review Board. Free plugs for current theatrical pictures (“trade-outs”) contained in most of the movies' TV programs took a blow last week when Code Board urged its subscribers to adopt “more reasonable policies consistent with good advertising” in connection with the free plugs (Vol. 12:4). Board chairman G. Richard Shafto, of WIS-TV, Columbia, S. C., warned that “promotional copy and excerpts have taken on the dimension of straight advertising and should be measured against the suggested advertising time limitations contained in the Code.”

If the majors decide to listen to “TV's conscience,” in form of Code Review Board, they'll have to soften or eliminate some of the most expensive “free advertising” anybody ever bought on TV. *Variety* estimates in Feb. 1

**Telecasting Notes:** “How to Take Advantage of the Film Glut” is title of some editorial advice to advertisers in Jan. 30 *Advertising Age*. Noting that the vast flood of theatrical features & shorts and second-run TV film series has put advertiser and local station program director in driver's seat and that film prices are dropping fast, editorial notes: “It gives third and fourth stations in markets a chance to program competitively, even against major network competition. Naturally, this same opportunity is given to smaller advertisers, who up to now haven't had much choice of material. Now they can buy good adventure, comedy, anthology, sports, full-length films for daytime, and miscellaneous fare for kids, etc.—and at a really competitive price” . . . “The greatest bargain in the world of TV,” continues *Advertising Age*, “is slightly used film for summer replacements, local programming or syndicated series. You can take advantage of the situation and get a bargain” . . . Relations between CBS and its \$11,000,000 property, Jackie Gleason, are strained—and ratings are the cause of it all. Gleason made news last week end when he washed his linen in public, calling special press conference to accuse network of “trying to push me around.” Though no announcement had been made, CBS-TV was working on plan to kill or move the Gleason-produced *Stage Show* from its Sat. 8-8:30 spot and put Gleason's *Honeymooners* in that time segment, in order to compete better with NBC-TV's 8-9 p.m. *Perry Como Show*. After the comedian's outburst, CBS apparently dropped plan—at least for now . . . For first time, Ziv TV will distribute TV film shows made by others, offering services of its sales force to producers renting space in Ziv's Hollywood studios . . . TV-Broadway-movies-records deal reported sealed by RCA-NBC: Singer Kay Starr signed to appear on *Producers' Showcase* spectacular April 30 in new musical, “The Lord Doesn't Play Favorites,” as well as Broadway version of same show, to be followed by movie adaptation, produced by NBC; Stanley & Irving Taylor have already written 11 songs for the show to be recorded by RCA Victor in “original cast” album . . . Biggest TV drama project of them all, NBC-TV's color *Matinee Theatre*, used 562 actors in its first 12 weeks, in total of 58 plays—equivalent of 1½ seasons of regular weekly hour dramas. NBC-TV estimates that at least

issue that 20th Century-Fox and Warner Bros. together stand to lose total of \$2,875,000 on their first year's TV programming ventures. Not only does cost of the film shows far exceed their returns, *Variety* points out, but TV film products of both companies have little residual value for TV. Both shows use one-hour format, 40 or 41 minutes being devoted to the story—an unwieldy type of show for re-run syndication. To recoup some of their investment, both companies are trying to peddle their old TV shows to theatres in foreign countries—as “featurettes.”

Movie companies are still finding strong TV demand for their old features, however—and this week brought substantiation of our report that ABC has been dickering with Warner Bros. for its movie backlog (Vol. 12:4). Warner v.p.-gen. counsel Robert W. Perkins, in reply to question at stockholders meeting this week, said company is “studying” possibility of releasing its pre-1948 backlog of 1000 films for TV use. He indicated negotiations involved ABC, perhaps others. One price mentioned for the 1000-film deal has been \$20,000,000—which Perkins declined to confirm or deny. This batch of film would be by far the largest ever released to TV—25% bigger than the 740-film RKO package.

Universal-International, which has yet to release any “A” features to TV, is placing 18 Deanna Durbin 1936-to-1948 features on the market, at a reported price of \$100,000 each. Networks are said to be interested.

120,000 man-hours of non-acting labor, 17,366 actor-hours of rehearsal, have been expended so far in series . . . News coup: Three cameramen of WMAR-TV, Baltimore, took 800 ft. of film of tragic fire Jan. 29 in which 12 women lost their lives and of scenes in hospitals to which 240 persons were removed, together with interviews with survivors; processed in WMAR-TV's film lab, films were shown on CBS-TV's *Sunday News Special* . . . Imogene Coca, who made TV history as Sid Caesar's partner on NBC-TV's old *Show of Shows*, makes debut in straight dramatic role April 11 on CBS-TV's *U. S. Steel Hour*, portraying an actress; she'll also appear on NBC-TV *Max Liebman Presents* spectacular Feb. 26 . . . Herb Shriner signs 5-year contract with CBS-TV; he'll star in own weekly 60-min. variety show next season, after completion of 4-year commitment on *Two for the Money* quizzer **Magazines continue** to capitalize on TV's impact (Vol. 12:4): Having concluded its 8-part autobiography of CBS-TV's Arthur Godfrey, *Saturday Evening Post* featured as lead article in Feb. 4 issue big story on NBC-TV's *This Is Your Life* . . . “Spectaxular” is apt description of 2-hour program presented by Pittsburgh educational WQED, featuring Internal Revenue experts, to help taxpayers fill out income tax forms and answer questions on taxes phoned in by viewers.

Powerful National Grange urges “censorship” of TV-radio programs between 10 a.m.-8 p.m. in effort to cut down on “juvenile delinquency or criminal acts.” In resolution adopted this week and circulated in its summary of legislative aims, Grange said: “Many of the TV and radio programs are of such nature as to cause children to imitate them in home and school life. This often leads to juvenile delinquency or criminal acts.” It also called for legislation to ban beer & wine advertising.

ABC-TV is combining its TV-1 & TV-2 studios into one big studio, 176x73-ft., claims it thus becomes largest in Manhattan available for big-scale productions. They can continue to be used individually, too.

Free film loan library has been inaugurated by KRON-TV, San Francisco, offering local civic and educational groups 16mm movies, documentaries & kincs for showing at meetings.



**Station Accounts:** List of 3018 spot advertisers in fourth 1955 quarter, representing 4217 brands, is tabulated in Jan. 25 *Rorabaugh Report on Spot TV Advertising*, released this week. Unlike previous quarterly reports, it does not contain list of 25 leading spot advertisers. Such information has been purchased from Rorabaugh by TvB (Vol. 11:38) and is due to be released by TvB in about a month. Rorabaugh report covers 267 stations in 182 markets, lists stations and number of spot schedules and advertisers on each station, plus alphabetical listing of all national & regional spot advertisers, product or brand, and list of markets & stations used . . . GE buys 13 second-run dramas from MCA-TV for spot-booking in 60 markets starting March 5, thru Young & Rubicam; shows originally were part of *Pepsi-Cola Playhouse* and *Studio 57* series, will be retitled by GE for re-run . . . Mullers-Grocers Baking Co., Detroit, buys TPA's *Count of Monte Cristo* for all Mich. markets except Detroit, thru Wesley Aves & Assoc., Detroit; 30-min. show is now in 80 markets . . . Procter & Gamble to test new cleanser, "Comet," with TV-radio spots in Columbus, O. prior to national distribution, thru Compton Adv. . . Pharma-Craft Corp. to use big TV spot campaign to introduce new "Coldene" cold and cough medicine, thru J. Walter Thompson . . . Richfield Oil buys Rawlins-Grant Productions' *Mayor of the Town*, starring Thomas Mitchell, in 28 western markets, thru Hixson-Jorgensen Adv., Hollywood . . . Olympic Radio (Robert S. Burros, adv. & sales promotion mgr.) plans its biggest campaign this spring to support TV-radio-phono line, thru Product Services Inc., N. Y. . . Columbia Pictures using 13-week spot campaign in advance of release of "The Harder They Fall," thru Donahue & Coe, N. Y. . . Among advertisers currently reported using or preparing to use TV station time: Clemco Products, Baltimore (Comite comb & brush cleaner), thru I. A. Goldman & Co., Baltimore; W. B. Davis Hosiery Mills, Fort Payne, Ala. (Super Cushions foot sox), thru John Thomas Miller, N. Y.; National-U. S. Radiator Co., Johnstown, Pa. (coal, oil & gas boilers, heating equipment), thru Ketchum, MacLeod & Grove, Pittsburgh; Fairmont Foods Co., Omaha (frozen fruits, vegetables & ice cream), thru Allen & Reynolds, Omaha, and Doyle Dane Bernbach for N. Y. only; Ace Products Co., Chalfont, Pa. (knife sharpeners & service wares), thru Gray & Rogers Adv., Philadelphia; Creamette Co., Minneapolis (Creamettes & Mother's Macaroni products), thru Martin-Williams, Minneapolis; Davison Chemical Co., Baltimore (Daveco fertilizer), thru St. Georges & Keyes, N. Y.; Hood Rubber Co., Watertown, Mass. (P.F. canvas shoes), thru McCann-Erickson, N. Y.; Levolor Venetian Blinds, N. Y., thru Friend-Reiss Adv., N. Y.; Metal Foil Products Mfg. Co., Newark ("Broil-a-Foil"), thru Wexton Co. Inc., N. Y.; Convenient Foods Co., Atlanta ("Tropic Isle" frozen coconut), thru H. G. Sample Adv., Atlanta; Marlowe Chemical Co., N. Y. ("Fire Chief" fire extinguisher), thru Kastor, Farrell, Chesley & Clifford Inc., N. Y.

**Rate increases:** WNBK, Cleveland (changing to KYW-TV), Feb. 1 raised base hour from \$1300 to \$1800, 20 sec. from \$375 to \$425. WABT, Birmingham, Feb. 1 raised base hour from \$750 to \$800, min. \$185 to \$210. WWLP, Springfield, Mass., adds Class AA hour (7:59-10 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WMUR-TV, Manchester, N. H., March 1 raises base hour from \$350 to \$600, min. \$70 to \$120. Spot increase: New Class AA \$375 spot rate for WTMJ-TV, Milwaukee, applies to 30 sec. chain break, not min. announcements as reported recently.

NBC-TV transfers film div. to Kagran Corp., its wholly-owned merchandising-licensing subsidiary. Carl M. Stanton continues as v.p. in charge of film syndication, and is also elected v.p. of Kagran.

**Network Accounts:** CBS-TV cracks down on "summer hiatus" practice of sponsors, issuing this statement: "Each advertiser on the network must continue his time throughout the summer or the period will not be open to that sponsor in the fall. The number of weeks that a summer show replaces the regular program is dependent on arrangements with the winter season talent." Until this year, CBS-TV had permitted sponsors 8-week layoff with time protection for fall. NBC-TV, which retained virtually all its sponsors last summer, and ABC-TV are expected to follow CBS-TV lead with similar "52-week TV" pronouncements . . . Geritol to sponsor *Meet Millie* on CBS-TV starting Feb. 7, Tue. 9-9:30 p.m., thru Edward Kletter Assoc. . . Revlon plans musical show, untitled as yet, on NBC-TV starting in March, Mon. 7:30-7:45 p.m., thru C. J. LaRoche & Co. . . Swift & Co. to be alt. sponsor of *Uncle Johnny Coons* on NBC-TV starting Feb. 25, Sat. 11:30-noon, thru McCann-Erickson . . . Glamorene (rug cleaner) buys 14 partic. on *Afternoon Film Festival* on ABC-TV, Mon.-thru-Fri. 3-5 p.m., thereby qualifying for 14 partic. at discount on *Famous Film Festival* on ABC-TV Sun. 7:30-9 p.m., thru Product Services Inc.; both shows are J. Arthur Rank feature films . . . Dow Chemical buys one partic. a week for 6 weeks on *Famous Film Festival* on ABC-TV starting March 4, Sun. 7:30-9 p.m., thru MacManus, John & Adams, Detroit . . . Bissell Carpet Sweeper Co. buys series of partic. on NBC-TV's *Today & Home* starting in spring, thru N. W. Ayer, N. Y. . . ABC-TV to switch *Chance of a Lifetime* from Sun. 9-9:30 p.m. to Sat. 10-10:30 p.m., effective March 3 . . . General Foods to cancel *Johnny Carson Show* on CBS-TV starting March 29, Thu. 10-10:30 p.m. . . Pall Mall to cancel Tue. & Thu. segments of *Douglas Edwards and the News* on CBS-TV, Mon.-thru-Fri. 7:15-7:30 p.m. . . Herbert Tareyton to cancel *Justice* on NBC-TV starting in March, Sun. 10:30-11 p.m.

ABC-TV will install special equipment in its Chicago studios to allow "unlimited local time zone repeats of TV programs when Daylight Saving Time is in effect." ABC says new process will enable it to repeat live programs within one hour after original presentation in East between April-Oct. Special equipment, now under construction by several firms, was designed by ABC engineering dept. Electronically-controlled film recorder-processing-transmitting machine will record programs directly off cable, process film and begin rebroadcasts in hour.

AAAA signed consent decree with Justice Dept. this week, agreeing to cease fixing agency commissions at 15% for placing newspaper and magazine ads. Justice Dept. then announced settlement of anti-trust case against association and its 325 member agencies, but continues to press anti-trust charges against 5 other defendants: ANPA, Publishers Assn. of N. Y., Associated Business Publications, Periodical Publishers Assn. of America, Agricultural Publishers Assn. Broadcasting industry is not affected.

Biow-Beirn-Toigo has been renamed Biow Co. following resignation this week of pres. Kenneth Beirn. In last 2 weeks, agency has lost Schlitz & Philip Morris accounts to J. Walter Thompson & N. W. Ayer, respectively—but chairman Milton Biow denied reports agency planned to go out of business and allocated \$1,000,000 to "strengthen its growth."

Max Factor (cosmetics) is said by Ziv TV to be first U. S. product to re-enter Argentine TV since overthrow of Peron regime, having signed for Spanish-dubbed version of *Favorite Story*; similarly, Ziv is placing *Highway Patrol* in Mexico City, Cuba, Guatemala & Puerto Rico; in Mexico City, Cerveza Carta Blanca (beer) has signed for second year of *Mr. District Attorney*.



**L**EGISLATION to change political broadcast rules and to ban FCC "discrimination" against newspaper ownership came under Congress scrutiny this week, with Commission opposing 2 proposed amendments to Communications Act in hearings before Rep. Harris' House transportation & communication subcommittee. Here's summary of activities relating to telecasting & broadcasting in 3 days of subcommittee hearings:

(1) "Lincoln-Douglas" bill: HR-6810, introduced by Chairman Harris (D-Ark.) at request of CBS pres. Frank Stanton, would exempt news and forum-type programs from equal-time provisions of Communications Act to make possible better campaign coverage, including the "electronic Lincoln-Douglas debates" proposed by Stanton last May (Vol. 11:22, 24-26).

Speaking for FCC majority, Chairman McConnaughey opposed bill, while conceding it might result in more free time for major-party presidential candidates. He said it would permit more discrimination against parties and candidates than present law allows, places too much reliance on station's "fairness" and exempts such broadcasts from FCC's ban against political censorship. Comr. Doerfer disagreed, felt some way should be devised to permit major candidates to appear on TV news shows without opening door to equal-time demands of minor parties and candidates.

In all-morning session Feb. 3, CBS v.p. Richard Salant made forceful plea for the bill, charging that present FCC rules "reduce broadcasters to third-class membership in the free press by precluding the electronic journalists from exercising the kind of news judgment which all other members of the press are constitutionally guaranteed." Most subcommittee members were sharply critical of proposal, fearing it would give networks and stations too much influence in election campaigns—some southern Democrats suggesting it might cause undue discrimination against such third-party movements as State Rights party, which carried 4 states in 1948 presidential election. Scheduled to testify Feb. 7 are Democratic Chairman Butler and GOP Chairman Hall (both expected to endorse bill), to be followed later by NARTB, NBC and Reps. Beamer (R-Ind.) & Heselton (R-Mass.).

(2) Political libel: McConnaughey endorsed HR-4814 by Rep. Miller (R-Md.), to relieve broadcasters and their employes from liability for defamatory statements by candidates. He pointed out that 33-35 states already have such immunity laws, but their provisions aren't consistent.

(3) Subversive candidates: FCC took no stand on HR-3789 by Rep. Miller (R-Md.), which would deny equal-time privileges to subversives and members of subversive groups, McConnaughey pointing out that Justice Dept. should be asked to comment on matters concerning internal security. He said Communist Party is no longer entitled to political time on basis of findings that it isn't legitimate political party. He suggested that bill be amended to give Federal District courts—instead of FCC—jurisdiction over all complaints by persons who claim they have been improperly denied use of broadcasting facilities.

(4) Newspaper "discrimination": Commission opposed HR-6968 & 6977 by Reps. Beamer & Harris, which would bar FCC from discriminating in rules or actions against owners of news dissemination media. McConnaughey pointed out that identical provision was deleted from Communications Act amendments of 1952 (McFarland Act) as "unnecessary," because Commission has no authority to discriminate against newspapers. He said such a law could have "unfortunate results," and could force FCC to discriminate against non-newspaper applicants. He added that newspapers have interest in some 30% of all TV stations. This legislation is considered a "sleeper"—and, backed by newspaper interests, it may have good chance of becoming law this session.

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Upcoming Congressional hearings: TV investigation, 10 a.m. Feb. 7, Senate Interstate Commerce Committee (FCC members). Political broadcasting, 10:15 a.m. Feb. 7, House Interstate Commerce transportation & communication subcommittee (political party representatives). FCC information policies, undetermined date next week, House Govt. Operations information subcommittee. Beer & liquor advertising, 10 a.m. Feb. 15-16, Senate Interstate Commerce Committee; and 10 a.m. Feb. 16-17, House Interstate Commerce Committee. FCC & monopoly, undetermined date this month, House Judiciary monopoly subcommittee.

**F**REEDOM FROM FLICKER is principal advantage of American TV system over others now in use—but nearly all others have potential for greater resolution. That's one conclusion by Hazeltine chief research engineer Charles J. Hirsch, recently back from long European sojourn for his company, in paper presented Feb. 2 at winter general meeting of American Institute of Electrical Engineers in New York. Paper on *TV in the World Today* contains comparison of relative performance of all TV systems, which shows:

U. S. system (in use by 13 countries), only one using field frequency of 60 cycles per second, can be viewed at far greater brightness than the others before flicker appears. Pictures produced by the other systems—which use 50cps rate—can be only 16% as bright before "threshold of flicker" sets in. However, a 50-cycle picture can have 20% more detail per picture for the same bandwidth.

Comparing "number of picture elements per picture," Hirsch finds that all systems except the British 405-line excel U. S. system, and British system is close, with 93% as many picture elements. While British system has only 80% as much vertical resolution as American system, it has 20% more horizontal resolution.

As to flicker-vs.-resolution, Hirsch says: "It appears

wrong to many engineers to pay a permanent 20% loss in picture detail just to satisfy the flicker sensitivity of the eye, which may be satisfied at a much lower cost. Thus, for example, slow-decaying phosphors, such as those now used in the U. S. in color TV, can produce bright pictures with little flicker although with some blurring on fast motion." Differences in resolution among the various systems, he points out, are not as important as the figures would indicate, "due to subjective effects in viewing."

Hirsch says all systems can be adapted to color subcarrier system except, in some cases, the French 819-line standard. "Since all systems have greater horizontal resolution than the 525-line system, the color subcarrier can be placed at a relatively higher frequency than in the U. S. This will result in lower visibility of the interfering dot-pattern, or conversely greater luminance resolution."

Copies of Hirsch's paper are available from Hazeltine Corp., Little Neck, N. Y.

Edward J. Noble Foundation has given \$600,000 to St. Lawrence U, of which Mr. Noble is a life trustee—\$500,000 toward construction of a new student activity center, \$100,000 to \$1,000,000 fund for new Owen D. Young Library. Mr. Noble, who was born and raised in nearby Gouverneur, N. Y., is chairman of finance committee of American Broadcasting-Paramount Theatres Inc.



**TV-RADIO SALES UP, INVENTORIES DOWN:** Preliminary statistics for January encourage the trade in several major respects, for they show that:

(1) Retail TV-radio sales were about equal to January 1955, when 647,585 TVs and 1,047,048 radios were sold.

(2) TV inventories fell at end of January to some 2,000,000, radios to about 3,000,000 -- deemed a healthy level -- as result of production declines.

Retail TV sales would thus seem to be on way to hoped-for comeback to record 1955 levels after disappointing Christmas season when they were 15% below same 1954 season. Many had fingers crossed about January retail sales, especially when they saw auto sales go down 20% that month. Manufacturers also regarded January as a "psychological hurdle" for many retailers, expecting they would relax aggressive selling after Christmas. The evidence is that they pushed even harder.

Decline of 100,000 in TV inventories in January is especially encouraging because distributor and dealer inventories usually go up in January, following introduction of new models. One marketing man called inventory decline "a continuing corrective process by manufacturers who see the necessity of bringing production into realistic alignment with sales to the public."

Clue to consumer color-buying intentions is another reason why manufacturers are watching retail inventories closely -- and will watch them even closer starting later this year. One major set maker gave us this analysis of relationship:

"Color consciousness is the only factor which can retard black-&-white sales this year, barring a national economic recession. When consumers become fully aware of color to the point that they really want to buy a color set, we will see this so-called awareness reflected in a black-&-white inventory pile-up at retail. That will be a signal for manufacturers to accelerate their color production, confident that they will find a ready mass market awaiting them."

Brief highlights of other major trade developments this week:

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**The Economic Picture:** U.S. Chamber of Commerce, in quarterly outlook forecast, predicted general decline in 1956 business activity from record 1955 levels but said that "this is no cause for pessimism." It noted that except for such industries as textiles and coal, a production decline should be expected. Commerce Secy. Weeks declared, however, that business so far this year has exceeded forecasts and should continue to climb well into summer. He said that slowdowns in auto production and new housing "starts" would be made up by increases in steel output. Meanwhile, Commerce Dept. Office of Business Economics spelled out extent of prosperity last year, estimating total sales by manufacturers at \$317 billion, up by 13% from 1954. Manufacturers' inventories at year's end were \$46 billion, up \$2.5 billion from end of 1954. Another Commerce Dept. report said that dividend payments by corporations rose to \$10.4 billion last year, up 13% from previous peak of \$9.2 billion in 1942.

**Consumer Credit:** Christmas buying sprees increased consumer installment debt by \$648,000,000 in Dec., bringing total outstanding at year's end to \$27.8 billion, up \$5.4 billion from the end of 1954. Despite Dec. seasonal increase, Federal Reserve Board officials generally don't express much concern in public comments. Typifying such approach, one unidentified FRB official told Wall Street Journal: "The long-run picture is for a narrowing in expansion of consumer credit, with the repayments catching up to new extensions. I shy away from making too much of just one month." Early action doesn't appear likely in Congress on President's request last week to grant FRB standby authority to reimpose installment credit controls (Vol. 12:4). A bill to implement request hasn't been introduced yet and several key Republicans -- notably Rep. Wolcott (R-Mich.), ranking minority member of House Banking Committee



-- have expressed public opposition. Feb. 3 New York Times editorial urged Congress to act speedily, declaring: "With no one in a position to assume responsibility for setting minimum down payments on installment contracts and maximum term of repayment, liberalizing of such terms tends, too often, to be used as a substitute for competition in price and quality. And competitive deterioration of the terms of sale is unwholesome, whether judged from the buyer, seller or economic community."

**Production:** TV output totaled 134,863 week ended Jan. 27, compared to 164,570 preceding week and 134,957 week ended Jan. 13 -- bringing total Jan. output to about 590,000, as against 654,582 in Jan. 1955. Radio production totaled 312,075 (167,265 auto) week ended Jan. 27, up from 281,657 preceding week and 287,291 in week before. Jan. output was 1,125,698, compared to 1,068,146 in Jan. 1955.

Full 1955 TV production was set at record 7,756,521, radio output 14,894,695, in RETMA recapitulation released this week. Of total TV production, 1,181,788 sets were uhf-equipped at factory. Of radio output, highest in 7 years, 256,356 were produced with FM tuners. RETMA's monthly breakdown:

|               | 1955 Production |             | 1955 Radio Production by Types |           |           |           |
|---------------|-----------------|-------------|--------------------------------|-----------|-----------|-----------|
|               | Total TV        | Total Radio | Home Sets                      | Portables | Clock     | Auto      |
| January.....  | 654,582         | 1,068,146   | 280,121                        | 47,303    | 166,885   | 573,837   |
| February..... | 702,514         | 1,089,724   | 232,831                        | 109,120   | 150,031   | 597,742   |
| March (5 wks) | 831,156         | 1,482,274   | 300,840                        | 233,465   | 173,944   | 774,025   |
| April.....    | 583,174         | 1,099,775   | 193,431                        | 265,866   | 72,602    | 567,876   |
| May.....      | 567,394         | 1,114,035   | 161,357                        | 258,701   | 130,608   | 563,369   |
| June (5 wks). | 589,973         | 1,204,935   | 181,930                        | 255,833   | 182,605   | 584,567   |
| July.....     | 344,295         | 718,489     | 141,119                        | 79,410    | 93,517    | 404,443   |
| August.....   | 647,903         | 947,634     | 300,513                        | 106,197   | 137,604   | 403,320   |
| Sept. (5 wks) | 939,515         | 1,302,350   | 417,802                        | 139,164   | 234,106   | 511,278   |
| October.....  | 759,735         | 1,500,206   | 398,087                        | 168,709   | 282,393   | 651,017   |
| November..... | 631,654         | 1,580,797   | 389,316                        | 181,573   | 276,049   | 733,859   |
| Dec. (5 wks). | 604,626         | 1,786,330   | 396,535                        | 182,204   | 343,330   | 864,261   |
| TOTAL.....    | 7,756,521       | 14,894,695  | 3,393,882                      | 2,027,545 | 2,243,674 | 7,229,594 |

**Trade Personals:** Gilbert C. Larson promoted to asst. gen. mgr. of Westinghouse TV-radio div., Metuchen, N. J.; Norman S. Kornetz is promoted to succeed him as div. engineering mgr. . . . Peter J. Grant, Sylvania TV-radio eastern sales mgr., promoted to mgr. of TV-radio sales management dept. . . . Dunham S. Beldon Jr. transferred to GE's new housewares & radio receiver div., Bridgeport, Conn., as mgr. of national accounts . . . Wm. H. Alford named gen. mgr. of Philco Service Co., Chicago . . . Arthur E. Welch, ex-Sentinel & Bendix Radio, named exec. v.p. of U. A. Sanabria's American Television Inc. . . . John J. McGrath promoted to DuMont New England district mgr., Boston, succeeding A. A. Layton, now north-eastern regional mgr. . . . Allen B. DuMont Jr. promoted to asst. to Fritz P. Rice, manager of DuMont TV receiver div. . . . Edward J. Van Houten promoted to DuMont asst. director of industrial relations . . . Robert T. Leitner promoted to chief engineer, Technical Appliance Corp. (Taco antennas) . . . Robert Dawson, ex-Monsanto Chemical, named eastern sales mgr., Majestic International . . . Rial Simons, ex-Douglas Aircraft, joins CBS-Hytron as supervisor of personnel at Kalamazoo, Mich. plant . . . Thomas C. Flynn, ex-DuMont & David O. Alber Assoc., joins Federal Telephone & Radio public relations staff . . . Miss Ann Louise Olson, ex-technical director of General Mills TV programs, promoted to Crosley-Bendix director of home economics.

Titus Haffa, pres. of Webster-Chicago, donated \$100,000 to Illinois Institute of Technology to help develop and train scientists and engineers for industry and Govt. He said he was disturbed by reports that Russia was leading U. S. in training scientific personnel and "wanted to do something about it."

**DISTRIBUTOR NOTES:** Conklin-Tamberg Inc., San Francisco, is new TV-appliance distributorship formed by Hal D. Conklin, ex-Admiral gen. sales mgr., and Helmuth Tamberg, onetime gen. mgr. of Admiral San Francisco factory branch . . . Motorola appoints Siebert & Willis Inc., 149 Rock Island, Wichita (Carroll M. Willis, pres.), ex-Hoffman outlet . . . Motorola will expand its Fla. distribution, with appointment of new distributors in Miami, Tampa & Jacksonville by March 1; Major Appliances Inc., current Miami outlet, will relinquish line . . . Whirlpool-Seeger appoints RCA distributor Midland Specialty Co., El Paso & Phoenix (J. M. Regottaz, pres.), replacing Arizona Hardware Co., Phoenix . . . DuMont appoints Chapman & Wilhelm Co., 1201 W. Morehead St., Charlotte (R. L. Chapman Sr., pres.) . . . Bendix Radio appoints Garfield Distributors, 408 N. Grand St., Enid, Okla. . . . Cooper Distributing Corp., Newark (Motorola) promotes Robert Baron to gen. mgr. . . . Modern Heating Supply Co., Seattle (Raytheon) appoints Charles F. Bell TV-radio sales mgr. . . . American Elite Inc., N. Y., exclusive U. S. agent for German Telefunken radios, names Ben Jacobs mgr. of tube & components dept., succeeding Arnold Bromberger, now asst. to pres.

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Raymond A. Rich, v.p.-gen. mgr. of Philco appliance div. to discuss full-line merchandising in address to American Management Assn. marketing conference Feb. 7 at Hotel Statler, N. Y.

Brian McConnell resigns as asst. secy. of Canadian Westinghouse to become pres. & director of Canadian Radio Patents Ltd., Toronto, electronics patent licensors.

J. T. Foster, director, elected chairman of P. R. Mallory & Co. executive committee.



**Topics & Trends of TV Trade:** Federal Trade Commission has challenged several major set manufacturers to prove that their ads or proposed ads on TV sets do not violate its new rule regulating designation of picture tube sizes (Vol. 11:27-28). FTC Rule (No. 9) states that references to screen sizes must be to viewable area of tube, not to "single plane" horizontal or diameter measurement.

FTC attorney Paul Butz, who conducted industry-wide 3-year hearings on trade practice rules, told us he has sent letters to several manufacturers challenging "any auxiliary information in ads which lead the public to believe they're getting something they're not." He added that "only if the tube has a truly viewable horizontal measurement of 21-in. can the figure '21' be used in any sense with the ad."

Many manufacturers have revised their TV set advertising as result of new FTC rule. RCA, for example, is now advertising sets in square inches—but continues such identifications as "Haviland 21," "Gladstone 21" and others. It says FTC has questioned whether such ads should contain any reference to "21"—and its future advertising program will hinge on FTC's decision. GE's ads refer to "Series 17" or "Series 21." Philco still uses 17 or 21-in. designation but notes parenthetically that it's diagonal measurement.

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Magnavox expects to boost sales by \$15-20,000,000 as result of its acquisition last week of "certain assets" of Sparks-Withington's disbanded Sparton TV-radio div. (Vol. 12:4). Magnavox pres. Frank Freimann said he anticipates sales of \$100,000,000 in fiscal year starting July 1; sales were \$34,000,000 in 6 months ended Dec. 31. Freimann said no manufacturing facilities were acquired—"only certain moveable assets associated with the manufacture and conduct" of Sparton TV-radio business. Magnavox will make a Sparton-label line of TV-radio-phonos at Greeneville, Tenn. plant for sale directly to ex-Sparton dealers. He also said company is planning to expand manufacturing facilities at Greeneville, is building new plant at Jefferson City, Tenn. and expects to start construction this summer on industrial electronics plant at Champaign-Urbana, Ill. Note: Sparks-Withington this week disclosed further diversification in purchase of Flori Pipe Co., St. Louis, manufacturers of steel pipe.

Olympic Radio purchase of David Bogen Co. (Vol. 12:4) was completed this week, Olympic pres. Morris Sobin announcing it was all-cash transaction and Bogen will continue under present management as Olympic subsidiary. He also stated Bogen sales and earnings in current fiscal year ending June 30 are running "substantially ahead" of last fiscal year, when earnings were \$157,222 on sales of \$4,583,895. Bogen produces wide range of electronics products, including hi-fi equipment, TV converters & tuners, communications equipment, etc.

Crackdown on "bait" ads by local TV-radio-appliance dealers has been launched by Philadelphia District Attorney, with cooperation of Better Business Bureau. Special business fraud section has been created by district attorney's office, which reported that many retailers have been advertising TV-radio-appliances at "ridiculously low prices" to attract customers, then report they're "sold out." In Chicago, local Better Business Bureau urged TV-radio stations & newspapers to refuse "questionable" copy of auto dealers, as part of big anti-fraud campaign.

Whirlpool-Seeger starts production Feb. 13 on RCA-Whirlpool brand food freezers at former International Harvester plant in Evansville, Ind. Whirlpool-Seeger this week took formal possession of 972,000-sq. ft. plant, which was purchased last Sept., when International Harvester left appliance business. John McDonald is new plant mgr.

**Electronics Reports:** New "radio frequency lamp," with important implications for film and TV industries, was demonstrated for first time this week by Sylvania. Lamp uses RF energy, transforming radio frequency impulses into "light so brilliant that it is brighter than any incandescent lamp ever devised." It is not connected by wires to source of power, but is heated by induction and is water cooled. Sylvania photolamp gen. sales mgr. George C. Connor said the new lamp provides a concentrated and uniform light source, and nearly all light it produces is usable.

Designed in cooperation with Motion Picture Research Council in Hollywood, RF lamp's first application is in motion picture film printing. It is now in use by Consolidated Film Industries, which reports it increases speed of critical film printing operations up to 8 times greater than conventional methods, with noticeable improvement in film quality due to uniformity of light. Connor said it is also being used (presumably by Sylvania) in manufacture of color TV picture tubes, where it "already has resulted in an important production improvement." As a light source in the photographic printing of color phosphors on face of tube it has cut time required for process in half.

Other uses mentioned for the new lamp: motion picture and TV studio lighting, where brilliant light is required with very little heat; projection of radar images, microscope images or TV pictures onto a screen (as in theatre TV). Connor said lamp represents "union of lighting and electronics," opening the door to an entirely new field which might be termed "lumonics."

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**Another big company plunging deeply into electronics:** Bell & Gossett Co., Morton Grove, Ill. manufacturer of heating & cooling systems, climaxes 5-year research program with announcement of series of new "printed electronic communication and control devices" for new high-speed aircraft. To be demonstrated this month, new devices are: electro-mechanical keyboard tape-writing printed communication device; digital remote-control selective calling system; non-synchronous sequential 2-toned signal generating, selecting and control system; 5-tone non-synchronous communications & control system.

James W. Nelson Jr., former mgr. of electron tube research, named mgr. of GE microwave lab, succeeding H. R. Oldfield Jr., now gen. mgr. of industrial computer section. Appointed to microwave lab as consulting engineer was Dr. Wm. A. Edson, former Stanford U acting professor of electrical engineering and director of Ga. Institute of Technology's electrical engineering school.

C. Cornell Remsen Jr. promoted to director of IT&T's patent contract dept., succeeding A. Goodwin Cooke, now on exec. staff of International Standard Electric Corp., an IT&T subsidiary.

George G. Gabel, manufacturing engineering mgr. of GE semi-conductor plant at Clyde, N. Y., transferred to Syracuse as mgr. of all semi-conductor products manufacturing operations.

Wm. F. Arnold Sr. promoted to head new Sprague Electric office at 313 Washington St., Boston, assuming duties of New England sales rep Harrison Reynolds, retired.

Col. Loren E. Gaither, USA ret., director of Signal Corps engineering labs at Ft. Monmouth from 1951-55, joins Magnavox as engineering director of its govt. & industrial div.

Daniel Lazare promoted to head of technical services at Sylvania physics lab, Bayside, N. Y., assisting Dr. Rudolf G. E. Hutter, mgr.

Joseph C. Brenner appointed v.p. & works mgr. of Sperry Rand's electronic tube div., Gainesville, Fla.



**Financial & Trade Notes:** Among officers' & directors' stock transactions reported by SEC for Dec., supplementing recently published reports (Vol. 12:2-4): A. H. Blank trust sold 100 American Broadcasting-Paramount Theatres 5% preferred, holds 80; W. A. Mogensen sold 5000 Aveco, holds 6000; Joseph L. Fahey sold 200 Beckman Instruments, holds 300; Edward K. Foster bought 200 Bendix Aviation, holds 630; Wm. C. Decker bought 12,500 Corning Glass, holds 22,618; John F. Rich bought 100 Electronics Corp. of America, holds 1000; H. A. MacKinnon exercised option to buy 300 GE, holds 4527; George G. Montgomery bought 200 GE, holds 1000; Walter E. Green sold 200 General Precision Equipment, holds 2555; Willard W. Keith sold 500 Hoffman Electronics, holds 400; Robert F. Smith sold 250 Indiana Steel Products, holds 1310; Philip E. Golde, under option, bought 5000 Lear Inc., holds 12,609; Larry E. Gubb sold 3300 Philco, holds 26,293; Elmer W. Engstrom bought 100 RCA, holds 700; E. Dorsey Foster bought 100 RCA, holds 500; Emanuel Sacks bought 100 RCA, holds 645; Robert A. Seidel bought 100 RCA, holds 780; Theodore A. Smith bought 100 RCA, holds 135; John M. Schiff bought 500 Westinghouse, holds 11,500; John W. Krueger bought 924 Whirlpool-Seeger 'A' common, holds 7112, bought 126 preferred, holds 970.

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Daystrom Inc., reporting "first effects of increased participation in the electronics field," had net income of \$1,295,000 (\$1.45 per share) on sales of \$47,742,000 during 9 months ended Dec. 31, 1955, compared with \$997,070 (\$1.53) on \$54,686,000 during same 1954 period. Commercial sales rose to \$28,270,000, up 45%, accounted for by its 2 newest subsidiaries—Heath Co., Benton Harbor, Mich., makers of do-it-yourself electronic kits, and Weston Electrical Instrument Corp., Newark. Another new subsidiary, Daystrom Pacific, maker of guided missiles controls, also added volume, according to Thomas Roy Jones, Daystrom pres. Firm has purchased 20-acre tract at Berkeley Heights, N. J. for immediate construction of new executive offices and future labs.

Aveco sales declined to \$299,332,433 in fiscal year ended Nov. 30, 1955 from \$375,405,820 in preceding year, profits after U. S. & Canadian taxes amounting to \$758,311 (5¢ per share) as against \$3,639,436 (37¢). The drop, according to chairman-pres. Victor Emanuel, was largely due to highly competitive conditions in appliance trade and costs of 102-day strike. Backlog of orders at end of fiscal year was about \$200,000,000, same as at end of 1954.

**Bullish reports:** On American Broadcasting-Paramount, released Jan. 18 by L. F. Rothschild & Co. (D. J. Schacher), 120 Broadway, N. Y.; also on AB-PT, by Bruns, Nordeman & Co., 52 Wall St., N. Y. (Walter J. Hassett); on Emerson Radio, released Jan. 20 by Hayden, Stone & Co. (N. Leonard Jarvis), 22 Broad St., N. Y.; on Sylvania, Jan. 25 by Reynolds & Co., 150 Broadway, N. Y.

Television-Electronics Fund reports Dec. 31, 1955 net assets of \$112,788,562 (\$10.99 per share after deducting 51¢ a share recently paid from capital gains) vs. \$79,231,429 (\$10.89) year ago.

Universal Pictures, for fiscal year ended last Oct. 29, increased net earnings to \$4,018,625 (\$3.71 a share) from \$3,797,688 (\$3.58) preceding year, though film rentals and sales dipped slightly to \$77,250,857 from \$77,887,688.

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**Dividends:** Zenith Radio, 75¢ payable March 30 to stockholders of record March 9; Tung-Sol, 30¢ March 2 to holders Feb. 15; International Resistance Co., 5¢ March 1 to holders Feb. 15; American Electronics, 12½¢ March 15 to holders March 1; Gabriel Co., 15¢ March 15 to holders March 1; Television-Electronics Fund, 8¢ Feb. 19 to holders Feb. 2.

Transcontinent Television Corp., 70 Niagara St., Buffalo, N. Y., has been formed by group identified with ownership of WGR-TV & WGR there "to buy and operate TV stations on a nationwide and international basis." In announcing new company Jan. 31, chairman Paul A. Schoellkopf Jr. disclosed that its president is David Channing Moore, of New York, ex-IBM div. sales mgr., recently special asst. to the Asst. Secy. of the Air Force (materiel). Other officers are Seymour H. Knox II, v.p. of Niagara Share Corp., Buffalo investment firm, v.p.; Felix Piech, Buffalo, secy.-treas.; George F. Goodyear, pres. of WGR Corp., director; J. Fred Schoellkopf, chairman of exec. committee. Said chairman Paul Schoellkopf: "Transcontinent will purchase, erect and operate radio and TV stations in the U. S. and in other countries whenever economically attractive opportunities present themselves. We do not have any preconceived plans as to where we will locate additional operations. Extensive investigative plans to determine such facilities will commence immediately."

"Properly operated" TV & radio stations are "blue ribbon" investments, even by comparison with Ford, General Motors, AT&T and other stocks on today's market, according to Wm. T. Stubblefield, associate in Blackburn-Hamilton Co., station brokers. In speech prepared for delivery at California State Radio & TV Broadcasters Assn. convention Feb. 6, he observed that a soundly-operated radio station could earn 25% to 35% on capital investment, sometimes more; that radio's return on investment is somewhat higher than TV's; that "the only investment sources where you might get a higher return are in oil, minerals or lumber—where the speculation is infinitely greater." He cited desire for capital gains as reasons so many owners are finding it prudent to sell their stations, urged appraisals of properties for tax and estate purposes.

Now in the operating black, WICS, Springfield, Ill. (Ch. 20) this week petitioned FCC to realign ownership so that H. & E. Balaban Corp. (theatres) and Transcontinental Properties (theatremen Herbert Scheftel & Alfred G. Burger) each will own 50%. Radio WCVS is pulling out, turning back its 32% interest in return for payment of \$15,790 in promissory notes, \$480 for stock, \$3730 for certain equipment and leases. WICS balance sheet, filed with application, shows it had \$85,477 deficit as of Dec. 31, 1954, but that \$12,636 profit for 6 months ended June 30, 1955 had reduced deficit to \$72,841.

Articles of incorporation filed in Montgomery probate court this week revealed that Birmingham Television Corp. has been formed, presumably to operate a station (channel & details undisclosed) in Alabama, by Chicago theatremen Harry & Elmer Balaban, brothers of Paramount pres. Barney Balaban, as pres. & v.p.; Otto Zeman, secy.-treas.; Harry Golter, Herbert E. Raban & Eli E. Fin, stockholders. The brothers Balaban own 34% (increasing to 50%) of WICS, Springfield, Ill. (Ch. 20) and 50% of WTVO, Rockford, Ill. (Ch. 39).

Broadcaster-publisher Edward Lamb this week obtained options to buy control of F. L. Jacobs Co., Detroit, manufacturer of auto parts & equipment and also parent of Eicor Inc., Oglesby, Ill., which produces electronics equipment for aircraft & guided missiles. Lamb acquired 30-day options to buy "substantial stock interests in and effective voting control" of Jacobs, which is listed on N. Y. Stock Exchange and has 883,000 common shares outstanding. Jacobs, which has had 5 presidents since 1952, reported net sales of \$29,000,000 in fiscal year ended last July 31 when net assets were listed at \$15,000,000.

Varian Associates reports sales of \$2,279,082 and net income of \$80,043 in quarter ended Dec. 31 vs. \$1,614,996 & \$78,322 in same 1954 quarter; pres. Russell H. Varian reported order backlog Dec. 31 was \$9,322,000.



**Color Trends & Briefs:** "There is more interest, more talk and more planning about color TV on the part of New York retailers today than ever before," reports Henry Brief in Jan. 31 *Retailing Daily*, which commands the eye of the nation's merchandising fraternity perhaps more extensively than any other publication. "Retailers who, as recently as a month ago, were prone to dismiss color as something so negligible as to be completely unimportant, are now taking a close look at the market and the possibilities of selling color this year."

Change of attitude apparently has been brought about by record crowds attending continuous color showings in RCA Exhibition Hall; by the many people turning out to watch afternoon programs, notably daily 3-4 p.m. *Matinee Theatre*, in stores; by reports of dealer efforts in other parts of the country to sell to restaurants, bars & grills as well as to homes. According to the *Retailing Daily* reporter:

"The majority [of dealers] still feels that there will be no mass market for color sets this year; that sales will continue to be extremely limited. Nevertheless, [this color activity] has induced additional dealers to examine the color picture with a view toward trying to bite off the greatest chunk of color pie possible—regardless of how small the total pie will be."

Story goes on to relate that some N. Y. dealers are thinking of putting on outside sales crews to sell color, and rearranging floor displays to put color set to most advantage. Others, however, are still skeptical, still insist price is too high, fear "emphasis on color might corrupt a good market for black-&-white receivers."

Yet the profit potential is there, even from scattered sales—and the total demand is growing, stimulated by huge RCA-NBC promotions, by increasing talk about good shows, by enormous critical acclaim accorded the productions, by repeated mentions of colorcasts on TV itself. "Even 15 to 20 a day ain't hay," was one observation on movement of that many sets off dealer floors reported last week by Bruno-New York's Irving Sarnoff (Vol. 12:4).

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Those who saw NBC's 1½-hour *Festival of Music* Jan. 30, with its galaxy of top-rung concert artists, were enthusiastic in the extreme, judging from our own observations and from the press reviews. Yet the show didn't achieve the high audience ratings anticipated, starting with an 18.6 against *Burns & Allen's* 21.3, going down in second half hour to 16.3 vs. Godfrey's 36, then to 14.8 vs. *I Love Lucy's* 45.3. Wrote columnist John Crosby:

"It's possible that the concert on black and white wasn't half so much to look at as on color TV, where it was superb—some of the pictures with their lighting and shadow and splashes of color having the quality of paintings. One thing about color TV sets (and black-&-white, too, for that matter) is that the sound is as fine as anything you're ever likely to hear. My own color set has 3 separate loud speakers, and the depth and brilliance and clarity of tone for both instrumentalists and vocalists is magnificent."

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Westinghouse this week announced firm plans to produce color sets starting "sometime around midyear." Edward J. Kelly, TV-radio gen. mgr., said they will be built around Westinghouse's own 22-in. all-glass rectangular aperture-mask tube. Included will be a variety of styled consoles and one "small, compact receiver" using the large screen won't be much larger than most 21-in. black-&-white, he said. Sets will use large printed-circuit boards, will have "essentially the same tuning controls as black-&-white receivers and will tune in as easily." No prices were disclosed, but Kelly said they would be "competitive."

## Network Color Schedules

(Feb. 6-19, 1956)

- Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Robert Montgomery Presents*, "Good Friday—1865," 9:30-10:30 p.m.
- Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 11—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "The Day Lincoln Was Shot," 9:30-11 p.m.
- Feb. 12—NBC: *Zoo Parade*, 3:30-4 p.m.
- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Playwrights '56*, 9:30-10:30 p.m.
- Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- Feb. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 18—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Feb. 19—NBC: *Zoo Parade*, 3:30-4 p.m.

Continuous 2½ hours of colorcasting Mon. nights on NBC-TV is distinct possibility, with definite plans under way to stage *Sid Caesar Show* all-color next fall from 8-9 p.m. and with consideration being given to all-color for projected 90-min. *Robert Montgomery Show* 9-10:30 p.m. Network people regard such juxtaposition—one comedy show, one dramatic—as a natural for stimulating interest in color, which is the RCA parent company's avowed purpose (p. 1). Caesar show will be staged in fall in Ziegfeld Theatre, now being converted for color. Note: NBC has been interspersing color newsreel shots into John Cameron Swayze's *News Caravan*, showing St. Paul winter carnival scenes Jan. 30, fashion show from Florida Feb. 1, color film from Antarctica Feb. 2 & 3—and producer Frank McCall says he plans to do so at least once weekly.

Howard W. Sams Co., Indianapolis, which dissects all home instruments for its "Photofacts" series for servicemen, reports it's analyzing Capehart-Farnsworth and Sentinel 21-in. color sets, has previously completed following: RCA 21 & 15-in., Magnavox 21-in., Hoffman 21-in., Motorola 19-in., CBS-Columbia 19-in., Stromberg-Carlson 15-in., Sparton 15-in., Westinghouse 15-in. Sams, which has mushroomed enormously in last few years, even has elaborate color signal generating equipment.

First live colorcasts in Pacific Northwest took place Feb. 1 on KOMO-TV, Seattle (Ch. 4), which kept its plans closely guarded secret, didn't even let trade or public know that it had received shipment of complete RCA color camera chain. It plans regular colorcasts in addition to regular NBC network. It's 19th station to be equipped for live colorvision. [For complete list of stations equipped for color, network & local live, see *TV Factbook No. 22.*]

Emerson has cut its loss to \$100 on every color set it makes, as against loss of \$500 on each set 2 years ago, and expects to make production of color sets profitable by end of 1956, pres. Benjamin Abrams told annual stockholders meeting Feb. 1. He reiterated earlier estimate of 500,000 color sales by industry this year, of which Emerson expects to sell 20,000-25,000.

"Color Television Standards" (McGraw-Hill, 520-pp., \$8.50), by Donald G. Fink, recently published, comprises selected papers and records of NTSC—the committee which formulated the color standards finally approved by FCC. Fink, a vice chairman of NTSC, is Philco director of TV-appliance research, editor of *Proceedings of the IRE*, ex-editor of *Electronics Magazine*.

Foto-Video Laboratories Inc. has shipped color & monochrome equipment to KHAD-TV, Laredo, Tex.; KQTV, Ft. Dodge, Ia.; WTVN-TV, Columbus; and upcoming KINY-TV, Juneau, Alaska, due shortly.



**SETS-IN-USE CENSUS** by NARTB moved step closer to reality when TV board this week approved plans for new interview tests to obtain uniform information, authorized \$40,000 for continuation of project and changed name of group handling study to Audit TV Circulation Committee (Robert D. Swezey, WDSU-TV, New Orleans, chairman).

Though he set no date for start of census, Swezey acknowledged "some implication for quicker action," but declared: "Until the committee and the board, and particularly our professional research advisors, who are among the best in TV advertising, can be satisfied that we have a validated technique that will stand up to any reasonable scientific examination, we cannot move to the pilot study, which will precede the actual nationwide measurement."

NBC v.p. Hugh M. Beville Jr., chairman of research subcommittee, reported that field studies conducted by Alfred Politz Research in 2 unidentified multi-station markets indicated "acceptability" of interviewing method but said further tests were needed to "refine" technique.

In other actions, TV board, at Chandler, Ariz. meetings, adopted resolution directing Code Review Board to work with film producers in complying with TV code, allocating \$12,000 to monitor individual stations for code observance; approved designation of Sept. 23-29 as National TV Week; authorized publication of quarterly magazine on social, economic, educational & technical contributions of industry, for distribution to national and local civic groups.

Full board set June 20-22 for next board meetings, to be held in Washington; set up 8 regional conferences Sept. 17-Oct. 23; called for meeting of Assn. of State Broadcasting Presidents Feb. 21 in Washington; extended active membership to all educational institutions operating non-commercial TV-radio stations, at dues to be set by board, or as associate members at \$35 a year.

Resumed operation of WTVE, Elmira, N. Y. (Ch. 24) "in the very near future," is promised in petition filed by owners John S. Booth & Thompson K. Cassel, who control radio WCHA, Chambersburg, Pa. They ask FCC to permit them to intervene in hearing on Ch. 18 Elmira satellite application filed by owners of WSyr-TV, Syracuse (Ch. 3). WTVE started in June 1953, carrying NBC programs, but left air in fall of 1954 when antenna and tower were destroyed by hurricane (Vol. 10:45). Reconstruction is now under way, according to petition. WTVE objects to satellite as unfair competition, complains that it would deprive WTVE of network affiliation inasmuch as WSyr-TV is NBC basic. WTVE also has asked for shift to Elmira's new Ch. 9, being sought by owners of Rochester's time-sharing WHEC-TV & WVET-TV (Ch. 10).

CBC has been allotted \$25,167,825 as its budget for fiscal year beginning April 1, down from estimated \$26,114,470 being spent in current fiscal year. It's anticipated that excise tax on TV & radio sets will yield \$17,000,000 in upcoming fiscal year, down by \$1,000,000 from current year. No breakdown was given for TV, but *N. Y. Herald Tribune* story from Ottawa quoted CBC officials as saying that spending for TV exceeded revenues by \$5,000,000 in current fiscal year.

Property rights question in community antenna operations has been raised by WFAA-TV, Dallas & WBAP-TV, Ft. Worth, which have asked TV Inc., cable operator in Tyler, to cease using Ziv and MCA-TV programs they carry. Ziv once threatened litigation against Reno, Nev. system, later dropped objections.

Robert E. Kintner, ABC pres., designated NARTB Keynote award winner for 1956, will deliver keynote speech at NARTB convention April 15-19 in Chicago.

### Map of TV Cities & Network Routes

**B**ROUGHT UP - TO - THE - MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (No. 22), the Spring-Summer edition now in the mails to our full-service subscribers. Map shows all stations in operation or expected to be operating by end of March (U. S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by engineers; all station-owned microwave links and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1; 10 copies, \$7.50; 25 copies, \$12.50.

**Signs of the TV times:** Westinghouse, which claims its 4 TV and 5 radio stations do more business than Storer's 6 TVs & 7 AMs (Storer's 1954 gross: \$17,736,531), reports record 1955 sales, with over-all gross up 47.7% over 1954. Pres. Don McGannon says TV increase was 61.1%, while radio stations' local sales went up 13.5%, national spot up 10.4% . . . CBS-TV Film Sales gross volume increased 90% in 1955 to achieve better than \$7,000,000, reports v.p. Leslie Harris . . . Ziv-TV's own production program for 1956 amounts to \$12,000,000, and it's expanding also in rentals of its 7-stage Hollywood lot to independent TV & film producers . . . Daytime TV advertisers are on increase, according to report by H-R Television v.p. Frank Pellegrin, showing 1955 users of daytime spot on one or more H-R stations increased 83.3% over 1954, buying 115.8% more spots; also, that daytime program sponsorships were up 57%.

Wilbur Clark, operator of Las Vegas' famed Desert Inn, will be 50% owner of projected 24-hour KSHO-TV, Las Vegas (Ch. 13), according to application filed this week by CP-holder Moritz Zenoff. Clark is paying \$50,000 for his share, with Zenoff committed to contribute additional \$50,000, if needed, besides expenditures he has made thus far. Zenoff, expecting to get on air in late March, wrote FCC: "Additional investment into the station would mean I could immediately do [what] I planned to do as time moved on—installing live cameras, mobile units . . ."

**Indictment against UAW** for using union funds to pay for programs presenting Democratic candidates over Detroit's WJBK-TV in 1954 election campaign (Vol. 11:30) was dismissed this week by Detroit Federal Judge Picard, who said union's actions were not illegal under Corrupt Practices Act. Auto workers union had claimed that sections of the law which bar labor unions from making contributions in connection with electioneering of U. S. Senator or Congressman were unconstitutional.

**First police TV network** is in the works. Ohio highway safety director U. C. Felty consulted with FCC Chairman McConaughy this week, outlining plans for microwaving TV signals among major cities for purpose of sending pictures of suspects, forgeries, fingerprints, clues, etc. Many state police depts. have discussed TV, but Ohio's is closest to applying for microwave facilities.

Ex-Gov. Francis P. Murphy is selling WMUR (5-kw D, 1-kw N, 610 kc, ABC) to devote full time to his WMUR-TV, Manchester, N. H. (Ch. 9), according to application filed this week. Buying station for \$150,000 is new Northeastern Bestg. Corp., 100% owned by Madeline M. Girolimon (insurance business), with Warren H. Journay, ex-gen. mgr. of Manchester's WKBR, holding option to acquire up to 32%.



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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — February 11, 1956

**TV ACCOUNTED FOR 11.1%** of advertising expenditures in all media in 1955, up more than 25% in year. Table shows it's strong third-ranking medium (pp. 1 & 16).

**UHF-VHF ALLOCATIONS "ANSWER"** still not in sight, as Senate hears more FCC testimony and industry files some 300 "reply comments" (p. 2).

**COMPLAINTS ABOUT COMMERCIALS** heard again, as dries and others rally forces for censorship attempt; Senators Magnuson & Monroney hit radio advertising (p. 4).

**SUBSCRIPTION TV** pushed as uhf salvation, blasted at N. Y. City Council hearing, readied for tests on wired community antenna systems (p. 4).

**TELEVISED "TOWN MEETING"** debates between Presidential candidates urged by Democratic Chairman Butler, who asks GOP to support equal-time changes (p. 5).

**COURT'S TAMPA DECISION**, sustaining FCC, emphasizes wide discretion enjoyed by commissioners in choosing grantees; WAPO gets Chattanooga Ch. 3 (p. 8).

**DIVERSIFICATION POLICY** attacked by 2 Congressmen, backing bill to ban FCC "discrimination" against newspapers; Harris urges redrafting (p. 8).

**FEATURE FILM** programming increasing in importance, 63% of film buyers report; sales of quality movie packages proceed briskly for new high sums (p. 9).

**QUEST FOR COMPACTNESS** centers on 8-in. & 14-in. sets, 110-degree tubes. RETMA due to approve radiation seal. 1955 retail TV sales: 7,421,084 (p. 10).

**MAGNAVOX-SENTINEL PURCHASE** negotiations still on, with decision expected within month. Pres. Freimann explains Spartan merchandising plans (p. 12).

**ENGINEER SHORTAGE** more than ever electronics' biggest problem, with the heaviest recruiting-&-raiding drive planned for March IRE convention (p. 13).

**HALLICRAFTERS MERGER** into Penn-Texas Corp. explained to stockholders; CBS Inc. earnings at new high in 1955; other financial reports (p. 14).

**STORER 1955 PROFIT** to exceed \$4,000,000 after taxes, with 82% of business now coming from its 7 TV stations, reports exec. v.p. Lee Wailes (p. 14).

**OPTIMISM ABOUT COLOR** shown by newsmen in reports on RCA's Bloomington production; surveys of set makers point to last-half groundswell (p. 15).

**NOT MANY NEW STARTERS** listed for next 10 weeks as equipment shipments drop to mere trickle. List of stations due. Report from Canada (p. 9).

**COMBINED TV NETWORKS** achieve \$406,899,059 billings in 1955, reports PIB, with CBS & NBC both going to record monthly highs in Dec. (p. 16).

**ONE OF EVERY 9 AD DOLLARS WENT INTO TV:** It's definite now -- that TV's share of the 1955 national advertising expenditure of \$9,029,000,000 exceeded \$1 billion, thus keeping it the third ranking medium after newspapers (\$3.07 billion) and direct mail (\$1.27 billion). This, in TV's 10th year -- 7th year that it has been used to any appreciable extent as an advertising medium (see table, p. 16).

Whereas we calculated in our year-end accounting (Vol. 11:53) that TV would amount to \$1,050,000,000 in 1955, preliminary estimates prepared for Printers' Ink by the McCann-Erickson research dept. put the figure at \$1,005,000,000. TV total is broken down thus: network, \$520,000,000; spot, \$265,000,000; local, \$220,000,000.

[Our estimates, based on careful checks with the industry's best authorities, were network, \$525,000,000; spot, \$275,000,000; local, \$250,000,000. The figures are for time, talent, production -- everything the advertiser actually spends.]

Thus TV took 25.1% more of the advertisers' dollar in 1955 than in 1954, with network up 24.4%, spot up 29.1%, local up 21.9%. And TV accounted for 11.1% of the total advertising expenditures in all media, which ran 10.6% ahead of 1954.

Radio's total 1955 take is put at \$545,000,000 by McCann-Erickson, down 3.5% from 1954. Network radio fell to \$90,000,000, or 21.4% below 1954; spot held tight at \$135,000,000, down a mere 0.3%; local went up to \$320,000,000, gain of 1.6%.

Newspapers gained 13.9% (national volume up 18.1%, local up 12.6%). Direct mail gained 5.6%, magazines 8.3%, farm papers 5.3%, outdoor 3%.

It's noteworthy that local radio exceeded local TV (\$320,000,000 as against \$220,000,000) -- but that's explained by fact that there are nearly 3000 AM stations and some 550 FMs vs. only 462 TV stations.



The McCann-Erickson figures are accepted by the advertising fraternity generally as authoritative. They update table on Advertising Volume in U.S. by Media, 1946-55, published on p. 24 of TV Factbook No. 22, just released. Accordingly, we have revised the 10-year table and publish it on p. 16 herewith; it can be clipped and pasted over your Factbook table, if desired -- but it should be borne in mind that 1955 figures are preliminary and subject to final revisions later this year.

Note: 1955 PIB figures on network TV billings (time only) were also released this week, and will be found on p. 16; these are gross figures, before discounts, commissions, etc. and do not purport to cover anything but time sales.

**ALLOCATIONS OUTCOME AS UNCERTAIN AS EVER:** Feb. 8 has come and gone, industry has filed some 300 "reply comments" making stack of paper a foot high, FCC members have trudged to Capitol Hill for another session with Sen. Magnuson's Interstate Commerce Committee -- and magic solution to allocations problems is still nowhere in sight.

In handling industry controversies, FCC usually can spot the public interest considerations with fair degree of clarity -- but this time the Commission finds it virtually impossible to see whether one recommended change is better than any other or whether it's superior to maintaining the status quo.

Even the question as to when Commission will finally conclude the whole business is lost in the mists. Sen. Magnuson polled members for their views this week, got these responses: McConnaughey -- "I'd hope we could come to some conclusion in 3-4 months." Webster -- "I think more than 6 months; at least a year." Hyde -- "Could make constructive changes in much less time; 6 months should be enough, but a lot depends on the approach taken." Doerfer -- "If we don't depart from the 6th Report, we could clean it up in 30 days." Lee -- "My estimate is under a month." Bartley -- "By first of June." Mack ventured no estimate, said: "A major rule-making like the 6th Report should be continued until we change it." Magnuson said he'd hoped for answer before Congress leaves -- in June or July.

All-day sessions of Magnuson committee are scheduled Feb. 20-21, presumably to wind up FCC testimony. Then, 4 all-day sessions are planned for Feb. 27-March 1, during which, Magnuson said, "we expect to have representatives of the industry and the general public present and they will be asked to express their views on all relevant aspects of the problems...The Committee is interested among other things, in the uhf and vhf problems, allocations in general, subscription TV, educational TV, network practices, service to smaller communities and FCC procedures."

\* \* \* \*

The floundering of the Senate hearing was apparent to anyone sitting through it. Senators ask questions, don't know enough about subject to follow up. A spirit of good-natured futility pervades the proceedings. If Congress is to be of any assistance in clarifying the issues, it will have to change procedures. Answer may be to permit questioning by staff, which has steeped itself in the subject.

This week's hearing was in many respects a repetition of the last session (Vol. 12:4). Sen. Magnuson wants a quick decision, one way or the other. Sen. Pastore (D-R.I.) wants deintermixture, particularly to get 3 vhf channels into Providence, for which he says he'll "fight until the cows come home." Other Senators demonstrate similar politically-hep provincialism.

There was considerable talk about slowness of FCC procedures, Sen. Monroney (D-Okla.) stating that many govt. agencies "are muscle-bound while attorneys get fat fees." FCC Chairman McConnaughey thanked Committee for amending protest rule, and Monroney said: "Tell us what you need and we'll try to unmuscle-bind you some more."

Monroney asked if development of a cheap uhf converter could be speeded by FCC research. FCC chief engineer Edward W. Allen responded: "It's not very practical for the FCC to undertake, principally because it involves tube development -- a very costly thing. Recently, one tube of great promise was developed. Once the tube is available, we can assist in circuitry." He was referring to GE's new ceramic tube (Vol. 11:42). Monroney asked whether there's any "foot-dragging" in the industry. Allen replied: "I don't see any. There's diligent work, I believe. The solution is mainly tube and transistor development."



Magnuson presented this question: "You all agree that the objective is to keep both vhf and uhf alive?" The commissioners answered affirmatively.

When asked about deintermixture, Doerfer stated: "If we embark on deintermixture, we should do a bold job. Move some vhf's to uhf in big cities. Our objective should be to make intermixture work for the next 50 years."

Senators wandered into variety of problems. Magnuson noted complaints about AT&T network charges, said he'd get into that later. He began to question about the illegal boosters and uhf translators (Vol. 12:2), said that would also be explored. Pastore & Monroney deplored shortage of local stations, which forces political candidates to pay big rates in big cities to reach their home districts.

And thus it went -- hence our prediction (Vol. 12:4) that the Senators are "unlikely ultimately to try to tell FCC what to do" because "problem is too complex and pressures are too diverse."

\* \* \* \*

There is little new in mass of reply comments filed this week. Perhaps most notable feature is vigor with which vhf stations urge FCC not to promulgate cures worse than the disease. Most of CBS's comments are devoted to documenting that position. It states that if radii of vhf stations is cut down from 75 to 50 miles, some 3,000,000 families would lose all service -- even though number of "station points" needed to serve nation would increase from 220 to 280.

ABC urges "immediate" and "interim" relief in form of deintermixture and vhf mileage cuts to give major markets at least 3 competitive services. This time, it also offers specific proposals for specific markets.

RCA-NBC limited itself to 3-p. comment, pressing for preservation of uhf; retention of allocation plan; cautious experimentation with DA's, cross-polarization and other technical devices before considering their use. "Care should be taken," it states, "to be sure that in endeavoring to obtain greater utilization of the vhf channels that an overall degradation of service does not result." It also urges authorization of uhf boosters and raising uhf ceiling to 5 megawatts.

Storer enlarged on its deintermixture proposals, listing 25 "basic uhf markets" in which 20,765,866 people would "rely on uhf" if its ideas are adopted. It proposes that markets with one vhf or with uhf-only stations be kept that way, and it recommends that vhf rules & standards be left unchanged.

\* \* \* \*

Even Commission staff, which generally holds strong views in one direction or another, seems to have no clear-cut recommendations. Here's a distillation of some of their thinking:

An all-uhf plan is impractical. If it didn't stand a chance when there were only a few stations and a few million sets, what chance does it have now? "Squeeze-in" vhf stations, through mileage & power cuts, etc., hold grave danger of creeping interference that could gradually degrade the whole service. New vhf channels, from military, would have the same problems of conversion that plague uhf. As for DA's, cross-polarization and similar innovations, no one has come forth with technical data to show they'd actually work the way proponents say they will. Deintermixture? What does it mean? How far would you go with it? Keep vhf CPs or ungranted vhf's from starting? Move vhf's in 1-vhf markets to uhf? In 2-vhf markets? Where would you stop -- and how would you justify it? And would legal tangles permit you to do it in time to do any good? Actually, on the basis of the record, you could make a case for the status quo at least as good as that for changes.

\* \* \* \*

Next step is by no means clear. In its original notice of rule-making, FCC indicated there'd be another go-around if change in policy means that channels will be shifted. Many of those filing comments this week said they're withholding specific proposals until that stage is reached. At FCC, there's some thought that another phase might be avoided only if allocation plan is dropped altogether -- and there doesn't seem to be too much enthusiasm for that.



**'OVERCOMMERCIALISM'—FAIR GAME AGAIN:** It's open season on commercials once more -- with recurrence of old rumblings that "something ought to be done" about advertising on the air. Though this week's attacks centered more on radio than TV, both media are actually in the same boat so far as govt. regulation is concerned.

Criticism of programming and commercials is a healthy thing -- usually leading to improvement. But criticism coupled with demands for censorship -- or something closely related to it -- can be dangerous. Last serious censorship drive was headed off by NARTB's self-regulation code, which now has achieved acceptance and stature. But ominous new rumblings are being heard from Congress and critics.

Radio advertising took a drubbing this week from Senators Magnuson (D-Wash.) and Monroney (D-Okla.) at the TV hearings by Magnuson's Interstate Commerce Committee (see also p. 2), while FCC Chairman McConnaughey was on the stand.

"The public is getting bilked," Magnuson charged, by "fantastic offers" and "gimmicks" in radio commercials. "The Federal Trade Commission has the right, duty and responsibility to go directly to the manufacturer." He said he has written FTC asking whether it monitors commercials and whether it needs more funds to check on-air commercials for "possibly false and fraudulent advertising."

Monroney's complaint was aimed at over-long commercials. "Since TV came in," he said, "I've noticed a loss in the entertainment value of radio. It's more commercial and the commercials are driving people from radio...If you get 3 minutes of entertainment in a 15-minute program you're lucky."

McConnaughey pointed out FCC has no censorship powers, can consider over-commercialism only as part-&-parcel of station's over-all performance when license renewal time comes. "That's the death sentence, isn't it?" asked Monroney. But he indicated he felt that some other sanction should be used to curb commercials.

Open plea for censorship powers has been made on House floor by Rep. Heselton (R-Mass.), author of bill directing FCC to set limits on TV-radio advertising time. Aroused by a newspaper review of an "overcommercialized" TV movie presentation, he recently termed industry's self-regulation attempts a failure and demanded assurance that FCC will "take effective action to bring an end to these abuses" (Vol. 12:3).

Drive to push censorship in through the back door -- via the long-fermenting bills to ban beer & liquor advertising on the air -- will result in 2-day hearings next week by both Senate & House Interstate Commerce Committees. Encouraged by their recent victories in pushing new prohibition laws at county and local levels, drys now feel they have the power to succeed in this big national campaign.

\* \* \* \*

No responsible broadcaster can quarrel with Sen. Magnuson's determination to see that FTC is fully equipped to ferret out fraudulent advertising claims, whether on the air, in newspapers or on matchbooks -- but legislation to dictate what types of advertising, and how much advertising, may be carried on TV-radio stations can only open the gates to laws also dictating programming policies.

**S**UBSCRIPTION-TV proponents were pleased to be back in the news this week. Stimulated by FCC Comr. Robert E. Lee's recommendation to Senate Commerce Committee that pay-TV be explored as panacea for uhf ills (Vol. 12:4), Zenith filed comments in allocations rule-making, stating: "Procrastination in approval of subscription TV will mean the loss of any chance for the economic salvation of broadcasters who are now facing bankruptcy." In same rule-making, ABC, CBS and theatres' "Joint Committee" blasted Zenith for trying to interject toll issue into allocations matter.

In New York, meanwhile, toll-TV promoters decided to boycott City Council's Feb. 8 hearing on anti-pay resolution introduced by Council pres. Abe Stark. But 13 other witnesses bitterly excoriated subscription-TV idea, backing Stark's charges

that toll-TV is being pushed by "a small group of self-seeking monopolists" who are "attempting to destroy free TV viewing in the U. S." Most witnesses were top N. Y. labor leaders. One industry witness was CBS v.p. Louis Hausman, who said adoption of toll TV would be a "betrayal" of 4,000,000 N. Y. families who had paid over \$1 billion for their sets. He said it would be comparable to putting pay turnstiles in city parks and libraries and would "reduce to second-class citizens those who cannot afford to pay for their TV programs, creating a brand-new caste system in TV viewing."

Skiatron, Telemeter & Zenith, through Skiatron counsel James M. Landis, complained that Council isn't proper forum for subject; that FCC has jurisdiction; that they needed 6 weeks to prepare for Council hearing but were refused extension. Stark snorted that proponents were afraid to come forward; that they've had plenty of time to prepare, since resolution has been pending about year.

Letters-to-editor column of *Wall St. Journal* has been



carrying a lot of hot argument on pay-as-you-see lately, following Zenith pres. E. F. McDonald's Jan. 20 letter which stated that subscription TV may provide the only means for supporting independent stations. Theatre exhibitor spokesmen Alfred Starr and Trueman T. Rembusch this week wrote long letter concluding: "And why should the public pay for something which they are now getting free, especially when their free TV entertainment cannot be bettered?"

Wrote Lawrence H. Rogers II, v.p.-mgr. of WSAZ-TV, Huntington, W. Va.: "Suffice it to say that the situation which Mr. McDonald views with so much alarm couldn't be so terribly bad when you consider that in the short space of 8 years, better than 96% of the homes of the U. S. have been brought within reach of a usable TV signal and better than 70% of all the homes in the U.S. have equipped themselves with a TV receiver. The service being received by some 35,000,000 families couldn't be so bad when you consider that responsible research by TvB reveals that the average TV family in the U.S. views its set a total of 4 hours and 57 minutes per day."

Jerrold Electronics Corp., community antenna operator and equipment maker, which last fall said it would start wired pay systems in several communities this spring (Vol. 11:37), says it still plans April-May start. Communities aren't revealed, but it's assumed that Jerrold-owned system in Key West, Fla., Ukiah, Cal. & Dubuque, Ia. are candidates. Attesting to Jerrold's seriousness is fact that ex-telecaster Leon Papernow (KFSD-TV, San Diego) is joining Jerrold to head pay-TV & special projects.

All-out fight for free access to courtrooms was waged by TV-radio industry this week as its representatives argued in Denver before Colorado Supreme Court in an inquiry into Canon 35 of American Bar Assn. which bans microphones and cameras from court proceedings. Many of industry's weapons were electronic: (1) P. A. Sugg, exec. v.p. of WKY-TV, Oklahoma City, showed filmed interviews with Oklahoma judges. District Judge Clarence Mills described televised trials as "an extension of the right of a free press," and presiding Judge Dick Jones of Okla. Criminal Court said murder trials in his court had been televised twice, urged relaxation of Canon 35. (2) To demonstrate nonobtrusiveness of TV, entire session was "televised" via closed-circuit. (3) News director Ken Wayman, of Sioux City's KTIV, showed films of televised murder trial at Lemars, Ia. and read letters from judge, attorneys & others praising coverage. (4) Radio broadcasters demonstrated "invisible" mikes and pocket transmitters. Testifying for NARTB, former chairman-pres. Justin Miller related technical advances in TV-radio since Canon was adopted in 1937, described recent televised Okla. & Texas murder trials and pleaded for balance between principles of fair trial and freedom of information.

Live TV-radio coverage was barred for Md. House of Delegates committee inquiry into Baltimore transit strike starting Feb. 13, drawing protest from NARTB pres. Harold E. Fellows, who wired committee chairman that exclusion "contravenes policies of numerous other public bodies . . . which have recognized the value of and admitted to their proceedings this newest means of reporting to the people."

Two community antenna systems being installed by RCA, in Victoria and Paris, Tex., are nearing completion. Both are in partial operation, owned by Mid-West Video Corp., Little Rock, Ark. Victoria setup has 500-ft. tower, 24 receiving antennas; Paris has 550-ft. tower, 32 antennas.

Community antenna system in Tonopah, Nev. is using signal of KRON-TV—285 mi. away—according to station. It reports that engineers installing system believe distance is greatest involved for any community TV pickup.

**T**ELEVISED DEBATES between presidential nominees of the major parties were urged by Democratic chairman Paul M. Butler in letter this week to GOP chairman Leonard Hall, following Butler's testimony before House Interstate Commerce subcommittee urging changes in equal-time laws to permit "electronic Lincoln-Douglas debates" as proposed by CBS pres. Frank Stanton (Vol. 11:22 & 12:5). He urged Hall to join him in persuading Congress to change the law.

Appearing before the committee, Butler supported HR-6810, which would exempt candidates' appearance on news and forum shows from equal-time provisions, but he requested amendments to bar stations from discriminating between candidates of major parties and to safeguard rights of important parties other than Democratic and Republican. To achieve latter, he suggested that any party whose candidate received a fixed minimum percentage of the vote at last election, or which can produce a given number of signatures on a petition, be considered a "major party" within meaning of bill.

Subcommittee members seemed worried as to how the bill would affect candidates for local and Congressional offices. Rep. Hale (R-Me.) suggested limiting bill to presidential candidates—a proposal which, if adopted, could inject new life into the bill which doesn't seem to stand a chance as now written.

NARTB took no stand on the "Lincoln-Douglas" bill, but its chief attorney Robert L. Heald appeared to state its views on other political legislation. He urged enactment of HR-4814, which would relieve stations from civil liability for defamatory statements made on air by candidates. He explained that 36 states already have such legislation, but "state remedial action is slow; Federal legislation is the only practical remedy."

This started discussion about states' rights, Rep. Dolliver (R-Ia.) pointing out that this would be first Federal law relating to libel. Chairman Harris (D-Ark.) wondered if it wouldn't "be better to prevail upon the other 12 states to do something about it."

Heald said NARTB favors objectives of HR-3789—which would deny political equal-time rights to persons convicted of treason or who are members of subversive groups—but opposed the bill because determination of whether or not a person is member of such a group would place "undue burden" on broadcaster. Rep. Rogers (D-Tex.) suggested bill be amended to require filing of non-subversive affidavit by politicians who want to use air time, and Heald replied, "Yes, this is exactly the type of thing we have in mind."

Magnetic sound 16mm film for TV came closer this week as Society of Motion Picture & TV Engineers announced availability of 400-cycle magnetic signal level test film—termed by exec. secy. Boyce Nemece "the most important foundation stone for the performance measurement of 16mm magnetic sound." The test film provides absolute reference for level of magnetically recorded signal and will be used by 16mm equipment & sound recording industry as basis for determining amplification, for frequency response calibration, for over-all system evaluation of 16mm magnetic recorders & reproducers. Added Nemece: "With this job done and with the Society's sound subcommittee nearing agreement on the distance between picture and accompanying sound on 16mm magnetic prints, we should very soon see 16mm films with magnetic track come into wide TV station use." Test film is available from SMPTE, 55 W. 42nd St., New York 36, for \$20 in lengths of 100 ft.



**Personal Notes:** Jack Watson, ex-ABC stage mgr., named operations director of ABC western div., succeeding Dick Marsh, resigned . . . Donn B. Tatum, ex-ABC-TV, now production-business mgr. of Walt Disney Productions, Hollywood . . . Alfred K. Berry, CBS-TV exec. administrative asst., N. Y., joins RKO as director of studio relations, serving under exec. v.p. Charles L. Glett, also ex-CBS-TV . . . Bob Quinlan, exec. producer of KNXT, Los Angeles, named CBS-TV director of news & special events programs, N. Y. . . . Jack L. Barton promoted to NARTB mgr. of station relations, replacing Wm. K. Treynor, now stations sales mgr. of Teleprompter Corp., N. Y. . . . Melvin A. Goldberg, onetime exec. secy. of UHF Industry Coordinating Committee & DuMont research director, appointed research director of Westinghouse stations . . . Arthur M. Ehrlich, ex-TV-radio director of Abbott Kimball agency, recently with MacManus, John & Adams, appointed associate producer of NBC-TV's *Home*, supervising all studio operations . . . H. Jeff Forbes, ex-pres. of Forbes & Assoc. Inc., Richmond, joins WNAC-TV, Boston, as supervisor of special film projects . . . Leon Papernow, ex-KFSD-TV, San Diego, joins Jerrold Electronics Corp., Philadelphia, in charge of special projects including subscription TV, closed-circuit systems, etc.; Max Kraus is promoted to asst. to pres. Milton J. Shapp . . . Wm. Firman, from Chicago office, named mgr. of CBS Radio Detroit sales office . . . Joe Costantino promoted to program production mgr., KEYT, Santa Barbara, Cal., succeeded as sales promotion & adv. mgr. by Rick Barrett; Mary Ann Casey promoted to program operations mgr., Thomas C. Chase to regional sales mgr. . . . John Esau, ex-Okla.-Ark. broadcaster, ex-pres. of KTVQ, Oklahoma City, who joined *Television Age* last May as gen. business mgr., has resigned to open consulting-public relations firm, John Esau & Co., Suite 1601, Graybar Bldg., N. Y. . . . Robert D. Levitt, ex-publisher of Hearst's *American Weekly* & *Puck*—*The Comic Weekly*, joins Screen Gems as national sales director, reporting to sales v.p. John H. Mitchell . . . Elihu E. Harris, ex-Screen Gems, named TPA adv. director . . . Donald W. Coyle promoted to ABC-TV director of sales development & research, Dean Shaffner for radio . . . George M. Burbach, gen. mgr. of KSD-TV & KSD, named "Boss of the Year" by Women's Advertising Club of St. Louis . . . Klaus Landsberg, gen. mgr. of KTLA, Los Angeles, and Janice McDonald will be married Feb. 14 . . . Buck Long to head new Milwaukee office of MCA-TV.

Judge Justin Miller's resignation from U. S. Advisory Commission on Information was accepted this week by President Eisenhower, and new name is expected to be submitted to Senate shortly—presumably another top figure from the broadcasting-televesting industry. Now in retirement in Los Angeles, the ex-pres. of NARTB also automatically relinquishes chairmanship of broadcast advisory committee of U. S. Information Agency headed by Ted Streibert, ex-Mutual & WOR. Top-level Advisory Commission is headed by Prof. Mark May, Yale, and includes Sigmund Larman, pres. of Young & Rubicam; Erwin Canham, editor, *Christian Science Monitor*; Philip Reed, chairman, GE. Broadcast advisory committee, which consults on Voice of America and TV activities of USIA, includes Robert T. Colwell, of Sullivan, Stauffer, Colwell & Bayles; Prof. Donley E. Fedderson, Northwestern U; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV & KPRC, Houston; Henry P. Johnston, WABT & WAPI, Birmingham; Frank L. Marx, ABC; Joseph A. McDonald, NBC; Howard S. Meighan, CBS.

Phil Alampi, farm & garden editor of WRCA-TV & WRCA, N. Y. has been appointed Secy. of Agriculture of New Jersey, but will remain with stations until his contract terminates next July.

**ADVERTISING AGENCIES:** Richard K. Manoff, v.p. of Kenyon & Eckhardt and chairman of its marketing plans board, forms Richard K. Manoff Inc., 40 E. 49th St., N. Y., to handle \$2,000,000 Welch Grape Juice account recently relinquished by Kenyon & Eckhardt to make room for Pepsi-Cola . . . Jack C. Byrum, ex-Biow-Beirn-Toigo, named Kenyon & Eckhardt v.p. & senior account exec. for field operations . . . Wirt McClintic Mitchell, ex-senior v.p. of Lennen & Newell, joins Geyer Adv. as v.p. in charge of all creative depts. . . . Myers B. (Bud) Cather, co-owner of McHugh-Cather Adv., Los Angeles, joins Grant Adv. as v.p. in charge of Dodge account . . . Monte Starkey named supervisor of Revlon account, BBDO, N. Y. . . . Fred Wilmar named media director, J. Walter Thompson Co., San Francisco, replacing Charles Emerick, now asst. to pres. of Foster & Kleiser Adv., San Francisco . . . Margery Kerr named TV-radio casting director, Young & Rubicam, N. Y. . . . Lois Landauer promoted to director of TV-radio dept., Wendell P. Colton Co., N. Y. . . . Edgar R. Emery promoted to v.p., Dowd Adv., Boston, serving in food & beverage div. . . . Wm. J. Lyons named TV-radio production director, Dowd, Redfield & Johnstone . . . John M. Forney Jr. promoted to v.p. & TV-radio director, Robert Luckie & Co., Birmingham . . . S. Dave Babbitt, ex-Ted Bates & Co., named TV-radio production director, Pacific National Adv., Portland, Ore. . . . Lawrence D. Benedict, from N. Y. office, promoted to v.p. of Dancer-Fitzgerald-Sample, now handling L&M filter cigarettes; Cunningham & Walsh continues handling Liggett & Myers' Chesterfields and institutional ads . . . Norton T. Gretzler, ex-NBC & ex-WSYR-TV, Syracuse, appointed TV-radio producer with Ketchum, MacLeod & Grove, Pittsburgh.

Final brief in Edward Lamb license renewal case was filed this week by the Toledo broadcaster's attorney, ex-U. S. Attorney General J. Howard McGrath. It requested quick action by FCC to uphold examiner Herbert Sharfman's favorable initial decision (Vol. 11:50) without oral argument. Short document took issue with Broadcast Bureau's contention that Sharfman should have placed burden of proof on Lamb rather than on Bureau (Vol. 12:4), but added that no matter where burden was placed it would have made no difference in decision based on the evidence.

Agency Representatives Inc., 113 W. 57th St., N. Y. has been formed to supervise TV commercials for out-of-town adv. agencies, first client being Clinton E. Frank Inc., Chicago, for supervision of its clients' commercials on Arthur Godfrey, Perry Como & Garry Moore shows and on *Valiant Lady*. Organizers are Lee Davis, ex-ABC; Jack Miller, Keeshan-Miller Enterprises (*Captain Kangaroo*); Marvin Josephson, ex-CBS legal staff who heads Broadcast Management Inc.

Francis E. Almstead, engineering member of N. Y. State Education Commissioner's advisory committee on educational TV, named special consultant on educational TV for State Education Dept., which has asked Legislature for \$975,000 to finance various forms of educational TV development, including pilot station and closed-circuit.

Robert Gurvitz, ex-Grant Adv. and Cecil & Presbrey, named to newly created post of mgr. of TV-radio public relations, N. Y. Stock Exchange.

Gerrit J. (Gary) De Vlieg, veteran engineer of radio WMAQ, Chicago, who handled NBC's *National Farm & Home Hour*, died Jan. 29 at Highland Park, Ill. He is survived by widow, 3 daughters.

Reginald H. Rollinson, 48, sales mgr. of Quality Radio Group & onetime v.p. of Spot Representatives Assn., died Feb. 4 of heart attack at N. Y. home.



**Station Accounts:** Lenten promotions starting week of Feb. 13: Minute Rice, thru Young & Rubicam, N. Y.; National Biscuit Co. & Norwegian Cannery Assn., both thru McCann-Erickson, N. Y.; Morton Frozen Foods (macaroni, cheese), thru Ted Bates & Co., N. Y. . . . Dodge allocates 25% of its ad budget to TV-radio, including heavy 6-week spot campaign starting Feb. 13, thru Grant Adv., Detroit . . . RKO Pictures to buy spots on 50 TV & 300 radio stations starting in latter Feb. to promote *The Conqueror* movie, thru Foote, Cone & Belding, L. A. . . . National Shoe Institute, maintained by leading shoe manufacturing associations, with headquarters at 342 Madison Ave., N. Y., plans all-media campaign, thru Edward Gottlieb & Assoc., N. Y. . . . Charboneau Packing Corp., Selah, Wash. (Tree Top apple juice & cider) plans big daytime TV spot campaign on west coast starting next month, thru Miller, Mackay, Hoeck & Hartung, Seattle . . . Cities Service Co., pioneer network radio sponsor, which recently disclosed plans to drop out of radio after 29 years, buys Ziv's *Man Called X* in several eastern markets, thru Ellington Adv.; Hamm Brewing Co. buys program in several north central markets, thru Campbell-Mithun; Piel Beer & General Cigar co-sponsor in Schenectady, thru Young & Rubicam . . . Rheingold Beer, pushing west coast expansion, now sponsoring at least part of 8 programs on KNXT, Los Angeles, most recent purchase being 30 min. of *Words About Music*, Sat. 11 p.m.-midnight, thru Foote, Cone & Belding, L. A. . . . Hudepohl Beer & Ford Dealers Assn. to sponsor 53 Cincinnati Redlegs games on WSAZ-TV, Huntington, W. Va., thru Stockton, West & Burkhardt, Cincinnati; Wiedmann Beer to sponsor Cleveland Browns football schedule on WSAZ-TV, thru Tatham-Laird, Chicago . . . Among advertisers currently reported using or preparing to use TV station time: Shaler Co., Waupun, Wis. (Shaler Rislone oil alloy), thru Walker B. Sheriff, Chicago; Parker Bros., Salem, Mass. (games), thru Badger & Browning, Boston; Marlowe Chemical Co., N. Y. (Fire Chief hand extinguisher), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Harold F. Ritchie, Clifton, N. J. (Eno antacid), thru Atherton & Currier, N. Y.; Carac Co., Freeport, N. Y. (Carac fertilizers & insecticides), thru C. M. Johnson & Assoc., Bethpage, N. Y.; Reed & Barton, Taunton, Mass. (silverware), thru Ogilvy, Benson & Mather, N. Y.; Wynn Oil Co., Azusa, Cal. (friction proofing compounds), thru Kennedy, Walker & Wooten, L. A.; Gund Mfg. Co., N. Y. (Walt Disney character toys), thru Ovesey & Straus, N. Y.; Paul Masson Inc., N. Y. (wine), Geyer Adv., N. Y.; Vermiculite Mfg. Co., Seattle (bricks), thru Standard National Adv., Seattle; Waikiki Biltmore Hotel, Honolulu, thru Roche, Eckhoff & Lee, L. A.; Bulova Watch Co. Ltd., Canada, thru McCann-Erickson (Canada) Ltd., Toronto; Minute Maid Corp., Minneapolis (Hi-C div.), thru J. R. Pershall Co., Chicago.

WABC-TV, N. Y., offers new "7-14" discount plan, whereby advertisers buying 14 or more spots 7 days a week on adjacencies to *Mickey Mouse Club* and *Afternoon Film Festival* can get discounts up to 50% on those purchases. Additional discount is offered for purchases of at least 13 weeks.

American Institute of Accountants, 270 Madison Ave., N. Y., in cooperation with Internal Revenue Service, has prepared 20-sec. & 1-min. TV cartoons, as well as 1 & 2-min. radio spots, to help taxpayers with their Federal income tax filing—good subject matter for March & April.

New reps: WGBI-TV, Scranton, to H-R Television (from Blair); WTOB-TV, Winston-Salem, to Venard, Rintoul & McConnell (from H-R Television).

New network affiliation: KARD-TV, Wichita, Kan. joins NBC May 1.

**Network Accounts:** ABC-TV will launch 3rd "Film Festival" series March 12, with weekly Mon. 9-10:30 p.m. series using J. Arthur Rank package of feature films—some of them repeats of *Afternoon Film Festival*, Mon.-thru-Fri. 3-5 p.m., and *Famous Film Festival*, Sun. 7:30-9 p.m. Like other 2 shows, new program will be sold to partic. sponsors . . . CBS-TV plans 90-min. drama, *Playhouse 90*, next season, Thu. 9:30-11 p.m.; General Foods, Bristol-Myer & Singer Sewing Machines, current sponsors of that time period, are offered first option . . . Lever Bros. buys Mon. 7:30-7:45 p.m. time period on NBC-TV for new variety show, as yet untitled, thru BBDO . . . Mullins Mfg. Co. (Youngstown Kitchens) to sponsor Tue. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting April 10, thru Brooke, Smith, French & Dorrance . . . Donahue Sales Corp. (Talon zippers) buys extensive spot campaign on NBC-TV's *Today*, *Home & Tonight* starting April 11, direct; Sperry & Hutchinson Co. (S&H Green Stamps) also buys *Today-Home-Tonight* schedule starting Feb. 14, thru Sullivan, Stauffer, Colwell & Bayles . . . Amana Refrigeration to sponsor Pacific Coast Conference basketball games on CBS-TV Pacific Network, thru Maury, Lee & Marshall, N. Y. . . . Gillette to sponsor Palm Beach golf tournament on NBC-TV Sun., Jan. 10, 4:30-5:30 p.m., thru Maxon Inc. . . . Ed Murrow's next *See It Now* show, dealing with Middle East crisis, is scheduled March 13 on CBS-TV, Tue. 8:30-10 p.m.; no sponsors signed yet . . . Ciba Pharmaceuticals to cancel *Medical Horizons* on ABC-TV, effective March 5, Mon. 9:30-10 p.m.

Official Films Inc. has bought Four Star Productions Inc. for 695,000 shares of Official Films stock. It thus gets second-run distribution rights to 192 TV films, consisting of 129 *Four Star Playhouse* dramas, 39 *Star & the Story* (*Henry Fonda Presents*), 24 *Stage 7*, and 25% profit participation in *Sheena*, *Queen of the Jungle*, as well as national & syndication sales rights to future *Four Star Playhouse* films and syndication sales rights to *DuPont Cavalcade Theatre*. Four Star was bought from actor-owners Dick Powell, Charles Boyer, David Niven & Ida Lupino. Four Star's production will continue under new Four Star Films, not owned by Official, but with which Official will have "co-production relationship."

First inter-city educational TV test project will be conducted next month by U of Illinois dentistry school under \$20,960 grant from W. K. Kellogg Foundation. Dental techniques will be demonstrated in Chicago on 4 dates beginning March 5 and carried by closed-circuit TV to dentists' sessions in Cleveland, Indianapolis, Milwaukee, Minneapolis, St. Louis & Chicago. Results will be checked by testing dentists who received the training on closed-circuit as well as those taking same course "live" and others taking similar course by telephone accompanied by appropriate film strip.

British commercial TV marches on: With ITA's second commercial station due to begin operation Feb. 17 at Lichfield, covering the Midlands, ITA chairman Sir Kenneth Clark announced that 1,430,000 sets have now been converted to receive the first commercial station, in London. London & Midlands (Birmingham) stations will be programmed separately, but much programming will be "networked" between the two. Next ITA outlet is due in May at Winter Hill, Bolton, Lancashire; fourth station will be at Emley Moor, Yorkshire, to go into service next Oct.

Off-air WACH-TV, Newport News, Va. (Ch. 33), adjudged bankrupt Jan. 23, won't be resumed, receiver Russell A. Collins informed FCC this week.

ABC key WABC-TV, N. Y. extends weekday schedule to 7:45 a.m. to 1 a.m.; it was formerly 8 a.m. to 11:45 p.m.



**D**ISCRETION OF FCC, in deciding among competitive TV applicants, was again upheld by Court of Appeals this week—as court affirmed Ch. 13 grant to WTVT, Tampa, Fla. If it wasn't apparent before, it should be obvious to every contestant by now that any case is lost unless at least 4 commissioners can be sold. Reliance on examiners' decision, recourse to courts, etc. are virtually meaningless. The commissioners are "it." This week's court decision is latest of series that make the point emphatic.

Much of appellant's argument in Tampa case was attack on WTVT principal W. Walter Tison for his past record of operating radio WALT. But, said court, FCC examined Tison's record carefully and came up with a conclusion that was "well within the bounds of permissible judgment." And court again stated:

"The Commission has been given wide powers of judgment. The Congress conferred upon the Commission the task and the responsibility of evaluating comparative claims of mutually exclusive applicants. So long as it observes all procedural requirements, considers the issues, reaches reasoned conclusions, and renders reasoned judgment, courts cannot superimpose their opinions upon these matters." Unanimous decision was by Judges Prettyman, Wilbur K. Miller & Danaher.

Another Commission decision was appealed to court by a uhf operator this week—this one FCC's split-decision grant of Fresno's Ch. 12 to KFRE (Vol. 12:2). Appellant KJEO, Fresno (Ch. 47), which had attempted to hold up Fresno decision until Commission considered deintermixture, charged grant was invalid because it "was made not on a determination of the comparative merits of the 2 applicants [KFRE & KARM] to serve the public interest as required by law, but for the purposes of avoiding a voting impasse on the part of the members of the Commission

**D**IVERSIFICATION POLICY of FCC in making TV grants came under blistering attack by 2 Congressmen at hearings this week of Harris subcommittee of House Interstate Commerce Committee. Appearing as witnesses before their committee colleagues, Reps. Heselton (R-Mass.) and Beamer (R-Ind.) plumped for passage of bill to bar FCC from "discriminating" against newspapers in making rules and grants—but after their testimony Chairman Harris (D-Ark.), co-author of the legislation, concluded that it "needs rewriting."

Wording of the bill is so obscure, Harris said, that it probably wouldn't change the practices of the Commission, which denies it discriminates against newspapers. FCC's comments in opposition to the bill last week (Vol. 12:5) were blasted by Heselton as "one of the most evasive specimens of ambiguity I have ever read." He said he has asked FCC for the complete record of decisions since 1952 which have involved newspapers, and asserted:

"There is discrimination and there will continue to be discrimination unless Congress speaks. The Commission doesn't want Congress to speak and I think the reasons are obvious."

Beamer, co-author of the legislation, also pointed a finger at FCC, quoting 1954 figures to show Commission denied 10 out of 12 newspaper applicants for TV grants in competitive cases. He staunchly defended newspaper operators as "knowing the business" of public information. Under questioning, he said he felt the bill would permit Commission to consider newspaper ownership in evaluating applicant's qualifications, but eliminate it as "the single factor in a decision." During the questioning, Rep. Wolverton (R-N. J.) expressed misgivings lest the bill

and to bring 'a needed and vital service' to Fresno 'without delay'—issues upon which appellant was wrongfully precluded from having been heard."

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FCC handed out 2 CPs, meanwhile, one via final decision granting Chattanooga's Ch. 3 to WAPO and denying WDOF, other being Ch. 29 uhf grant to Hagaman, N. Y., satellite of WROW-TV, Albany (Ch. 41). Satellite will have 251 kw. At same time, WROW-TV was granted power increase to 513 kw.

Chattanooga grant was as anticipated, Comrs. McConnaughey & Lee dissenting, Doerfer abstaining. Main reason for choosing WAPO was "clear superiority" in past broadcast record. WAPO is owned 50% each by Ramon G. Patterson and Will Cummings. WDOF is equally owned by Earl A. Winger and Norman A. Thomas. Lee's dissent was based on fact that WAPO principal Cummings has no broadcast experience; that Patterson's ownership in WAPO has varied between 20% & 100% in last 3 years, showing instability; that Judge Cummings is 85 years old and unlikely to contribute much to station, etc.

\* \* \* \*

FCC has cleared up uncertainty about uhf CPs—how long they'll be extended if stations aren't built—by announcing: "Except for those cases which will require separate consideration, applications to extend construction permits for uhf TV stations will be granted with an expiration date of July 16, 1956. As these applications are acted upon by the Commission, they will be reported in public notices."

Long impasse over Milwaukee's educational Ch. 10 is finally at an end. Wisconsin State Radio Council dismissed its application, leaving way clear for grant to local Board of Vocational & Adult Education. Ch. 7 grant in Redding, Cal. is also in prospect, now that Lincoln Dellar has dismissed, leaving Shasta Telecasters, partnership of Mayor George C. Flaharty and attorney Laurence W. Carr.

prevent the Commission from considering diversification of media at all. "I become a little concerned," he said, "when I see what happens when one group owns all avenues of communication in one area."

Cranston Williams, gen. mgr. of American Newspaper Publishers Assn., will be next witness when hearing resumes. Harris said he expected to conclude hearings after one more session, at a date to be determined later—probably week of Feb. 20.

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Parent company of WOAI-TV, San Antonio (Ch. 4), Southland Industries Inc., headed by pres. Hugh A. L. Halff, bought in 20% of its stock this week for \$980,000 following appraisal by Blackburn & Hamilton, brokers. Under will of late G. A. C. Halff, uncle of Hugh Halff, who with son owns 39%, Jane Sonnenthal Mayer, Helen Levy Rau, Ann Sonnenthal Stein & Frances Levy Russell each inherited 5% of Southland Industries, which they agreed to sell.

William W. Scranton, chief owner of WARM-TV, Scranton, Pa. (Ch. 16) has purchased 30% of off-air WTVE, Elmira, N. Y. (Ch. 24), which has applied for Ch. 9 assigned there and proposes to resume telecasting (Vol. 12:5). He paid \$20,000 for the interest. FCC this week approved transaction, as well as 2½% purchases of WTVE stock (for \$1500 each) by 4 local business men. Pres. T. K. Cassell and v.p. John S. Booth hold 30% each.

Application for educational Ch. 2 in St. Paul was filed this week by Twin City Area Educational TV Corp., local non-profit group headed by Loring M. Staples. Total of 137 applications (21 uhf) are now awaiting FCC action. [For details, see TV Addenda 22-E herewith.]



**Telecasting Notes:** New importance of feature films on TV is emphasized by National Assn. of TV Film Buyers survey covering buyers at majority of TV stations. As better features become available, some 63% of film buyers said feature films were increasing in importance in their markets. In feature-film buying, stations rated these considerations most important, in order: Quality, age, cast or star value, cost, distributor's reputation. In case of TV film, cost was No. 1 criterion, followed by quality, cast, rating and type . . . Re-runs were opposed by nearly half the stations surveyed by film buyers' group, majority favoring at least a year between runs of TV film series. About two-thirds opposed practice of trading time for film, 80% were against cutting in the distributor for a share of revenues derived from film sponsorship . . . Live-vs.-film dispute rages anew, with Jack Gould contributing definitive piece to Feb. 5 *N. Y. Times Magazine*. "Is live TV better than filmed TV?" he asks. "Surely there can be no serious doubt that it is." Principal reason, he argues, lies in the rapport or "intuitive awareness" between performer and viewer which can only exist in a simultaneous performance . . . "The basic trouble with TV shows on film," says Gould, "is the cockeyed concept of perfectionism that motivates their production"—to the point where contact with audience is lost. Gould does think film has place on TV, "which is to do those things that live TV cannot do as well." Among these he lists westerns, animal pictures, nature, etc. . . . Sales of quality feature films are booming, according to trade reports, with NTA now offering 10 Selznick pictures in its 40-film "TNT Package," which is said to have been sold in 15 markets for highest per-picture price ever paid for features . . . Rapidly expanding NTA going into production business for first time, having allocated \$250,000 for new shows in next 4 months . . . No station sales reported yet for Matty Fox's block of 740 RKO pictures, though trade rumors are again rampant regarding \$10,000,000 deal with International Latex Co. (owned by Stanley Warner Theatres). Contract would give Latex 10 spots a day for 5 years in 100 markets; Fox would accept the spot time from stations in part payment for the films . . . Republic Pictures' 75-film package of features for TV (Vol. 12:2) split into 2 packages—"Silver Group" of 24 films (7 of them starring John Wayne) and "Nugget Group" of 51 high-budget westerns . . . Perry Mason mysteries will be dramatized in 60-min. film series on CBS-TV next fall, CBS having acquired TV rights to 272 Erle Stanley Gardner stories . . . Kinescope museum in planning stage by N. Y. branch of Academy of TV Arts & Sciences; collection would include recordings of best live TV programs of every year, with daily showings to the public . . . Chet Huntley, west coast Peabody Award-winning commentator, signed to long-term contract by NBC, will be transferred to N. Y. . . . New courses added to daily *University of the Air* series on Binghamton's WNBF-TV: "Spanish Is Fun," "Family Finance," "Self-Knowledge Through Literature," "Search for Reality."

**Ratings dictate another time swap:** After rather tough battle with Jackie Gleason and 2 sponsors, CBS-TV cleared away the obstacles to switching Gleason's *Honeymooners* to Sat. 8-8:30 p.m., his *Stage Show* to 8:30-9 p.m., so that the stronger show gets an even start with NBC-TV's 8-9 p.m. *Perry Como Show*, beginning Feb. 18. It was third such switch this season, others involving *Phil Silvers Show & Navy Log* on CBS-TV and *Dragnet & The People's Choice* on NBC-TV.

**Negotiating with Warner Bros.** for 1000-film pre-1948 backlog, according to unsubstantiated trade reports, is Associated Artists Productions in addition to ABC-TV (Vol. 12:5). AAP reportedly has offered \$16-20,000,000 for outright purchase.

**SPRING CROP** of new-station starters doesn't look like a very bountiful one, judging from those who tell us they're getting ready to start as checked against records of equipment orders and shipments. So far this year, only 6 new stations have gone on the air. During rest of this month, only KPIC, Roseburg, Ore. (Ch. 4) and KINY-TV, Juneau, Alaska (Ch. 8) are scheduled.

Due to start in March: WDAM-TV, Hattiesburg, Miss. (Ch. 9); WDMJ-TV, Marquette, Mich. (Ch. 6); KETA, Oklahoma City (Ch. 13, educational). Due in April: KSHO-TV, Las Vegas, Nev. (Ch. 13); WITI-TV, Whitefish Bay-Milwaukee (Ch. 6); WRVA-TV, Richmond, Va. (Ch. 12). There may be others, on basis of court decisions upholding disputed FCC grants (see p. 8)—but they haven't reported their plans yet.

KPHL-TV, Hayes Center, Neb. (Ch. 6), satellite of KHOL-TV, Kearney, Neb. (Ch. 13), reported as starting Jan. 22 but delayed by weather (Vol. 12:3), finally got test patterns on air Feb. 9, reports gen. mgr. Jack Gilbert.

Only recent equipment shipment reported is 25-kw amplifier shipped by RCA to WTOK-TV, Meridian, Miss. (Ch. 11). From CBC comes report this week that its CBLT, Toronto (Ch. 9) will definitely switch to Ch. 6 in time for fall program season, going also to 100-kw maximum power from present 25.6-kw. CBC board of governors last week recommended power boost to 12.65-kw visual ERP for CFCM-TV, Quebec City (Ch. 4) and to 170-kw for upcoming CHLT-TV, Sherbrooke, Que. (Ch. 7), due late in spring. Deferred again for further study was Ch. 4 application for Kamloops, B. C. (Vol. 11:49); and also deferred at his own request was David M. Armstrong's Ch. 6 application for Victoria, B. C.

**More than \$880,000** is involved in sale by Frank C. Carman, Grant R. Wrathall, et al., of KUTA, Salt Lake City (Ch. 2); KLIX, Twin Falls, Ida. (Ch. 11) with radio KLIX; radios KGEM, Boise, Ida. & KOPR, Butte, Mont. (Vol. 11:31), according to data filed this week with FCC. KUTV is being sold for \$683,333, Carman and Wrathall getting  $\frac{3}{8}$  each, Mrs. Edna O. Power, who owns only preferred stock,  $\frac{1}{4}$ . New owners will be *Ogden Standard Examiner* (A. L. Glasmann family), 51%; *Salt Lake Tribune* (J. F. Fitzpatrick, pres.), 35%; George C. Hatch, Glasmann's son-in-law, and wife, 14%. Price for KLIX-TV & KLIX is \$95,598, purchaser being The KLIX Corp., controlled by 2 Glasmann corporations; J. Robb Brady Trust gets  $\frac{1}{2}$  of proceeds, Carman & Wrathall  $\frac{3}{16}$  each, Mrs. Power  $\frac{1}{8}$ . KGEM goes to Glasmann interests for \$64,356, Carman & Wrathall getting  $\frac{3}{8}$  each, Mrs. Power  $\frac{1}{4}$ . Two-thirds of KOPR is sold for \$40,000 to the Hatches, who also own Salt Lake City's radio KALL; Carman & Wrathall receive  $\frac{3}{8}$  each, Mrs. Power  $\frac{1}{4}$ ; remaining  $\frac{1}{8}$  of KOPR is held by C. L. Crist who has agreed to sell it for \$17,500 to KOPR mgr. Ed Cooney. Carman & Wrathall also hold interests in radio KIFI, Idaho Falls, Ida. & KWIK, Pocatello, Ida., both to be sold to J. Robb Brady Trust. In addition, Carman owns KUTA, Salt Lake City, while Wrathall owns KPOO, San Francisco.

Sarkes Tarzian Inc., Bloomington, Ind. (Dan Meadows, commercial mgr.), reports shipments of TV studio equipment to KTTV, Los Angeles; WKJG-TV, Ft. Wayne, Ind.; KTXL-TV, San Angelo, Tex.; WJMR-TV, New Orleans; WORA-TV, Mayaguez, Puerto Rico; XEJ-TV, Juarez, Mexico; and Oklahoma, Florida & Miami U's. Microwave equipment has been shipped to WTVT & WFLA-TV, Tampa; KGUL-TV, Galveston.

**Fleetwood Corp.**, Toledo, which offered uhf transmitters and station packages, has gone into receivership, will be liquidated; claims of creditors should be filed with receiver Harold S. Green, 840 Spitzer Bldg., Toledo, by March 15.



**MORE COMPACT SETS—3-PRONGED ADVANCE:** The big picture is now standard in TV -- so now the accent seems to be on the "extra set" that has compactness and portability. Important manufacturers currently are pushing engineering and/or production of:

(1) Lightweight 14-in. sets using conventional 90-degree tubes, like GE's 32-lb. portables (at \$99.95 & \$119.95) and 26-lb. portables (at \$129.95). Emerson also has 14-in. portable on market -- and several other major set makers, known to be producing such sets, will probably introduce them at June markets -- perhaps even earlier in order to "sweeten" current lines.

(2) "Super-personal" 8-in. sets, designed for kitchen, bedside, office use -- anywhere an outlet is available. RCA tube div. has sampled 8-in. tubes, and reaction from some customers has been enthusiastic. But it's not known whether any orders have been placed yet. Considering lead time required, odds would appear to be that someone will bring out an 8-in. set by time of the June marts, or even earlier.

(3) More compact, shallower 21-in. sets using 110-degree tube. This appears to be more distant, being temporarily impaled on standardization wrangle in Joint Electron Tube Engineering Council (Vol. 12:3). It's unlikely that this tube can hit market much before fall, if then. Corning Glass, which has been pushing this development, says situation "seems to be on dead center at the moment," reports no more sampling of tube manufacturers in last 6 weeks.

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No set manufacturer is willing to be specific about his own plans, beyond statements that he's "looking with interest" at all aspects of portability. So competitive is the race that set & tube makers have taken special precautions to prevent "leaks" which might jeopardize their manufacturing & marketing plans -- all of which conduces to the belief that we'll be hearing important announcements soon.

Robert A. Seidel, RCA exec. v.p. for consumer products, refused to confirm or deny scuttlebutt about his own company's plans for portables, saying only: "I have always felt it unwise to discuss such matters in advance of the official releases." Wall Street Journal reported that RCA "and other manufacturers" plan 8-in. portable sets at "about \$80" -- but the major manufacturers indicate doubt that either 8-in. or 14-in. sets can sell profitably for that much under \$100. The 14-in. tube might go into a 17-in. chassis, but the 8-in. would require components not in mass production, hence possibly more costly than those for larger sets.

Reports that Philco and RCA are now producing 14-in. sets could get no verification. Admiral, Motorola & Westinghouse likewise were non-committal on their plans for portables, though all are said to be working on 14-in. at various stages.

Emerson pres. Benjamin Abrams, having "good luck" with his 14-in. portable (Vol. 11:44), is openly enthusiastic about 8-in. possibilities. "However, I can't make any firm commitments because I'm totally dependent on the RCA tube people as a source of supply and I can't speak for them," he said. The 8-in. set will sell for about \$100, he said. As for the 110-degree tube, Abrams said: "This problem is far from out of the woods. No manufacturer has been able to deliver or commit himself to delivering a satisfactory 110-degree tube."

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TV business continues strong at all levels, keeping up with the 1955 pace at retail, but slightly under 1955 in production & factory sales. So robust are sales, in fact, that there are rumblings of possible price increases in spring. Increases, if they come, are expected to be on selected models, not across-the-board.

TV-radio spaces at Western Merchandise Mart in San Francisco this week drew lots of traffic but, judging from reports, few orders were taken. There was little open-to-buy demonstrating, primarily because most visitors had seen new lines at



their local distributors or at Chicago marts. Merchandising gimmicks, notably top tuning and remote control devices, did attract considerable attention, however.

Brief highlights of other major trade developments this week:

**Spurious Radiation:** RETMA quarterly meetings March 13-15 at Biltmore Hotel, N.Y., very likely will finally authorize FCC-approved seal to be affixed to TV & FM radio sets which conform to RETMA engineering standards limiting spurious radiation. Seal would be distributed by RETMA to all manufacturers, whether members or not, and would be comparable to Underwriters Laboratories' "seal of approval" in industry. To qualify for seal, manufacturer need only certify in writing to RETMA that his sets conform to standards. If complaints are subsequently filed, special committee would be set up to investigate. FCC meanwhile postponed until April 2 its deadline for meeting with set makers on subject, to give RETMA chance to act at March session. FCC approved spurious radiation standards last Dec. (Vol. 11:52).

**Production:** TV output totaled 135,358 week ended Feb. 3, compared to 134,863 preceding week and 164,570 week ended Jan. 20. It was year's 5th week and brought production to that date to about 725,000, as against 800,000 in corresponding period of 1955. Radio production totaled 277,927 (130,640 auto) week ended Feb. 3, compared to 312,075 preceding week and 281,657 week before. Radio production for 5 weeks was about 1,400,000, compared to about 1,375,000 in same 1955 period.

**Retail Sales:** Record 7,421,084 TV sets were sold at retail last year, exceeding the 7,317,034 sold in previous peak of 1954, reports RETMA. Sales in 5-week Dec. totaled 933,467, compared to 591,366 in Nov. and 1,093,702 in Dec. 1954. RETMA also reported retail sales of 14,150,978 radios (7,229,594 auto sets) in 1955, compared to 10,555,203 in 1954. Radio sales in Dec. totaled 2,253,062.

**Trade Personals:** Wm. L. Dunn, onetime Raytheon TV-radio v.p., resigns as pres. of Magnecord Inc. (magnetic tape recorders), will continue as a director & consultant; Bruce Payne, pres. of management consultants Bruce Payne & Assoc., elected Magnecord chairman; Arthur S. Brown named gen. mgr. . . . Allen E. Reed, Raytheon comptroller, promoted to treas., succeeding to duties of v.p.-treas. David T. Schultz, who recently became pres. of DuMont . . . Kenneth W. Connor promoted to eastern regional sales mgr., Sylvania TV-radio div., N. Y., succeeding Peter J. Grant, now mgr. of sales management development . . . Merle W. Kremer named asst. gen. mgr. of Sylvania parts div., Warren, Pa., continuing duties as gen. manufacturing mgr. . . . George Lohman promoted to eastern district mgr., RCA Victor TV div., succeeded as N. Y. field sales rep by Don Roark, from Boston sales office; Jack Kain succeeds Roark at Boston, James Cunnane succeeding Kain in Indianapolis sales office; P. E. Cunningham promoted to administrator of special sales accounts at div. headquarters in Cherry Hill, N. J., succeeded as Cleveland sales rep by James Malenkas, from Chicago office . . . Frank Rogers named mgr. of hotel-motel dept. of Emerson Industrial Products Corp., new subsidiary formed by Emerson Radio to sell or lease TVs & air conditioners to institutional users . . . Edward Berman resigns as DuMont mgr. of new market & dealer development to join Personnel Institute, N. Y., as mgr. of new national retail salesmen's marketing guild to work with TV-radio-appliance dealers in sales training & personnel testing . . . Robert I. Gaines, asst. director of DuMont international div., with Erich Gompertz, Caribbean regional representative, left this week on tour of Puerto Rico, Venezuela, Cuba and Central American countries in the interests of sales of TV & mobile equipment . . . Joseph F. Rapone promoted to mgr. of radio assembly inspection & test, Federal Telephone & Radio, succeeding Wm. L. Eschwei, transferred to Federal's Pacific div. . . . Willard L. Hemsworth, ex-RCA, named CBS-Columbia midwest regional mgr. . . . Louis H. Neimann named CBS-Hytron equipment sales mgr., suc-

ceeded as eastern sales mgr. by Lee Balengee Jr., ex-General Instrument Co. . . . Jon B. Jolly, ex-GE, named CBS-Hytron sales mgr. of semi-conductors . . . Howard W. Morse named field sales mgr., Scott Radio (Meek TV), replacing Lewis W. Reynolds, now sales mgr. of WAGA, Atlanta . . . Allyn M. Farmer named Magnavox adv. art director, reporting to adv. mgr. Karl H. Carstens . . . Joseph Stern, ex-Carborundum Co., named technical rep for Pittsburgh Plate Glass' product development dept., dealing with company's TV customers . . . Robert M. Fichter named mgr. of product development, Westinghouse TV-radio div., succeeded as adv. mgr. by Russell W. Johnson, his ex-asst.; J. P. Van Duyn appointed mgr. of engineering sub-div., succeeded by O. H. Fernald as supervising engineer in charge of color engineering; A. S. Goldsmith promoted to supervising engineer for radio . . . Jack C. Gardner, ex-Gardner Distributing Corp., Baltimore, named Zenith regional mgr., Baltimore.

Realignment of DuMont organizational setup, as completed this week by pres. David T. Schultz, leaves company with 3 separate and parallel branches: Thomas T. Goldsmith, longtime v.p. & research director, becomes v.p.-gen. mgr. of govt. & research div., handling all govt. manufacturing, engineering and sales operations. Irving T. Rosenberg is v.p.-gen. mgr. of technical products div., handling broadcast equipment, instruments, industrial TV, mobile radio, etc. Wm. H. Kelley, as previously announced, is v.p.-gen. mgr. of consumer products div.

Dr. John A. Hipple elected v.p. & director of research, North American Philips Co., succeeding Dr. O. S. Duffendack, retiring as of May 1. Dr. Hipple was chief of atomic physics section of National Bureau of Standards, 1947-53, then joined Penn State U as asst. dean and director of mineral industries experiment station, which post he has resigned.

John G. Copelin, former v.p.-comptroller of IT&T's Federal Telecommunication Labs, elected v.p.-comptroller and a director of International Standard Electric Corp.



**Topics & Trends of TV Trade:** Magnavox is continuing to negotiate for purchase of Sentinel Radio, and decision is expected within month, Magnavox pres. Frank Freimann told newsmen in N. Y. this week. Despite its recent purchase of "certain assets" of disbanded Spartan TV-radio div. (Vol. 12:4), which led to speculation that long-rumored deal with Sentinel was off, Magnavox is still interested in acquiring the Evanston, Ill. firm headed by Ernest Alschuler, now on world tour.

Freimann also spelled out some of the details of Spartan purchase, but declined to state price involved. Magnavox bought Spartan name (being changed to "Spartan"), some TV production & test equipment, plus service stock. He said Spartan sets are now being produced at Magnavox's expanded Greeneville, Tenn. plant for direct-to-dealer merchandising through Spartan div. Latter will have about 50 sales reps, all reporting to Magnavox v.p. Leonard F. Cramer.

Freimann also said that 1500 dealers carried Magnavox products last year and that the top 100 each averaged \$400,000 in Magnavox sales. Biggest dealer was Macy's dept. store, N. Y. He praised his dealers for voluntary efforts in keeping TV-radio-phono sets out of hands of discount houses.

Note: R. A. Wilson, Magnavox v.p. of govt. & industrial products div., this week disclosed plans for 100,000-sq. ft. plant on 22-acre tract in Urbana, Ill. for production of military electronics items and commercial computing equipment. New plant is due to be occupied in latter 1956.

\* \* \* \*

Picture tube sales in 1955 totaled record 10,874,234, valued at \$209,007,518, compared to 9,913,504 worth \$206,075,994 in previous high of 1954, reports RETMA. Receiving tube sales also set record in 1955, totaling 479,802,000 at \$358,110,000, as against 385,089,458 sold in 1954, at value of \$275,998,883. RETMA's monthly breakdown:

|                    | Picture Tubes     |                      | Receiving Tubes    |                      |
|--------------------|-------------------|----------------------|--------------------|----------------------|
|                    | Units             | Value                | Units              | Value                |
| Jan. ....          | 866,956           | \$ 17,661,018        | 37,951,000         | \$ 26,879,000        |
| Feb. ....          | 859,529           | 17,119,568           | 38,526,000         | 28,108,000           |
| March (5 wk)....   | 913,003           | 17,625,881           | 40,859,000         | 29,743,000           |
| April ....         | 788,317           | 14,620,075           | 35,426,000         | 26,780,000           |
| May ....           | 779,329           | 14,572,518           | 32,919,000         | 25,916,000           |
| June (5 wk)....    | 706,890           | 13,244,499           | 40,821,000         | 31,256,000           |
| July ....          | 515,793           | 9,498,169            | 28,340,000         | 21,167,000           |
| Aug. ....          | 1,048,534         | 19,812,567           | 45,238,000         | 33,099,000           |
| Sept. (5 wk)....   | 1,202,430         | 22,867,851           | 47,588,000         | 34,596,000           |
| Oct. ....          | 1,224,990         | 23,507,620           | 48,119,000         | 35,105,000           |
| Nov. ....          | 1,086,998         | 20,894,647           | 45,965,000         | 34,788,000           |
| Dec. (5 wk)....    | 881,465           | 17,533,105           | 38,049,000         | 30,673,000           |
| <b>TOTAL</b> ..... | <b>10,874,234</b> | <b>\$209,007,518</b> | <b>479,802,000</b> | <b>\$358,110,000</b> |

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RCA reduces dealer costs, as spring promotion special, on 21-in. tables at \$200 & \$230 and 21-in. open-face console at \$330. List prices won't change, but trade-ins may be liberalized. For several weeks starting Feb. 20, RCA will concentrate much of its production & promotional activity around the 3 models. Distributors in each market are empowered to specify amount of reduction to dealers.

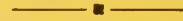
Emerson's 17 & 21-in. "Tinkertoy" sets, due to be shipped to distributors about March 1, are still unpriced "but they will be higher than comparable conventional models in those sizes," said pres. Benjamin Abrams.

Civic enterprise: Sylvania TV-radio div., with headquarters in Buffalo, and Cladco Distributors, its local outlet, jointly buy \$5000 worth of stock in Buffalo Bisons baseball team to help city keep its International League franchise.

New line of German Telefunken products, including several new radios, record changer & tape recorder, will be introduced in U. S. market this summer by American Elite Inc., N. Y., its exclusive importer.

Raytheon introduces "Rollabout" 17-in. table model at \$140, with optional detachable 2-wheel cart at \$15 extra.

**DISTRIBUTOR NOTES:** Zenith appoints newly-formed McKee & McRae Inc., 640 Ricks St., Jackson, Miss. (James H. McKee & John McRae, partners) . . . DuMont appoints Peninsular Distributing Co., Detroit; Elmer Scherer named electronics sales mgr. . . Conklin-Tamberg Inc., new distribution outlet formed by Hal Conklin, ex-Admiral gen. sales mgr., and Helmuth Tamberg, onetime gen. mgr. of Admiral San Francisco factory branch, establishes headquarters at 420 Market St., San Francisco; no TV lines have been franchised yet . . . RCA Victor Distributing Corp., Kansas City, appoints Lawrence Wells, ex-Crosley, as appliance sales mgr. . . Adleta Co., Dallas (RCA) promotes E. P. Miles to gen. mgr., T. M. Merrick to exec. advisor . . . Washington Wholesalers Inc., Washington (Sylvania) appoints John Painter gen. sales mgr. . . Crumpacker Distributing Co., Houston (Philco) moves to new headquarters at 101 Franklin St. . . Bendix Radio appoints Lincoln Sales Corp., Baltimore (C. Howard Buchwald, pres.), replacing Gardner Distributing Corp. . . Victor H. Meyer Distributing Corp., N. Y., Sylvania distribution subsidiary, elects Robert L. Shaw, ex-Sylvania national TV-radio sales mgr., as pres.-gen. mgr., succeeding founder Victor H. Meyer, who continues as a director; Victor J. Meyer elected v.p.-gen. sales mgr., Samuel A. Sader v.p.-controller . . . CBS-Columbia appoints Anderson-Young Electric Co., 2002 Clovis Road, Lubbock, Tex. (J. M. Young, pres.).



Big overseas market potential exists for consumer goods manufacturers willing to integrate international goodwill with their sales approaches, declared Albert F. Watters, v.p.-operations mgr. of RCA International. In address to American Management Assn. marketing conference in N. Y. Feb. 9, he stated: "We have found that by trying to be of genuine service to governments who are fighting an uphill battle in social as well as economic development, we earn not only their gratitude but build our sales as well. Thus presentations of educational films ultimately results in increased sales of 16mm equipment. Music and entertainment through records and film help to support TV & radio sales. We do not pose as public benefactors. Our customers know that we have goods and services to sell. But we try to intelligently integrate our sales effort with the solutions to some of their pressing problems."

Big screens in Britain are bringing unusual problem, according to *Wireless World* columnist "Diallist." Writing in Jan. issue, he states: "Curious how anxious people are to have bigger and bigger TV screens. With a 21-in., or even a 17-in., receiver in the average living room it has too often to be a choice, when the weather is bitter, between warmth *cum* lininess and shivering far enough from the screen but much too far from the fire. I must say I regret the passing of the 12-in. CR tube. Very few of this year's sets have them, though there's a lot to be said for them. Even in a small room you can usually manage to sit the necessary 5 or 6 ft. from their screen; and when a replacement becomes necessary it's not nearly so heavy a blow to one's bank account." Central heating in U. S. seems to have precluded at least one problem.

Admiral is conducting 3-week color course for distributors' servicemen, repeating course offered last year. Starting Feb. 27, Admiral will begin courses for dealers' servicemen in 5 cities, continuing until all areas getting color service have been covered.

Jerrold opened new 10,000-sq. ft. research lab Feb. 10 at Huntingdon Valley, Pa., 20 mi. from main Philadelphia plant.

Projection sets again? Majestic's Grundig div. will have one by next summer, says pres. Leonard Ashbach; it will give 5x7-ft. picture.



**Electronics Reports:** Electronics industry's most serious shortage is engineers—and recruiting activity, a continually accelerating process, will reach its annual climax at March 19-22 IRE convention in New York, when some 40,000 electronics engineers will congregate under one roof. Feb. issue of *Electronics Magazine* contained 38 pages of "engineers wanted" ads; a recent Sunday issue of *New York Times* had 15 pages of display and classified ads for engineers of all types.

It was this technological crisis which spurred Gen. Sarnoff to make his recent proposal for a "National Educational Reserve" of teachers in technical subjects, to be drawn from ranks of industry (Vol.12:4), and has prompted other suggestions going as far as a "draft" of high school students for technological education. The defense arguments are compelling: Soviet universities are estimated to have graduated 8700 post-masters-degree engineers & scientists in 1955, compared with half that number in U.S. From 1928 to 1954, Russia graduated 682,000 engineers as against 480,000 in U.S.

Recent survey by *New York Times'* Wayne Phillips of the nationwide engineer recruiting race made these disclosures: Some 5000 organizations have openings for 50,000 engineers of all kinds—twice the number that will graduate this June—and "a wild scramble unlike anything the country has ever seen before is on to attract and hold technical personnel." While salaries are climbing, so are fringe benefits—such as moving expenses, free insurance, medical care and education. Recruiting task forces are beating the bushes, visiting colleges and "raiding the staffs of competitors."

In 1900, U.S. industry employed one engineer for every 250 employes; in pre-Korea 1950 it was one for 60—and it's still climbing. GE had one engineer for every 15 employes in 1953; now it's closer to one for 10, and the company is looking for about 2000 more to add to its staff of 18,000 technical employes. A nationwide engineering placement agency says its average placement in 1953 was at \$5600 a year, in 1954 at \$6800, in 1955 at \$7200-\$7500.

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Chesapeake Industries Inc., holding company with extensive interests in film and electronics industries, this week announced formation of new subsidiary, Business Electronics Inc., to manufacture and market facsimile communications equipment. Latter company has acquired all facsimile business of Allen B. Cardwell Electronics Productions Corp., Plainville, N.J., and the stock of Cardwell, a Chesapeake subsidiary for 2 years, has been returned to former owners with Richard B. Hudnut as pres.

Portable microwave relay station which can be transported by helicopter and put into operation within 2 hours has been designed and developed by Motorola and Air Research & Development Command. Entire equipment weighs 1100 lbs., including 100-ft. telescoping magnesium tower, shelter, radio equipment and antenna with adjustable data. It's designed for voice communications, radar data, radar control functions.

Siegler Corp., Centralia, Ill., maker of space heaters and electronic devices, this week announced cash purchase of assets of Hufford Electronics Co., West Los Angeles manufacturer of guided missile parts. Hufford's military contracts will be administered by Siegler's Hallamore Electronics Div., Long Beach, Cal.

Raytheon has taken option until May 15 on 1,000,000-sq. ft. plants (5 buildings & powerhouse) of Textron American's Shawsheen Mill, Andover, Mass., which it proposes to use for expansion of govt. electronics activities.

Motorola will build \$3,000,000 military electronics plant on newly acquired 160-acre tract in Phoenix, about 2 miles from its present transistor facility.

"Televisionfone," AT&T's TV-telephone-of-the-future, may be offered in production model in 15-20 years, according to Feb. 8 *Wall Street Journal* article on the wonders of Bell Labs. In the much nearer future, Bell Labs announced this week that it will begin field tests next spring of transistorized device which replaces telephone bell with musical tone. Trial will be conducted among 300 customers on Crystal Lake, Ill. exchange. Transistorized telephone tone operates on less than a volt; ordinary phone bell requires 85 volts.

Spring meeting of U.S.A. National Committee of International Radio Scientific Union will be held April 30-May 3 at National Bureau of Standards, Washington, with sessions on radio measurements & standards, radio & troposphere, ionospheric radio, terrestrial radio noise, radio astronomy, radio waves & circuits, radio electronics.

Electron tube research & development lab is nearing completion at Northwestern U's Technological Institute, Evanston, Ill. Expected to rank among best facilities of its kind, its 1100-sq. ft. of facilities will be available for govt. & industry work as well as to faculty members and graduate students.

Control of New London Instrument Co., New London, Conn. (electronic test equipment) has been taken over by H. Dowd, R. L. Barrows & R. Coshnear, all of Boston, with co-founder Samuel Gubin now gen. mgr. and purchasing agent Joseph C. Worth Jr. promoted to sales mgr., replaced by R. C. Renolds.

Transistor tester the size of pocket radio, priced at \$39.95, was announced this week by GE. It may be used to check all junction transistors for shorts, opens, leakage, current gain.

Reeves Instrument Corp., subsidiary of Dynamics Corp. of America, has taken over \$5,000,000 Fairchild Engine plant at Roosevelt Field, N. Y. to increase space for production of electronic & electro-mechanical systems.

Symposium on Reliable Applications of Electron Tubes for design engineers is planned by RETMA May 22-23 at U of Pennsylvania, Philadelphia.

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Dr. Howard I. Ashry promoted to Erie Resistor research director, J. C. Van Arsdell to mgr. of govt. & military specifications.

Edgar A. Post, ex-supt. of navigational aids, United Air Lines, now mgr. of radio systems lab, Stanford Research Institute.

Dr. James L. Hall promoted to mgr. of Eitel-McCullough ceramic receiving tube group, succeeding Paul Williams, now special asst. to research director.

Harold F. Wyman, gen. mgr. of Infra Electronic Corp., forms own concern, Wyco Inc., Laconia, N. H., to serve as New England sales rep for DuMont mobile equipment.

Vice Adm. Murrey L. Royar, USN ret., ex-chief of materiel, U. S. Navy Supply Corps, elected a director of National Co.

Frank Fraser, administrative v.p. of Clevite Research Center, named secy. of Clevite Corp., succeeding Charles A. Dilley, now exec. director of Clevite Foundation.

John B. Sullivan, ex-Electronics Corp. of America, now instruments sales mgr., Spencer-Kennedy Labs, Boston.

Robert G. Taylor succeeds E. S. Morrison, resigned, as treas. of Hycon Mfg. Co., Pasadena, Cal.

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Capt. Fred Muller, 65, USNR ret., pioneer Navy radio operator, onetime executive of Collins Radio, recipient of 1947 Marconi Memorial Award, died Feb. 6 in St. Petersburg, Fla. Before retiring from Navy in 1950, he resided in Rumsey, N. J. Surviving are 2 sons and 2 daughters.



**Financial & Trade Notes:** Reasons why Hallicrafters' management and directorate have agreed to merge into Penn-Texas Corp., on basis of exchange of 2½ shares of Hallicrafters for one Penn-Texas (Vol. 11:51), are set forth in proxy statement for Feb. 27 stockholders meeting in Chicago, where at least two-thirds of Hallicrafters' 825,000 common shares must vote approval. Officers & directors hold more than 267,000 shares (32.4%).

Upon effective date of agreement, expected to be March 21, Penn-Texas proposes to operate Hallicrafters as a subsidiary, working in close alignment with its subsidiary Pratt & Whitney Co. on computer data handling systems, and with Chandler-Evans div. of Pratt & Whitney and another subsidiary, Liberty Products Co., both manufacturers of aircraft engineering accessories.

Diversification and expansion are main reasons why pres. Wm. J. Halligan favors plan, he states in accompanying letter. He notes that Penn-Texas has assets of more than \$90,000,000, annual sales currently at rate of \$125,000,000, with interests in machine tools, automation, airplane parts, heavy machinery & cranes, truck shovels, wire, shipping terminal facilities, oil, coal. More than 98% of its operations are profitable, he states, and it paid common stock dividends in 1955 of \$1.30 per share and has declared current quarterly dividend of 35¢; Hallicrafters has paid no dividend since the 30¢ of 1951.

Govt. contracts during fiscal year ended last Aug. 31 represented 44% of Hallicrafters business, TV sets 34%, radio & communications equipment 22%; in the TV field, Hallicrafters represents only about 1½% of industry output, and last year its private brand production amounted to approximately 26% of its TV set sales.

Financial statements covering Hallicrafters and Penn-Texas & subsidiaries are contained in proxy report.

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CBS Inc. issued preliminary estimates this week of 1955 net earnings, chairman William S. Paley announcing after Feb. 8 board meeting that they are tentatively estimated at 28-year high of \$13,397,000 (\$1.83 per share) or 17.4% over the \$11,415,000 (\$1.62) earned in 1954. Per-share amounts are after adjusting for 3-for-1 stock split in April, 1955. Sales exceeded \$400,000,000, up from \$373,380,139 in 1954. CBS annual report is usually released in latter March. [For 1950-54 sales, earnings, dividends, etc., see *TV Factbook No. 22*, p. 416.]

Microwave Associates, 22 Cummington St., Boston, in which Western Union and ABC-Paramount each owns one-third interest, had sales of \$2,000,000 in 1955, or more than 40% more than 1954, reports pres. Dana W. Atchley Jr. A 20-for-1 stock split has just been authorized, and new 50,000-sq. ft. building is now under construction for full occupancy at Burlington, Mass. Firm designs and makes magnetrons (for Air Force, Signal Corps, Canadian Air Force), silicon diodes, radar components, microwave test equipment & other electronic devices.

Beckman Instruments Inc. reports net income of \$758,889 (61¢ a share) on sales of \$12,884,811 in first half of fiscal year ended Dec. 31 vs. \$562,378 (45¢) & \$9,699,037 in same 1954 period.

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**Dividends:** Group Securities Inc. (electronics & electrical equipment), 6¢ payable Feb. 29 to stockholders of record Feb. 15; Storer Broadcasting Co., 37½¢ on common and 5¢ on "B" common, March 14 to holders March 1; Baltimore Radio Show (WFBR), 10¢ March 1 to holders Feb. 15; Capitol Records, 15¢ March 31 to holders March 15; CBS "A" & "B," 20¢ March 9 to holders Feb. 24; American Phenolic, 25¢ April 27 to holders April 13.

**STORER Broadcasting Co.**, with TV income accounting for about 82% of its total business in first 11 months of 1955 as against 75% in 1954, will show a net profit after taxes of more than \$4,000,000 when final 1955 report is released. This rise from a net profit of \$306,930 just 10 years ago (1945) was one of the prideful points made by executive v.p. Lee B. Wailes in recent talk before the N. Y. Society of Security Analysts. Storer operates 7 TV, 7 radio stations (see *TV Factbook No. 22*).

For the 11 months ending Nov. 30, 1955, Storer's profit before taxes was \$8,116,013, after taxes \$3,849,373, so that the 11-month figures exceed the whole 1954 calendar year figures of \$7,105,103 gross profit, \$3,680,779 net despite fact that the 1954 figures included non-recurring profit of \$643,839 obtained from profit of \$1,131,948 on disposal of broadcasting facilities and loss of \$488,109 on liquidation of a subsidiary.

Approximately 27% of over-all TV income comes from direct payments from the networks, Wailes stated, with national spot accounting for 40%, local 26%. In radio, the breakdown is network 6%, national 'spot 35%, local 52%. In both TV & radio, miscellaneous income (from talent, lines, films, etc.) accounts for about 7%. Besides the stations, Storer Broadcasting Co. is 100% owner of *Miami Beach Sun*, tabloid daily, and holds approximately 46% of the common stock of Standard Tube Co., Detroit manufacturer of electric welded steel tubing.

Capital structure comprises 788,250 shares of common, traded on N. Y. Stock Exchange, and 1,686,500 shares of Class B common—no preferred. Earnings in first 9 months of 1955 were \$1.36 per share on combined common compared with 92¢ on same number of shares in same 1954 period. In the 11 months ending Nov. 30, earnings were \$1.5342 per share, compared with \$1.4449 in full year of 1954. For the full calendar 1955, per-share earnings will be approximately \$1.65, said Wailes.

Dividend policy is to retain about 65% for growth and expansion, allocate about 35% for dividends. Wailes quoted pres. George B. Storer, who with family owns all the B common, as stating:

"We propose to continue the relatively low dividend rate on our B common stock until such time as all indebtedness has been retired and very large cash reserves have been established. If we are fortunate enough to acquire other large TV stations, this policy will be continued for a very much longer period . . ."

"You should know that in order to complete the plan which has been recommended by my estate counsel for the protection of stockholders, and to prevent the offering of Storer stock under adverse circumstances in order to provide cash for inheritance taxes, I may dispose of a small percentage of my holdings through an offering of rights at a very advantageous price to the present stockholders. However, even after such offering I will retain more than 50% of the combined common and B common stock."

As of Nov. 30, Storer balance sheet showed current assets of \$8,327,395, total assets of \$28,822,549, and Wailes said the TV & radio stations have a market value greatly in excess of their book value. On same date, long-term indebtedness amounted to \$5,275,460 as against \$10,768,259 just one year earlier; the reduction was made in April when company sold 262,750 shares of common at 62%. Proceeds were also used to retire the 15,000 shares of 7% cumulative convertible stock then outstanding.

That Storer intends to acquire more stations, if FCC limits can be raised, or to expand into bigger markets, was frequently emphasized by Wailes. It expects the U. S. Supreme Court to rule shortly on its suit challenging the FCC's legal grounds for limiting TV & radio station ownership to 7 each.



**Color Trends & Briefs:** RCA's demonstration of color sets in mass production at Bloomington, Ind. plant last week (Vol. 12:5), for benefit of big corps of newsmen representing some of nation's most influential media, has produced a powerful effect. The reporters, many of whom are quite savvy about color, were definitely impressed, and a note of optimism was struck by most in their reports of the presentation. Here are a few representative quotes:

Niles N. Peebles, *N. Y. Herald Tribune*—"Color TV sets ticking off the assembly line at the rate of one a minute bolstered predictions made here today that RCA's \$70,000,000 investment in color will start to pay off this year."

Alfred R. Zipser, *N. Y. Times*—"The RCA is geared to roll a color-TV set a minute off assembly lines in Bloomington, Ind. and Indianapolis. A tour of the Bloomington plant last week and reports by RCA executives left no doubt that the TV industry kingpin is ready to swing into mass production of color sets at a moment's notice."

Martin P. Rosenblum, *Retailing Daily*—"After a number of abortive starts, color TV gives every indication that it will jump into the merchandising scene this year with both feet."

Joseph M. Guilfoyle, *Wall St. Journal*—"Color TV receiver prices are coming down. The first major break in the price line is slated for this summer, possibly June or July, when big RCA will announce a new 'low-priced' rainbow-hued receiver. RCA's cheapest color set now (it's a 21-in. screen model) is tagged at \$695. Next summer's new model is likely to be well under that figure. And that's just the beginning, say some set makers. By next year, possibly sooner, they contend, the long-awaited \$500 large-screen color receiver will be a reality."

A. M. Cappiello, *N. Y. Journal of Commerce*—"Next year, RCA expects to realize the first substantial returns from its investment of more than \$70,000,000 in color TV. RCA, the industry leader, expects color to account for 2/3 of its TV dollar volume in 1957 . . ."

Zipser, Rosenblum and Guilfoyle also conducted surveys of other manufacturers to get their latest production plans, generally found a groundswell expected during last half of this year. Among more optimistic producers are Emerson, Motorola, Sylvania & Hoffman. Other big manufacturers—such as Admiral, Philco & GE—are playing it closer to the chest, saying little more than that they'll keep up with demand. Zenith is probably the single discordant note, stating: "Color is not ready yet and Zenith has no intention of experimenting on the public during the developmental stages."

Latest to announce color production is Olympic, which this week reported completion of pilot run of sets "for distributor and dealer samplings and for instruction of service personnel." Set is to retail for \$695, and regular production is planned for third quarter. Even Muntz, which says it has ordered several thousand tubes from RCA, reports it will have a \$499.95 set by March 1—though no "important production" is scheduled until third or fourth quarter.

\* \* \* \*

More than 400 color sets, of the 500 ordered last year, have been delivered to Polk Bros., Chicago chain said to be biggest TV merchandiser in the midwest. Spokesman said sales are 4-10 daily, compared with 8-10 daily last fall. Polk placed order for 500 immediately after NBC announced plans for converting WNBQ completely to color by April 15 (Vol. 11:45).

Color spot news films processed locally in 2 hours are promised by KOMO-TV, Seattle, which reports its cameraman Merle Severn has perfected shortcuts in processing. KOMO-TV began live colorcasts Feb. 1 (Vol. 12:5).

## Network Color Schedules

(Feb. 13-26, 1956)

- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 Feb. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 18—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Feb. 19—NBC: *Zoo Parade*, 3:30-4 p.m.  
 Feb. 20—NBC: *Howdy Doody*, 5:30-6 p.m.  
 Feb. 21—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.; *Armstrong Circle Theatre*, "Terror at My Heels," 9:30-10:30 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Feb. 22—NBC: *Howdy Doody*, 5:30-6 p.m.  
 Feb. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 25—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Feb. 26—NBC: *Antarctica: Third World*, 4-5 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.

**S**ALE OF 100 COLOR SETS in Philadelphia last week is reported by Thomas F. Joyce, pres. of RCA distributor Raymond Rosen & Co., and he attributes much of the activity to free home demonstration program (Vol. 12:4). "This is a very sizable part of our volume," he said, "amounting to 1/6 of our total—including white goods and everything." Rosen's color sales are running 60% table models and consolettes, 40% consoles.

Home demonstrations have "a big psychological effect," he adds, "with people feeling that the product has arrived if dealers are willing to demonstrate it free." Joyce also expects substantial help from hiked color programming and promotion by NBC, which now operates WRCV-TV (formerly WPTZ). Another big lift, he says, will come from fact that city's biggest bank, First Pennsylvania Banking & Trust Co., has established a 10%-down, 24-months-to-pay, credit system for color—compared with 15%-&-24 months for black-&-white. Bank wrote appliance dealer customers:

"We have watched carefully the development of color TV receivers through the efforts of the manufacturer, and find a great advancement has been made in a relatively short period of time. It is our judgment, based on an analysis of the ever-growing number of color TV shows on the air, that color TV receivers are a desirable investment now and will become even more so in the future. Actually, a color TV receiver is tomorrow's set available today . . . We are making this liberal financing arrangement so that more people may be educated and enjoy color programs, thereby giving the appliance dealer the opportunity for increased sales and profits."

\* \* \* \*

NBC's key WRCA-TV, N. Y. is devoting most of its on-air promotional efforts to color, inserting into its 5-sec. station breaks and 10-sec. 1D's such announcements as "This is the year—color is here" and "Channel 4—the colorful station." In addition to network color shows, station offers daily color schedule comprising 2:50-3 p.m. segment of *Jinx's Diary*; 6:45-6:50 p.m. & 11:10-11:15 p.m. *Weather Show*; 9:20-9:40 a.m. segment of *Herb Sheldon Show*.

WSAZ-TV, Huntington, W. Va. inaugurates live color originations Feb. 18 with *Saturday Night Jamboree*, 7-7:30 p.m., will thereafter originate in color *Current*, Mon.-thru-Fri. 1-2 p.m., and *Aunt Drew*, Mon.-thru-Fri. 5-5:30 p.m. It's planned eventually to originate 75 hours a month in color, said v.p. Lawrence H. Rogers II.

One of few uhf stations equipped for local live color—J. E. O'Neill's KJEO, Fresno, Cal. (Ch. 47)—is now color-casting *Del Gore Show*, 2-2:30 p.m., at least 3 days weekly.



## Network Television Billings

December 1955 and January-December 1955  
(For November report see *Television Digest*, Vol. 12:2)

**B**OTH CBS & NBC achieved new record monthly TV billings in Dec., but ABC-TV fell short of its Nov. record by small margin, according to Publishers Information Bureau. Year ended with combined billings of \$406,899,059 for all networks as against \$320,154,274 in 1954. CBS-TV accounted for \$189,018,121 in 1955, up from \$146,222,660 in 1954; NBC-TV, \$163,384,796, up from \$126,074,597; ABC-TV, \$51,393,434, up from \$34,713,098. The detailed PIB report for Dec. and for all of 1955 (for preceding years, see *TV Factbook No. 22*, p. 26) :

|  | NETWORK TELEVISION  |                      |                      |                      |                      |
|--|---------------------|----------------------|----------------------|----------------------|----------------------|
|  | December<br>1955    | December<br>1954     | Jan.-Dec.<br>1955    | Jan.-Dec.<br>1954    |                      |
| CBS                                      | \$17,086,161        | \$15,060,653         | \$189,018,121        | \$146,222,660        |                      |
| NBC                                      | 16,010,878          | 13,047,419           | 163,384,796          | 126,074,597          |                      |
| ABC                                      | 6,301,578           | 3,994,832            | 51,393,434           | 34,713,098           |                      |
| DuMont†                                  | —                   | 1,457,436            | 3,102,708            | 13,143,919           |                      |
| <b>Total</b>                             | <b>\$39,398,617</b> | <b>\$33,560,340</b>  | <b>\$406,899,059</b> | <b>\$320,154,274</b> |                      |
| 1955 NETWORK TELEVISION TOTALS BY MONTHS |                     |                      |                      |                      |                      |
|  | ABC                 | CBS                  | DuMont†              | NBC                  | Total                |
| Jan.                                     | \$ 3,718,195        | \$15,831,141         | \$ 723,960           | \$13,172,695         | \$33,445,991         |
| Feb.                                     | 3,567,696           | 14,694,726           | 597,275              | 12,419,641           | 31,279,338           |
| Mar.                                     | 3,806,425           | 16,036,896           | 628,625              | 14,102,093           | 34,574,039           |
| Apr.                                     | 3,527,558           | 15,426,214           | 462,335              | 13,285,933           | 32,702,040           |
| May                                      | 3,606,427           | 15,978,650           | 273,640              | 13,591,687           | 33,450,434           |
| June                                     | 3,542,304           | 15,724,184           | 218,845              | 12,238,694           | 31,724,027           |
| July                                     | 3,263,803           | 14,635,011           | 131,105              | 11,966,760           | 29,996,679           |
| Aug.                                     | 3,562,676           | 14,959,098           | 55,385               | 11,767,789           | 30,344,948           |
| Sept.                                    | 4,123,780           | 15,188,805           | 11,538               | 13,720,643           | 33,044,766           |
| Oct.                                     | 5,876,756           | 16,590,891*          | —                    | 15,618,704           | 38,086,351*          |
| Nov.                                     | 6,456,236           | 16,866,314*          | —                    | 15,489,279           | 38,851,829*          |
| Dec.                                     | 6,301,578           | 17,086,161           | —                    | 16,010,878           | 39,398,617           |
| <b>Tot.</b>                              | <b>\$51,393,434</b> | <b>\$189,018,121</b> | <b>\$3,102,708</b>   | <b>\$163,384,796</b> | <b>\$406,899,059</b> |

\* Revised as of Feb. 8, 1956.

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

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

The staid *London Times*, which originally took a dim view of commercial TV, now states that "the ITA itself and the programme contracting companies in London may fairly claim that their quantitative achievement since Sept. 22 [when commercial TV started in London area] far exceeds their expectation." It also observes that "the immediate future grows brighter" for the 2 London TV contractors, one of which (Associated TeleVision) is said to be paying its way and the other (Associated-Rediffusion) to be operating with £15,000 income a day vs. £20,000 expenses. New rate card extends £1000 a minute time from 8-9:30 p.m. to 7:30-10 p.m. Sat. & Sun., cuts Sun. p.m. Class B time (2-3 p.m.) to £350, Class A time (3-6:15 p.m.) continuing at £600. Note: Pound is about \$2.80.

Hitting back at newspaper claims down-rating TV's sales pull, as evidenced in recent criticism by ANPA's Bureau of Advertising (Vol. 12:4), TvB pres. Oliver Treyz said his organization "rejects ANPA's new practice of comparing the outside dimensions of newspaper circulation with the inside dimensions of TV viewing, as reflected by ratings." He also recalled that in pre-TV year of 1939, ANPA Bureau of Advertising published booklet, *More Power in Newspaper Ads*, in which ANPA "acknowledged that 'millions of lines of space are invested in ads with close to rock-bottom readership ratings.'" He added: "TvB won't let the newspapers forget their own highly respected but now repressed study of readership."

So-called "spotlight advertising," placed by TV-radio stations in their local newspapers to build up audience for particular network shows, with cost borne in cooperation with networks, totaled 21,152,856 lines in 223 newspapers in 110 cities during 1955, as measured by Media Records for ANPA Bureau of Advertising. Linage represented 14.8% increase from 18,425,108 in 1954.

WCKT are call letters selected by Biscayne TV Corp., recent winner of Miami Ch. 7 decision. Letters stand for "Cox-Knight-Trammel," names of principals.

## Annual Volume of Advertising in United States By Media, 1946-1955

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission  
(In Millions of Dollars)

|  |          | 1946    | 1947    | 1948    | 1949    | 1950    | 1951    | 1952    | 1953    | 1954    | 1955*   |
|--|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>TELEVISION</b>  | Total    | ....    | ....    | ....    | 57.8    | 170.8   | 332.3   | 453.9   | 606.1   | 803.6   | 1,005.0 |
|  | Network  | ....    | ....    | ....    | 29.4    | 85.0    | 180.8   | 256.4   | 319.9   | 417.9   | 520.0   |
|  | Spot     | ....    | ....    | ....    | 9.2     | 30.8    | 69.9    | 93.8    | 145.5   | 205.2   | 265.0   |
|  | Local    | ....    | ....    | ....    | 19.2    | 55.0    | 81.6    | 103.7   | 140.7   | 180.5   | 220.0   |
| <b>RADIO</b>   | Total    | 454.4   | 506.4   | 561.6   | 571.4   | 605.4   | 606.3   | 624.1   | 611.2   | 554.9   | 545.0   |
|  | Network  | 199.6   | 201.2   | 210.6   | 203.0   | 196.3   | 179.3   | 161.5   | 141.2   | 114.5   | 90.0    |
|  | Spot     | 98.2    | 106.4   | 121.1   | 123.4   | 135.8   | 138.3   | 141.5   | 145.6   | 135.4   | 135.0   |
|  | Local    | 156.6   | 198.8   | 229.9   | 245.0   | 273.3   | 288.5   | 321.1   | 324.4   | 315.0   | 320.0   |
| <b>NEWSPAPERS</b>  | Total    | 1,158.3 | 1,475.0 | 1,749.6 | 1,915.7 | 2,075.6 | 2,257.7 | 2,472.8 | 2,644.8 | 2,695.3 | 3,070.0 |
|  | National | 247.8   | 335.6   | 393.7   | 475.7   | 533.4   | 548.9   | 563.4   | 642.7   | 635.1   | 750.0   |
|  | Local    | 910.5   | 1,139.4 | 1,355.9 | 1,440.0 | 1,542.2 | 1,708.8 | 1,910.4 | 2,002.1 | 2,060.2 | 2,320.0 |
| <b>MAGAZINES</b>   | Total    | 426.5   | 492.9   | 512.7   | 492.5   | 514.9   | 573.7   | 615.8   | 667.4   | 667.9   | 723.5   |
|  | Weeklies | 201.7   | 245.5   | 257.5   | 245.4   | 261.1   | 296.8   | 325.3   | 350.7   | 362.7   | 395.0   |
|  | Women's  | 126.7   | 132.9   | 133.4   | 128.6   | 129.4   | 143.6   | 148.8   | 158.2   | 151.9   | 160.0   |
|  | General  | 75.7    | 85.3    | 86.5    | 83.6    | 87.5    | 85.0    | 101.2   | 117.9   | 114.3   | 130.0   |
|  | Farm     | 22.4    | 29.2    | 35.3    | 34.9    | 36.9    | 38.3    | 40.5    | 40.6    | 39.0    | 38.5    |
| <b>FARM PUBLICATIONS</b><br>(other than those under Magazines) | Total    | 13.9    | 19.5    | 20.4    | 20.5    | 21.2    | 25.7    | 29.4    | 30.8    | 31.8    | 33.5    |
| <b>DIRECT MAIL</b>   | Total    | 334.4   | 579.0   | 689.1   | 755.6   | 803.2   | 923.7   | 1,024.3 | 1,099.1 | 1,202.4 | 1,270.0 |
| <b>BUSINESS PAPERS</b>   | Total    | 211.2   | 232.5   | 250.9   | 248.1   | 251.1   | 292.1   | 365.2   | 395.0   | 407.5   | 415.0   |
| <b>OUTDOOR</b>   | Total    | 85.9    | 121.4   | 132.1   | 131.0   | 142.5   | 149.2   | 162.1   | 176.3   | 186.9   | 192.5   |
|  | National | 60.1    | 78.9    | 89.2    | 88.4    | 96.2    | 100.7   | 109.4   | 119.0   | 126.2   | 130.0   |
|  | Local    | 25.8    | 42.5    | 42.9    | 42.6    | 46.3    | 48.5    | 52.7    | 57.3    | 60.7    | 62.5    |
| <b>MISCELLANEOUS</b>   | Total    | 679.6   | 633.2   | 947.2   | 1,009.6 | 1,125.3 | 1,256.4 | 1,408.6 | 1,524.6 | 1,603.8 | 1,774.5 |
|  | National | 385.4   | 460.8   | 508.8   | 539.8   | 610.1   | 693.1   | 766.0   | 845.4   | 899.8   | 988.7   |
|  | Local    | 294.2   | 372.2   | 438.4   | 469.8   | 515.2   | 572.3   | 642.6   | 679.2   | 704.0   | 785.8   |
| <b>TOTAL</b>   | National | 1,963.2 | 2,487.3 | 2,776.1 | 2,965.1 | 3,256.8 | 3,700.7 | 4,096.3 | 4,520.8 | 4,811.9 | 5,287.2 |
|  | Local    | 1,401.0 | 1,772.4 | 2,087.5 | 2,237.1 | 2,453.2 | 2,725.4 | 3,059.9 | 3,234.5 | 3,352.2 | 3,741.8 |
| <b>GRAND TOTAL</b>   |          | 3,364.2 | 4,259.7 | 4,863.6 | 5,202.2 | 5,710.0 | 6,426.1 | 7,156.2 | 7,755.3 | 8,164.1 | 9,029.0 |

\* Preliminary estimates, released Feb. 10, 1956.



# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — February 18, 1956

PHILCO'S NEW PRESIDENT to be James M. Skinner Jr., succeeding James H. Carmine (p. 1); 1955 sales & earnings up but not yet at record 1953 level (p. 14).

TV's ADVERTISING VOLUME largely new money in expanding economy; it isn't growing at expense of older media. Treyz raps newspaper "hate campaign" (p. 2).

CLOSED-CIRCUIT STATION starts in Cedar City, Utah, termed successful precursor of 50 this year by "Comprovision" backers, Trans-Community TV (p. 3).

COURT SAYS "HANDS OFF" in Corpus Christi, Madison & Evansville deintermixture cases; FCC and industry gear for more Senate committee testimony (p. 4).

PUBLIC SCHOOL TV network, linking 11 schools in Pocatello with college studios and community antenna, opened as first closed-circuit "school system" (p. 5).

SHODDY OPERATORS due for scathing going-over by FCC Comr. Lee in Feb. 21 RTES speech warning of public revulsion, Congress' ire (p. 7).

HOTPOINT TV LINE definitely in works, portending major distribution realignment. RCA and others plan 8½ & 14-in. sets, GE going all-out with more 14-in. (p. 10).

TRANSISTOR SALES in 1955 nearly triple those of 1954, factory sales totaling 3,646,802 at \$12,252,741, according to RETMA; average price \$3.36 (p. 13).

OREGON SATELLITE begins operating as 462nd station on air. Uhf WTVE, Elmira, N. Y., installing new equipment, due to resume operation about April 1 (p. 9).

RUSSIA BEHIND U. S. in color & monochrome TV technology, Finnish engineers conclude after tour of Iron Curtain stations; Helsinki to use western standards (p. 12).

STATIONS WITH LIVE COLOR cameras now total 23 with addition of WTVJ, Miami; 19 more planning to purchase them this year, 6 in 1957 (p. 15).

TV IN 74% OF U. S. HOMES as of Jan., reports Market Research Corp. of America. Highest saturation in north-east region, big cities, upper income families (p. 16).

**CARMINE SUCCEEDED BY SKINNER AT PHILCO:** James H. Carmine's unexpected retirement as president of big Philco Corp. this week, which will be formalized next week when the board of directors elects 42-year-old James M. Skinner Jr. to the post, doesn't mean that the merchandising dynamo known to the TV-radio advertising field as well as the TV-radio-appliance industry as "Mr. Philco" is quitting to join any other company.

He remains as a director, member of finance committee and special consultant on sales & merchandising -- and he says his decision to retire was for purpose of making way for younger blood, freeing himself from routine, spending more time with Philco people at home & abroad, consulting with them on new product lines and sales. At 54, and after only 2 years as president, he says he wants "to let up a bit and be more footloose." He's already in Florida, relaxing at his place in Bal Harbor.

"Jimmy" Carmine's retirement, however, and the scheduled reelection as chairman of William Balderston, 59, to say nothing of the selection of Skinner over exec. v.p. Jack M. Otter, 49, unloosed a flood of new speculation to cap the scuttlebutt rampant during recent weeks about disagreements at top levels of the company.

"Normal differences of opinion" are admitted -- but both Carmine & Balderston insist there is "absolutely no breach." Though they avowed their personal affection and admiration for one another, the talk persists that Balderston's operational ideas are prevailing and it's apparent that he actually remains as chief executive officer of Philco. Whether the disagreements were over finances (see p. 14 for 1955 report), color prospects, patent policy -- all subject of rumor even before announcement of the break -- is not ascertainable.

Fact is that Philco has lost ground in TV competition, the gap between it and RCA for top place having widened during the last year. It's also the only major TV-radio-electronics manufacturer (except for Zenith, which has long been in litigation with RCA) that did not sign a new patent licensing agreement last year. Negotiations with RCA, we were told, are still in progress.

Actually, Jimmy Carmine's stock ownership is such that, unless he unloaded, he's hardly likely to leave Philco. Besides his \$66,250 salary & \$40,000 incentive



compensation, as shown in a proxy report of March, 1955, he owns 31,719 shares of Philco and his family owns almost as much. That makes him largest beneficial stockholder among all Philco officers & directors, besides which he has an equity in the employes' profit-sharing plan which was last shown to own 527,563 shares (Vol. 12:3) of the 3,771,850 shares of common stock outstanding.

Carmine's whole business life has been with Philco, with which he started as battery salesman in 1923. His forte has been sales & merchandising, and he has been closely identified with all of Philco's usually large-scale advertising projects -- most notably the recently discontinued Philco Playhouse on NBC-TV, the Miss America contests, the 1952 & 1956 political convention sponsorships (former on NBC, latter signed on ABC), and the pioneer big-scale sponsorship of Bing Crosby on CBS Radio.

Jim Skinner is also a Philco career man -- in fact, son of the late James M. Skinner, who was the company's president from 1929-39. Young Skinner quit the U of Pennsylvania to join Philco in 1934, rose to become v.p. & gen. mgr. of the TV div. after serving in other posts, including sales v.p. of refrigeration div. and distribution v.p. He helped run Philco's big wartime radio, radar & electronics training school for the military, is regarded as one of the ablest of the company's younger executives -- and one whose promotions were always well earned.

Skinner's TV div. duties are being taken over again by v.p. Larry F. Hardy, who will also supervise the home radio div. The TV div., most important in the company, has 3 other vice presidents -- Palmer M. Craig, engineering; Reese B. Lloyd, operations; Wm. H. Mattison, production. Sales chief is John L. Utz, expected to spark new drive for TV market -- with color potential largely in mind.

Reason given for passing over Jack Otter for the presidency was that "he's a powerhouse on sales and distribution, and that's where we need him most now." Election of young Skinner is outgrowth of Philco's long-standing policy of executive-manpower-in-depth -- with plenty of younger men ready and able to take over as the older ones resign or retire. It's assumed the Skinner regime will be marked soon by quite a few other executive promotions.

**TV ADVERTISING DOLLARS MOSTLY 'NEW MONEY':** Where did that \$1 billion-plus spent on TV advertising last year come from? Fact that TV accounted for one out of every 9 ad dollars (Vol. 12:6) impelled us to ask that question of Oliver Treyz, the live-wire young president of TV Advertising Bureau, counterpart of ANPA's Bureau of Advertising -- and he replied that it's mostly new money. In other words, it's "growth dollars" and very little of it has been gained at the expense of other media.

It's true enough that older media, most notably radio perhaps, might have gone up more apace with the growing economy if there were no TV. But TV has contributed mightily to the growth of the economy, it's here to stay because the public wants it -- and in Treyz's expert opinion it's rearing its own ad structure.

That's why he feels particularly keenly about recent newspaper assaults on the TV medium. Their "well-publicized hate campaign," as he puts it, is probably due to fact that 1955 was first year that TV (as a whole) topped newspapers in the national billings category (see table, p. 16, Vol. 12:6). But, says Treyz:

"The data shows newspapers with 1954-55 overall gain \$173,300,000 greater than TV. The newspaper gain over the last 6 years is greater than the total TV industry -- and year-by-year gain has been greater than TV's for all but one year, viz:

|                  | <u>Gain Over Preceding Year</u> (in Millions of Dollars) |                 |                        |
|------------------|--|-----------------|------------------------|
|                  | <u>Total Newspapers</u>                                  | <u>Total TV</u> | <u>All Media Total</u> |
| 1950.....        | 159.9  | 113.0           | 507.8                  |
| 1951.....        | 182.1  | 161.5           | 716.1                  |
| 1952.....        | 215.1  | 121.6           | 730.1                  |
| 1953.....        | 172.0  | 152.2           | 599.1                  |
| 1954.....        | 50.5   | 197.5           | 408.8                  |
| 1955.....        | <u>374.7</u>   | <u>201.4</u>    | <u>864.9</u>           |
| Six-year gain... | 1,154.3  | 947.2           | 3,826.8                |

"TV's total gain represents less than one out of 4 of the new advertising dollars," according to Treyz. "Increased sales resulting from TV's impact have led



to further increases in overall advertising budget -- enjoyed by newspapers as well as TV, despite fact that in same 6-year period newspaper coverage has contracted; combined circulation of all U.S. dailies increased only 6% while U.S. population has gone up 10%, and newspaper space rates have gone up 30%.

"Many advertisers tell us newspapers would do better if they concentrated on regaining their onetime strength by following TV's pattern of using other media to build their own circulation. For example, Television Digest's Vol. 12:6 reports Media Records figures showing more than 21,000,000 lines of TV tune-in newspaper advertising was used last year. The current negative newspaper tactic of 'biting the hand that feeds 'em' is a losing battle as TV continues to grow."

**CLOSED-CIRCUIT TV STATIONS—A NEW ERA?** Nation's first closed-circuit TV station is in operation--and its backers believe it's the start of a new era in small-town TV. Site is Cedar City, Utah (1950 pop.: 6106); operator is Trans-Community TV Inc., 141 El Camino Drive, Beverly Hills, Cal. System is called "Comprovision" (community-programs-television) and project appears to have substantial backing.

Long-planned system (Vol.11:8), Comprovision operation is the first of 50 or more due to start this year -- according to Trans-Community pres. Jerome L. Doff, Beverly Hills attorney. Here's his description of progress and plans:

Cedar City system runs 8 hours daily -- 6 hours of film and ABC-TV & NBC-TV kines, 2 hours live. Time sales are mostly local, with basic rate of \$2 for 1-min. spot before 5:30 p.m., \$2 for 20-sec. after 5:30. First 13 weeks will shortly be sold out. Several national reps are under consideration, including Branham & Weed. No outside signals are employed; all programs are originated locally. Equipment is mostly RCA, some Jerrold. Local manager is Whit Jensen.

Subscribers on cable pay \$150 for installation, \$7.50 monthly. Some 400 connections are expected to be sold by end of month. Beyond that, it's estimated that total will rise to 800 in 3 months, 1500 by year's end, 2500 ultimately.

Next communities to start are Moab, Utah and Miles City, Mont., both due in March. Another is scheduled for start in March, 4 due in April -- none identified. In addition, a tieup has been made with "an industrial giant" in Canada, which will back some 30 systems there -- starting in Newfoundland in April.

Principals of firm, in addition to Doff: chairman, Jack O. Gross, who sold KFMB-TV, San Diego for \$925,000 in 1951; eastern v.p., Luellen Stearns, ex-NBC Spot Sales, who has offices at 45 Tudor City Pl., N.Y.; director, Irvin Kahn, San Diego "lawyer-builder-industrialist"; secy.-treas., Louis Lesser, Los Angeles builder; asst. secy.-treas., Wm. Malat, partner of Lesser.

Chief field supervisor is Alan Lane, owner of Los Angeles ad agency. Philip Weisel, ex-RCA Service Co., Los Angeles, is chief broadcasting engineer. Clyde (Scotte) Gray is chief line technician.

Doff is very enthusiastic about Cedar City start, feels certain that growth of Trans-Community's own operations will be substantial. In addition, he's been contacting operators of regular community systems in effort to take advantage of wired systems already built. So far as National Community TV Assn. is aware, none has yet tied up with Trans-Community.

If tieups with community systems are made, audience available would be quite substantial now. Studying our directory of systems in new TV Factbook No. 22, pp. 375-387, we find 420 systems in operation. Of these, 280 supplied figures on number of subscribers served -- giving a total of 239,527 for average of 855. As far as potential goes, those supplying estimates, when added together, indicate possibility of 559,685 homes. Adding our own estimate as to number of homes served by those not supplying figures, we believe it good guess that grand total of receivers connected to community systems is now 275,000-300,000.

Since community systems now get all their programs from stations, merely amplifying signals and relaying them to subscribers, community operators are viewing local originations cautiously. One thing NCTA counsel E. Stratford Smith has constantly advised them is that local originations should be an added service, never



interrupt transmission of stations' signals. This is to preserve NCTA position that systems don't usurp program property rights -- merely supply an antenna service.

Note: Another closed-circuit "first" went into operation this week -- first public school TV "network," hooking up 11 elementary schools in Pocatello, Idaho, with local community antenna system and studios at Idaho State College. For details of this pilot teaching-by-TV project, see story on page 5.

**ALLOCATIONS—COURTS, CONGRESS & COMMISSION:** FCC's broad authority in making grants and handling allocations was again buttressed, then narrowed slightly, in 2 opinions by court of appeals this week. One was opinion backing court's 2-1 decision refusing to stop construction of vhf stations in Corpus Christi, Madison & Evansville (Vol. 12:5). Other was opinion supporting its freeze of Ch. 10 drop-in in Vail Mills (Albany) pending FCC's general allocations rule-making (for details, see below).

FCC geared itself, meanwhile, for 2 full-day sessions of testimony before Senate Interstate Commerce Committee, Feb. 20-21. That's expected to conclude Commission's presentation. Then, industry is scheduled for 4 all-day sessions Feb. 27-29 & March 2. List of witnesses is still being compiled, but representatives from following groups are among those expected to appear:

Networks: ABC-TV, CBS-TV, NBC-TV. Groups: Uhf Industry Committee; members of group of "independent stations & program packagers" headed by Dick Moore, KTTV, Los Angeles, and represented by firm of Cox, Langford, Stoddard & Cutler. Stations: WSM-TV, Nashville; WBTV, Charlotte & WBTW, Florence; WGN-TV, Chicago. In addition, pro and con subscription-TV forces will be on hand: Telemeter, Skiatron & Zenith pro, theatre exhibitors' spokesmen con.

Subscription TV, with its proven potential for generating heat, could well take over and become main show in Congress -- dwarfing uhf-vhf controversy.

**FCC WON MORE** than it lost in 2 Court of Appeals decisions this week. Commission's decision to permit vhf grantees to go ahead in Corpus Christi, Madison & Evansville, court said, "is the sort of quasi-legislative policy decision which is virtually immune from attack in the courts." Furthermore, court said it didn't think uhf operators in those cities were likely to win when merits of their cases are finally weighed by court. Court's conclusion:

"The Commission, after considering [uhf stations'] pleadings, has affirmatively found that the additional vhf service which [vhf grantees] will provide is required in the public interest. If extinction of uhf stations results from the Commission's policy and actions, the responsibility must lie at the Commission's door."

Drop-in of Ch. 10 in Vail Mills (Albany) is different, court stated in another 2-1 decision. It was obviously sympathetic with plight of uhf WMGT, Adams, Mass., which would be faced with potential vhf competition it hadn't anticipated. Court noted that current allocations rule-making may or may not leave Ch. 10 in Vail Mills and it saw no "public benefit" in giving public the impression the channel assignment is permanent. Court said "substantial question" is raised as to "due process" afforded WMGT—whether it was given proper hearing when Ch. 10 was allocated.

Losing vhf applicants in other decisions, meanwhile, sought to reverse FCC in courts. WTSP, St. Petersburg, Fla. and WSSV, Petersburg, Va. asked Supreme Court to review FCC's and Court of Appeals' decisions granting their opponents. Tennessee TV asked Court of Appeals to reverse Knoxville Ch. 10 grant, while Scripps-Howard (WNOX) asked FCC for rehearing in the case.

FCC denied petition of WIBA, Madison, which asked

holdup of Ch. 3 grant to WISC, rehearing, reconsideration, etc. Commission also turned down Peoria uhf stations' plea that final decision on Ch. 8 not be issued in contest between WMBD & WIRL; as in similar cases, Comrs. Hyde & Bartley dissented, said decision should be withheld pending disposition of overall allocations rule-making.

Commission granted 2 vhf CPs this week: Ch. 9, Hot Springs, Ark., to Video Independent Theatres (Henry S. Griffing, pres.), owner of 12½% of KWTW, Oklahoma City, operator of 140 theatres in Oklahoma & Texas; educational Ch. 8, New Orleans, to Greater New Orleans Educational TV Foundation.

One petition for channel allocation was filed—KIBS, Bishop, Cal., requesting assignment of Ch. 3, 8, 17, 19 or 23.

William H. Jackson, chairman of KOTV, Tulsa, and recently managing partner of J. H. Whitney & Co., N. Y. investment firm, was named special asst. to President Eisenhower to help coordinate foreign policy action. He was a World War II intelligence officer, served as deputy director of Central Intelligence Agency 1950-51, was special asst. to Secy. of State Dulles at Geneva conference.

RCA pres. Frank M. Folsom reappointed by President Eisenhower this week to the corporation of United Service Organizations, along with Harvey Firestone, USO chairman; Emil Schram, ex-pres. of N. Y. Stock Exchange, pres.; also named to board were Dr. Rufus E. Clement, pres. of Atlanta U, and Harold Stanley Marcus, head of Neiman-Marcus, Dallas.

Clifton W. Phalen elected executive v.p. of AT&T, being succeeded March 1 as pres. of Michigan Bell by v.p. William M. Day, with operations v.p. Allen G. Barry of Wisconsin Telephone Co. becoming v.p. & gen. mgr. of Michigan Bell.

James W. Cook, AT&T v.p. in charge of rates & revenues, named v.p. in charge of merchandising, succeeding Bartlett T. Miller, retiring March 1; E. Hornsby Wasson, operations v.p., takes over Cook's old post.



**F**IRST PUBLIC SCHOOL closed-circuit TV system was dedicated Feb. 17 in Pocatello, Idaho, as children in 11 elementary schools simultaneously watched Gov. Smylie conduct a class in political science at Idaho State College. The 11-school closed-circuit installation, with its studio at the college, is also connected to local community antenna system, so that children and their parents can watch educational programs at home.

The school "network" will make it possible for a few specialized teachers who formerly traveled from school to school to reach students simultaneously by appearing on the TV system. Visual aids such as films & slides will be shown via TV directly from the college studios, eliminating expense of providing duplicate films, projectors, etc. for each school. Schools have separate classrooms, with 21-in. receivers, set aside for TV teaching. Student-originated programs, such as plays, discussions, musical events, are also due to be part of TV curriculum. System will also be used in the college's teacher-training program.

The closed-circuit network was set up at cost of \$7500, financed jointly by Jerrold Electronics Corp., Philadelphia, and Bannock Cable TV Inc., Pocatello community system. The 2 companies recently made \$5000 grant to Idaho State College to establish chair of TV coordinator to head school project. Pocatello installation is due to get close study by educators' groups, as possible forerunner of more elaborate public school TV educational networks.

Experiment in closed-circuit TV for classroom instruction, involving nearly 500 students, is now under way at Michigan State U, which operates educational WKAR-TV, East Lansing. Courses selected for the experiments—utilizing 2 cameras and eight 24-in. monitors—are educational psychology, introductory chemistry, communication skills.

First educational TV course designed primarily for teachers will be offered by Colby College, starting Feb. 19, on commercial stations WMTW, Poland Spring, Me. & WABI-TV, Bangor. Called "Introduction to the Atom," it will be shown simultaneously on both stations Sun. 2:30-3 p.m., and may be used for full credit at Colby by qualified teachers.

U of Pennsylvania is recipient of \$1000 from WCAU stations to be used to improve its TV-radio teaching facilities; in special ceremony on WCAU-TV, pres. Donald D. Thornburgh said this was sum won by station in DuPont Awards last year for its work in educational TV.

Michigan State U's 6th annual TV Workshop for teachers and members of the TV industry interested in production will be conducted Aug. 6-24, headed by Dr. Armand L. Hunter, director of TV development and mgr. of WKAR-TV, Lansing. Four college credits are offered.

Wayne U offers credit courses in parliamentary law, conversational French, prehistoric ancestors via Detroit's educational WTVS (Ch. 56) starting Feb. 6, charging \$11 per credit hour.

George L. Hall, deputy chief of educational div., International Cooperation Administration, Washington, joins Educational TV & Radio Center, Ann Arbor, Mich., as director of development, specializing in coordinating public relations & information activities.

National Headliners Club, 2307 Boardwalk, Atlantic City (Mall Dodson, exec. secy.) has set March 1 as deadline for entries for annual Headliner Awards for news coverage by the major media, including TV-radio. Winners will be announced March 22, awards presented April 7.

Deadline for 1955 "Emmy" ballots has been extended to Feb. 23, by which time they should be mailed to Academy of TV Arts & Sciences, 23 W. 53rd St., N. Y. (Ed Sullivan, acting chairman).

Changes in political broadcasting rules proposed by CBS pres. Frank Stanton, to permit TV debates between major party candidates (Vol. 11:22 & 12:5-6), were endorsed this week by NBC in written statement on pending communications bills submitted to House Commerce communications subcommittee. Commenting on HR-6810, which would exempt candidates' appearance on news and forum shows from equal-time provisions, NBC-TV said bill was "sound in principle" and "recognizes that we live in an era of electronic journalism and that the literal application of the equal time provision tends to defeat itself." NBC gave these views on other measures: (1) Called principle of bills banning FCC anti-newspaper discrimination "sound." (2) Proposed amendment of bill denying members of subversive groups political broadcast time, to require filing of non-subversive affidavit by politicians requesting time. (3) Endorsed principle of bill to relieve stations of liability for defamatory statements made by candidates, but suggested several amendments. (4) Opposed bills to limit height of antenna towers, on grounds that there is already a satisfactory method of resolving airspace conflicts which would be disrupted by the "arbitrary" provisions of the bills.

Hundreds of anti-"booze" missionaries jammed Capitol Hill this week for the regular biennial hearings on bills to ban liquor, wine & beer ads in interstate commerce. Senate held 3 days of hearings, House 2—at which largest hearing rooms weren't big enough to accommodate the temperance crusaders. Most of the objections this time were aimed at beer & wine advertising on TV. Opposing the measures were spokesmen of NARTB, AAAA, Magazine Advertising Bureau, AFL-CIO, brewers, distillers, tavern owners, etc. NARTB pres. Harold Fellows opposed the bills on grounds they "discriminate against one perfectly legitimate item of commerce." He pointed out TV-radio stations voluntarily reject hard liquor advertising, pledged to continue to oppose "any and all unfair and discriminatory restrictions on the advertising processes."

National Assn. for Better Radio & TV (NAFBRAT) voted Edward R. Murrow (CBS) as "man-of-the-year" for 1955 and NBC-TV's *Conversations* & NBC Radio's *Biographies in Sound* as "programs-of-the-year." Specialized TV program winners: drama, *Hallmark Hall of Fame* (NBC); situation comedy, *Life With Father* (CBS); education, *Adventure* (CBS); comedy, *Jack Benny Show* (CBS); news, *Douglas Edwards & the News* (CBS); interviews, *Person to Person* (CBS); popular music, *Perry Como Show* (NBC); classical music, *Voice of Firestone* (ABC); quiz, *\$64,000 Question* (CBS); public service, *See It Now* program on Vice-Presidency (CBS); children's, *Lassie* (CBS); teenagers, *Youth Wants to Know* (NBC); daytime, *Matinee* (NBC); best new program, *Wide Wide World* (NBC).

John W. (Duke) Guider, who retired as partner in Washington law firm of Hogan & Hartson shortly before war, and who is pres. & 11.8% owner of WMTW, Poland Spring, Me. (Ch. 8), owns newly started local radio WJWG, Conway, N. H. (1-kw D, 250 w); he also owns WMOU, Berlin, N. H.

Chicago operations of ABC-Paramount, including WBKB, move March 1, 1957 from Kemper Bldg. on No. Wacker Dr. to State-Lake Bldg., 190 No. State St., original site of WBKB, one of nation's pioneers.

Chandler Cowles, Broadway producer, engaged by NBC as gen. mgr. of newly formed NBC Opera, touring company, working under Samuel Chotzinoff.

Wide, wide Kremlin: Russian TV gave full treatment to this week's meeting of Supreme Soviet (parliament), covering it from beginning to end—long-winded speeches and all.



**Personal Notes:** Nat Wolff, who resigned 2 weeks ago as Young & Rubicam v.p. in charge of TV-radio creative programming, joins NBC-TV as director of program planning, reporting to Thomas A. McAvity, v.p. in charge of TV network . . . Stanton M. Osgood, ex-mgr. of NBC-TV film production, named gen. mgr. of the new Paramount Sunset Studio, with 5 stages remodeled & equipped for TV production, which big film company is making available in June for rental . . . Soren H. Munkhof resigns as v.p.-gen. mgr. of upcoming WITI-TV, Milwaukee (Ch. 6) due in April, in order to devote full time to TV management consultation . . . Grady E. Jensen promoted to business mgr., WABC-TV, N. Y., replacing Thomas J. Martinez, resigned . . . Donald B. Cook, ex-WBKB & WGN-TV, Chicago, most recently with J. Walter Thompson, where he helped direct TV coverage of opening of Disneyland Park, named exec. producer of KNXT, Los Angeles, succeeding Bob Quinlan, now in CBS-TV news & special events dept., N. Y. . . . Robert W. Sarnoff, pres. of NBC, addresses Chicago Federated Ad Club's "Advertising Week" luncheon Feb. 23 at Morrison Hotel . . . George Greaves, KRCA, Los Angeles, elected pres. of California State Radio & TV Broadcasters Assn., succeeding Philip G. Lasky, KPIX, San Francisco, elected first v.p. . . . Harold C. Stuart, exec. v.p. in charge of Skelly stations (KVOO-TV & KVOO, Tulsa) has named Gustav K. Brandborg as KVOO gen. mgr., succeeding Wm. B. Way, retired; C. B. Akers is gen. mgr. of KVOO-TV . . . Lee Marts promoted to local sales mgr., Steve Mills to production mgr., KCMO-TV, Kansas City; W. E. Danford promoted to radio sales mgr. . . . Philip Lewis named news bureau mgr., WCBS-TV, N. Y., succeeding Blaine Littell, now assignment chief of CBS News Campaign Cavalcade for political coverage . . . Ron DePinto promoted to publicity & promotion mgr., KPHO-TV & KPHO, Phoenix . . . Ralph A. Renick, news director of WTVJ, Miami, named one of 5 "outstanding young men" in Fla., received award from Junior Chamber of Commerce Feb. 11 in Tallahassee . . . Al Ritter, ex-TV-radio time-buyer, Compton Adv. (*Goodyear Neolite, Socony Mobil, Tenderleaf Tea*), joins reps H-R Television Inc., N. Y. . . . Jack Thompson named asst. sales mgr. for radio of reps Free & Peters . . . Jack Masla promoted to exec. v.p.

**ADVERTISING AGENCIES:** F. Kenneth Beirn, ex-pres. of Biow-Beirn-Toigo (now Biow Co.), elected exec. v.p. of Ruthrauff & Ryan, in charge of plans & creative services; Paul E. Watson, exec. v.p. in charge of western operations, elected board chairman, succeeding F. B. (Barry) Ryan, now chairman of exec. committee; Haak B. Groseth & R. W. Metzger, both v.p.'s in Chicago office, become exec. v.p.'s . . . George P. Richardson Jr., v.p. of J. Walter Thompson, named supervisor of Schlitz account, transferring to Chicago from Detroit, where he worked on Ford account . . . Jack W. Runyon, ex-Biow-Beirn-Toigo, elected Kenyon & Eckhardt v.p. in charge of Los Angeles region; L. J. Sholty Jr. continues as mgr. of Los Angeles office . . . Donald W. Laiffer promoted to TV-radio director, Warwick & Legler, Los Angeles . . . Gordon Webber, Benton & Bowles TV copy supervisor, elected a v.p., as were Edward Mahoney, senior producer in commercial TV dept., and Raymond Linn, administrative head of commercial TV art & production dept. . . . Jay Leon Schiller, ex-ABC, named media research director, Compton Adv. . . . Norman Swetman, ex-WSUN-TV, St. Petersburg, Fla., named TV-radio director, Bishopric-Green-Fielden Inc., Miami (formerly Bishopric-Green Assoc.), succeeding W. Arthur Fielden, who continues to supervise TV & public relations . . . Samuel Gilman, ex-CBS, joins Gaskill & Johnson Adv., Newark, as senior exec. in charge of industrial accounts.

of Burke Stuart rep firm, New York . . . C. L. (Chick) Doty, ex-ABC & Petry, promoted to new post of program director, WCPO-TV, Cincinnati . . . Joel Weisman promoted to film production mgr., WABD, N. Y., reporting to program director Bill Adler . . . Paul Roberts, ex-radio director of Benton & Bowles (*Railroad Hour, Perry Mason, Wendy Warren*), joins CBS Radio as producer-director of *CBS Radio Workshop* . . . Bob Watson named program director of KOAT-TV, Albuquerque, succeeding Dick True; Al Farrel named production mgr. . . . Wm. P. McGowan, from *North Adams Transcript*, named news editor of WMGT, Adams, Mass. (Ch. 19) & radio WBRK, Pittsfield, succeeding Larry Vaber, now with GE . . . David Porter, recently v.p. of Hearst Magazines in charge of Cosmopolitan Advertising, joins Screen Gems Inc. as mgr. of national sales; he and Robert D. Levitt, newly named director of national sales, report to John H. Mitchell, sales v.p. . . . Irving Feld, ex-MPTV, named eastern sales mgr. of UM&M TV; Frank Soule, also ex-MPTV, named non-theatrical sales mgr.; John L. D. Peters, ex-Hilton & Riggio, named adv. mgr. . . . Harold C. Cohen, ex-Ashley-Steiner Adv., N. Y., joins ABC as asst. to James A. Stabile, v.p. in charge of business affairs dept. . . . S. M. (Mort) Rosenman promoted to production mgr. of WXIX, Milwaukee . . . George A. Wilson resigns as director of engineering for Radio Cincinnati Inc. (WKRC-TV & WKRC) and Ralph A. Mlaska, from Waterloo, Ia., will become WKRC-TV chief engineer, with Hugh D. LaCrosse promoted to asst.

Walter W. Gross, 60, director, v.p. & gen. counsel of American Broadcasting-Paramount Theatres Inc., prominent attorney in the motion picture industry for many years, died Feb. 18 of a heart attack at his home in N. Y. He was one of the leading spirits in long FCC proceedings involving merger of ABC with Paramount Theatres. He was a 1920 Harvard graduate, is survived by his widow, 2 sons, one daughter.

Edward B. (Ned) Hullinger, 43, regional mgr. of ABC-TV station relations dept., onetime station relations mgr. & publicity director of its western div., died Feb. 14 of heart attack. He is survived by his widow.

Washington section of IRE, at annual banquet Feb. 11, cited following for "distinguished service": Fred W. Albertson, senior partner, Dow, Lohnes & Albertson, Washington attorneys; Dr. J. Howard Dellinger, ex-radio chief, Bureau of Standards; Herbert G. Dorsey, retired, Washington; Frederick P. Guthrie, asst. mgr., RCA frequency bureau; Eugene H. Rietzke, pres. of Capitol Radio Engineering Institute; A. Hoyt Taylor, retired chief, Naval radio research, now residing in Claremont, Cal.; Edward M. Webster, FCC; Leo C. Young, Naval Research Lab.

Warren E. Baker, FCC gen. counsel, is now considered out of the running for appointment as chairman of Civil Aeronautics Board, where he was once asst. to chairman. He had support of Senators from his home state of Indiana but that doesn't seem to be enough. Currently mentioned for the CAB job is Val Peterson, administrator of Federal Civil Defense Administration.

Harold Fellows, pres. of NARTB, and Mrs. Fellows depart Feb. 24 on 2-week flying trip to Munich, Paris & London, primarily in interests of Radio Free Europe.

Raymond F. Guy, NBC director of radio frequency engineering, awarded Marconi Memorial Medal at annual banquet of Veteran Wireless Operators Assn., Feb. 18.

Douglas M. Moffat, N. Y. attorney & chairman of N. Y. State Temporary Commission on Educational TV, nominated as Ambassador to Australia.



**Telecasting Notes:** Production of TV film commercials was \$25,000,000 business in 1955, according to estimates in new *1955 Survey of TV Film Commercials* published by Ross Reports on TV, 551 Fifth Ave., N. Y. Ross Reports states that Transfilm Inc., New York, is largest TV film producer, "probably accounting for 8-10% of the total dollar volume for the industry," with New York by far the main center of TV film commercial production. Based on gross dollar volume, runners-up for title of top commercial producers were said to be Sarra Inc. of Chicago & N. Y. and Kling Film Productions of Chicago & Hollywood. Biggest on west coast, according to the report, were United World Films and Hal Roach Studios . . . Feature film fever still running high, with rumors this week that deal has been closed for sale of TV & theatrical rights to pre-1948 Warner Bros. backlog to Elliot Hyman's Associated Artists Productions for \$16-\$21,000,000, backed by money from Lehman Bros. investment firm . . . Feature film purchases by TV stations and networks will total \$50,000,000 this year, Feb. 15 *Variety* estimates, on basis of some 2500 pre-1948 features now available . . . NTA's Selznick package of 11 top-notch films reported sold to General Teleradio's WOR-TV, New York, for running on *Million-Dollar Movie* program, at \$18,000 a picture—by far highest price ever paid for feature films . . . Titles of some of features in Columbia Pictures' 104-film package to be distributed by Screen Gems were announced this week, including: "Adam Had 4 Sons" (Ingrid Bergman, Susan Hayward); "Commandos Strike at Dawn" (Paul Muni); "Doctor Takes a Wife" (Loretta Young, Ray Milland); "Fuller Brush Man" (Red Skelton); "Pennies from Heaven" (Bing Crosby); "Sahara" (Humphrey Bogart); "You'll Never Get Rich" (Rita Hayworth, Fred Astaire) . . . Popularity of feature film programming underscored by Neisen report for 2 weeks ended Jan. 21 giving ABC-TV's *Famous Film Festival* (J. Arthur Rank films) average audience rating of 11.2—opposite Ed Sullivan, yet! . . . Republic Pictures signs exclusive pact with Italian TV, barring all other foreign feature films for 2-year period . . . ABC-TV spectaculars, unlike those of the other nets, won't be fixed to any particular time segment or day, but will be programmed flexibly. Network has signed deal with Theatre Guild to produce 6 of them, is negotiating with Metropolitan Opera to stage 2-4 top-name opera "specials" . . . Another ballet triumph in making at NBC-TV, which received both kudos and ratings for Sadler's Wells' performance of "Sleeping Beauty" this season. It's negotiating to fly ballerina Moira Shearer and entire Sadler's Wells troupe from England next Christmastime for one-shot 90-min. color spectacular of "Cinderella" . . . Screen Gems to produce at least eight 90-min. filmed dramas for CBS-TV's *Playhouse 90* next season, at budget of about \$150,000 each; some other shows in series will be live . . . Betty Grable signed to co-star with Orson Welles in Hecht-MacArthur comedy "Twentieth Century" on live *Ford Star Jubilee* color on CBS-TV spectacular April 7 . . . Bumper crop of summer replacements this season reported by Feb. 18 *Billboard*—more than 200 new 30-min. dramatic films available for second run, in 15 separate series . . . At last—a quiz show "with a grand prize in the 7-figure category." It will be on New York's WATV beginning Feb. 19, in Italian language, and titled *Win a Million Lira* (1,000,000 lira equals \$1800).

Film clips on TV got OK from AFM chief James C. Petrillo in surprise agreement with movie studio topkicks this week. The music czar agreed to permit use of clips from feature films with original sound tracks and no payment to the union, providing they're used to plug the features themselves and not a commercial product. Heretofore, Petrillo had required re-recording of music tracks on all TV clips from feature films.

**SHODDY PRACTICES** by some stations get a blistering attack by FCC Comr. Robert E. Lee in speech prepared for delivery before Radio & TV Executives Society in N. Y. Feb. 21. Pounding away at his oft-expressed thesis that a few bad apples in the broadcasting barrel are jeopardizing conscientious operators, Lee states:

"For myself, I sense a ground swell of public revulsion that is making itself felt not only in the industry but in the Congress as well. Check the pages of the *Congressional Record* and take heed at what may be coming. The FCC as presently constituted believes in the industry and abhors any thoughts of censoring advertising or copy and this attitude is healthy for the industry, but do not force Congressional action that will throttle you into a government vassal. This will surely come if an outraged public demands it . . .

"Furthermore, if the broadcaster wishes to assure renewal of his license, he must be prepared to satisfy the Commission that his station has been operated in the public interest, convenience and necessity. We at the FCC have leaned over backward in putting a liberal interpretation on this clause in order to avoid any suggestion of censorship. However, our mail appears to indicate that an aroused public may not be as tolerant."

Lee urges audience at the "Timebuying & Selling Seminar" to pressure unscrupulous operators and reward their more restrained colleagues, giving 7 specific recommendations. He also lists 5 practices to be condemned.

Continuous check on TV & radio commercials is being kept by Federal Trade Commission, Senate Commerce Committee Chairman Magnuson (D-Wash.) was assured this week by FTC chairman John W. Gwynne. Magnuson had asked FTC what it was doing to prevent "phony ads" on TV & radio from misleading the public (Vol. 12:6). Gwynne wrote that while FTC has no monitoring service it receives written continuities of all station-originated commercials for one selected 24-hour period approximately every 3 months, and the national networks voluntarily submit texts of all commercials for selected 8-day period once a month. In addition, FTC investigates complaints by the public and by competitors of advertisers. From Sept. 1, 1955 through Jan. 20, 1956, FTC examined 3676 TV-radio commercials.

Movie exploitation on TV—via the Hollywood producers' own TV programs—is hurting attendance at theatres. This is startling conclusion reached by Philadelphia researcher Albert Sindlinger on basis of surveys in Texas & Oklahoma and expounded this week at convention of United Theatre Owners of Oklahoma. Major studios, he said, have created "a new kind of competition" for themselves by putting film clips on TV. "The public thinks it's wonderful to stay at home and see scenes of forthcoming movies and decide which ones they don't want to see," he said. "I could list 25 pictures where the grosses have been cut millions of dollars by TV showings." He added that rate of boxoffice decline was "in direct proportion to the number of people watching TV produced by the movie producers." He predicted movie majors would drop out of network program production.

Reduction in "re-use payments" for repeats of filmed, kinescoped or taped TV programs has been voluntarily negotiated by AFTRA with the 3 networks. Amounts will be announced to union membership Feb. 28. Current AFTRA contracts stipulate talent must be paid as much for re-runs as for original telecast, whereas Screen Actors Guild—which has jurisdiction over most TV films—provides for 20-city re-runs without additional payments. AFTRA's move reportedly is weapon for use in coming battle with SAG for jurisdiction over performers appearing on programs recorded by new video tape processes.



**Station Accounts:** Oil companies are proving one of biggest categories of syndicated film sponsors, latest purchase being Cities Service sponsorship of Ziv's *Man Called X* in several eastern markets after ending 29-year radio sponsorship on NBC. Other examples of big oil sponsorships: Socony-Mobil's *Mobil Theatre* in 60 markets (ABC Film Syndication); Phillips Petroleum's *I Led Three Lives* (Ziv); Signal Oil's *Whistler* (CBS-TV Film Sales); Chevron's *Chevron Theatre* (TPA); Pure Oil's *Racket Squad* (ABC Film Syndication) . . . Joint 3-way promotion links Washington State Apple Commission, Post Cereals & Alcoa in big regional spot campaign starting next month to advertise apples stuffed with Grape Nuts and baked in aluminum foil. Respective agencies are Cole & Weber, Seattle; Benton & Bowles, N. Y.; Ketchum, MacLeod & Grove, Pittsburgh . . . Brand & Oppenheimer joins Colgate-Palmolive in tie-in promotion on washability of its fabrics, thru David J. Mendelsohn Adv., N. Y. . . National Biscuit Co., to introduce new "Shredded Wheat Juniors" cereal, plans intensive spot campaign, thru Kenyon & Eckhardt . . . E. F. Drew & Co., N. Y., in first national consumer campaign in its 49-year history, to use TV-radio spots to introduce "Tri-Nut," new margarine, thru Ruthrauff & Ryan . . . Glidden Co., Cleveland, plans its biggest spring-summer campaign to promote new 56-color paint line, thru Meldrum & Fewsmith, Cleveland . . . Bergdorf-Goodman joins Gimbel's as sponsor of WRCA-TV's *Window*, 5-min. homemaking program, Mon.-thru-Fri. 8:55-9 a.m., direct . . . Among advertisers currently reported using or preparing to use TV station time: Rust-Oleum Corp., Evanston, Ill. (rust preventive), thru O'Grady-Anderson-Gray, Chicago; MacArthur Products, Orchard, Mass. (Portable Porter luggage carriers), thru Reilly, Brown & Tapply, Boston; David Kahn, Bergen, N. J. (Wearever pens & pencils), thru Dowd, Redfield & Johnstone, N. Y.; National Gypsum Co., Buffalo, N. Y. (Gold Bond wall board), thru BBDO, Buffalo; Clopay Corp., Cincinnati (window shades, drapes), thru Fairfax Inc., N. Y.; Rhodes Pharmacal Co., Cleveland, thru Schwimmer & Scott, Chicago; Convenient Foods Co., Atlanta (Tropic Isle frozen coconut), thru H. G. Sample Adv., Atlanta; Pfizer Labs. Div., Charles Pfizer & Co., Brooklyn (Candeties), thru Wm. Douglas McAdams, N. Y.; Sawyer's Inc., Portland, Ore. (View-Master stereo products), thru Carvel, Nelson & Powell, Portland; National Shoe Stores, Bronx, N. Y. (footwear & accessories), thru Emil Mogul Co., N. Y.; Casco Products Corp., Bridgeport, Conn. (Cascopak Automatic Hot Compress), thru Dowd, Redfield & Johnstone, N. Y.; Coats & Clark's Sales Corp., N. Y. (Crown slide fasteners), thru Kenyon & Eckhardt, N. Y.; John Oster Mfg. Co., Milwaukee (kitchen appliances), thru Mathisson & Assoc., Milwaukee; d-Con Co., Chicago (M-O-Lene rug cleaner), thru Leeds & York Inc., Chicago; Galvatex Corp., Los Angeles (paints), thru Dreyfus Co., L. A.; Boston Sausage & Provision Co., thru Ingalls-Minter Co., Boston; IXL Food Co., San Leandro, Cal. (IXL food products), thru Biow Co., San Francisco; Lone Star Cone Co., San Antonio, Tex. (Texanne peanut butter), thru Thomas F. Conroy Inc., San Antonio.

Rate increases: WBAP-TV, Fort Worth, adds Class AA hour (7-10 p.m. daily) at \$1000, min. at \$250, Class A hour going from \$900 to \$750. WSYR-TV, Syracuse, raises base hour from \$800 to \$900, min. \$150 to \$175. KBET-TV, Sacramento, raises base hour from \$600 to \$700, min. \$120 to \$140. WTRF-TV, Wheeling, W. Va., March 1 adds Class AA hour (8-10:30 p.m. Mon.-Fri., 7:30-10:30 p.m. Sat. & Sun.) at \$500, min. at \$100, Class A hour remaining \$450.

Television Bureau of Advertising adds ABC-TV and H-R Television as new members. All networks and 10 rep firms now belong.

**Network Accounts:** Revlon, which credited top-rated \$64,000 *Question* with contributing heavily to its record \$51,600,000 sales last year, is preparing new weekly network program for fall, network unselected, tentatively titled *The Most Beautiful Girl in the World*. Produced by Adrian Samish, show would be weekly "popularity contest" in which girls would compete for cash prizes, based on talent, intelligence & beauty. Live audience in different city each week would pick winners. At year's end, a grand prize of \$250,000 would be awarded . . . Revlon and Kent Cigarettes (alt.) unveil still another big-money quizzer on CBS-TV March 25 Sun. 10-10:30 p.m.—*The \$64,000 Challenge*, long-heralded panel show featuring \$64,000 *Question* winners, with "challengers" pitting knowledge against experts for prizes up to \$64,000. Show will replace Kent's *Appointment with Adventure* . . . Warner Bros. Co., Bridgeport, Conn. (corsets) to sponsor 4 fashion shows in color on NBC-TV next fall, starting in Sept., Sat. 1-2 p.m., thru C. J. LaRoche Co., N. Y. . . Procter & Gamble to be full sponsor of *This Is Your Life* on NBC-TV starting in fall, Wed. 10-10:30 p.m.; *Hazel Bishop* is dropping out as alt. sponsor . . . Pharmaceuticals Inc. to be full sponsor of *Meet Millie* on CBS-TV starting March 13, Tue. 9-9:30 p.m., thru Edward Kletter Assoc. . . . Lever Bros. to sponsor *Gordon MacRae Show* on NBC-TV starting March 5, Mon. 7:30-7:45 p.m., thru BBDO . . . CBS-TV's revamped morning show, Mon.-thru-Fri. 7-8 a.m., is titled *Good Morning*, has Will Rogers Jr. as m.c., Ned Calmer handling news . . . ABC-TV switches *Chance of a Lifetime* from Sun. 9-9:30 p.m. to Sat. 10-10:30 p.m., effective March 3.

Signs of the TV times: CBS-owned TV stations in Jan. gained 21% in net time sales over Jan. 1955, reports director Craig Lawrence, who says this represents stepping up tempo of 1955 gain over 1954 which was at rate of 18%; WCBS-TV, WBBM-TV & KNXT all were up, with WBBM-TV's local ahead by 43%, KNXT's by 52%, and with national spot on all 3 up 18% . . . WXIX, Milwaukee, CBS-owned uhf, has no comparative figures because it didn't start until mid-Feb. 1955, but Lawrence reports "very satisfactory local and national spot sales" . . . DuMont's WABD, N. Y. doing nicely, too; according to v.p. Ted Cott, its Jan. billings up 64% from Jan. 1955 . . . WWLP, Springfield, Mass. (Ch. 22), one of the highly successful uhf's, reports 1955 billings 30% ahead of 1954, with national advertising up about 50%.

Mutual's new sales concept is first guaranteed cost-per-thousand plan ever offered by a network. Using Nielsen average audience figures, MBS will provide its radio network sponsors with cost-per-thousand guarantee based on "home impressions per commercial minute" (1½ min. of commercial for every 5 min. of program); gross audience data; net weekly cost before agency commission. If sponsor is promised 1000 homes per \$1 and cost proves to be \$1.12, for example, MBS will provide enough free spots to bring cost down to \$1.

CBS-TV Spot Sales holds annual general managers' meeting Feb. 22-23 in Savoy Plaza Hotel, N. Y. Guest speakers: David Crane, Benton & Bowles media v.p.; George Polk, BBDO; Larry Davis, duPont Co.; Oliver Treyz, TvB.

"No summer hiatus" policy was announced this week by ABC-TV, which followed recent action of CBS-TV in withholding fall time protection for sponsors who drop out during summer.

Margaret Truman quits Feb. 24 as hostess on NBC Radio's *Weekday* to prepare for 8 or 9 guest appearances on NBC-TV before June; she's under contract to NBC.

Canadian Assn. of Radio & TV Broadcasters holds 1956 convention in Toronto's Royal York, March 26-28.



**SATELLITE KPIC, Roseburg, Ore. (Ch. 4)** starts Feb. 18 to carry programs of KVAL-TV, Eugene (Ch. 13), taken directly off air, having begun test patterns Feb. 10. It brings on-air total to 462 (100 uhf). It's located 56 mi. south of KVAL-TV, uses second-hand 5-kw DuMont transmitter, RCA 3-bay 40-ft. antenna on 130-ft. Fisher tower. Owned equally by KVAL-TV and Wm. B. Smullin's California-Oregon TV Inc. (KBES-TV, Medford, Ore. & KIEM-TV, Eureka, Cal.), KPIC resident mgr. is Gene Pierce, ex-KVAL-TV, with Jim Platz as chief engineer. KPIC has local rate of \$150, is sold in combination with KVAL-TV at \$300. Rep is Hollingbery.

Return to the air of WTVE, Elmira, N. Y. (Ch. 24), which quit when tower and antenna were destroyed by hurricane in fall of 1954 (Vol. 10:45), is now tentatively set for April 1, reports gen. mgr. John S. Booth, who also operates radio WCHA, Chambersburg, Pa. It is replacing old tower with 700-ft. Truscon tower with RCA uhf antenna, but has been running into delays due to weather on mountain-top site. Owners Booth and T. K. Cassel, applicants also for Ch. 9 in Elmira, recently obtained additional capital by selling 30% interest to Wm. W. Scranton, chief owner of WARM-TV, Scranton, Pa. (Ch. 16) and 10% to group of Elmira business men (Vol. 12:6).

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

WITI-TV, Milwaukee (Ch. 6, allocated to Whitefish Bay) hopes to get on air late in April, reports pres. Jack Kahn. Finishing touches are being put on studio-transmitter building, and 25-kw DuMont transmitter is to be installed within 3 weeks. Kimco 963-ft. tower with 6-section RCA superturistile antenna has been ready since Nov. 25. Planned as independent outlet emphasizing color, it proposes to do 90% of live telecasting in DuMont Vitascan studio equipped with one fixed & one mobile camera, 2 projectors and slide units—all equipped for color. Dean McCarthy, ex-WISN-TV, will be program director; Robert Truscott, chief engineer. Base hour will be \$600. Rep will be H-R Television.

WRVA-TV, Richmond, Va. (Ch. 12), with 50-kw DuMont transmitter due March 15, plans early April start, reports v.p.-gen. mgr. Barron Howard. Transmitter & master control house on Midlothian Turnpike is ready and work has begun on studio-office building. To start, it will use 700-ft. FM tower of WRVB, moving later to permanent 790-ft. Truscon tower. Larus & Bro. Co. Inc., big tobacco firm, owns 60% of WRVA-TV and operates radio WRVA & WRVB and Norfolk's WRVC (FM). Other major stockholder is Neighborhood Theatres Inc. (Thalheimer) holding 14.32%. Bill Hall, ex-CBS, will be production mgr.; Jay Gould, ex-WENS, Pittsburgh, film mgr.; George Passage, from WRVA, news director; Estelle Gould, ex-WENS, traffic mgr. Base hour will be \$650. Rep. will be Harrington, Righter & Parsons.

WDAM-TV, Hattiesburg, Miss. (Ch. 9) has 10-kw RCA transmitter due March 1, plans May 1 test patterns, May 15 start with NBC, writes Dave A. Matison, 1/3 owner, who also has interest in local radio WHSY and operates chain clothing store. Studio-transmitter building is about 20% ready; construction of 500-ft. Idcco tower begins March 1. It will use 6-bay RCA antenna.

Hagaman, N. Y. (Ch. 29) satellite granted Feb. 8 to WROW-TV, Albany (Vol. 12:6) hopes to be on the air by April 1, reports comptroller Joseph K. Mikita. Although construction hasn't begun, GE transmitter has been ordered, and 200-ft. Stainless tower will be used. WROW-TV rep is Harrington, Righter & Parsons.

"G-Line" technique of transmitting wide-band signals via a polyethylene-coated wire, as opposed to coaxial line, is being employed commercially for first time in Helena, Mont. to bring TV signals 15 miles to community antenna system operated by Helena TV Inc. Developed several years ago by Signal Corps scientist Georg Goubau, system seemed to have basic problems, many of which appear to have been overcome by Helena engineer Bruce Hamilton. One of these was inability to transmit signals around corners. Community system equipment manufacturer Milton J. Shapp, pres. of Jerrold Electronics, which supplied equipment for Helena system, says: "It's a very efficient way of carrying signals, much cheaper in many ways than cable. Hamilton has made some very clever innovations. He gets the signals around corners by using a nylon trolley. One problem is difficulty in complying with construction requirements in use of poles. The wire must be hung on nylon cords." Technique involves use of funnel-like devices at various points, which produce same results as coaxial cable. Shapp says Jerrold is investigating G-Line for possible use in other community systems. Marketing rights to G-Line are owned by David Bogen Co., subsidiary of Olympic Radio & TV Inc.

Radiated power of 4½-megawatts, highest uhf power ever achieved, has been produced by RCA engineers at Lancaster, Pa., using developmental 100-kw power tube and 50-gain antenna of the type used by Wilkes-Barre's WBRE-TV and Portland's KPTV. The power was achieved on Ch. 22. New 100-kw uhf transmitter is still classified "developmental," will be put into production if there is demand. FCC currently limits uhf stations to 1-megawatt, but has proposed lifting ceiling to 5-megawatts. One station—New Orleans' WJMR-TV (Ch. 20)—has CP for experimental 5-megawatt operation, which it hopes to achieve using GE transmitter with 6 klystrons (Vol. 11:25).

Training program for student engineers, whereby qualified students at accredited colleges & universities can qualify for part-time training with FCC field engineering & monitoring bureau, has been launched by FCC in cooperation with Civil Service Commission. Six-year program enables students in top third of classes to obtain practical experience at FCC district field office or monitoring station, and on completion of training period become graduate radio engineers on assignment to FCC field engineering staff.

Revision of AM-FM rules to permit all radio stations to be operated by remote control was sought by NARTB in petition filed with FCC this week. Present rules permit remote control only of non-directional stations up to 10 kw. Petition is supported by 400-p. document prepared under supervision of A. Prose Walker, mgr. of engineering. Walker estimates about 850 stations are ineligible for remote control under present FCC rules. Commission has granted 714 authorizations to date.

The 50% acquisition of projected KSHO-TV, Las Vegas, Nev. (Ch. 13) by Wilbur Clark, operator of Desert Inn (Vol. 12:5), has been questioned by FCC which this week returned application to CP-holder Moritz Zenoff, stating that it isn't clear whether Clark is to acquire 50% or 100% ownership and that it isn't certain whether counsel was empowered to sign application.

New community antenna systems reported as members of National Community TV Assn.: Estes Park TV Co., Estes Park, Colo.; Antenna-Vision, Susanville, Cal.; T-V Cable Inc., Liberal, Kan.; Norwest Radio Laboratories, Shelby, Mont.

GE's image orthicon warranty has been extended to 500 hours from 350—now providing for 100% adjustment for failure in first 50 hours, then pro-rata adjustments.



**HOTPOINT TV—AND A DISTRIBUTION MAZE:** Something new will be added at the Chicago marts in June -- a Hotpoint-label TV line, all black-&-white, ranging in sizes from 14 to 24-in. It's the first big-brand addition to the TV market in several years, though Hotpoint, as a GE division, is by no means unknown to the TV distribution setup. Hotpoint's TV operations will be directed by D. Edward Weston Jr., currently TV-radio marketing manager for GE Supply Co., Bridgeport, Conn.

Many questions remained unanswered in the wake of this week's brief announcement by Hotpoint pres. John Sharp that, starting in July, Hotpoint will market its own TV line to be produced "initially" by parent GE at Syracuse plant.

Most-asked question concerned future distribution -- but Hotpoint officials refused to comment immediately on it, promised more information later. Prospect is, however, that a major realignment similar to the still-evolving Whirlpool-Seeger revamp of wholesalers, could result. Here are some of the elements:

Hotpoint appliances are now distributed by GE Supply Co., Hotpoint Sales Co., Graybar chain & independent outlets. Hotpoint could decide to offer its TV line to all of its existing distributors -- but this would cause many product conflicts, inasmuch as many of the Graybar and independent distributors carry competing TV lines. Would they therefore be required to sacrifice those TV lines, many of them established brands, to take on Hotpoint TV, a new product? If they refused, would they be forced to give up Hotpoint appliance franchises? Or would Hotpoint take on dual distribution of TV & appliances in some markets?

Graybar merchandising v.p. Robert Litchfield, who handles Hotpoint in 40-odd markets, told us he "expects" to be offered Hotpoint TV, though he had had no word from factory yet. He said decision whether to handle Hotpoint TV would be made on a market-by-market basis in cases of conflict with another TV line. He added: "We have had most cordial relations with Hotpoint, and I'm sure that I'm safe in saying that they would not try to force any product on a distributor."

GE Supply Co. adds another element in the complex. Some 11 Gesco branches will be left without a TV line in July, when TV is shifted to GE Appliances Co. in keeping with "full line" consumer products regrouping (Vol. 11:49). Is the Hotpoint TV line intended to compensate for loss of GE's TV line in those markets?

Hotpoint announcement gave no prices or models, said only that "full line of black-&-white sets ranging from 14 to 24-inch receivers will be marketed in July." Color sets will be introduced "when the product is more stabilized," said Sharp.

Introduction of TV set "is in keeping with the company's policy of forward planning," said Sharp, adding that market research studies indicated "a place for us in the field." TV will be handled in a separate dept., he said. There are no plans to make and market radios and/or phonographs under Hotpoint label. Present appliance line comprises electric refrigerators, automatic dishwashers, food waste disposers, electric ranges, electric water heaters, room air conditioners, automatic clothes washers, electric clothes dryers, food freezers, electronic cooking centers.

Brief highlights of other major trade developments this week:

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**Trend to 8½ & 14-in. Portables:** RCA is apparently planning an 8½-in. unit, which will use 90-degree tube and probably not be much longer than 12 to 14-in. in depth; this, in addition to the 14-in. receiver that it will introduce this spring, as will others, to compete with GE's 14-in. Though RCA steadfastly refuses to tell about its plans, the word about its intentions has leaked through suppliers and distributors -- and it has been learned that it has had substantial supply of 8½-in. glass bulbs made for it by Lancaster Lens Co., Lancaster, O., hitherto not a factor in bulb-making as compared with Corning Glass and Kimble Glass.



Lancaster Lens Co. shipments have also gone out recently to other tube makers and number is described as "more than a sample but no mass production quantities." Only one to get substantial shipments was RCA tube div., which of course manufactures for other set makers as well as for RCA receiver plants. Emerson & Admiral are said to be particularly interested in the 8½-in. potential (at around \$100 list).

The 14-in. is definitely a click, and GE is turning them out in such quantities that it expects to achieve a top-ranking position, unit-wise, before year is out. "Watch us go," is the GE merchandisers' cry, heartened by the popularity of its initial batch. GE's Dr. W.R.G. Baker has been telling industry colleagues that it's folly to undertake production of the 14-in. at less than a 200,000 initial order if they expect to make money at it -- indicating that that was amount of GE's first run and is minimum of its current run. GE tubes are sticking to 70-degree deflection.

There's also talk of revival of the 10-in. size, but no evidence yet that anyone has ordered enough tubes of that size to create any dent.

**Production:** TV output totaled 136,189 week ended Feb. 10, compared to 135,358 preceding week and 134,863 week ended Jan. 27. It was year's 6th week and brought production to that date to about 860,000, as against 960,000 in corresponding period of 1955. Radio production totaled 283,553 (121,933 auto) week ended Feb. 10, compared to 277,927 preceding week and 312,075 week before. Radio production for 6 weeks was about 1,675,000, compared to about 1,650,000 in same 1955 period.

**Trade Personals:** Leonard F. Cramer, Magnavox v.p. & gen. mgr. of TV-radio-phono div., appoints 6 new regional mgrs. as first step in field sales expansion: Philadelphia, Robert B. Barnes, ex-Philadelphia Distributors; Atlanta, Murray D. Williams, ex-Sparton; Boston, Frank J. Keys Jr., ex-J. H. Burke Co.; Pittsburgh, Wm. K. Scott; Albany, Eugene F. Billington, ex-GE; Indianapolis, Charles E. Sullivan . . . John O. Rubien & Stanley Graham added to Magnavox Chicago area as additional district mgrs. . . . S. L. Thomas named sales mgr. of General Precision Lab's new N. Y. district, assisted by H. L. Ryder, ex-Devenco Inc., and E. K. Price, ex-WPIX; J. E. Mullen, ex-Dage, heads new mid-Atlantic sales district, Jenkintown, Pa., assisted by Paul J. Koepfler, ex-Breeze Corp. . . . Robert M. Marberry, ex-Sparton TV-radio sales director, joins Whirlpool-Seeger as special exec. asst. to Jack Sparks, gen. sales mgr.-distribution . . . Fred Willard, v.p. of Philco International, now sales v.p. for all of Philco's United Kingdom & European operations, headquartering in London and working with Allen S. Dayton, managing director of Philco Great Britain Ltd. . . . Wm. B. Clemmens, from electric housewares dept., named GE southeastern regional mgr. for radio receiver dept., Atlanta . . . Sherman J. Taylor named v.p.-gen. mgr. of Ensign Acceptance Corp., 1350 Jane St., Toronto, new subsidiary formed by Canadian Admiral to finance TV-radio-appliance sales; John L. Whillans named district mgr., John F. Dinsmore mgr. of London office . . . John B. Sullivan appointed instrument sales mgr., Spencer-Kennedy Labs, Boston . . . Edwin S. Priedham, Magnavox co-founder & v.p., and co-inventor in 1911 of the dynamic speaker, awarded membership in Audio Engineering Society at Los Angeles banquet in recognition of his achievements in radio.

Rocky Mountain Electrical League report on TV set shipments from distributors to dealers in Colorado area discloses 80,281 units during 1955, with 252 color sets reported to date.

Zenith's \$16,000,000 counterclaim suit against RCA, GE & Western Electric, charging patent infringement, has been set for trial Oct. 1 in Chicago Federal Court.

Philco will close tuner plant at Croydon, Pa. shortly, transferring tuner production and employes to main TV factory in Philadelphia.

**DISTRIBUTOR NOTES:** GE switches its TV distribution in Atlanta from GE Supply Co. to independent W. D. Alexander Co., which handles its major appliances; GE Appliances Co., Jacksonville, takes over TV distribution for Fla. . . . Motorola appoints Rex Distributors Inc., Stiles Ave. & Lincoln Road, Savannah (B. T. Nightingale, pres.), replacing Kenrow Inc., which continues in Atlanta . . . Sylvania appoints Radio Trade Supply Co., Des Moines (John O'Neil, sales mgr.) . . . Hoffman Electronics appoints World Radio & Appliance Co., Toledo . . . CBS-Columbia appoints Inland Empire Wholesalers, 110 S. Wall St., Spokane . . . DuMont appoints American Motor Sales Corp., Kelvinator Div., 708 S. 3rd St., Minneapolis (F. M. Breault, zone mgr.), replacing Harold N. Lieberman Co. . . . Olympic Radio opens new factory branch, Olympic Television of Boston Inc., 1103 Columbus Ave., Boston (Alvin C. Brousseau, branch mgr.) . . . Whirlpool-Seeger appoints East Coast Appliance Co., Columbia, S. C. (RCA), replacing Associated Distributing Co. . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Wm. J. O'Brien gen. mgr. of new Union, N. J. branch, his duties as N. Y. gen. sales mgr. assumed by sales v.p. Samuel J. Brechner . . . Kierulff & Co., Los Angeles (Motorola) elects C. T. Kierulff pres.-gen. mgr. of affiliates Kierulff Electronics Inc. & Kierulff Sound Corp., succeeding his father, Charles R. Kierulff . . . Westinghouse Electric Supply Co., St. Louis, promotes Hurley F. Brady to mgr. of consumer products, succeeding John D. Hebenheimer . . . GE Supply Co., Newark, names James W. Weinstein as sales mgr. of radio & housewares . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) appoints Leon Knize, ex-Sound Systems Inc., as product mgr. . . . Northern Ohio Appliance Corp., Cleveland (Motorola) appoints Frank A. Konn adv. & sales promotion mgr., replacing Rudy Strah, now with Ketcham & Assoc., Cleveland . . . Main Line Cleveland (RCA) appoints Robert Wolf, ex-Cleveland Press, as adv. & sales promotion coordinator.

GE's national parts warranty policy is still 90 days -- though GE Supply Co., Los Angeles, in purely local action, this week extended it to one year on all TV sets except 14-in. portables & 17-in. "Pacer" table model. It was regarded as move to match Magnavox's recently-announced one-year warranty plan.



**Topics & Trends of TV Trade:** Magnavox's primary interest in acquiring Sentinel Radio (Vol. 12:4,6), on which decision should be forthcoming within next 10 days, is to acquire needed plant facilities, we're told by pres. Frank Freimann. Cash deal is being discussed, but it's not certain how Sentinel distributorships would be handled in view of Magnavox direct-to-dealer policy. Said Freimann: "We must expand our production to accommodate the increased demands for our TVs, radios & phonographs, and our plant in Greeneville [Tenn.] is inadequate for the expansion we have in mind."

Magnavox recently acquired "certain assets" of discontinued Sparton TV-radio div. (Vol. 12:4,6) and is now manufacturing some receivers under "Spartan" brand name, change in spelling being due to trade-mark legalities. Sparton deal did not include plant facilities. [For Magnavox 6-mo. financial report, see p. 14; for those of preceding fiscal years back to 1951, see p. 422, *TV Factbook No. 22.*]

TV set sales by Canadian factories last year totaled 776,536, production 865,936, reports RETMA of Canada. This compares with 619,428 & 593,856 in 1954. Projected production estimate is for 159,117 more sets in first 3 months of 1956. Inventory at year's end was 137,284 vs. 43,261 at end of 1954. Montreal led in 1955 sales, with 143,159; Toronto, 105,644; other Ontario, 71,844; British Columbia, 71,394; Manitoba, 55,783; Alberta, 54,966; Quebec City, 50,530; Ottawa & eastern Ontario, 50,313; Nova Scotia, 43,362; Hamilton-Niagara, 38,942; New Brunswick & Prince Edward Island, 25,983; Saskatchewan, 22,775; Windsor, 20,927; other Quebec, 10,841; Newfoundland, 10,073. Dec. sales totaled 86,465 at average price of \$305, production 88,545.

Prison terms of 9 months each were imposed this week on 2 N. Y. service dealers, convicted of operating TV repair racket by flagrantly overcharging on repairs, by billing customers for repairs never made, and by replacing working parts with defective ones. Asst. District Attorney Liebler declared that jail terms should serve as warnings for others tempted to defraud. Sentenced were Bernard Cohen & James Manoliu, of City Television Repair Inc.

Elimination of 15% excise tax on TVs, radios & phonos is again asked in petition by Canadian Retail Federation, which deplores fact that the tax helps finance CBC and states: "That relationship, while it exists, is an obstacle to the elimination of a wartime tax . . ."

British TV trade boom may be slowed down by this week's imposition of 50% down payment on "hire purchase" (installment buying) of TVs, radios, other appliances, even autos—upped from 33½% to fight inflation.

New color components, demonstrated to set manufacturers this week by Standard Coil Products, include sync generator, IF strips, tuner, delay line. Standard Coil officials stated components can be priced lower than those now available.

New tube booklet: revised edition of *RCA Receiving Tubes for AM, FM & TV Broadcast* now available from RCA and tube & parts distributors for 20¢.

Admiral International plans intensive promotion campaign in overseas markets for its TV-radio-appliances, thru Cruttenden & Eger Assoc., Chicago.

National Alliance of TV & Electronic Service Assns. (NATESA) schedules annual convention Sept. 14-16 at Chicago's Conrad Hilton Hotel.

Despite plans for revival of 8-in set (see p. 10), Mrs. Eugene Riggs of Cincinnati, according to Feb. 11 INS report, shot her husband to death after he refused to trade in the family's 8-incher on a big-screen model.

NEW RUSSIAN TV station at Tallinn, Estonia, whose pictures are easily received in Helsinki, Finland (45 mi. across Gulf of Finland) is subject of report by 3 Finnish engineers who recently completed 10-day tour of Soviet TV facilities. As reported from Helsinki by N. Y. *Herald Tribune's* Harry Heintzen, "The apparent reason for this generosity was to influence the Finns in the choice of equipment for their proposed TV station." Article gives this description of Tallinn installation:

"The engineers reported that the station was run by Estonians under the supervision of a middle-aged Russian woman, whose main job seemed to be teaching Estonian technicians. The programs used were mostly Russian films, but there were some live shows. The Finns got the impression that they were made as cheaply as possible. [They] reported that the station—with studio and transmission facilities in one midtown building—was modern and that all transmission equipment was of Russian manufacture and of late design."

One of the engineers, K. S. Sainio, who studied TV engineering in U. S., reported: "There is no doubt that the U. S. is leading in techniques, in color for example. The Russians are only starting their color. We saw one color transmitter—similar to Tallinn's transmitter in appearance and technique. The Russians intend to send color TV from Moscow in the near future. All the equipment we saw [was] Russian-made. Incidentally, the first transmitter the Russians had was American. That was in 1937. All this has now been dismantled and replaced by Russian equipment."

Finland's TV station, due to begin next fall, will use west European standards (CCIR, 625 lines, 25 frames, 7 mc, FM sound), probably will be purchased in U. S. The Russians, however, have been wooing the Finns to their standards (625 lines, 25 frames, 8 mc) by offering to supply inexpensive East German & Russian receivers. Finns plan to make own sets, capable of picking up both eastern & western transmissions.

Highest honor to a radio amateur, the Edison Radio Amateur Award, was presented at Washington dinner Feb. 16 to Robert W. Gunderson, 36, who operates W2JIO at his home 984 Waring Ave., the Bronx, N. Y. and edits *The Braille Technical Press*, only monthly electronics magazine for the blind. Himself blind, Gunderson is inventor of various special test instruments. Annual trophy award by GE also included check for \$500, which he said he would devote to his oft-faltering publication. Among speakers at dinner were Under Secretary of State Herbert Hoover Jr., himself a "ham," with notables of Washington radio and electronics in attendance. Note: *Braille Technical Press* is one of the most worthy ventures in our field, keeping blind people abreast of TV-radio-electronics developments; it merits the support of the entire industry—whether by way of donations of cash and/or equipment and advertising.

"TV instead of butter" is new Russian slogan, according to recent *Billboard* interview with ex-Sen. Wm. Benton (D-Conn.) recently back from trip to Soviet. He's quoted as saying Russian Govt. believes TV is most powerful propaganda medium ever devised and "within the near future I would expect Russia to be leading Europe in TV." He says 11 stations are now in operation, with 51 more scheduled to begin by 1958, at which time Soviet plans to have 6-7,000,000 sets in use. There are currently said to be about 1,000,000 sets.

"Engine analyzer," developed by Socony-Vacuum Oil Co. and produced by DuMont (Vol. 11:17), will be demonstrated to press in N. Y. Feb. 23, at Majestic Buick Co., 55th & Broadway. Instrument employs oscilloscope, sells for \$725.



**Electronics Reports:** Transistor sales in 1955 were nearly triple those of 1954, according to RETMA figures just released, which show 1955 factory sales of 3,646,802 transistors at \$12,252,741, compared with 1954 sales of 1,317,327 at \$5,122,266. New figures indicate average factory price declined from \$3.89 each in 1954 to \$3.36 in 1955.

RETMA also announced availability of 8 new engineering publications, comprising 7 new or revised industry standards and a complete listing of crystal diodes registered with Joint Electronic Tube Engineering Council (JETEC) of RETMA & NEMA. Recently distributed to RETMA member companies, these new publications are now available to non-members through RETMA engineering dept., 11 W. 42nd St., N. Y.:

*Summary of Registered Crystal Diodes* (JETEC publication 3A), \$1; *Tube Type Designations* [industrial] (ET-108-A), 25¢; *Designation System for Solid-State Devices* (ET-115), 25¢; *Type Designations for Receiver Type Tube Sockets* (REC-135-B), 80¢; *Vibrators for Auto Radio* (REC-113-D), 90¢; *Microwave Relay Systems for Communications* (TR-141), \$1.30; *Microwave Housing Facilities* (TR-142), 40¢; *Color Coding for Numerical Values* (GEN-101-A), 50¢.

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P. R. Mallory & Co. will acquire General Dry Batteries Inc., Cleveland, according to joint announcement by directors of both companies. The Indianapolis electronic equipment and battery firm will operate General as a division, using its present personnel. Agreement, subject to stockholders' ratification, provides that General stockholders will receive 1/2 share of Mallory common and one share of a new class of Mallory 5% cumulative preference stock (par \$50) for each 5 shares of General.

New electronic enlarging printer, capable of reproducing 15 standard-size engineering drawings a minute from microfilm originals, was demonstrated this week by RCA. "Electrofax" dry-photographic enlarger is based on RCA's new electronic printing process and is being offered at \$85,000. First model, developed under Navy contract, is being delivered to Alameda (Cal.) Naval Air Station.

"Military & Industry—Partners in Progress" will be theme of 1956 national convention & exhibit of Armed Forces Communications & Electronics Assn. at Hotel Statler and Armory in Boston May 24-26, speakers including Mass. Gov. Christian Herter, Rear Adm. Rawson Bennett, Maj. Gen. James D. O'Connell, Lt. Gen. C. S. Irvine.

Grant of \$250,000 for radio telescope has been made by Rockefeller Foundation to Commonwealth Scientific & Industrial Research Organization of Australia for Southern Hemisphere astronomical study, to supplement one being built in England for Northern Hemisphere.

World's most powerful radio communication station—radiating 2-megawatts—is planned by Navy in Maine, Navy Communications Director Rear Adm. Henry C. Bruton this week told a Senate Armed Services subcommittee. It would cost \$2,450,000 and surpass in power Navy's 1.2-megawatt station at Jim Creek, Wash.

Ohio's Dept. of Highway Safety has filed with FCC its application to use microwaved TV signals to aid police (Vol. 12:5). It proposes to use single transmitter, 10 watt, on 2118 mc, to transmit from Bureau of Motor Vehicles record dept. to State Highway Patrol headquarters, Columbus. No specific make of equipment has been selected.

Franklin Electronics Inc., Philadelphia, has purchased manufacturing rights and inventory of line of FM tuners, amplifiers, auto speaker systems from Hastings Products Inc., Boston.

Selenium rectifiers for printed circuitry are catalogued in new Information Bulletin M1, available from Federal Telephone & Radio Co., 100 Kingsland Rd., Clifton, N. J.

Robert E. Williams, on leave as v.p. of Automatic Electric Co., Feb. 14 became director of Communications Div. of Commerce Dept.'s Business & Defense Services Administration. In 1951-52 he headed Communications Equipment Div. of National Production Authority, BDSA's predecessor. Russell G. Belleza, Bronxville, N. Y. industrialist, this week was named BDSA asst. administrator, with responsibility for 11 of the agency's 25 divisions, including Electronics and Communications.

Dr. Elmer W. Engstrom, RCA senior exec. v.p., speaking at annual dinner of American Society of Swedish Engineers at Waldorf-Astoria Feb. 11, urged that U. S. "bend every effort" to lead in development of intercontinental missiles to deter aggression. Dr. Engstrom was recipient of Society's John Ericsson Medal which is awarded in honor of Swedish-born engineer who designed and built *Monitor*, famous Civil War ship.

RCA is enlarging labs in Waltham, Mass., to provide facilities for double present staff, which is devoted to development of fire control systems for military aircraft. Additional 22,000 sq. ft. are being leased in Waltham Watch building, with completion of expansion due in fall. Lab mgr. is Dr. Robert C. Seamans Jr., ex-director of MIT flight control lab.

Lt. Col. John J. Slattery, ex-v.p. & engineering director of Sterling Precision Instrument Corp. & wartime deputy chief of Evans Signal Lab, joins Magnavox govt. & industrial div. as asst. to v.p.-gen. mgr. Richard A. Wilson.

I. A. Mitchell, United Transformer Co., elected pres. of Electronic Mfrs. Assn.; Allan C. Bernstein, Adams Labs, elected secy.; Hyman Winograd, Presto Recording, treas.

Jack R. Mosley, production supervisor of Mosley Electronics, elected v.p., & asst. mgr.; George E. Mobus, gen. sales mgr., elected v.p. in charge of sales & adv.

Russel A. Schledgel, ex-Minneapolis-Honeywell, named mgr. of industrial products sales, Weston Electrical Instrument Corp., subsidiary of Daystrom Inc.

Walter W. Slocum, former asst. to pres. Thomas Roy Jones, promoted to operations v.p. of Daystrom Inc.

Edward F. Crafts, ex-Warner & Swasey Adv., Cleveland, named adv.-sales promotion mgr., Brush Electronics.

Dause L. Bibby, ex-IBM v.p., has been elected exec. v.p. of Daystrom Inc.

J. Philip Worth, ex-Electrolux, named plant mgr., Gray Research & Development Co., Manchester, Conn.

Kenneth H. Grady promoted to v.p. & comptroller, Merit Coil & Transformer Corp.

New tube aids just published: (1) *RCA Photosensitive Devices & Cathode-Ray Tubes*, 24-p. catalog with technical data on 45 types of phototubes, 6 TV camera tubes, 56 cathode ray tubes, available for 20¢ from RCA tube distributors or from RCA tube div., Harrison, N. J. (2) TV picture tube comparison chart, and chart illustrating workings of 21 & 22-in. aperture mask picture tubes, available from Sylvania, 1740 Broadway, N. Y.

Now published quarterly by professional group on broadcast transmission systems, Jan. issue of *IRE Transactions on Broadcast Transmission Systems* contains 86-p. transcript of group's fall symposium Sept. 23-24 in Washington (Vol. 11:39). Single copies of Jan. *Transactions* are available to group members at \$2.10, IRE members at \$3.15, others at \$6.30 from IRE, 1 E. 79th St., N. Y.

"Over-the-Horizon" Radio Tests" using ultra-high frequencies are described by transmission engineer Harvey N. Misenheimer in Feb. issue of *Bell Laboratories Record*—copies available from Bell Labs, 463 West St., N. Y. 14.



**Financial & Trade Notes:** Philco sales went up to \$373,359,297 in 1955 from \$349,278,998 in strike-bound 1954—and were second highest in company's history. In 1953, sales were \$430,419,858. Net income after taxes was \$8,423,329 (\$2.13 per share) in 1955; \$6,768,965 (\$1.69) in 1954; \$18,350,577 (\$4.86) in 1953—the 1953 net including \$5,283,000 (\$1.43 per share) realized from sale of its TV station WPTZ. The 1955 retained earnings included credit of \$1,130,071 which, if included in the income statement, would have been equivalent of an additional 30¢ per share; credit resulted from new tax accounting policy.

"The increase in sales and net earnings," said joint Feb. 15 statement by chairman Wm. Balderston & newly retired pres. James H. Carmine (see p. 1), "was accomplished in the face of extremely competitive conditions in the TV and appliance industry, and a further decline in the average price of TV receivers sold by the industry. Philco's earnings in 1955, standing by themselves, do not fully reflect the accomplishments during the year and the value of the company's 'out-in-front' development work, including starting costs in beginning production of new products."

Five major projects carried forward last year on a pay-as-you-go basis cost \$5,000,000, they stated. Largest was in field of color TV, including development, not yet completed, of its own system [the "apple" tube] and expenditures in tooling up for and beginning production of present line of color sets. Substantial sums were also spent on facilities for mass production of transistors, on own line of automatic washers & dryers, on military & commercial electronic computers, and on tooling up for automation. "It is believed that each of these fields will contribute substantially to our sales and earnings in coming years," said statement, "but we are presently in the make-ready stage and are absorbing the heavy costs of all these forward programs out of current operations."

Working capital totaled \$70,062,000 at end of 1955, up from \$53,175,000 year earlier. Increase reflected reinvested earnings and long-term financing represented by sales of \$15,000,000 of 25-year 3½% sinking fund notes at par to John Hancock Mutual Life Insurance Co., of Boston, last Aug. 31. Proceeds of this financing were added to working capital and are being used to prepare for an expanded volume of business in advanced electronics and appliance fields.

Philco is a major contractor for guided missiles, statement said, including an important tactical missile as well as the surface-to-air Terrier missile for the Navy, and the air-to-air Falcon missile for the Air Force.

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Sylvania's annual report, released this week, detailed chairman-pres. Don G. Mitchell's earlier statement that 1955 sales exceeded \$300,000,000 for first time in company's 54-year history (Vol. 11:53). Profits of \$13,812,970 (\$4.29 on 3,020,871 common shares) and sales of \$307,371,315 both set records, comparing to \$9,480,941 (\$2.92 on 2,827,390 shares) and sales of \$281,641,987 in 1954. Second-half sales were at record \$168,657,966, up 9% from previous high of \$154,571,349 in second half of 1954. Fourth-quarter sales of \$91,128,756 exceeded previous 4th quarter high of \$80,814,467 in 1954.

Sparks-Withington, which recently gave up its TV-radio business, now taken over by Magnavox using the "Spartan" brand (Vol. 12:4,6), earned \$135,829 (14¢ a share) in first 6 months of fiscal year ended Dec. 31, 1955 as against \$10,364 in 1954 period and \$18,931 in 1953 period. Sales in same respective periods were \$13,775,448, \$14,140,508 & \$14,744,515.

RKO Theatres Corp. reports net income of \$1,976,169 (63¢ per share) in 1955 vs. \$829,900 (26¢) in 1954.

**NATIONAL SECURITIES & Research Corp.**, 120 Broadway, N. Y. is out with its 1956 *Forecast*, 9th edition, which is being distributed by various investment houses. Sizing up outlook for various industrials, this is what it has to say about the TV industry:

"Unit production of this industry in 1955 exceeded most optimistic earlier expectations and sales amounted to approximately 8,000,000 sets. [It was actually 7,421,084, said RETMA.] Color units still were only a nominal part of this total. In 1956, particularly because of increased color programming, we expect color TV set sales to run between 200,000 & 300,000 units compared with about 50,000 in 1955. Black-&-white set sales are likely to decline moderately.

"Industrial and scientific usage of TV will continue to gain. Larger TV manufacturers in 1956 should increase their proportion of available business and register moderately higher net earnings and dividends. Earnings of smaller concerns who also manufacture commercial and military electronic products should at least hold at the 1955 level and pay larger dividends."

Among the 65 leading industrials listed, these 1956 earnings & dividends are estimated: General Electric, earnings \$3.05 per share (vs. \$2.50 estimated for 1955), dividends \$2 (vs. \$1.60 paid in 1955); Westinghouse, \$4.25 (\$3.25) & \$2.25 (\$2); RCA, \$3.40 (\$2.95) & \$1.50 (\$1.35); Motorola, \$4.75 (\$4.10) & \$2 (\$1.50); General Dynamics, \$4.40 (\$4.25) & \$2.20 (\$2.15); Bendix Aviation, \$6 (\$5.75) & \$2.40 (\$2.10).

Taking Dow-Jones averages for 30 industrials, it is shown that in 1955 they earned \$35.61, paid \$21.49 dividends, showed price-earnings ratios of 13.7-10.9, showed range of yields of 4.4%-5.54%, ran 488-388 in range of average. For 1956, the forecast for same group is \$38.85 earnings, \$23.30 dividends, 14.2-10.9 price-earnings ratios, 4.24%-5.48% range of yields, 550-425 range of average.

American Broadcasting-Paramount Theatres and Western Union announced this week they have signed contract for acquisition of 22% interest each in Technical Operations Inc., Arlington, Mass. scientific firm which has electronic & atomic military contracts, as reported in Vol. 12:1. Subject to approval by Technical Operations stockholders March 13, each firm will purchase 46,119 shares of common stock at \$6 a share (\$276,714 each) and each has options to increase its individual interest up to 25%. AB-PT and WU each also holds ⅓ interest in Microwave Associates, Boston (Vol. 11:16).

Magnavox Co. sales were \$34,025,437 and net profit after taxes \$1,774,960 (\$2.23 per share) in 6 months ended Dec. 31 vs. \$28,018,891 & \$1,532,409 (\$1.92, adjusted to March, 1955 stock dividend) in same 1954 period. For quarter ended Sept. 30, Magnavox net profit was \$564,807 (71¢) vs. \$331,729 (42¢).

Oak Mfg. Co., in preliminary report to stockholders Feb. 10, reports 1955 earnings of \$1,688,483 (\$2.57 per share) on sales of \$22,783,785, compared to profit of \$1,321,155 (\$2.01) on \$18,788,317 in 1954.

Another bullish report on ABC-Paramount, to add to the 3 previously listed (Vol. 12:5): Feb. 4, by Hayden, Stone & Co., 25 Broad St., N. Y. (N. Leonard Jarvis).

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**Dividends:** Magnavox, 37½¢ quarterly payable March 15 to stockholders of record Feb. 25, plus 5% stock dividend April 15 to holders March 24; Hazeltine, 35¢ March 15 to holders March 1; Globe-Union, 30¢ March 10 to holders March 2; General Precision Equipment, 60¢ March 15 to holders March 1; Loew's Inc., 25¢ March 31 to holders March 9; WJR The Goodwill Station Inc., 10¢ March 7 to holders Feb. 24.



**Color Trends & Briefs:** All-out for color, WTVJ, Miami, this week received shipment of complete RCA equipment—for live, film & slide transmission. Reporting that station has unloaded 118 crates of equipment, WTVJ pres. Mitchell Wolfson said he expects colorcasting to begin March 21, when station begins 8th year. With addition of WTVJ, stations equipped for live originations now total 23, RCA reports, listing them as follows:

KJEO, Fresno; KMTV, Omaha; KNXT, Los Angeles; KOMO-TV, Seattle; KRCA, Los Angeles; KRON-TV, San Francisco; KTLA, Los Angeles; WBAP-TV, Ft. Worth; WBAL-TV, Baltimore; WBEN-TV, Buffalo; WBTB, Charlotte; WCBS-TV, New York; WCCO-TV, Minneapolis; WDSU-TV, New Orleans; WFBM-TV, Indianapolis; WJBK-TV, Detroit; WKY-TV, Oklahoma City; WNBQ, Chicago; WOAI-TV, San Antonio; WRCA-TV, New York; WSAZ-TV, Huntington; WTMJ-TV, Milwaukee; WTVJ, Miami.

In addition to stations with live cameras, approximately 70 have film & slide equipment. Stations' plans for color expansion are fluid, as they have been since color standards were adopted. For example, our new Spring-Summer *TV Factbook No. 22* (pp. 372-373) shows—in addition to those equipped as of Jan. 15—19 stations planning to acquire live cameras this year, 6 next year, balance offering no targets. Some will beat their estimates, choosing to pioneer; others will seek to gear color equipment acquisition more nearly to growth of color set circulation.

The *Factbook* section, titled "Color Status of Network Affiliates," also indicates all stations now capable of re-broadcasting network color—limited to NBC-TV & CBS-TV affiliates because ABC-TV isn't yet offering color.

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"Next biggest development in the TV industry will be color which, after getting off to a rocky start, currently shows signs of reaching a sounder base." Thus Lee B. Wailes, exec. v.p. of Storer Broadcasting Co., biggest of the group station operators, stated his company's attitude toward color TV at recent meeting of N. Y. Society of Security Analysts. He continued:

"Those of you who have color sets or have seen good color shows are doubtlessly impressed by its impact. Color will open the gates to many types of products for advertising over TV, which heretofore have not used the medium to any great extent. The advertising in color of automobiles, fabrics, foods, furniture, fashions, cosmetics, resorts, etc.—in short, practically all consumer products—will be immeasurably more effective if shown in their natural colors. Americans will become more color conscious as they see on almost hourly TV schedules the broadcasts of the greatest showmen of all times.

"From an advertising standpoint, color will be a factor only when a sufficient number of American families own color sets to constitute a real market for the various advertised products. This will come about when and if the manufacturers produce a satisfactory color set at a price which will appeal to Mr. Average Citizen—possibly around \$500. Our [station] rates charged will probably be 20-25% higher . . ."

\* \* \* \*

**Technical change in FCC color rules**, promulgated by Commission this week, amends Sec. 3.687(a) (6) to read: "The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Section 3.682 and Fig. 6 or 7 of Section 3.699, as modified by vestigial sideband operation specified in Fig. 5 of Section 3.699." Change was made at request of RETMA which said previous language was ambiguous and subject to misinterpretation. [Full text of FCC color rules and standards in *TV Factbook No. 22* should be changed on p. 371 to reflect new wording.]

## Network Color Schedules

(Feb. 20 - March 5, 1956)

- Feb. 20—NBC: *Howdy Doody*, 5:30-6 p.m.  
 Feb. 21—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.; *Armstrong Circle Theatre*, "Terror at My Heels," 9:30-10:30 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Feb. 22—NBC: *Howdy Doody*, 5:30-6 p.m.  
 Feb. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 25—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Feb. 26—NBC: *Antarctica: Third World*, 4-5 p.m.; *The Sunday Spectacular*, "Panorama," 7:30-9 p.m.  
 Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Feb. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.  
 March 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 3—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Caesar and Cleopatra," 8-9:30 p.m.

**DuMONT'S "VITASCAN" live color equipment** goes on the road, starting Feb. 20 in Miami, when Owens-Corning Fiberglas Corp. inaugurates "Fiberglas Color Cavalcade" at Burdine's dept. store. Major stores in some 30 cities will be visited in new display merchandising project. With help of 2 DuMont engineers, Owens-Corning will set up color studio in each store, and via closed-circuit will colorcast great variety of merchandise to dozen or more color sets throughout store.

"Cavalcade" will spend 8 days in each city. Next stop will be either N. Y. or Philadelphia March 12, then group will swing out to midwest, far west, to midwest again. Equipment will be carried in 2 trucks, and a second group will start in June. Owens-Corning declined to disclose itinerary on grounds it isn't firm.

Studio is made of 250 yards of Fiberglas fabric mounted on steel frame—total weight 1250 lbs. Studio is "light tight," i.e., permits no extraneous illumination to enter, because Vitascan equipment operates on principle that all light must be supplied by CR tubes (Vol. 11:21).

Added prestige for NBC-TV's premiere color showing of Laurence Olivier's *Richard III* March 11, 2:30-5:30 p.m., simultaneous with its U. S. theatre opening: Film just won 3 British Film Academy awards, for best film of 1955, best British film, best performance by a British actor. As public service, *Richard III* sponsor General Motors has made 5-min. color film of talk on Shakespeare by Dr. Frank Baxter, may substitute it for middle commercial in NBC-TV film premiere.

Average antenna isn't adequate for color, according to Milton J. Shapp, pres. of Jerrold Electronics Corp., which is promoting "blockbuster" antenna designed to serve group of homes simultaneously—somewhat in community antenna system fashion. RCA Service Co. officials disagree, state that good black-&-white antenna generally gives good color.

New distribution amplifier, designed especially for color, is now in production by General Precision Lab, which says it has already produced 250 of them for an unnamed network, with an "additional quantity on order."

Color clinic will be conducted Feb. 23 by KRON-TV, San Francisco, to open Feb. 23-25 ninth annual Western Radio & TV Conference. Clinic will present techniques of live, film & slide colorcasting.

Color set sales as of Jan. 1 totaled 44,310, according to estimate by Feb. *Television Age Magazine*. It estimated color sets-in-use at 9690 as of Jan. 1, 1955, 26,942 as of Nov. 1, 1955.



**TELEVISION OWNERSHIP**, as estimated by Market Research Corp. of America in quarterly report based on continuing survey of its 6000-family panel, encompassed 74% of nation's 49,000,000 households as of Jan., compared to 70% in Oct., 68% in July, 67% in April 1955. Report shows that TV ownership predominates in north-east region (86% saturation), in cities of more than 500,000 population (89%), and in families in upper fourth of income bracket where head of family has high school education. Complete breakdowns:

| TELEVISION OWNERSHIP<br>Percent of Families in Each Group With Television Sets | April | July | Oct. | Jan. |
|--|-------|------|------|------|
|  | 1955  | 1955 | 1955 | 1956 |
| <b>UNITED STATES TOTAL</b> .....   | 67%   | 68%  | 70%  | 74%  |
| <b>Regions:</b>  |       |      |      |      |
| Northeast .....  | 84%   | 85%  | 85%  | 86%  |
| South .....  | 50    | 54   | 56   | 61   |
| North Central .....  | 70    | 70   | 72   | 77   |
| Mountain & Southwest .....   | 46    | 52   | 54   | 60   |
| Pacific .....  | 65    | 66   | 70   | 74   |
| <b>City Size:</b>  |       |      |      |      |
| Farm .....   | 38%   | 43%  | 47%  | 51%  |
| Under 2500 .....   | 53    | 56   | 57   | 63   |
| 2500 to 50,000 .....   | 50    | 53   | 56   | 62   |
| 50,000 to 500,000 .....  | 74    | 75   | 77   | 80   |
| 500,000 & Over .....   | 87    | 87   | 88   | 89   |
| <b>Total Family Income:</b>  |       |      |      |      |
| Upper Fourth .....   | 77%   | 81%  | 83%  | 86%  |
| Next Fourth .....  | 72    | 76   | 77   | 81   |
| Next Fourth .....  | 69    | 69   | 71   | 75   |
| Lowest Fourth .....  | 48    | 43   | 50   | 54   |
| <b>Education of Family Head:</b>   |       |      |      |      |
| Grade School .....   | 60%   | 62%  | 64%  | 67%  |
| High School .....  | 74    | 75   | 78   | 82   |
| College .....  | 71    | 73   | 74   | 79   |
| <b>Size of Families:</b>   |       |      |      |      |
| 1 & 2 Members .....  | 57%   | 59%  | 62%  | 66%  |
| 3 Members .....  | 73    | 73   | 74   | 77   |
| 4 & 5 Members .....  | 77    | 78   | 80   | 84   |
| 6 Members & Over .....   | 62    | 66   | 68   | 74   |
| <b>Age of Housewife:</b>   |       |      |      |      |
| Under 35 Years .....   | 73%   | 75%  | 77%  | 81%  |
| 35 thru 44 Years .....   | 74    | 74   | 75   | 79   |
| 45 Years & Over .....  | 59    | 61   | 63   | 67   |
| <b>Presence of Children:</b>   |       |      |      |      |
| 5 Years & Under .....  | 73%   | 75%  | 77%  | 80%  |
| 6-12 Years .....   | 75    | 76   | 78   | 82   |
| 13-20 Years .....  | 69    | 71   | 72   | 76   |
| No Children .....  | 60    | 61   | 63   | 68   |

New count of TV sets in U. S. households will be undertaken by Census Bureau starting week of Feb. 20, as special project in connection with its monthly Current Population Survey. It will ask each family in 25,000-family sample if it owns a TV set and, if so, how many sets. Results will be published in spring or summer for country as a whole, for urban & rural areas, and for groups of cities classified by size. Statistics will not be on market-by-market basis, a project on which NARTB is still working (Vol. 12:5). Advertising Research Foundation contracted for survey, with cost defrayed by networks, NARTB & Television Bureau of Advertising. Similar survey by Census Bureau last June revealed that 67% of all U. S. households owned a TV set (Vol. 11:34).

Hal Roach Jr. will become 50% owner of Vitapix Corp., TV station-owned film distribution company, according to agreement approved by Vitapix stockholders Feb. 17 in Chicago. Deal also provides that Hal Roach Studios will produce TV films for use by Vitapix member stations—the first 30-min. series to be available this fall to members and sold nationally to other stations by Roach Studios. Vitapix currently has 57 member stations, plans to increase to “nearly 100.” Kenyon Brown was reelected president, John E. Feltzer chairman and Paul A. O’Byran, secy.-treas. Added to board were Hal Roach Studios sales mgr. Ned Koenig and studio counsel Wm. Hinckle.

Application for Victoria, Tex., Ch. 19, was filed this week by O. L. Nelms, real estate man who owns local airport and nightclub. This brought total applications pending FCC action to 136 (22 uhf). [For details, see *TV and Radio* 22 P hrewith.]

New call letters KSYD-TV have been assigned to KWFT-TV, Wichita Falls, Tex. (Ch. 6), purchased last month by owners of local radio KSYD (Vol. 12:2).

Fourteen-month-old WIRI, Plattsburgh, N. Y. (Ch. 5) was sold this week to Rollins Broadcasting Co., Rehoboth Beach, Del., headed by O. Wayne Rollins (50%) with his brother John W. Rollins, lieutenant-governor of Delaware, as 45% stockholder. They’re buying all common stock held by pres.-mgr. Carl F. Stohn group (see *TV Factbook No. 22*, p. 156) for \$48,750; will guarantee redemption of \$117,000 preferred stock; will assume all liabilities—for total outlay for more than \$500,000. New management will be engaged after FCC approves transfer, according to Wayne Rollins, whose company also owns radio stations WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N. J.; WBEE, Harvey, Ill.; holds CP for AM in Indianapolis; has AM application pending for Philadelphia. Among other enterprises of the brothers is Rollins Electronics Co., Lewes, Del., manufacturer of coils, transformers, small assemblies and the Rolco electronic riveter; it’s headed by Robert Vogeler, the ex-IT&T v.p. who received world-wide attention when he was imprisoned and released by the Communists in Hungary.

College football controls for 1956, as proposed this week by NCAA’s TV committee, are almost identical to 1955 plan, and certain to be approved in mail referendum by member colleges. Program provides again for 8 national “game-of-the-week” telecasts, and regional telecasting on 5 Saturdays. Four dates are specified for national telecasts—Sept. 22, Oct. 6, Nov. 22 (Thanksgiving), Dec. 1—with 4 more national dates to be selected by TV sponsors. Member colleges again will be permitted to make own arrangements for the regional telecasting dates. Teams again will be limited to one national and one regional appearance or 2 regional appearances. In addition, this year a team may participate twice in telecasts not released in its home NCAA district. Last year’s rules permitted only one of these non-home telecasts by each team in addition to the 2 home area telecasts.

Resolution against pay-as-you-see TV was passed by 19-0 vote, 3 members abstaining, by N. Y. City Council this week. Council pres. Abe Stark, who introduced measure, accused pro-pay forces of “talking out of both sides of their mouths” by asking delay in Council vote while seeking immediate FCC approval. James M. Landis, Skiatron counsel, who also spoke for Zenith and Telemeter, called Council action “utterly meaningless,” said Stark resolution “mis-states the issue” and added that proponents “have never suggested that programs now being received free by the public should be paid for.” In Washington, meanwhile, Rep. Celler (D-N. Y.), chairman of Judiciary Committee, said he intends to press for early consideration of his anti-pay bill by Commerce Committee.

Purchase of WRDW-TV, Augusta, Ga. (Ch. 12) with WRDW for \$1,000,000 by *Augusta Chronicle* and *Herald* (Vol. 11:49) was approved this week by FCC. Wm. S. Morris, who with wife controls newspapers, is moving Pat H. Rice Jr., newspaper’s gen. mgr., in as gen. mgr. of TV & radio. Sellers, each owning 20%, are Grover C. Maxwell, pres.; Allen M. Woodall, exec. v.p. (also 25% owner & mgr. of WDAK-TV, Columbus, Ga. & sole owner of WDAK); W. R. Ringson, secy.-treas.; F. Frederick Kennedy, v.p.; Harry W. Jernigan, v.p.

NARTB convention committee (Campbell Arnoux, WTAR-TV, Norfolk & E. K. Hartenbower, KCMO-TV, Kansas City, co-chairmen) meets at NARTB headquarters Feb. 23 to discuss agenda for convention April 15-19 at Chicago’s Conrad Hilton Hotel.

Power increases: KPTV, Portland (Ch. 27) becomes third station to boost power to 1-megawatt ERP; KOOL-TV, Phoenix, Ariz. (Ch. 10), Feb. 17 went to 316-kw; WBEN-TV, Buffalo (Ch. 4) due to increase Feb. 20 to 100-kw.



FEB 4 1956

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — February 25, 1956

**UHF CONVERSION STUDY** underlines importance of network programs, indicates slowly increasing conversion in most markets, "deconversion" in some (p. 1).

**STIMULATION OF UHF SET** production sought by Senators, some of whom lean toward giving FCC power over manufacturers; color's role in uhf explored (p. 2).

**36,900,000 SETS-IN-USE** as year started, or 70.8% saturation, with 1,500,000 second sets 1,100,000 in public places. Table shows 12-year growth to 73.7% (p. 3).

**MORE GOVT. CONTROLS** frequently suggested as remedy for TV problems as FCC concludes Senate testimony, industry prepares for next week's sessions (pp. 3 & 4).

**NEWSPAPER ATTACKS ON TV** waste of time, says NBC pres. Sarnoff, who notes rise of other media despite TV, predicts \$9.25 billion ad total in 1956 (p. 7).

**HARTFORD CH. 3 GRANT** nearing as FCC clears way by denying area uhfs' petition for delay; Miami Ch. 7 appealed by uhfs and defeated applicants (p. 9).

**JUNEAU, ALASKA** gets first station — KINY-TV (Ch. 8), owned by Wm. Wagner. It's 464th U. S. outlet (100 uhf). Reports on upcoming new stations (p. 9).

**MAGNAVOX BUYS SENTINEL**, plans to expand TV-radio-phono production at Evanston, Ill. plant under direction of v.p. Leonard F. Cramer (p. 10).

**HOTPOINT TO OFFER TV** line to all its present distributors. Philco plans no "radical" merchandising changes. Comparison of U. S. and British exports (pp. 10 & 11).

**RECORD 7,421,978 TVs** shipped to dealers last year, compared to 7,161,362 in 1954, reports RETMA. N. Y. led all states. Dec. shipments totaled 800,192 (p. 12).

**RCA's \$1 BILLION-PLUS** volume of 1955 about 53% from manufacturing & sales, 23% NBC, 22% govt.; it's world's top electronics firm, Philips next (p. 14).

**\$150,000,000 IN COLOR TIME** sales by networks in 1957 forecast by NBC pres. Robt. Sarnoff, \$600,000,000 by 1960, with 12,000,000 sets-in-use (p. 13).

**\$500 COLOR SET** unlikely this year, says GE's Dr. Baker, who predicts 150,000 sets this year, less than 850,000 in 1957, 7,000,000 by 1964 (p. 13).

**COLOR FILM PROCESSED** in 1½ hours by KOMO-TV, Seattle, which reports Anscochrome easily handled by stations or local commercial laboratories (p. 16).

**NEW FIGURES ON THE UHF SET CONVERSION:** The tremendous importance of major network affiliation in building uhf set circulation is echoed again in analysis of hitherto unavailable 1955 & 1956 figures on percentages of set conversions in 71 of the 80 cities which have commercial uhf stations.

Our new statistics are based on uhf penetration figures from American Research Bureau's monumental new 233-city "A-to-Z" survey, from ARB's 1955 surveys, plus some compiled especially for us by ARB from material gathered in its regular TV program research. We're not permitted by ARB to divulge individual cities and their percentages of uhf conversion, but the material as a whole contains some valuable indications of uhf trends -- particularly for the 36 representative cities in which ARB had gathered directly comparable data for early 1955 & early 1956.

In addition to the paramount importance of an NBC or CBS affiliation, these trends were apparent in the figures:

(1) The 100 uhf stations which remain on the air are doing slightly better than holding their own, conversion-wise, based on 36-market sampling. The average uhf market now has 69% conversion, up from 64% in early 1955.

(2) If a uhf station has one vhf competitor, or even 2, it can maintain a near-100% conversion ratio -- provided it has good share of CBS or NBC programming.

(3) A new phenomenon -- deconversion -- has cropped up in some markets, where the number of uhf sets-in-use has actually decreased during 1955.

In one vhf-uhf market, for example, the percentage of total sets capable of receiving uhf dipped from 70% in early 1955 to 42% this year. In another, the drop was from 24% to 12%. In many cases, a small percentage drop in uhf-equipped sets may be due to increase in total TV saturation of market accompanied by a lesser increase in uhf conversion. But the big declines indicate that in a few markets uhf



sets are actually going out of service -- possibly due to failure of viewers to have defective tuners and converters repaired.

But the increases in conversion have been even more spectacular than the declines. In one market, sets equipped for uhf rose from 13% to 71% of total sets in the area in one year; in another, the increase was from 16% to 70%. Of the 36 "comparison" cities, 18 showed increases in percentage of uhf sets during the year, 13 showed declines and 5 remained unchanged.

How network programs help build conversion is illustrated by this breakdown: Our 1956 data covered 33 cities in which the uhf station or stations had CBS and/or NBC programs not duplicated by vhf outlets in immediately neighboring cities. The average of these cities has 81% uhf conversion, individual figures ranging from 41% to 100%. We had comparable 1955 figures for 28 of these same cities, which averaged 73% conversion at that time. Of these 28 cities, conversion percentage increased in 16 during the year, decreased in 7.

For 10 cities with non-network uhf outlets or with stations duplicating the network programs already available through a neighboring vhf, uhf conversion averaged slightly less than 34% in 1956, up somewhat from 1955, with individual cities' conversion ranging from an "unmeasurable amount" (counted as zero) to 78%.

"Non-intermixed" uhf cities -- those without strong vhf signals in immediate vicinity -- averaged 91% conversion in 1956. Fifteen of these were covered by our figures. Eleven of these same cities averaged 93% in 1955.

"Intermixed" cities -- mostly those with both vhf & uhf stations, but some with strong vhf signals coming over the city line -- averaged 59% conversion early in 1956, for 33 cities. Figure for 1955 was about the same.

Twenty of the 44 cities for which we had 1955 or 1956 figures were in the 90-100%-conversion bracket. Of these, 11 were in "uhf-only" territory, 9 were in markets which also had vhf -- but only one such market had more than one vhf outlet.

In sum: (a) To build set conversion and audience, uhf station must have a good amount of top network shows. (b) Presence of one vhf station in the market is not necessarily a barrier to uhf success. (c) In the aggregate, the hard core of remaining uhf stations is slowly but steadily increasing its total audience.

**CONGRESS SEEKS SET-MAKERS' AID ON UHF:** Congress' desire to "do something about uhf" inevitably led this week to idea of trying to entice, cajole -- or force -- manufacturers to incorporate uhf in all TV sets. But FCC members testifying at the Senate Commerce Committee's TV hearing (p. 3) indicated reluctance to attempt to enter the field of manufacturer control without clear legal authority.

Some Senators don't sound so reluctant. Sen. Bricker (R-O.), for example, already demanding FCC take direct control of networks -- which FCC hasn't requested -- stated, rather than asked, this question:

"There's no legal question but that Congress can say the whole industry, from its inception to the receiver, is involved with the public interest?"

Then there was discussion about color sets -- whether they all have uhf. Comr. Webster said he thought that growth of color would help uhf; that "I'm not sure all color sets have uhf, but I believe the move is in that direction." Comr. Bartley noted, however, that all color sets don't necessarily include uhf, leading Sen. Magnuson (D-Wash.), chairman of committee, to remark with surprise: "I thought they all had uhf." Bartley went on to caution that "the same economic forces at work in black-&-white" may well induce some manufacturers to cut uhf from sets, leading others to follow because of competitive pressure on prices.

Commissioners had little to say in response to foregoing except to indicate belief FCC could do little in the way of regulation except help create demand.

Bricker was interested in technicalities of uhf -- why it suffers in comparison with vhf. FCC chief engineer Edward Allen said that in level terrain uhf compares favorably but that it suffers in rough terrain and doesn't have as great range generally. He again pointed to the great potential of GE's ceramic receiving tube (Vol. 12:6) -- though he said he doubted whether it would reduce uhf set costs.



**GROWTH OF TV HOMES & SETS-IN-USE, 1946-57:** TV's fantastic rise from a scant handful of sets-in-use in 1946-47 to 36,900,000 as of Jan. 1, 1956 and prospective 39,800,000 by Jan. 1, 1957 is graphically set forth in handy table prepared by NBC Research and released this week by Hugh M. Beville Jr., v.p. in charge of planning & development.

On Jan. 1 of this year 70.8% of the nation's 48,600,000 homes had TVs, Beville estimates, including 1,500,000 second sets. There were also 1,000,000 sets in public places. By Jan. 1, 1957, he figures 73.7% of all homes (49,500,000) will have TVs, including 2,000,000 second sets -- plus 1,300,000 in public places.

NBC's estimates are projected from industry-accepted results of the Advertising Research Foundation-Politz study of May, 1954 and the ARF-Census Bureau survey of June, 1955 (Vol.11:34) plus its own reckoning of the number of sets in public places like hotels, bars, hospitals, clubs, etc. They're the most authoritative figures available, pending new Census Bureau count due by next summer (Vol.12:7).

Whereas some 4.2% of TV homes now have second sets, this may well go over 5% by next year, according to Beville. And, underlining importance of the TV replacement market, NBC estimates that 3,000,000 sets, or about 40% of the 7,421,000 sold at retail last year, were replacements of sets scrapped and that more than 6,000,000 have been scrapped since 1946.

Note: NBC's estimate of 1955 scrappage is somewhat higher than the 2,370,000 calculated by Sylvania's Frank Mansfield, RETMA statistical chairman (Vol.12:1); incidentally, his 1953-55 figures, by quarters, on sets produced and sold by distributors and dealers, on sets scrapped, and on 10-year accumulation of sets-in-use -- all by screen sizes -- are contained in our TV Factbook No. 22 (p. 19). Here is the NBC table setting forth TV's incredibly rapid development:

TV's 12-YEAR GROWTH (Figures in 000)

| Jan. 1    | TV Homes | Secondary Sets in Homes | Public Place Sets | Total TV Sets | Total Homes | % TV Saturation |
|-----------|----------|-------------------------|-------------------|---------------|-------------|-----------------|
| 1946..... | 8        | ---                     | 2                 | 10            | 37,825      | .02             |
| 1947..... | 14       | ---                     | 2                 | 16            | 38,575      | .04             |
| 1948..... | 172      | 1                       | 17                | 190           | 39,950      | .4              |
| 1949..... | 940      | 10                      | 50                | 1,000         | 41,475      | 2.3             |
| 1950..... | 3,875    | 50                      | 75                | 4,000         | 43,000      | 9.0             |
| 1951..... | 10,320   | 165                     | 115               | 10,600        | 43,888      | 23.5            |
| 1952..... | 15,300   | 315                     | 185               | 15,800        | 44,760      | 34.2            |
| 1953..... | 20,400   | 505                     | 295               | 21,200        | 45,640      | 44.7            |
| 1954..... | 26,000   | 800                     | 500               | 27,300        | 46,660      | 55.7            |
| 1955..... | 30,700   | 1,000                   | 800               | 32,500        | 47,621      | 64.5            |
| 1956..... | 34,400   | 1,500                   | 1,000             | 36,900        | 48,600      | 70.8            |
| 1957..... | 36,500   | 2,000                   | 1,300             | 39,800        | 49,500      | 73.7            |

**GOVT. REGULATION—PANACEAS FOR TV ILLS?** Talk of more govt. control of TV industry was a persistent theme in Feb. 20-21 hearings of Senate Commerce Committee, as FCC wound up its testimony and industry prepared for next week's sessions. As Senators and staff questioned commissioners, there was recurring suggestion that more power over the industry, both telecasting and manufacturing, may be the way to rescue faltering stations, equalize competition, provide for growth.

A House TV investigation is also in the works, meanwhile, to explore same vein -- anti-trust subcommittee under Rep. Celler (D-N. Y.) beginning hearings on monopoly in general Feb. 27 but not expecting to reach TV until about March 21.

Just how serious Congress is, in its talk about more regulation and giving FCC more power, is open to question in this election year when headlines are equated with votes. Nonetheless, a latent propensity to inject more Govt. into industry is more evident than it has been for some time -- and it was apparent among both Republicans and Democrats during this week's sessions.

The "control" idea was voiced in many ways. Sen. Bricker (R-O.) pressed again for FCC regulation of networks, left impression he has a public utilities concept of whole industry -- "from its inception to the receiver." FCC Comr. Doerfler revived idea of controlling network affiliations -- somewhat like the "share-the-programs"



concept proposed by FCC in 1950, then again suggested by DuMont during Senate's Potter hearings last year. Sen. Magnuson toyed with thought that "maybe FCC should have authority" to require manufacturers to put uhf in all receivers.

Almost every conceivable subject was touched on in this week's sessions -- from deintermixture to community antenna systems and what have you. Much of questioning was handled by majority counsel Kenneth Cox, and commissioners' majority & minority views are now quite well known to the Senators.

Commission didn't commit itself to any line of action in major areas, Chairman McConnaughey repeatedly noting that they're all being considered in rule-making proceedings which Commission hasn't completed. This goes for allocations, network study, subscription TV, etc. There were no substantial clues indicating that any major policy changes are in the works. Hearings will resume Feb. 27 with industry witnesses, are scheduled to run all day Feb. 27, 28, 29 and March 2.

[For details of this week's testimony primarily affecting stations and networks, see below; for testimony with manufacturing implications on color, uhf and excise tax, see p. 2; for witnesses scheduled next week, see p. 5.]

**S**ENATE HEARINGS on TV problems this week, with FCC members as individual and joint witnesses served primarily to give the Senators better understanding of Commission majority and minority ideas on allocations and to get FCC's justification of actions believed to be detrimental to uhf.

Comr. Doerfer made most detailed presentation of majority view. He said that vhf is necessary in all markets west of Blue Ridge Mountains, to provide rural service. Any market that can support 3 uhfs can support 2 uhfs & one vhf, he said, thus give fringe at least one service. "I would choose one vhf service for 300,000 people rather than 3 uhf services for 250,000 if I had no other solution," he said, adding that he has faith in uhf, believes it will work in time.

Chairman McConnaughey stated: "Deintermixture is not the whole answer, but it may turn out to be an important part of the answer." Comr. Lee urged case-by-case, city-by-city approach, recognizing "area" coverage concept, relaxing standards when necessary to fit new stations in. Lee again pushed his belief that additional vhf channels would relieve the pressure, said conversion problem would be simple compared with uhf conversion—that it "may cost as little as \$1 plus a service call." McConnaughey said he questioned whether new vhf channels would provide solution "in the long run."

Comr. Hyde made strong plea for deintermixture. "There's only one place in the spectrum to find enough channels for a multi-station service—uhf. We must develop these channels, and weight of opinion suggests the deintermixture technique—certainly where uhf operates on an equal basis it does not offer an inferior service."

Sen. Pastore (D-R.I.), the committee's impatient man, complained: "We're no closer to the solution of this problem than when Mr. Potter started his hearings 2 years ago . . . I don't see why you take such an uncertain position. Apparently the only way for uhf to survive is to allow the networks to own the stations."

As for when whole business can be decided, McConnaughey stated: "No man alive can say the date" and he reiterated belief that current rule-making could be concluded in 6 months. Webster pointed out that many additional stages may be needed after that.

\* \* \* \*

Network programs are crux of matter, in Doerfer's opinion. He said FCC should "explore practicality of

writing a rule limiting an affiliate to one network service, so that one vhf affiliate—where there are U's in the market—cannot scoop off the cream of the 3 networks." His rule would apply "where there are 2 U's either operating or potentially capable of operating."

In second day's session, Sen. Bricker stated he wished FCC had control of networks. "I don't think anyone is interested in destroying networks," he said, "but if networks get too much economic or political power it's not good for the country." After hearing, Bricker told us: "Why, networks can cut off stations or advertisers! They also want to editorialize. That would enable possibly 2 or 3 networks to control public opinion." McConnaughey said network study should be completed by June 30, 1957, but that interim reports are probable.

Chief investigation counsel Kenneth Cox pressed Commission on anti-trust philosophy, asked whether any license had ever been revoked for monopolistic practices, got negative answer. He asked whether cases are referred to Justice Dept. and whether chain regulations are being reviewed. FCC assoc. gen. counsel J. Smith Henley, liaison man with Justice Dept. said that Commission might come to Congress for more anti-trust power if Supreme Court strikes down multiple ownership rule (being contested by Storer) or if network study uncovers need. Hyde said FCC should reconsider its rule limiting network affiliations for 2 years—with idea of extending period.

\* \* \* \*

Among the many other topics explored were these:

(1) Coverage and overlap: Commission said there are no exact tools for determining coverage, that a study of "average" coverage was being prepared for Potter Committee, wasn't pursued after Committee's majority counsel Robert F. Jones resigned. FCC said it would take 28 man-months of work to complete maps showing coverage.

(2) Multiple ownership: McConnaughey defended rule permitting owners of 5 vhf to acquire 2 uhf by saying that acquisitions by NBC, CBS & Storer rescued stations that "were about to go under." He said that CBS's WXIX, Milwaukee is about breaking even, "and I'll hazard they'll make money."

(3) "Market straddling": McConnaughey said recently-dropped proposal for "5-mile rule" would have been too arbitrary, that hard-&-fast rule isn't workable. Cox asked whether FCC's policy on transmitter sites is preventing development of local stations. McConnaughey gave as example Galveston-Houston area, said move of KGUL-TV nearer Houston doesn't deprive anyone of service and "if left in Galveston it might die." He added:



"We may have to go on an economic basis in order to serve more people—to see if a transmitter can be moved from serving 200,000 to where it could serve 2,000,000."

(4) Network coaxial-microwave rates: FCC Common Carrier Bureau chief Harold Cowgill said rates are under "continuing examination" as to reasonableness. McConnaughey said: "Rates are very apt to go up—from standpoint of costs."

(5) Subscription TV: Cox asked whether FCC feels it has legal authority to authorize pay-TV, and McConnaughey replied: "The general feeling is that we do." Pastore, apparently leaning towards toll approval, asked: "Does your legal staff feel you have the authority? Come to us if you don't." Asked when subscription issue could be considered, McConnaughey said that allocations should be got out of the way first, added he understand Magnuson feels same way.

(6) Community antenna TV systems: Cox and Magnuson asked why Commission hasn't decided whether it has jurisdiction over systems, said that Court of Appeals told FCC to do so in WBLK-TV, Clarksburg, W. Va. protest case. McConnaughey said FCC may have to determine its jurisdiction sooner or later. Henley stated that court merely asked Commission to determine systems' role in station overlap controversies. Cox said systems involve "an investment of some \$30,000,000 which is in more or less a dubious state until the question is decided."

\* \* \* \*

On House side, Rep. Celler said his anti-trust subcommittee would have these objectives in TV:

"The subcommittee will seek to determine whether the FCC has utilized its regulatory powers in accordance with the Congressional policy of providing a nationwide competitive system of broadcasting. [It] will explore into Commission policies and network practices to determine whether the networks have attained a dominant position in the industry to a point that may be inconsistent with anti-trust objectives. The subcommittee will also explore the vhf-uhf problem to ascertain whether existing policies and practices may thwart the Congressional objective of a nationwide competitive system of broadcasting."

Illegal vhf boosters were sat on hard by FCC in final decision ordering operator in Bridgeport, Wash. to quit by March 5, thus reversing examiner's initial decision (Vol. 11:43). Meanwhile, the Commission is speeding consideration of new uhf "translator" proposal to give illegal vhf operators means of continuing service. Commission's decision stated: "The question before the Commission is not whether a booster station may operate without a license, without securing rebroadcast permission, or without licensed operators. Whether a booster station would serve the public interest is a question which would be relevant to a determination of whether the Commission should adopt rules to provide for the licensing of such a service, but the possibility of making a showing to justify establishment of a new service does not warrant any person anticipating such action and establishing a station without benefit of any license. To hold otherwise would be to overturn the entire theory of the Communications Act and to give free rein to every person who believes he has a proper use for radio to establish an operating radio station in advance of any Commission determination of the general need for, and feasibility of, such an operation." FCC said it sympathized with public's desire for service but that this "does not alter the fact that the method by which they have chosen to achieve their objective is illegal and that they have continued to operate in this illegal manner in spite of repeated warnings and admonitions by the Commission."

TV hearings in House won't get under way until about March 21, and they may last as long as 8-10 days with FCC members as lead-off witnesses. Preliminary inquiry into whole field of regulatory agencies begins next Mon. Feb. 27 with testimony by Asst. Attorney General Stanley N. Barnes (who is also due to appear before the Magnuson committee Feb. 28), and continues Feb. 29 with testimony by non-governmental experts on law and monopoly problems.

\* \* \* \*

Witnesses scheduled to appear at next week's TV investigation hearings by Senate Interstate & Foreign Commerce Committee are as follows: Mon. Feb. 27—Harold Thoms, WISE-TV, Asheville, N. C. (Ch. 62), chairman, and Benedict Cottone, gen. counsel, UHF Industry Coordinating Committee; S. H. Patterson, KSAN-TV, San Francisco (Ch. 32); George Storer, Storer Broadcasting Co.; Harry Tenenbaum, KTVI, St. Louis (Ch. 36); John W. English, WNAO-TV, N. C. (Ch. 28) & WSEE, Erie, Pa. (Ch. 35); Nick Fillips, Pittsburgh, Pa. Feb. 28—Asst. Attorney General Stanley Barnes & Victor Kramer, anti-trust div., Justice Dept.; Philip Merryman, WICC-TV, Bridgeport (Ch. 43), pres., Hometown TV Inc. (accompanied by pres. Ben Adler of Adler Communications Labs, New Rochelle, N. Y., Bridgeport Chamber of Commerce managing director Dudley Jewell, and representatives of Catholic Churches, PTA, United Fund, Council for Inter-Church Cooperation & AFL-CIO, Bridgeport); Jesse D. Fine, WFIE, Evansville, Ind. (Ch. 62); J. Pattison Williams, off-air WKLO-TV, Louisville (Ch. 21); Frank S. Ketchum, National Council of Churches of Christ in the USA and Office of Communication of Congregational Christian Churches; Ralph Steetle, Joint Council on Educational Television. Feb. 29—Sarkes Tarzian, WTTV, Bloomington, Ind. (Ch. 4); Benito Gaguine, representing WKOW-TV, Madison, Wis. (Ch. 27); Roger Putnam, WWLP, Springfield, Mass. (Ch. 22); John J. Gunther & Louis Lubin, Americans for Democratic Action; Irving Ferman, American Civil Liberties Union. March 2 — Martin Malarkey, pres., & Fitzroy Kennedy, Spencer-Kennedy Labs, for National Community TV Assn.; Milton Shapp, pres., Jerrold Electronics; others to be announced later.

CBS's purchase of WGTH-TV, Hartford (Ch. 18) for \$650,000 from General Teleradio (Vol. 11:28) was approved this week, General Teleradio having previously acquired for undisclosed sum the 45% interest held by *Hartford Times* (Gannett). FCC approval of transfer to CBS had been delayed since mid-1955 by protest and by questions about concentration of control raised by FCC in McFarland letter (Vol. 11:33, 49). It's CBS's second uhf—other being WXIX, Milwaukee (Ch. 19)—and plans for takeover, management and possible change of call letters are still in abeyance. Still pending, but held up by protests of New Haven's WNHC-TV (Ch. 8), which had also protested the WGTH-TV deal, is sale of WKNB-TV, New Britain-Hartford (Ch. 30) to NBC (Vol. 11:2, 25-26).

FCC Chairman McConnaughey, in Feb. 21 address to NARTB-sponsored Washington conference of state TV-radio association presidents, praised broadcasting industry for self-regulatory efforts, as exemplified by observance of TV-radio codes; urged clean-up of advertising abuses before Congress imposes legislative restrictions; recommended "advance planning" by stations to meet demands for adequate time for political broadcasts.

CBC and Canada's counterpart of NARTB, the Canadian Assn. of Radio & TV Broadcasters, will be first to be heard by Royal Commission probing Dominion's TV-radio starting April 30 in Ottawa. Thereafter, the commission will go on tour to hear witnesses, according to plans of chairman R. M. Fowler.



**Personal Notes:** Eldon Campbell, who started as an announcer on Ft. Wayne's WOWO in 1938 and rose to become national sales mgr. of Westinghouse's 4 TV & 5 radio stations, resigned this week; Westinghouse Broadcasting Co. pres. Don McGannon said successor will be named next week . . . Herbert B. Lazarus, ex-Paramount Pictures Inc., Yale graduate, onetime law secretary to N. Y. Supreme Court Justice Irwin Untermyer, appointed gen. counsel of ABC-Paramount to succeed the late Walter W. Gross . . . Kenneth I. Tredwell Jr., v.p. in charge of programs & public relations, named v.p. & managing director of WBTV, Charlotte; J. Robert Covington, v.p. in charge of sales & promotion, named v.p. & managing director of radio WBT; Thomas E. Howard, engineering v.p., promoted to v.p. & managing director of engineering of WBTV & WBT and new general services div.; Wallace J. Jorgensen, sales mgr. of WBTV, gets new title of asst. mgr. in charge of sales for TV, Virgil V. Evans Jr. for radio . . . Frederick Buschmeyer promoted to production mgr., WGR-TV, Buffalo, replacing Warren Rossel, now TV-radio producer, Ketchum, MacLeod & Grove Adv., Pittsburgh; Jack Doudourian promoted to WGR-TV night production mgr. . . James Hesen promoted to mgr. of production operations, CBS-TV, Hollywood, reporting to TV operations director H. Grant Theis . . . Robert H. Boulware, ex-mgr. of WLWT, Cincinnati, on March 1 joins Bryan Houston Adv., N. Y.; James J. (Steve) Crane promoted to WLWT sales mgr. . . Dale Smith promoted to sales mgr. of Crosley's WLWD, Dayton, succeeding George Gray, now gen. sales mgr. of radio WLW, Cincinnati . . . Milton D. Friedland, gen. mgr. of WICS, Springfield, Ill., appeared on *Today* show Feb. 23 to present portrait painting of Lincoln to Dave Garro-way on behalf of citizens of southern Illinois . . . Mrs. Idelle Grote, ex-Allan Marin Adv., joins Petry's Chicago office as TV traffic mgr., reporting to TV sales mgr. Louis A. Smith . . . Walter B. Bruce named merchandising director of WABD, N. Y., specializing in supermarket accounts . . . Frank Boucher has left N. Y. office of *TV Guide* to return to Washington as its regional mgr. . . Harry S. Stone, onetime mgr. of WSM, Nashville, named to be gen.

mgr. of Ramon G. Patterson's (WAPO) upcoming WRGP-TV, Chattanooga, Tenn. (Ch. 3) . . . John S. Hayes, pres. of WTOP-TV & WTOP, Washington, and a director of Washington Post Co., named to business advisory committee of American U business school . . . Bill Coyle, promotion & research director of *Washington Star*, named director of adv., promotion & public relations of WRC-TV & WRC, Washington; he's onetime WRC announcer . . . Wm. D. Stiles, ex-KOMU-TV, Columbia, Mo., named commercial mgr. of KZTV, Reno, succeeding Richard W. Colon, now v.p.-gen. mgr. of AM affiliate KOLO . . . Eli Feldman, ex-Dancer-Fitzgerald-Sample, joins U.P.A. Pictures Inc. on agency-client liaison . . . Richard C. Wright promoted to promotion-operations mgr., WXEL, Cleveland . . . Estel D. Freeman promoted to promotion mgr., WFBM-TV, Indianapolis . . . Tom Carlisle named news director, KBTB, Denver . . . Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C., named managing director of Delaware Valley Educational TV Corp., applicant for Ch. 35, Philadelphia . . . Vincent Ramos, ex-v.p. of Caribbean Networks Inc., joins MCA-TV international dept., N. Y. . . . George Smith promoted to administrative officer of ABC's newly formed political unit, responsible for all aspects of its TV-radio political coverage, reporting to Ernest Lee Jahncke Jr., ABC v.p. & asst. to pres. . . . Otto Lang, who headed TCF-TV, set up by 20th Century-Fox last year, has resigned . . . Richard H. Close promoted to director of represented stations, NBC Spot Sales . . . Harry Harris, ex-*TV Guide*, succeeds Dan Richman as TV-radio editor of *Philadelphia Inquirer* . . . Harold Essex, v.p.-gen. mgr. of WSJS-TV, Winston-Salem, elected pres. of Broadcasting Foundation of No. Carolina Inc., formed to promote TV-radio at U of North Carolina (WUNC-TV); other officers are Richard Mason, WPTF, Raleigh, v.p.; J. Frank Jarman, WDNC, Durham, secy.; John H. Bone, WNAO-TV, Raleigh, treas. . . . William C. Grove, mgr. of KFBC-TV, Cheyenne, Wyo. and KSTF, Scottsbluff, Neb., is undergoing observation for intestinal disturbance at Mayo Clinic's St. Mary's Hospital, Rochester, Minn.

**ADVERTISING AGENCIES:** Clarence Hatch Jr. resigns as of March 5 as Kudner senior v.p. to return to Detroit as exec. v.p. & member of exec. committee, Campbell-Ewald; he was originally with that agency in Detroit, in 1934 was one of group founding D. P. Brother & Co., which he left last year to join Kudner in N. Y. . . . Lester J. Blumenthal, ex-CBS, recently TV-radio v.p. of Norman, Craig & Kummel Inc., appointed exec. v.p. & gen. mgr. of Product Services Inc., whose pres. Les Persky announces agency has resigned Charles Antell Inc. account . . . Alfred R. Tennyson, Kenyon & Eckhardt TV producer, heads agency's newly formed commercial production dept., responsible for all TV-radio commercial production activities . . . Russell A. MacDonnell, ex-Grove Labs, named v.p. of Warwick & Legler, N. Y. . . . Bernard D. Kahn, ex-Biow TV creative supervisor & onetime TV copy chief of Norman, Craig & Kummel, joins Lennen & Newell as copy supervisor . . . Jesse L. Livermore, gen. mgr. of American Home Products Inc.'s cosmetic div., joins Biow Co. Inc. as specialist in cosmetic accounts; Edward H. Meyer & Charles A. Winchester promoted by Biow to supervisors on Procter & Gamble account . . . Clyde L. Clem, mgr. of NBC national audience promotion, joins Grant Adv., Detroit, in charge of Dodge TV-radio account . . . Don S. Mitchell, TV-radio director of Watts-Payne Adv., Tulsa, named "Tulsa's Most Outstanding Young Man of 1955" by local Junior Chamber of Commerce . . . Robert C. Garland, ex-sales mgr. of KOOL-TV & KOOL, Phoenix, and KOPO-TV & KOPO, Tucson, becomes partner March 1 in Charles H. Garland & Assoc., Phoenix agency.

Joseph N. Nelson, recently promoted from chief of FCC's TV Application Branch to chief of Renewal & Transfer Div., has been given \$250 superior performance award for his part in "unfreezing the freeze"—speeding grants of applications and thus hastening spread of TV after freeze ended in April, 1952.

**Film Producers Assn. of N. Y. elects:** pres., Robert Lawrence, Robert Lawrence Productions Inc., succeeding Walter Lowendahl, Transfilm Inc.; v.p., Harold Wondsel, Sound Masters Inc.; secy., Cal McKeon, Caravel Films Inc.; treas., Edward Lamm, Pathescope of America.

Georg Olden, director of CBS-TV graphic arts dept., has 7 of his posters, used for on-the-screen promotions, included in 1955-56 *International Poster Annual*, collection of outstanding poster art from 25 countries published in Switzerland; he had 6 in preceding edition.

Millard French, former FCC examiner who left Commission April 30, 1955, is said to be leading candidate for position as chief of TV Applications Branch.

Edward H. Butler, 72, editor & publisher of *Buffalo Evening News* and pres. of its WBEN-TV & WBEN, died at his Buffalo home Feb. 18 after a heart attack. He was ex-pres. of ANPA, v.p. of AP, director of American Airlines and Metropolitan Life Insurance Co. Besides his wife, he is survived by a daughter and 2 grandchildren.

Ralph B. Cooney, 57, v.p. of Kelly, Nason Adv. for last 18 years and frequent contributor to business publications, died Feb. 21 at Lenox Hill Hospital, N. Y., after brief illness. Surviving are his widow, 2 sons and his mother.



**Network Accounts:** Republican National Committee, thru BBDO, this week asked all networks to clear 10-11 p.m. time period Election Eve., Mon., Nov. 5, for nationwide rally. As far as is known, no network has replied to request, which would involve pre-emption of *Studio One* on CBS-TV and second half of *Robert Montgomery Presents* on NBC-TV. Period is sustaining on ABC-TV. Only Democratic overture to networks thus far has been to take option on last 5 min. of several *Disneyland* programs on ABC-TV this fall . . . ABC-TV has stated that it will cut any network show (except news & special events) by 5 min. to permit time purchases by national committees. CBS-TV has ruled that no program can be pre-empted more than once by the same political party. NBC-TV, still awaiting signatures of General Motors, Avco & perhaps one other sponsor for national political conventions, is opening up *Today, Home & Tonight* to one-min. purchases, plans further policy announcement next week . . . Revlon plans April showcasing on CBS-TV of its proposed 30-min. weekly giveaway program, *The Most Beautiful Girl in the World*, in which selected home viewers will vote by telephone on 3 girls competing in talent, intelligence & beauty; contestant who wins 4 straight weeks qualifies for final competition once a year, with grand prize of \$250,000 to winner . . . North American Philips Co. (Norelco razors) to sponsor *The Twisted Cross*, depicting rise and fall of Hitler, on NBC-TV March 14, Wed. 9-10 p.m., as part of NBC-TV's "Project 20" series of documentaries . . . Carrier Corp., pushing spring air conditioner drive, buys big schedule of partic. on NBC-TV's *Home & Tonight* starting Feb. 27, thru N. W. Ayer . . . Helene Curtis (toiletries) & Mogen David Wine are new alt. sponsors of *Dollar a Second* on ABC-TV starting Feb. 17, Fri. 9-9:30 p.m., both thru Weiss & Geller . . . CBS-TV to carry National Football League pro game each Sun. Sept. 30-Dec. 16.

Among advertisers currently reported using or preparing to use TV station time: Malt-O-Meal Co., Minneapolis (cereal), thru Campbell-Mithun Adv., Minneapolis; Golden Gift Inc., Deland, Fla. (fresh orange juice), thru Ellington & Co., N. Y.; H. Clay Glover Co., N. Y. (mange medicine), thru Tracy, Kent & Co., N. Y.; M. Hoffman & Co., Boston (Dubbleware work clothes), thru Alfred Black Co., Boston; Dannon Milk Products, Long Island City, N. Y. (Dannon's Yogurt), thru Zlowe Co., N. Y.; Oertel Brewing Co., Louisville, thru M.R. Kopmeyer Co., Louisville; Avochem Inc., Minneapolis (Softize for laundry), thru Olmster & Foley, Minneapolis; Reading Plastics Co., Reading, Pa. (Kwik-Fix glue), thru Ted Black Adv., Reading; Western Tool & Stamping Co., Des Moines (Homko power mowers), thru Rothbardt & Haas Adv., Chicago; Brunswick-Balke-Collender Co., Chicago (bowling equipment), thru McCann-Erickson, Chicago.

DuPont plans increase in TV spot advertising this year, as result of test campaigns showing definite sales increases in markets where spots were used last year. So said Larry Davis, adv. mgr. of DuPont finishes div., in address to CBS-TV Spot Sales meeting of station gen. mgrs. this week. TvB pres. Oliver Treyz said cigaret manufacturers could profit by his organization's survey showing TV viewers were among heaviest smokers—particularly those who watched between 11 p.m.-midnight.

"Get-out-the-vote" public service campaign, to urge citizens to register and vote in 1956 elections, is planned by NARTB for spring & summer, in cooperation with Advertising Council and American Heritage Foundation.

NBC-TV plans intensive promotion built around *Matinee Theatre* colorcasts week of Feb. 27, with many dealers offering RCA color sets (at \$695) as merchandising prizes. About 15 cities will celebrate "Matinee Theatre Week."

NEWSPAPERS' current attacks on TV (Vol. 12:4, 7) are "a waste of valuable time and effort," according to NBC pres. Robert W. Sarnoff. In his role of chairman of National Advertising Week, addressing Chicago Federated Advertising Club Feb. 23, he stated:

"Little stature would be added to the TV industry if it assumed the stance of an electronic Don Quixote and began tilting endlessly at the propoganda windmills of its competitors. It would be foolish to deny that all media are competitive—but competition can, and should be, affirmative."

He noted, further: "Black-&-white TV passed the billion dollar mark at a time that newspapers and magazines were enjoying all-time record revenues." Between 1945 and 1955, he said, daily newspaper income went from \$921,000,000 to \$3.1 billion, magazine from \$365,000,000 to \$724,000,000, radio from \$424,000,000 to \$545,000,000, direct mail from \$290,000,000 to \$1.3 billion. Only radio is suffering substantially, he said, but he predicted successful adaptation to "a new competitive environment."

Predicting great role in economy for color (see p. 13), Sarnoff said he anticipates all advertising will achieve record total of \$9.25 billion this year (vs. \$9 billion in 1955), representing 2.3% of gross national product of \$400 billion forecast by President Eisenhower. He urged all media to push for greater percentage, noted that advertising attained 3% in period between the 2 world wars when TV was non-existent and network radio & magazine color were in early stages.

Accreditation of TV-radio correspondents covering the political conventions this summer will be handled by Congressional Radio-TV Correspondents Galleries, which will mail notices and applications to all stations week of Feb. 27. For hotel space at Democratic convention in Chicago starting Aug. 13, stations should write directly to Neale Roach, Democratic National Committee, 1001 Connecticut Ave. NW, Washington; for Republican convention in San Francisco starting Aug. 20, requests should be sent to Ted Dalton, Republican National Committee, 1625 I St. NW, Washington.

BBDO used closed-circuit hookup Feb. 24 to demonstrate to its 1900 employes new ad techniques and new uses of agency services. Originating in N. Y., program linked branch offices in Los Angeles, Buffalo, Detroit, Boston, San Francisco, Minneapolis, Chicago, Pittsburgh, Cleveland. Fred B. Manchee, exec. v.p. & treas., reported that 1955 billings had increased nearly 10% to \$162,000,000, with profits up 7%, and forecast 1956 billings would go up another 10%.

Closed-circuit TV experiment conducted in officers dept. of Army Signal School at Ft. Monmouth, N. J. showed that 3 basic course sections located in different classrooms, could be instructed at one time via portable TV camera weighing only 5 lb. GPL camera on tripod in master classroom was entirely controlled by instructor, with microphones in the other classrooms so that students could ask questions. Reception was on conventional 21-in. receivers.

It's "Ladies Day" Feb. 29 at WTVD, Durham, N. C. (Ch. 11), which will observe Leap Year by turning over entire operation—except technical—to wives of staffmen and to female staffers & artists. Outside the control room, not a male will be allowed on the premises all day.

Toy Guidance Council, composed of group of toy manufacturers with headquarters at 1124 Broadway, N. Y., plans new series of 13 films for TV spots next fall, thru Friend-Reiss Adv., N. Y.

New network affiliation: XETV, Tijuana-San Diego, joins ABC-TV April 5.



**Telecasting Notes:** With Hollywood gobbling up good TV dramas for movie versions, and Broadway grabbing a successful TV show now and then, *Variety* has tallied up all known sales to movies and the stage and comes up in its Feb. 22 issue with itemized "scorecard," showing 38 TV plays sold to the movies and 7 to Broadway . . . Rod Serling is leading TV-to-Hollywood playwright, according to *Variety's* chart, which shows 5 of his TV dramas sold to the movies; next come Paddy Chayefsky & Robert Alan Aurthur, each with 3 sold to Hollywood and one to Broadway, and Reginald Rose with 3 movie shows . . . TV drama series most popular with Hollywood and Broadway are: *TV Playhouse* (Philco-Goodyear), represented on the table with 8 movie versions and 5 legit versions of its TV plays; *Climax* with 9 movies; *Studio One* with 8; *U. S. Steel Hour* with 4 movies & one play . . . Latest TV play sold to movies is David Karp's "Good Old Charley Faye," presented Feb. 8 on NBC-TV's *Kraft TV Theatre* and sold for \$35,000 to Joseph L. Mankiewicz's Fitaro Productions, in which NBC has part ownership . . . Another TV dramatist signed by movies: NBC-TV's Fred Coe, producer of *Playwrights '56*, contracted by United Artists to produce one film a year—working the movies in summer, TV rest of year . . . New wave of movies-on-TV alarms RCA chairman David Sarnoff, quoted in exclusive interview Feb. 22 with *Variety* editor Abel Green that "the true function of TV will have failed if the film programming snowballs as to become the dominant appeal." Feature film's role in TV, he said, should be as "the hors d'oeuvres, and the entree should still be the live shows, the big spectaculars, public service programming, shows in color, and the like" . . . Thar's gold in them thar features: NTA reportedly has sold its 35-feature "TNT Package," which includes 11 Selznick pictures, in more than 20 markets in last 3 weeks, for gross of more than \$1,000,000. First customer was WOR-TV, which reportedly paid \$198,000 for 2½-year exclusive New York rights to *Farmer's Daughter*, *Portrait of Jennie*, *Paradine Case*, *I'll Be Seeing You*, *Spiral Staircase*, *Garden of Allah*, *Bill of Divorcement*, *Intermezzo*, *Since You Went Away* . . . First RKO picture to be televised will be "King Kong," to be shown on *Million Dollar Movie* by General Teleradio's WOR-TV twice daily for week beginning March 5 . . . Katherine Cornell due to make TV debut April 2 on NBC-

TV's *Producers' Showcase* (color) in "The Barretts of Wimpole Street," directed by her husband, Guthrie McClintic . . . Igor Stravinsky will be commissioned by NBC-TV to revise score of his "Petrouchka" for 10-12 min. animated cartoon version—first in series of live action and animated folk & fairy tale films being prepared by network, to include cartoon based on "Who Killed Cock Robin," narrated by Jack Webb . . . TV film production costs increased 10% in Hollywood and 18% in east last year, and producers are budgeting another 5-30% boost for 1956, reports Feb. 20 *Radio-TV Daily*, which notes higher labor costs biggest contributing factor . . . NBC canceled ambitious plans for 2-hour color spectacular version of "Annie Get Your Gun" with Mary Martin next fall, which was to have been preceded by 12-week road tour. MGM, which owns movie & TV rights, refused to release the property. Idea may be revived later, since rights revert to authors Irving Berlin and Herbert & Dorothy Fields in 1957 . . . Ratings improved when CBS-TV switched Jackie Gleason's Sat. show to 8 p.m. starting time, even with NBC-TV's *Perry Como Show*; Feb. 18 Trendex showed 25.9 for Gleason, 25.5 for Como . . . Signs of the Hollywood times: Movie columnist Sheila Graham now devoting some of her Hollywood gossip columns entirely to TV. Will Louella and Hedda follow?

MGM is negotiating for sale of its feature backlog to TV, but has reached no decisions, Loew's Inc. pres. Arthur Loew told stockholders meeting this week. Its library of oldies consists of 1000 sound features and more than 1100 shorts, carried on the books at nominal value of \$1. He said company had not made up its mind as to the best way to release films for TV use. He acknowledged that MGM had turned down \$15,000,000 from General Teleradio, which later acquired RKO Pictures for that amount, but this was during regime of former Loew's pres. Nicholas Schenck. Meanwhile, MGM went ahead with plans to run old feature hits serially on its ABC-TV *MGM Parade*, beginning March 14 with first of three consecutive 30-min. installments of "Captains Courageous," with Spencer Tracy, Freddie Bartholomew, Lionel Barrymore, Mickey Rooney & Melvin Douglas. The 3-part film showing will be followed April 4 & 11 by 2-part "biography" of Greta Garbo, featuring film clips.

Ted Granik and William Cook, who own 21% & 18% interests respectively in WJNO-TV, Palm Beach (Ch. 5), won a round this week in their suit to force W. Wright Esch to abide by Oct. 20, 1954 agreement to sell them his radio WMFJ, Daytona Beach (250-w, 1450 kc, ABC) along with CP for WESH-TV (Ch. 2) there. Florida Supreme Court upheld lower court ruling by denying Esch's motion to dismiss. Under option agreement, Granik, who owns *American Forum of the Air* and *Youth Wants to Know*, agreed to pay Esch \$7000 yearly for life plus \$200 monthly for site of WMFJ and 3% of the net profit from the TV-radio stations; if Mrs. Esch survived him, she was to get \$5000 a year for life. Last year, Esch sold WMFJ for \$40,000 to Harold Kaye and Emil J. Arnold (Vol. 11:27), retaining CP for TV; transmitter & studio gear haven't been delivered but building is ready. Though Granik & Cook protested the AM transfer, FCC approved it, stating that courts must determine whether Esch had violated any agreement (Vol. 11:36). Notwithstanding court edict, application was filed this week to transfer control of WESH-TV to John H. Perry Jr. newspaper family, owners of *Jacksonville Journal* and WJHP-TV, Jacksonville (Ch. 36) and 40% of *Daytona Beach News-Journal* (WNDB). Perry interests would get 495 shares of unissued treasury stock for \$5000 cash, \$150,000 loan to get station on air, \$7000 yearly to Esch for 15 years, \$37,500 for lease of building & site.

Freedoms Foundation, in annual ceremonies Feb. 22 at Valley Forge, Pa., presented grand prize for TV programming to Ziv-TV's *I Led Three Lives*, first time a syndicated program has won the award. WFIL, Philadelphia, won top radio award for its *Miracle of America* series, produced in collaboration with local Board of Education. Honor medal winners in TV: Bishop Sheen's *Life Is Worth Living* (ABC-TV); *Hallmark Hall of Fame* (NBC-TV); *Home* (NBC-TV); "Deliverance of Sister Cecilia" on *Climax* (CBS-TV); "Community Self-Survey" on *The Search* (CBS-TV); "A Conversation with Herbert Hoover" on *Conversations* (NBC-TV); *Focus on Delinquency* (KNXT, Los Angeles); *Television Classroom* (KTTS-TV, Springfield, Mo.); *Inside Our Schools* (WHAS-TV, Louisville); *Your Future Unlimited* (WMCT, Memphis); *Telerama* (WRCV-TV, Philadelphia, then WPTZ); *Our Religious Roots* (KPIX, San Francisco); *Christopher Columbus* (WBNS-TV, Columbus, O.); *Siege at Cherry Hill* (WBZ-TV, Boston); *Speak With Freedom* (WCAU-TV, Philadelphia). Additional awards went to WRGB, Schenectady, for its "Ground Observer Corps" series; Richfield Oil for its *Success Story* series; Rochester (N. Y.) Gas Co. for *Court of Public Opinion*.

Executives Radio-TV Service, Larchmont, N. Y. has released new edition of *Time Buyers Register* listing more than 2000 timebuyers and 6000 accounts for which they buy TV-radio time.



**FCC CLEARED WAY for another final vhf decision** in a uhf market—Hartford (Ch. 3)—while uhf operators and defeated vhf applicants in other areas continued to seek relief in courts.

Commission turned down efforts of 5 Hartford area uhf stations to block issuance of final decision on same grounds cited in similar cases—Madison, Evansville, etc.—said it saw no reason for delaying addition of vhf service. FCC also turned down petition of WTVO, Rockford, Ill. (Ch. 39) to forestall construction of WISC-TV, Madison (Ch. 3), and for same reason. Comrs. Hyde & Bartley dissented to both, would hold up vhfs until general allocations rule-making is decided.

In Court of Appeals, meanwhile, Commission grant of Ch. 7, Miami, to Biscayne TV Corp. was attacked not only by all 3 losing applicants but by uhfs WGBS-TV, Miami (Ch. 23) and WITV, Ft. Lauderdale (Ch. 17) which asked CP be frozen. Also appealed this week was FCC's denial of protest filed by WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) against Commission's grant of changed facilities to WJIM-TV, Lansing (Ch. 6). WNEM-TV had said it would suffer more adjacent-channel interference.

Obedying court's reversal in Rochester protest case, FCC scheduled March 26 for start of hearing on share-time WVET-TV & WHEC-TV (Ch. 10) to consider allegations of radio WSAY, original protestant. Commission refused to take stations off air, as WSAY said it was obligated to do.

In similar case, off-air WNET, Providence (Ch. 16) told FCC that court's recent decision required Commission to take operation of WPRO-TV (Ch. 12) out of Cherry & Webb's hands pending hearing. WNET said public interest requires station be kept operating but it proposed that trustee take over, profits to go to future educational station, charity, etc.

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FCC granted 2 uncontested vhf applications—Ch. 10, Montrose, Colo., to Western Slope Bcstg. Co. (Rex Howell), and Ch. 12, Clovis, N. M., to KICA. Commission also set up for imminent grant Ch. 11 application for Caguas, P. R., to San Juan's WKVM; this was accomplished by denying with prejudice competing application of Supreme Bcstg. Co., owner of WJMR-TV, New Orleans (Ch. 20) on grounds latter failed to file timely appearance for comparative hearing.

Commission received petition from KOTA-TV, Rapid City S. D. (Ch. 3), asking that Ch. 3 be shifted from Miles City, Mont. to Glendive, Mont. or simply deleted from Miles City.

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All rights to "G-Line" technique of conducting TV and other broadband signals on solid wire are held by Surface Conduction Inc., 521 Fifth Ave., N. Y., according to pres. Dr. Theodore Hafner. He stated that David Bogen Co. once held limited rights, no longer retains them. Technique was employed by community antenna system for first time in Helena, Mont. (Vol. 12:7). Dr. Hafner says G-Line has had much greater acceptance in Europe but anticipates broad expansion of use here. He said Prodelin holds license for commercial antenna transmission lines.

What happens to old TV call letters? AM stations frequently get them. DuMont's WDTV, Pittsburgh, which became KDKA-TV when Westinghouse bought station, is now assigned to an AM in St. John, Virgin Islands, owned by West Indies-Caribbean Radio. Philadelphia's WPTZ, which had those call letters under both Philco and Westinghouse ownership but was replaced by WRCV-TV by new owner RCA-NBC, is being sought by new AM grantee in Indianapolis, Rollins Broadcasting Inc.

**K**INY-TV, JUNEAU (Ch. 8) started programming with CBS shows Feb. 19, following Feb. 14 test patterns and after being delayed by bad weather—the 464th U. S. station on air (100 uhf) and 5th in Alaska (see *TV Factbook No. 22*). It has 150-watt Adler transmitter, uses temporary 35-ft. dipole atop transmitter building for antenna. Permanent antenna will be installed on Blaw-Knox tower, also used by radio KINY. Owner Wm. J. Wagner, of Seattle, also is 6% owner of TV stations KTVA, Anchorage & KTVF, Fairbanks and is sole owner of radio stations KINY, Juneau; KFQD, Anchorage; KFRB, Fairbanks; KTKN, Ketchikan; KIFW, Sitka; KIBH, Seward. KINY-TV staff comprises: Jim Lawson, from KINY, station mgr.; Joe Mangan, from Wagner's rep firm, sales mgr.; Mrs. Irene F. Wagner, program mgr.; Richard Peter, from KINY, production mgr.; Gordon Burnett, chief engineer. Base hour is \$60, lowest rate in TV. Rep is Alaska Radio-TV Sales, Seattle, which Wagner operates as rep for all his stations.

Only RCA shipment reported is 25-kw transmitter that went out Feb. 10 to WLOS-TV, Asheville, N. C. (Ch. 13). Foto-Video Laboratories, Little Falls, N. J., reports shipments of color & monochrome equipment to WABC-TV, N. Y.; WSYR-TV, Syracuse; KTNT-TV, Tacoma, Wash.; KVOS-TV, Bellingham, Wash.; and states that its new F-101A TV Light Box has been shipped to 30 stations.

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

WDMJ-TV, Marquette, Mich. (Ch. 6), awaiting RCA service crew to check out 10-kw transmitter, has changed target to March 15-20, plans programming via CBS Extended Market Plan 10 days later, reports gen. mgr. W. H. Treloar. RCA 12-section antenna was installed in early Feb. on 200-ft. Ideco tower. Owner is Frank J. Russell, publisher of *Marquette Mining Journal* (WDMJ), who also controls *Iron Mountain News* (WMIQ). Base hour will be \$120. Rep will be Weed.

KETA, Oklahoma City (Ch. 13, educational) is installing 10-kw RCA transmitter, hopes to meet March 15 test pattern and April 1 programming targets, writes director John W. Dunn, also in charge of U of Okla. radio KNAD, Norman. Supergain 14-section RCA antenna has been installed on 1572-ft. tower it shares with KWTV (Ch. 9). Oklahoma Educational Television Authority also holds grant for KOED-TV, Tulsa (Ch. 11), which has antenna installed on tower of KOTV (Ch. 6), but hasn't set target.

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"Peanut booster" bill, which would legalize tiny TV boosters and exempt them from most FCC regulations, was topic of considerable discussion at Senate Commerce Committee's TV hearing Feb. 20—but actually no such bill has been introduced. Chairman Magnuson (D-Wash.) said the bill would permit 1-watt boosters to go into operation on any frequency without CP or license, subject only to inspection by FCC. He said bill had been introduced in both Senate and House and that some lawmakers were "pressing for action," but later corrected himself to say only the House had such a bill. FCC Comr. Hyde and chief engineer Edward Allen protested that the measure would cause "chaos and interference." A check in the House indicated the bill had never been introduced, though the possibility had been discussed by members of the Washington State Congressional delegation.

Fargo-Grand Forks, N. D. private microwave serving KNOX-TV has been completed, according to Michael J. Cudahy, of Inter-State Communications Co., 845 Chicago Ave., Evanston, Ill., construction contractor for Raytheon microwave equipment. He says link is 14th built by Inter-State.



**EXPANDING MAGNAVOX TAKES OVER SENTINEL:** Magnavox's on-again off-again purchase of Sentinel Radio was finally consummated Feb. 24. Subject to approval of 2/3 of the Sentinel shareholders at special meeting March 26 in Evanston, Ill., Magnavox takes over "substantially all the assets, properties & good will of Sentinel as a going business." It was Magnavox's second acquisition in TV field within month, having bought "certain assets" of disbanded Sparton TV-radio div. few weeks ago (Vol. 12:2).

Sentinel v.p. Milton D. Block and secy.-treas. Richard S. Lawton, acting for world-touring pres. Ernest Alschuler, signed contract with Magnavox pres. Frank M. Freimann after weeks of negotiations. Joint release stated:

"The purchase price is estimated to result in a distribution to Sentinel shareholders of \$8.63 per share, which may be increased or decreased, depending on the ultimate settlement of the Sentinel liabilities, most of which are not being assumed by Magnavox. An initial cash payment of \$8 per share will be offered Sentinel shareholders within 90 days after approval of sale at the March 26 meeting."

Sentinel closed at 8½ on American and Midwest stock exchanges Feb. 24. Its profit was \$83,422 (22¢ a share) on sales of \$12,415,185 in fiscal year ended March 31, 1955 vs. \$151,301 (40¢) on sales of \$13,532,457 in 1954 fiscal year. There were 380,000 common shares (\$1 par) outstanding as of last March 31, when assets were \$4,804,841, including \$2,128,776 cash, current liabilities \$1,225,614, debt \$415,700. Alschuler and family own 156,800 shares, or about 41% of Sentinel common.

Leonard F. Cramer, Magnavox v.p. & gen. mgr. of its TV-radio-phono div., will assume responsibility for Sentinel operations, Lawton continuing in "an executive capacity." Freimann said operations at Sentinel plant in Evanston will be expanded in near future, but did not say whether Sentinel brand name would be continued and whether its distributors will be retained. Magnavox markets direct-to-dealers.

**HOTPOINT TV DISTRIBUTION PLANS UNFOLD:** New Hotpoint TV line, to be shown for first time at the Chicago furniture marts in June, will be offered to all current Hotpoint distributors regardless whether they now handle a competing TV line, according to D. Edward Weston Jr., newly appointed mgr. of Hotpoint TV dept. His statement spiked trade rumors that Hotpoint TV sets would be distributed only through branches of Hotpoint Sales Co. and of GE Supply Co.

"We're going to distribute nationally and in as many markets as we possibly can," he told us. "But we're not going to force any distributor to take on a line he doesn't want or doesn't think he can sell aggressively." He emphasized that the final decisions on distribution are being worked out by pres. John C. Sharp.

"We want to call a national meeting of our regional managers shortly to get them acquainted with TV," he said. "We'll show them our models, tell them what's involved in TV merchandising -- in short, give them a primer course. After all, they've been in white goods and obviously don't know too much about TV problems."

The 11 GE Supply Co. branches which will lose GE's TV line to GE Appliance Co. in July as result of recent consumer products regrouping (Vol. 11:49) will be offered Hotpoint TV, said Weston. Hotpoint products are distributed by GE Supply Co., Hotpoint Appliance Sales Co., Graybar chain and independent outlets. In all, about 100 distributors handle the line.

Initial run of Hotpoint TV line is said to be already completed by parent GE at Syracuse plant -- though Hotpoint and GE officials would neither confirm nor deny that report. Nor would they comment on reports Hotpoint plans to produce TV sets at its Chicago factory starting next year. No radios or phonos are planned initially.

Whether Hotpoint line will have 14-in. portable at \$99.95, as does GE, also remained hot subject of speculation in trade. Previously, Mr. Sharp stated Hotpoint would have "a full line of 14-through-24-inch black-&-white sets."



**Philco—Business as Usual:** Philco plans no radical merchandising changes, doesn't anticipate any further reshuffling of top executives, says incoming pres. James M. Skinner Jr., who is taking over from retiring James H. Carmine (Vol. 12:7). "Why should we?" Skinner remarked. "Our share of the TV market did not slip one bit in 1955, and so I don't see any need for revolutionary changes. We're maintaining our pace in the TV market, and I'm confident we will continue to do so." He told us that Philco will have new TV line in spring -- but would not comment on new models, nor on the widely-reported big promotions which will support them. Trade scuttlebutt has Philco, like many others (Vol. 12:6-7), introducing 14-in. portable by midyear.

**Export Comparisons:** Though British exports of "radio equipment" rose last year to record \$93,800,000, up 12.8% from 1954, they still were a long way from the estimated \$246,000,000 U. S. exports of same equipment in 1955-- predominantly to Canada. It's interesting to note, however, that while British exports have been on the increase, U.S. exports declined from \$281,409,606 in 1954. "Radio equipment" covers TV & radio sets, radio-phonographs, tubes & components and sound reproducing equipment. A RETMA spokesman said that Britain, Holland (with its worldwide Philips of Eindhoven operations) and West Germany were our closest competitors in exports, but could not estimate how they ranked until Holland & Germany reveal 1955 data.

**Consumer Credit:** Federal Reserve Board, at request of President, will conduct special study of consumer installment credit which will serve as basis for future action by Administration in this field. FRB chairman Wm. McChesney Martin, in letter to President's Council of Economic Advisers, said study of effects of consumer credit on economy would be "timely." Senate Banking Committee then instructed FRB to end its survey by May 1 to allow Congress time to authorize standby credit controls if they should prove necessary. Consumer credit rose by record \$5.4 billion last year to reach total of \$27.9 billion at year's end. Meanwhile, Wm. J. Cheyney, v.p. of National Foundation for Consumer Credit, Washington, ventured opinion that the consumers themselves will voluntarily "put on the brakes" before Govt. acts.

**Production:** TV output totaled 146,733 week ended Feb. 17, compared to 136,189 preceding week and 135,358 week ended Feb. 3. It was year's 7th week and brought production to that date to about 1,000,000, as against 1,100,000 in first 7 weeks of 1955. Radio production totaled 284,840 (105,133 auto) week ended Feb. 17, compared to 283,553 preceding week and 277,927 week before. Radio production for 7 weeks was about 1,950,000, compared to about 1,925,000 in same 1955 period.

**Trade Personals:** Parker H. Erickson resigns as exec. v.p. of Crosley & Bendix home appliances div. and as v.p. of parent Avco, will announce future plans after Fla. vacation . . . George T. Stewart, Sylvania district sales mgr., Rochester, named to new post of national distribution mgr. for TV-radio . . . John M. Palmer, tube operations mgr. of Philco's Lansdale Tube Co., named mgr. of latter's newly acquired transistor plant at Spring City, Pa. . . Mal Parks Jr., Publisher of *Parts Jobber Magazine*, owned by his father, has resigned to assume executive post with Howard W. Sams & Co., Indianapolis electronic engineering & publishing firm, under exec. v.p. J. A. (Shine) Milling . . . Ricardo Muniz, Canadian Westinghouse TV-radio mgr., appoints Harold T. Willson & T. E. Cordell as factory district mgrs. for Electrics Ltd., Canadian Westinghouse subsidiary newly formed to produce Capehart TV-radio sets at Brantford, Ont. . . John S. Holmes, pres. of Warwick Mfg. Co., Chicago, has returned from Mexico City inspection of new Electronica Mexicana, 40,000-sq. ft. factory set up jointly by Warwick and Pacific Mercury to meet increasing demand for TV-radio sets marketed by Sears Roebuck; Sears has substantial interests in both Warwick & Pacific Mercury . . . Leonard M. Murchison, for last 3 years asst. to west coast sales mgr., Standard Coil Products, recently acting west coast sales mgr., resigned as of Feb. 10 . . . Herbert J. Zeller Jr. promoted to Motorola

director of styling, reporting to engineering v.p. Elmer H. Wavering . . . Charles W. Markham resigns as Motorola mgr. of special accounts . . . Wm. Fowler resigns as Capitol Records v.p. to head new mail order record club being formed by Crowell-Collier Publishing Co. . . . George A. Kaye, ex-DuMont, named Emerson technical employment mgr., reporting to personnel mgr. P. R. Certo . . . Robert Dorsen named eastern sales mgr., Majestic International . . . Wayne D. Hudson promoted to asst. to John Mihalic, Crosley-Bendix manufacturing v.p., Cincinnati . . . Frank I. Lester appointed Hammarlund N. Y. sales rep . . . Wm. McCluney, ex-Stromberg-Carlson, named CBS-Columbia southwestern regional mgr., Houston . . . Hugh Boyer promoted to Zenith Radio district sales rep, Norfolk; Edgar F. Lindgren, Zenith rep in Atlanta, adds Chattanooga territory . . . Robert B. Zellar, ex-Scruggs-Vandervoort-Barney Inc., St. Louis, joins Crosley-Bendix as factory rep in St. Louis area . . . W. R. Rich named Washington district sales rep, Scott Radio (Meck TV) . . . John B. Farese promoted to personnel mgr., RCA tube div., Harrison, N. J., succeeding F. L. McClure, now director of RCA organization development, Camden . . . Harold F. Cook promoted to Tung-Sol director of adv. & marketing research, with Robert M. Andrews, Edward G. Hazeltine, Gerald A. Morgan as new section mgrs.



**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled record 7,421,978 last year, when production was 7,756,521, according to RETMA state-by-state report. They compare with 1954 shipments of 7,161,362, production of 7,346,715. New York led shipments, with 678,187; California second, 621,811; Pennsylvania third, 483,391. Dec. shipments totaled 800,192, compared with 634,742 in Nov. and 1,014,227 in Dec. 1954. Here's full 1955 report (county-by-county tables available to members from RETMA on request):

| State                | Total   | State          | Total     |
|----------------------|---------|----------------|-----------|
| Alabama              | 129,423 | New Jersey     | 230,692   |
| Arizona              | 39,014  | New Mexico     | 24,466    |
| Arkansas             | 83,882  | New York       | 678,187   |
| California           | 621,811 | North Carolina | 193,932   |
| Colorado             | 54,401  | North Dakota   | 29,233    |
| Connecticut          | 106,108 | Ohio           | 395,395   |
| Delaware             | 17,425  | Oklahoma       | 105,754   |
| District of Columbia | 64,459  | Oregon         | 89,198    |
| Florida              | 257,677 | Pennsylvania   | 483,391   |
| Georgia              | 165,995 | Rhode Island   | 36,442    |
| Idaho                | 32,861  | South Carolina | 98,820    |
| Illinois             | 415,332 | South Dakota   | 30,875    |
| Indiana              | 202,427 | Tennessee      | 150,060   |
| Iowa                 | 112,875 | Texas          | 400,640   |
| Kansas               | 95,875  | Utah           | 28,982    |
| Kentucky             | 123,529 | Vermont        | 23,070    |
| Louisiana            | 153,767 | Virginia       | 138,334   |
| Maine                | 51,646  | Washington     | 124,845   |
| Maryland             | 101,677 | West Virginia  | 82,967    |
| Massachusetts        | 209,843 | Wisconsin      | 168,040   |
| Michigan             | 311,032 | Wyoming        | 7,786     |
| Minnesota            | 128,170 |                |           |
| Mississippi          | 70,718  | U. S. Total    | 7,397,250 |
| Missouri             | 197,310 | Alaska         | 7,490     |
| Montana              | 23,357  | Hawaii         | 17,238    |
| Nebraska             | 68,091  |                |           |
| Nevada               | 9,620   | Grand Total    | 7,421,978 |
| New Hampshire        | 27,706  |                |           |

Importance of sound in TV sets is often underrated by bargain-hunting TV purchasers, states Leonard F. Cramer, TV-radio v.p. of Magnavox, which has built up reputation for sound quality. He said: "Most shoppers for TV receivers are under the mistaken impression that they will save a great deal of money by selecting table models over consoles. The actual difference in cost is negligible. By spending as little as \$15 or \$20 more, the customer can select a console which, because of its greater cabinet space, usually incorporates a superior audio system with larger, multiple speaker systems, a more powerful amplifier, a better acoustical cavity, and slanted baffles for ear-level sound."

Servicemen's code of ethics has been adopted by group of metropolitan N. Y. service dealers who have formed Associated Radio & TV Servicemen of N. Y., with headquarters at 220 Knickerbocker Ave., Brooklyn. According to chairman Max Liebowitz, members must post schedule of all charges in their shops and must present itemized bills to customers. Supervisory committee has been set up to police members. Code of ethics was adopted only week after 2 N. Y. service dealers were sentenced to 9-month jail terms for bilking public (Vol. 12:7).

First 15x20-ft. color projection unit has been delivered by RCA to Sheraton Closed-Circuit TV Inc., for installation in New York's Sheraton-Astor Hotel. A second, for Chicago's Sheraton, will be shipped in 30 days. Organization has been equipping its hotels with regular 21-in. color sets, expects to make closed-circuit color TV facilities available to 100 hotels by June (Vol. 11:51).

Sylvania resumed TV production at its Batavia, N. Y. plant Feb. 21 after 3-week shutdown due to "technical difficulties" and in change-over to new receivers, according to plant mgr. Harry H. Martin. About 800 furloughed workers were recalled.

Raytheon added 1032 dealers during Dec., reports v.p.-gen. mgr. Henry F. Argento, attributing big increase to "Year-End Bonanza Contest."

Rocky Mountain Home Furnishings Market, sponsored by local F.U.R.N. Club (Sam Lustig, market committee chairman), is scheduled Aug. 4-6 at Denver Coliseum.

**DISTRIBUTOR NOTES:** Sylvania appoints Philadelphia Distributors (Albert E. Hughes, pres.), ex-Stromberg-Carlson outlet, replacing Philadelphia Wholesale Distributing Corp. . . . Motorola establishes factory branch in Grand Rapids as sub-dept. of Motorola-Detroit, replacing B&W Distributing Co. . . . CBS-Columbia appoints City Electric Co., 514 W. Genessee St., Syracuse (J. S. Isaacs, pres.) . . . Whirlpool-Seeger appoints Sidles Co., Des Moines (Carl H. Kruse, gen. mgr.), replacing Roycraft-Iowa Inc. . . . Hotpoint Appliance Sales Co., Jacksonville, appoints C. S. Hackett, from parent company, as gen. mgr.; Archie L. Bailey, ex-GE Supply Co., named Hotpoint Appliance Sales Co. branch in Savannah . . . Hamburg Bros. Inc., Pittsburgh (RCA) promotes Ralph W. Wil to v.p. . . . RCA Victor Distributing Corp., Los Angeles, appoints Ross Mason adv. mgr., replacing Robert Christy, resigned . . . Hoffman Sales Corp., Fresno, promotes Kenneth Bilsten to field sales mgr. . . . Frankelite Co., Cleveland (Crosley-Bendix) appoints Sidney Arlen field sales mgr., succeeding Warren Hall . . . GE Supply Co., Kansas City, appoints R. S. Nesbitt merchandising mgr. . . . Muntz TV appoints Julnor Inc., 2900 14th St. NW, Washington, as exclusive dealer rep. . . . L&P Electric Co., Brooklyn, relinquishes Raytheon line . . . CBS-Columbia of Detroit moves to new quarters at 10217 Linwood Ave.

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Is consent decree imminent in RCA patent anti-trust suit (Vol. 10:47-48 & 12:4)? Asst. Attorney General Stanley N. Barnes, who heads Justice Dept.'s anti-trust div., departed from his traditional tight-lipped silence on such matters to concede that possible settlement is being negotiated with RCA. In third of series of articles on govt. anti-trust suits in Feb. 22 N. Y. *Herald Tribune*, Barnes is quoted: "If we can click on RCA, it could mean cheaper TV sets . . . If we are right in our fundamental economic assumption, prices should go down with greater competition . . . We recognize a patent monopoly, but we don't recognize RCA's right to have an unlawful monopoly of lawful monopolies." Justice Dept.'s suit is aimed at breaking up "packaged licensing" aspect of RCA's industry-wide patent pool.

Fellowships and scholarships totaling \$250,000 have been established for 1956 by RCA, whose v.p. & technical director Dr. C. B. Jolliffe this week announced 10 graduate fellowships for employes, each valued at about \$3500, in fields of science, business administration & dramatic arts—set up in honor of RCA chairman David Sarnoff's 50th anniversary with the company. In addition, RCA is awarding 10 other graduate fellowships this year, including one in medical electronics already established at Johns Hopkins and others at California Tech, Carnegie Tech, Columbia, Cornell, U of Illinois, New York U, Princeton, Rutgers, Yale. Also granted are 33 undergraduate scholarships, at \$800 each, recipients to be named by various institutions of higher learning.

RCA introduced 6 new portable radios, all with non-breakable "Impac" plastic cases, priced from \$30 to \$140. Four radios have new "Wavefinder" rotating directional antenna. Also introduced was a 3-speed portable phonograph at \$40. James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div., said "flying task forces" of company executives will hold distributor & field sales meetings in 45 cities in next 10 days to preview new models.

Two annual scholarships for full tuition up to 5 years at any recognized institution of higher learning in engineering or science have been established by Stromberg-Carlson for sons of employes whose salaries do not exceed \$10,000 a year; scholarships also include \$250 cash yearly to help defray other costs.



**Color Trends & Briefs:** Network color time sales of \$150,000,000 in 1957, increasing to \$600,000,000 by 1960 when there will be "conservatively estimated" 12,000,000 color sets-in-use, were anticipated by NBC pres. Robert W. Sarnoff in address before Chicago Federated Advertising Club at Morrison Hotel Feb. 23. Speaking as chairman of National Advertising Week, he stated his conviction that "color can be the antidote to any economic decline in the second half of this decade." He said he's sure that black-&-white "provided the basic advertising thrust that helped move the economy out of its recession trough in late '40s."

"In the classic tradition of growth through obsolescence," said Sarnoff, "color TV is already beginning to supplant black-&-white. Even this year, in my opinion, it can be an important factor in moving the economy forward, in exploding it to new heights of abundance. Study your TV log page tonight and you'll find that a week never goes by, indeed hardly a day, when color attractions are not available for home viewing. That fact will become progressively more apparent as we enroll our new color facilities during the coming season."

"The roster of those companies sponsoring network color programs is a roster of industrial leadership. The same companies that have always pioneered new techniques, that have always associated their products with the most daring and forward-looking creative advertising concepts; these companies are with us in color now. And those who are fighting the fiercest competitive battles, who are looking for the extras that spell leadership, have used color from the start . . .

"Color has an intrinsic sense of excitement that can radiate through all media. Others need not fear it, for our history shows that the development of one new medium is not destructive of others—or surely not those with healthy roots in service that the public wants."

Note: 1955 RCA annual report (p.14) is replete with enthusiastic predictions about color, reasserts RCA's intention of producing "upwards of 200,000 color sets in 1956."

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Prime exponent of "color gradualism," GE v.p. Dr. W. R. G. Baker, who is also chairman of RETMA's engineering committee, reiterated his conservative prognosis in speech Feb. 21 before Technical & Engineering Council of the Southern N. Y. area in Endicott, N. Y. Though there's little love lost between GE and color's sparkplug RCA, and though Baker's cautious approach is in direct contrast with RCA's all-out drive, he makes no bones about the fact he's impressed with RCA's color efforts—stating recently that "you certainly have to admire their guts." But he made these major points in Endicott speech:

(1) "There is nothing on the horizon to justify predictions of a phenomenal step forward in 1956" to produce a color set selling for less than \$500. (2) He expects this year's color production will run about 150,000—compared with many other manufacturers' predictions of 300,000 or more. (3) "If more than 850,000 receivers are made and sold on an industry-wide basis next year, we will be happily surprised."

But Baker retains his great expectations regarding color's potential. He looks for sales of about 1,000,000 in 1958, then for color and black-&-white sales to run about neck-&-neck in 1959-60—and by 1964 he expects color to sell at rate of some 7,000,000 annually. Meanwhile, though, he says he thinks current color set price range of \$700-\$900 certainly isn't within reach of average consumer. He said the "class market" appears willing to pay a differential of about 40% more for color than for black-&-white, and he estimated spread would drop to 25% by 1960.

There's nothing wrong with color, said Dr. Baker, that "more technological development will not cure." And he added that laboratory work is continuing at brisk rate.

## Network Color Schedules

(Feb. 27 - March 11, 1956)

- Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Feb. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 CBS: *Climax*, 8:30-9:30 p.m.  
 March 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 3—NBC: *George Gobel Show*, 10-10:30 p.m.; CBS: *Gene Autry Show*, 7-7:30 p.m.  
 March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Caesar and Cleopatra," 8-9:30 p.m.  
 March 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.  
 CBS: *Red Skelton Show*, 9:30-10 p.m.  
 March 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.  
 March 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.  
 March 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 10—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 March 11—NBC: *Wide Wide World*, "Richard III," 2:30-5:30 p.m.

Color TV demonstrations for foreign members of International Radio Consultative Committee (CCIR) will be held under NTSC auspices by Hazeltine & CBS March 6 & 7, Philco March 8 and AT&T March 9. RCA will give own demonstration to delegates March 12. More than 100 foreign visitors are due to attend sessions beginning March 5 at UN Bldg. in New York, with address by FCC Chairman McConaughy, discussions on U. S. color systems by NTSC Chairman Dr. W. R. G. Baker and Hazeltine's Arthur Loughren and address on CCIR color study activities by Eric Esping, chairman of Royal Board of Swedish Telecommunications. Visit will end officially March 13 with question-&-answer period at UN, but delegates will spend March 13-17 visiting DuMont, Bell Labs, RCA & NBC by individual invitation. Countries which have indicated so far that they will send delegates: Australia, Austria, Canada, U. S., France, Italy, Japan, Luxembourg, Norway, New Zealand, Netherlands, Poland, Germany, United Kingdom, Sweden, Switzerland, Czechoslovakia, USSR. Further CCIR activities will be held in France March 28-30, Great Britain April 3-7, Netherlands April 10-11, with windup at 8th Plenary Assembly of CCIR scheduled Aug. 9 in Warsaw.

Accelerated NBC-TV color schedule will include 8 programs in March not previously scheduled, plus 2 revivals of Broadway hits on *Producers' Showcase* in April & May. The 8 new March shows: *George Gobel Show*, 10-10:30 p.m. March 3; *Dinah Shore Show*, 7:30-7:45 p.m., March 6, 8, 20 & 22; *This Is Your Life*, 10-10:30 p.m., March 7; *Texaco Star Theatre*, 9:30-10 p.m., March 24; *Lux Video Theatre*, 10-11 p.m., March 29. The Broadway hits are *Dodsworth*, based on Sinclair Lewis' novel, which opened on Broadway in 1934, scheduled for April 30, and *Bloomer Girl*, which ran in 1944, tentatively due May 28.

A \$200,000 mobile color unit, including 2 studio cameras and a 3-V live camera, has been purchased from RCA by Smith, Kline & French pharmaceutical firm, pioneer medical colorcaster. Equipment will enable SK&F for first time to originate medical color programs for stations and networks. SK&F started in color with closed-circuit presentations, using CBS system and disc receivers, at AMA convention in Atlantic City in June, 1949. It has since presented color to 79 medical meetings, offering 1135 clinical presentations and 706 surgical operations—totaling nearly 900 hours and seen by 400,000.

"Candidates Color Clinic," designed to instruct political candidates in proper color techniques of makeup, costume, visual aids, etc., will be conducted by WRCA-TV at 30 Rockefeller Plaza, N. Y., 4 p.m., March 9.



**Financial & Trade Notes:** RCA derived 52.9% of its record 1955 revenues of \$1,055,266,000 from manufacturing & sales to commercial customers, 23.3% from NBC, 21.7% from govt. contracts, 2% from RCA Communications Inc., .1% from RCA Institutes, according to annual report released this week to its 170,122 stockholders. By breaking the \$1 billion mark, it claims to rank among the top 25 industrial companies in the U.S. [Exact rankings aren't available yet, but "Directory of the 500 Largest U.S. Industrial Corporations" published by *Fortune Magazine* last July (Vol. 11:27) ranked RCA 23rd on basis of 1954 sales.]

Net profit for 1955 was \$100,107,000 before Federal income taxes, \$47,525,000 (\$3.16 per share) after taxes. In 1954, profit before taxes was \$83,501,000, after taxes \$40,525,000 (\$2.66) on sales of \$940,950,000. Company makes particular point in 1955 report of noting that its total Federal, state & local taxes amounted to \$66,611,000, that excise taxes ran an additional \$31,387,000, making total tax bill \$97,998,000, or equivalent of \$6.98 per common share.

Manufacturing & services (sales to commercial customers) accounted for \$558,277,000, or 52.9% of gross revenues vs. \$500,394,000 (53.2%) in 1954; NBC's total revenues were \$246,173,000 (23.3%) vs. \$200,423,000 (21.3%); govt. contracts ran \$228,604,000 (21.7%) vs. \$220,646,000 (23.5%); RCA Communications & related services, \$20,808,000 (2%) vs. \$18,423,000 (1.9%); RCA Institutes, \$1,404,000 (.1%) vs. \$1,304,000 (.1%). Some 80% of 1955 sales were in products & services that did not exist or were not commercially developed only 10 years ago, when the company's 1946 volume was \$237,000,000.

NBC-TV billings went up 35% during year, backlog of govt. orders amounted to about \$235,000,000 at year's end, TV sets made and sold numbered "more than 1,000,000 black-&-white receivers," RCA Victor radios sold went up nearly 40% in unit volume—these were other salient features of the report. It also pointed out that expansion of production facilities during the year amounted to \$23,700,000; that employes now total 78,500, up 8000 from 1954; that wages & salaries amounted to \$345,473,000, or 33¢ out of each sales dollar; that some 7500 companies in 43 states supply materials & services to the company.

Total current assets at Dec. 31, 1955 amounted to \$479,915,000, compared with \$386,522,000 at end of 1954.

Note: Though it does business in fields also occupied by GE and Westinghouse, nearest all-electronics company in the world to RCA, in dollar volume, is Philips Gloeilamp-fabrieken (Philips Lamp Works) of Eindhoven, Holland, traded over the counter in this country. Last reports show its 1954 world turnover was \$508,006,000, profit after taxes \$31,225,000; in 6 months ended June 30, 1955, its gross was \$258,726,000, profit after taxes \$15,744,000. Its total assets at end of 1954 were \$380,692,000, it has about 30 factories in Europe, had 119,000 employes as of Sept. 1954.

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Tung-Sol achieved new records in sales & earnings during 1955, reporting net sales of \$51,114,000, up 30% from \$39,052,458 in 1954 and 27% ahead of previous record of \$40,017,549 in 1953. Net income rose to \$3,239,393, or \$4.65 a share on 649,333 common outstanding, in 1955, as against \$2,077,062 (\$3.51 on 640,212 shares) in 1954. Outlook was reported "good" by chairman Harvey W. Harper and pres. Louis Rieben because of additional business in tubes of all kinds, transistors and other semiconductor products.

Indiana Steel Products Co. reports 1955 net income of \$766,945, or \$2.70 per share on 284,298 shares outstanding, compared with \$587,854 in 1954 (\$4.14 on 142,149 shares).

Storer Broadcasting Co. is subject of report by Francis I. DuPont & Co., 1 Wall St., N. Y. based on recent speech by its exec. v.p. Lee B. Wailes (Vol. 12:7).

Consolidated TV & Radio Broadcasters Inc. (Bitner) reports net income of \$701,940 on gross revenues of \$7,299,972 during year ended Nov. 30, 1955 vs. \$1,253,661 on sales of \$6,677,195 in preceding fiscal year. This is equivalent of \$1.11 per share on 315,000 common and 291,600 "B" common outstanding vs. preceding year's \$2.02 on 182,550 common and 424,650 "B" common. Annual report by pres. Harry M. Bitner Jr. points out that year was one of expansion, construction and changes unmatched in previous years, included April 1955 acquisition of TV-radio facilities in Minneapolis (Vol. 11:5) which had been unprofitable and represented non-recurring loss of more than \$125,000. Acquiring the stations, which he said may be expected to contribute substantially to the overall financial position in future fiscal years, the long-term financing required paying out more than \$80,000 during the adjustment period. Sale of AM station in Evansville also represented loss of about \$100,000. Firm has increased stockholders from about 500 to more than 1300. While most of its revenues derive from its TV stations—WFBM-TV, Indianapolis; WOOD-TV, Grand Rapids; WTCN-TV, Minneapolis—Mr. Bitner notes that "radio operations have shown a satisfactory profit during the year, and radio broadcasting as an industry now indicates a more prosperous future in contrast to the unsettled period of the last several years." Firm's total assets at end of 1955 fiscal year were \$9,912,916, up from \$6,869,505 in 1954.

Storer Broadcasting Co.'s net earnings after taxes and preferred dividends of \$52,500 were \$4,277,928 during 1955, or \$1.73 per share, compared with \$3,575,779 (\$1.45) in 1954. Report released Feb. 23 did not give revenue figures, but they're understood to have considerably exceeded record \$17,736,531 of 1954. The 1955 earnings increase was especially noteworthy, inasmuch as there was no non-recurring profit item such as \$897,655 realized in 1954 after sale of San Antonio stations. Fourth quarter 1955 earnings were \$1,466,159 (59¢) vs. \$1,298,554 (52¢) in same 1954 period. (For Storer's annual sales, earnings & other figures, 1950-54, see *TV Factbook No. 22*, p. 424). Note: Neither the networks, Westinghouse, nor Crosley, among the other multiple-station operators, reports TV and/or radio station figures separately from parent company, but this week's annual Avco report says this about Crosley's 4 TV stations plus WLW: "The TV operations of Crosley Broadcasting Corp. in 1955 again showed a substantial increase in revenue [but] revenues from station WLW continued to decline . . . due to attrition of income from network programs." Crosley stations were said to have shown a 1955 operating profit 25% above 1954.

The late Walter C. Gross, v.p. & director of ABC-Paramount, who died Feb. 18, sold 2500 shares of his stock in that company in Jan., reducing his holdings to 10,100 shares, according to SEC records. Among other officer & director transactions reported: Philip D. Reed, chairman of GE, sold 1000 shares, reducing direct holdings to 5300; John J. Smith, pres. of Sparks-Withington, bought 3000, now holds 8241; K. R. Herman, v.p., Sperry Rand, bought 27,300, his present total holdings; Harry A. Ehle, exec. v.p., International Resistance Co., sold 500, holds 16,500; Earnest Searing, chairman, International Resistance Co., transferred 52,350 to trust of which he is life income beneficiary; A. J. Ostheimer 3rd, director, El-Tronics Inc., made gift of 4300, sold 700, holds 30,100.

TV-radio stocks as a whole enjoyed 10% gain in 1955 over 1954, while electrical equipment category was up 12%, according to Jan. 23 report by United Business Service based on Standard & Poor's index. (For changes in individual stocks in TV-radio-electronics fields, see p. 10 of our Special Report of Jan. 14 headed Financial Data on Major TV-Electronics Companies.)



Record year for the giants: AT&T last year earned \$634,243,416 (\$13.10 per share) on operating revenues of \$5,297,043,174, up from \$549,931,223 (\$11.92) on revenues of \$4,784,500,427 in 1954. General Electric earned \$200,923,835 (\$2.32 per share) in 1955 on sales of \$3,095,352,063, up from \$198,913,221 (\$2.30) on \$2,959,077,548 in 1954—and pres. Ralph J. Cordiner said GE “expects to achieve increases in production and shipments during 1956 & 1957.” Western Electric’s 1955 net income rose to \$63,339,798 on sales of \$1,853,299,056 from \$55,836,430 on \$1,526,231,329 in 1954; sales to parent Bell System (\$1,230,915,000) accounted for 66% of total volume, while military equipment & services rose to \$558,717,000 from \$452,200,000 preceding year. In 1955, WE spent \$58,692,000 on new construction & facilities, increasing plant investment to \$498,945,000. IT&T’s comptroller, Paul F. Swantee, speaking Feb. 21 before Cleveland Society of Security Analysts, disclosed that its consolidated 1955 revenues will be shown at around \$500,000,000 compared with previous high of \$424,000,000 in 1954, with consolidated income around \$3.15 a share vs. \$2.80—the 1955 report including German subsidiaries for first time and taking account of adverse effect of devaluation of the Argentine peso.

Van Norman Industries Inc., which last year acquired Insuline Corp. of America, Transitron Inc. and Super Tool Co., reports consolidated net sales of \$20,172,776 in 1955 with earnings of \$633,398 after taxes—equivalent of \$1.09 on the 581,559 shares of common stock outstanding at end of year. Comparisons with preceding years are difficult because of operations of new companies. Earnings of H. W. Butterworth & Sons Co., acquired in Jan. 1956, amounted to \$271,383 after taxes and were not consolidated; Van Norman issued 71,930 shares of \$2.28 dividend conv. preferred stock to effect this acquisition.

Wall Street Journal reports Feb. 24 that Motorola 1955 sales are believed to have risen more than 10% from 1954’s \$205,000,000, which would mean 4% higher than record \$218,000,000 of 1953; net income is said to have topped \$8,000,000. Same newspaper, quoting pres. Robert C. Tait, states Feb. 23 that Stromberg-Carlson div. of General Dynamics expects 1956 sales to rise above \$90,000,000 from estimated \$78,000,000 in 1955; some 110,000 sq. ft. of new space will be ready this year and 169,000 more added in 1957, with present employment of 6000 expected to rise to about 6800 before year’s end.

Consolidated Electronics Industries Corp., formerly Reynolds Spring Co., reports net sales of \$7,787,082 in quarter ended Dec. 31 and net income of \$813,509 (\$1.18 per share); this compares with \$1,419,556 sales and \$46,060 loss in 1954 period, when company was still engaged only in automotive spring business.

Columbia Pictures earned \$1,606,000 (\$1.43 per share) in 27 weeks ended Dec. 31, 1955 vs. \$2,823,000 (\$2.59) in 26 weeks ended Dec. 25, 1954. For 13 weeks ended Sept. 24, net profit was \$899,000 (81¢) vs. \$1,349,000 (\$1.24) in corresponding 1954 period.

Warner Bros. earned \$927,495 (27¢ a share) in quarter ended Nov. 26 vs. \$1,203,224 (48¢) in same 1954 quarter. Gross receipts were \$19,132,139 in 1955 quarter vs. \$18,414,817.

\* \* \* \*

Dividends: Philco, 40¢ payable March 12 to stockholders of record March 5; Sprague Electric, 30¢ March 14 to holders Feb. 29; Sylvania, 50¢ April 1 to holders March 9; Canadian GE, \$2 April 2 to holders March 16; Sperry Rand, 20¢ March 30 to holders March 9; Clevite Corp., 25¢ March 10 to holders March 2; Hoffman Electronics, 25¢ March 31 to holders March 15; Radio Condenser, 5¢ March 20 to holders March 1; 20th Century-Fox, 40¢ March 31 to holders March 16; Whirlpool-Seeger, 35¢ March 10 to holders March 2.

**Electronics Reports:** New portable TV camera-transmitter with many potential commercial uses was unveiled this week as a tactical military device by Army Signal Corps. Developed at Ft. Monmouth labs and built by RCA, new system is said to be completely different from portable TV transmitters shown by Defense Dept. in May 1954 (Vol. 10:19).

New “creepy-peepy” is battery-powered, and one man can carry its hand-held 8-lb. camera with 47-lb. transmitter & power supply on his back. While releasing no technical details, Signal Corps claims it can transmit “an image equal to or better than commercial quality.” With choice of 4 lenses, camera can “see” objects up to a mile away, while its transmission range is ½ mi. A 5-channel receiver-monitor can be mounted in jeep, operated from regular automotive battery or house current. Camera may be carried and operated by scouting patrols or mounted on tripod for unattended operation.

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Sprague Electric Co. will shortly start construction of new 20,000-sq. ft. plant at Concord, N. H. for manufacture of surface-barrier transistors, expected to be in production by next fall with payroll of 200. Jesse Ault, ex-works mgr. of Western Electric plants at Haverhill & Andover, Mass. will be gen. mgr.; John Puppolo, supt. of Sprague’s tantalum electrolytic capacitor operations at North Adams, will be factory mgr. Sprague now employs 6000 at plants in 10 cities.

Airborne industrial TV camera will be manufactured by General Precision Lab for Lockheed Aircraft Corp. for such uses as monitoring operation of landing gear during take-off & landing or viewing exhaust stack of turbo-compound aircraft engine from within plane’s cabin. In use tests, GPL says the unit produced excellent results even under conditions found at altitudes up to 70,000 ft.; one camera was used in 800 hours of flight tests without failure.

New tubes: RCA introduces 2 new beam power tubes (6CU5 & 12CU5) primarily for audio output use in TV receivers. Sylvania announces 14 new tubes for industrial applications, comprising 7 thyratrons, 4 industrial ignitrons, 2 high-vacuum amplifiers (for broadcast and induction heating equipment), high-vacuum rectifier designed for electronic air cleaners.

Astron Corp., East Newark, N. J. maker of capacitors and filters, has acquired all capital stock of Skottie Electronics Inc., Pecksville, Pa.

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Chilton Publishing Co., Philadelphia, controlled by the Pew interests, this week acquired ownership of *Tele-Tech & Electronics Industries*, monthly founded and published by Caldwell-Clements Co. It’s part of Chilton expansion program, said Chilton pres. G. Carroll Buzby. Editor Bernard F. Osbahr and staff continue in N. Y. office, which Caldwell-Clements will manage while continuing its ownership of *Mart*, *Technician* and Caldwell-Clements Manuals Corp.

Herbert C. Guterman, ex-GE, Emerson Radio, Arma, American Bosch & Freed Electronics (latter recently merged into Fairchild Camera & Instrument Corp.) has been elected chairman of board of National Co., Malden, Mass. He succeeds Raymond Cosgrove.

George J. Parker, ex-pres. of Daystrom instrument div., Archbald, Pa., named v.p. of Daystrom Inc. in charge of Washington office, handling electronic & nucleonic sales; v.p. Walter W. Slocum succeeds him at Archbald.

Fred Gluck, ex-Fada Radio, named engineering director, Astatic Corp., Conneaut, O.

C. Cornell Remsen Jr. named director of IT&T patent contract dept.



**F**AST COLOR FILM processing technique employed by KOMO-TV, Seattle (Vol. 12:6), which has proved time can be cut down to 1½ hours, has excited NBC officials who say it has "great industry significance." Prime importance of development is that it frees stations of dependence on distant laboratories—with inherent delays—and enables them to whip color film through own processing equipment or get job done in local laboratories. Network people also see implications for speedier color kinescoping.

Discussing KOMO-TV's experience with mgr. Willard Warren and developer Merle Severn, station's chief newsreel cameraman, we found there's no "secret formula" involved. It was simply that Severn decided he wanted color film in a hurry, tried developing it in his kitchen sink, literally in coffee cans, found it worked beautifully. Says Severn: "You could process color very comfortably in a hotel room."

What makes it all possible, according to Warren and Severn, is that Anscochrome color film, introduced just last year, is extremely simple to process—far less critical than Kodachrome.

Depending on station's need, they said, station or local lab can build processing unit "for \$30 up to \$30,000."

An additional factor with Anscochrome, Severn says, is that it can be shot extremely "fast"—i.e., with low light levels—then overdeveloped and still produce excellent color. Seattle's Forde Motion Picture Labs is now building unit to handle film. One day this week, all local newsreels on KOMO-TV, which recently took delivery on complete RCA color camera & film equipment, were shot and transmitted in color.

Severn has worked for Black Star photographic agency, Audubon Society, *Sports Afield Magazine*, besides spending 7 years as free-lancer.

Political broadcasting changes, as proposed by Senate majority leader Lyndon Johnson (D-Tex.) in an over-all campaign reform bill to be introduced shortly, would permit stations to present major-party presidential candidates on news and forum shows without being subject to equal-time demands from all minor candidates. His proposed bill is designed to meet many of the objections raised in House Commerce subcommittee hearings on similar bill to permit "electronic Lincoln-Douglas debates" on TV-radio (Vol. 12:5-7). Principal difference is that it limits the equal-time exemption to presidential candidates, and sets up criteria to define a "major" party. Sen. Knowland (R-Cal.), Senate minority leader, announced his support of proposal, thus making its passage near-certain. Note: Brookings Institution, 722 Jackson Place, NW, Washington, in book titled *Television and Presidential Politics* released this week, urged amendment of Sec. 315 of Communications Act (equal-time) to apply only to leading candidates of major parties. "This move would help other candidates who represent important groups or bodies of opinion to gain access to TV, because networks or stations would be able to choose the most newsworthy and important among them without incurring an obligation to make time available to all candidates for any office, however trivial their candidacy or slight their chances of election," said Brookings release. Book was written by Charles A. H. Thomson, of Brookings staff, under grant from John Randolph Haynes & Dora Haynes Foundation, Los Angeles.

Two new TV applications were filed with FCC this week, bringing total pending to 135 (22 uhf). Applications were for Ch. 6 in Pocatello, Ida., by radio KSEI, and for Ch. 2 in Dickinson, N. D., by radio KDIX. [For details, see *TV Addenda 22-G* herewith.]

"Open market" trial for subscription TV, without further hearings, was urged by FCC Comr. Lee in reply to questions following his address to Radio & TV Executives Society luncheon in N. Y. this week. Emphasizing that he was expressing only his own views, Lee said that hearings would unnecessarily delay a decision on pay TV for 2-3 years and that he doubted legislation is necessary to enable FCC to authorize subscription TV trial. [Pay TV] is "just another invention in a free enterprise system, deserving a try on the open market," he said, adding that a 2-year trial period would determine its value. He "hoped" FCC would reach decision on subject sometime this year. Lee's views on subscription TV will be detailed further in article by him in March 20 *Look Magazine*, due on newsstands March 7. Meanwhile, Lee's pay-TV advocacy stirred Abe Stark, pres. of N. Y. City Council, to wire FCC Chairman McConnaughey that Lee has "prejudged" the issue, should therefore disqualify himself from participating in decision. Skiratron pres. Arthur Levey told stockholders Lee's position has given him "great encouragement," also stated company is expanding into radar, computers, ultrasonics, etc., has more than \$400,000 in govt. contracts.

Tentative agenda for NARTB convention April 15-19 at Chicago's Conrad Hilton Hotel, approved this week by convention committee, designates April 18 at TV Day—to be featured by discussions of TV code, film policies, color, political telecasts, and a sales presentation by TvB. NARTB pres. Harold Fellows will address luncheon that day. On Association Day, April 17, keynote address will be delivered by ABC pres. Robert E. Kintner, recipient of annual industry award, to be followed by luncheon address by FCC Chairman McConnaughey, panel discussion by all FCC commissioners, special presentation on freedom of information. Radio Day, April 19, will feature panel on selection and motivation of sales personnel; discussions on future of radio audience research, standards of practice, audience promotion & outline of plans for Radio Week; presentation by Radio Advertising Bureau. Broadcast Engineering Conference, held in conjunction with convention, devotes April 16 entirely to color engineering. April 17 will consist of joint sessions with management, April 18 is radio engineering day, April 19 TV engineering day.

England's second commercial TV station was opened Feb. 17 at Lichfield, with studios in Birmingham and designed to cover the Midlands. Sir Kenneth Clark, chairman of Independent TV Authority, addressing first-night audience, promised best of London programs and "the cream of New York shows"—and initial schedule included *I Love Lucy* as well as *Sunday Night at the Palladium*. Hookups via coaxial with London are to be regular for both program contracting concerns—Associated Television Ltd. (Prince Littler & Norman Collins group) and Associated British TV, motion picture group headed by Sir Philip Warter, who divide the weekday and weekend programming, respectively. An estimated 250,000 converted TV sets are now capable of tuning in either BBC or ITA shows, representing audience of 1,500,000 or more. Next projected ITA transmitters: Lancashire (at Winter Hill) in April or May, Yorkshire (Emley Moor) next autumn. Note: Commercial interests are concerned lest new hire-purchase (installment buying) restrictions imposed by Govt., requiring 50% down payment (Vol. 12:7), will not only adversely affect TV set sales but discourage TV sponsorships, particularly of luxury items which curbs are designed to restrain.

TV Guide, one of the biggest circulating media of them all, sold 1,060,000 copies of Dec. 31 edition through supermarkets—said to be a record. Total circulation now exceeds 4,000,000 weekly.



MAR 5 1956

# Television Digest

with **ELECTRONICS** REPORTS

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## SUMMARY-INDEX OF THE WEEK'S NEWS — March 3, 1956

TV ANTI-TRUST angles under Justice Dept. scrutiny: option time, feature film sales, network 'basics,' NBC-Westinghouse swap. RCA suit to go to court (pp. 1 & 9).

POLITICS VIA TV: President to pass up 'whistle stops' in favor of electronic campaign, for which GOP earmarks \$2,000,000; Democrats rebuffed on 'equal time' (p. 2).

SALE OF WARNER BROS. features & shorts for \$21,000,000 to investment group sets new movies-to-TV record; MGM said to be on verge of backlog sale (pp. 3 & 16).

DEINTERMIXTURE POLICY reaffirmed by FCC. Elmira, N. Y. & Redding, Cal. CPs proposed as FCC debates vhf decisions in Peoria & Seattle (p. 4).

SENATE TV HEARING features uhf operators who stress deintermixture & drop-ins, plead for immediate action; uhf receiver costs and problems (p. 6).

COMMUNITY ANTENNA operators tell Senate they don't preclude growth of local stations; Jerrold's Shapp proposes Ch. 70-83 relay service (p. 7).

TV WINS ACCESS to courtrooms in decision by Colo. Supreme Court, which abandons Bar Assn.'s Canon 35, to permit cameras at discretion of judge (p. 7).

8½-in. RECEIVER SHOWN—portable unit with only 10 circuit tubes introduced by RCA at \$125. Emerson 'total Tinkertay' set imminent, unpriced (p. 11).

WESTINGHOUSE STRIKE, no settlement in sight, has cost company \$250,000,000 in shipments, workers \$86,000,000 in wages. 1955 profit-&-loss statement (p. 13).

INVESTMENT FUNDS involving TV-electronics issues showing considerable gains; reports on changes in portfolio and on new Atomic-Electronic Fund (pp. 13 & 14).

'COLORTOWN' PROJECT is joint NBC-BBDO project designed to chart growth of color in unidentified city, similar to 'Videatown' black-&-white series (p. 15).

RADIO HOLDING ITS OWN despite TV's upsurge—thanks entirely to increased local business. Authoritative statistics show local, spot, network trends (p. 8).

BANKS TO USE TV-RADIO spot campaigns as important part of record \$82,000,000 ad expenditures for 1956, according to American Bankers Assn. survey (p. 8).

PHILCO COMPLETE STATION packages offered, with 150-watt vhf & uhf transmitters, for low-cost community TV outlets. Reports on upcoming stations (p. 10).

**JUSTICE PROBING TV ANTI-TRUST ANGLES:** Catapulted into the big-business category in short span of 10 years, TV is now being subjected to the closest anti-trust scrutiny in its history by the Republican Administration. Justice Dept.'s chief trust-buster Asst. Attorney General Stanley N. Barnes revealed this week that these 2 important telecasting practices are under investigation as possible Sherman Act violations:

(1) Network option time -- which Barnes said may be a means whereby networks go beyond legal methods to control programming competition.

(2) "Package" sales of films to TV -- cited as possible case of "block booking," forcing telecaster to take bad pictures in order to get good ones.

Barnes' remarks before 2 Congressional committees, and other statements made by him during the week, indicated these further anti-trust developments affecting the TV-radio broadcasting and manufacturing industries:

(1) Networks' practice of putting "must-buy" tag on basic list of stations may involve anti-trust law violation, Justice Dept. believes.

(2) Recent NBC-Westinghouse swap of TV & AM outlets in Philadelphia & Cleveland (Vol. 11:53 & 12:3) is currently being studied to determine whether Justice Dept. has authority to sue to reverse FCC's approval.

(3) Negotiations for settlement of RCA patent pool anti-trust suit, via consent decree (Vol. 12:4), have broken down during last 10 days -- with considerable bitterness--and both sides apparently are now determined to fight it out in courts.

\* \* \* \*

Celebrated Supreme Court decision in Paramount case -- which divorced motion picture production from exhibition and ended movie distributors' "block booking" practices -- was cited by Barnes as precedent for 2 current TV investigations, during his Feb. 28 appearance before Senate Commerce Committee's TV inquiry.



He compared network option time reservations to producer-controlled motion picture theatres, and said Justice Dept. has had complaints of alleged "block booking" of feature pictures to TV by film distributors. His words were carefully prepared, and he declined to elaborate beyond saying the investigations resulted from specific complaints but won't necessarily be followed by litigation. Because of the importance of his statement, the text of the section of his testimony relating to these 2 anti-trust investigations is printed on p. 9.

[Barnes' "block booking" comments apparently hit their mark -- immediately. Two days later, in announcing purchase of Warner Bros. backlog (see pages 3 & 16), Eliot Hyman stated: "There'll be no block selling" of the films to TV.]

Reference to networks' "basic affiliate" practice was made by Senate counsel Kenneth Cox, who asked Barnes if there was possibility that CBS's & NBC's "must-buy" lists "might violate the anti-trust laws." Without hesitation, Barnes snapped: "Yes." But he did not elaborate.

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NBC-Westinghouse swap of their TV & AM stations in Philadelphia & Cleveland was center of hot political squabble Feb. 27 as House Judiciary anti-trust subcommittee held hearing on monopoly in regulated industries. Again Barnes was on stand -- with Republican members objecting all the way as Chairman Celler (D-N.Y.) accused FCC commissioners of "thumbing their noses at the Dept. of Justice."

Celler produced copy of letter from Barnes advising FCC Chairman McConnaughey that the Justice Dept. was studying NBC-Westinghouse proposal, and adding: "There appears to be a serious question as to whether or not the proposed transfer is unreasonably restrictive, and thus violative of the Sherman Act. Since most of the relevant facts appear to be readily available, it is not anticipated that this inquiry will take a considerable amount of time..." Under questioning, Barnes said letter was delivered Dec. 27, 1955. FCC approval of transfer was announced Dec. 28, though Commission's action in the case was taken Dec. 21 -- before letter was sent.

Barnes was reluctant to say whether he thought FCC should have held up or rescinded its approval as result of his letter. As to investigation, he did say:

"We have certain documents that I am sure they did not have. We had certain reports of interviews with individuals which, by their very nature, I am almost certain they did not have...[This] is a transaction where it might very well be that an individual at one time would say one thing, and at some other time would say something else, in reporting to various branches of the Govt." He said his informants were "not necessarily parties to the transaction."

Barnes thinks Govt. has authority to take anti-trust action, even though the FCC approved transfer, he told committee. "Let's leave it this way," he added. "If our final conclusion is that we have jurisdiction, you will be notified of that by the filing of our complaint. If we conclude that we do not, [we] will notify you."

Accusing Celler of trying to "overturn" the transfer, Rep. Keating (R-N.Y.) reminded Barnes he had said his information was not "authenticated." Barnes conceded it was possible that his investigation might not warrant prosecution.

Celler's TV investigation will resume late this month, with testimony by FCC Chairman McConnaughey, Washington attorney Harry Plotkin, the 3 networks and DuMont.

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Barnes' comment on RCA anti-trust suit was made to reporters after appearance at Commerce Committee hearing. He said he expects no settlement in case, and that the suit will definitely go to trial. This is about-face from statement attributed to him last week in Feb. 22 N.Y. Herald Tribune, to the effect that a possible consent decree was being negotiated at that time (Vol. 12:8).

**IKE PUTS TV'S POLITICAL POWER IN FOCUS:** You'll be seeing and hearing plenty of electroneering on your television sets in the months ahead -- and what better way of demonstrating the medium's fitness to handle the job of informing the electorate than President Eisenhower's stated intention to pass up "whistle stop" campaigning? When he said he intends to utilize the "means of mass communications," he left no doubt that TV appearances would be mainstay of his campaign.



Just as the late President Roosevelt initiated the "fireside talk" technique via radio as his instrument of communicating intimately with millions, Eisenhower will use TV for what it is -- the most effective way of reaching the greatest number of people instantaneously in the most intimate manner.

TV & radio couldn't have asked for more solid endorsement than President gave them in deferring from his Wed. morning press conference the details of his intentions. He told the gathered newsmen quite frankly that he would tell all on TV-radio that evening -- and an all-time record 65,000,000 persons saw him on TV alone. CBS said it cost \$100,000 to pre-empt U.S. Steel Hour for President's address; NBC said that pre-emption of This Is Your Life cost about \$50,000. ABC merely postponed the start of its weekly boxing bouts until President had concluded.

Republican National Committee followed up President's address with news conference at which Chairman Hall disclosed that a \$2,000,000 "electronic age campaign" will be waged on behalf of the national GOP ticket. He said he would call conference of state campaign chairmen shortly to work out details. BBDO has already been selected as the GOP agency (v.p. Carroll Newton, in charge of account).

[BBDO's Ben Duffy is known to be master-minding GOP "ad plans" -- but job of coaching President Eisenhower in TV techniques has been held from start by actor-producer Robert Montgomery, who has own office with his name on the door in White House and whose tutelage is evident in the President's TV style. He stays on -- as does J. Leonard Reinsch for the Democrats (Cox newspapers & stations). He coached President Truman in the early stages of his administration, was with Adlai Stevenson throughout last campaign, now again works closely with Democratic hierarchy.]

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Democratic National Committee, which has tentatively earmarked \$1,250,000 for national TV-radio time (agency: Norman, Craig & Kummel), asked all 3 networks for equal time to reply to President, but was turned down. NBC pres. Robert W. Sarnoff stated it tries to maintain "fair balance" between representatives of major parties, recalled it had granted Adlai Stevenson time for 2 TV appearances during the week he announced his candidacy for Democratic nomination. ABC pres. Robert Kintner said "we are neither legally nor morally obligated to give equal facilities to the Democratic party...but we will follow a program of balanced and full presentation of various political points of view." CBS v.p. Sig Mickelson said policy is to give equal time to "contending candidates for the nomination of the same party."

Sen. Lyndon Johnson (D-Tex.), himself wise in the ways of TV-radio by virtue of his wife's ownership of stations in their home town of Austin, meanwhile introduced bi-partisan bill (S. 3308) to amend Sec. 315 of Communications Act to pave way for series of electronic "Lincoln-Douglas" debates. His bill would exempt from the equal-time provisions presidential or vice-presidential candidate of any party which received at least 4% of total popular votes cast in preceding presidential election or which presents petitions with signatures equalling 1% of votes in that election. Sponsored by long list of Democrats and Republicans, including minority leader Wm. Knowland (R-Cal.), bill is believed to stand good chance of passage.

Note: Free-spending political campaign (1952 national-local TV-radio total: about \$6,000,000) will benefit industry's merchandisers no less than broadcasters. As in past years, political conventions, campaigns & elections are expected to provide major stimulus to TV and radio receiver sales.

**MOVIES-TO-TV--WARNERS JOINS, MGM NEXT:** The records established by sale of RKO's film backlog didn't last very long -- shattered this week by \$21,000,000 price paid for Warner Bros. 850 pre-1948 features and 1500 shorts by PRM Inc., holding company which probably will absorb Eliot Hyman's Associated Artists Productions.

The Warner deal, detailed on p. 16, points up the race of the movie folks to unload their vaults to TV and other users (principally foreign theatres). MGM is slated to be next, with expected sale of its 1000 features & 1500 shorts. Last major holdouts are 20th Century-Fox, and to some extent Paramount and Universal -- Paramount having sold its pre-1948 shorts, Universal a trial-balloon feature group.

Distribution methods for the features vary all over the lot. Hyman says he won't sell the Warner films in block, that about half of them will go to TV, mostly



in small bunches. On other hand, Matty Fox's C&C Television is trying to sell whole 740-film package of RKO features to stations in one bundle for use in perpetuity. RKO Teleradio has use of the films for its own stations, as well as one-shot rights to 150 best pictures for nationally sponsored show. It has made weekly show out of 52 of them, which it is now screening to agencies and potential sponsors.

Columbia & Republic have chosen to distribute their features through their own TV subsidiaries -- Screen Gems & Hollywood Television Service, respectively. Columbia dipped into its backlog for a 104-feature package, and Republic has just about depleted its pre-1948 stock with 2 new action & western groups it's offering -- though its earlier TV releases were sold through outside distributors.

One of most significant recent feature releases -- because of high quality of the films -- is the Selznick package, offered by National Telefilm Associates as part of larger group of films, though the 11 Selznick features have been sold as a separate package on at least one occasion.

Apparently choosing to follow the Columbia-Universal pattern rather than that of Warners & RKO, 20th Century-Fox pres. Spyros Skouras flatly states his company's oldies won't be sold in a block. "If we sell," he adds, "it will be a group of pictures at a time." He says 20th now has \$10,000,000 invested in TV film production.

**FCC POLICY on deintermixture, grants, etc.,** continued unchanged this week, as Senate Commerce Committee resumed hearings on uhf problems (p. 6). Commission action this week included rebuff of 7 petitions for reconsideration of deintermixture denials, 2 initial decisions favoring uncontested applications in Elmira, N.Y. & Redding, Cal.—while it worked toward final vhf grants in Peoria & Seattle.

Denying the deintermixture petitions, Commission said its original denial Nov. 10 was "within the informed discretion of the Commission and was reached in full compliance with all requirements of the Administrative Procedure Act." In contrast, it said, Vail Mills, N.Y. Ch. 10 drop-in was "in full conformity with the structure of the present allocations policy" and "clearly distinguishable from the kind of basic revision" involved in deintermixture. Petitions had been filed by uhfs in Rockford, Ill.; Hartford & New Britain, Conn.; Springfield-Holyoke, Mass.; Anderson & Greenville, S.C.; Knoxville, Tenn.; Ft. Lauderdale, Pensacola & Jacksonville, Fla.; Lake Charles, La.

Commission was again supported by Court of Appeals this week when court refused to stay CP granted for KFRE-TV, Fresno (Ch. 12), as sought by city's KJEO (Ch. 47).

The 2 initial decisions issued were: Ch. 18, Elmira, N. Y., to owners of WSYR-TV, Syracuse (Ch. 3), the new uhf to be satellite; Ch. 7, Redding, Cal., to Shasta Telecasters. Both came after competitors pulled out. Three uhf CPs were surrendered: WKAB-TV, Mobile (Ch. 48); WPGT, Clearwater, Fla. (Ch. 32); WCBC-TV, Anderson, Ind. (Ch. 61).

Peoria Ch. 8 case is almost unique. Examiner's initial decision had favored WIRL over WMBD. FCC then instructed final decision be drafted reversing examiner. This week, Commission reversed itself, sent case back to be written up in favor of WIRL. Such switches are rare.

In Seattle Ch. 7 case, Commission is reportedly sending case back to have record reopened. Last year, examiner favored KIRO over KXA & KVI on grounds of superior record, despite KIRO principal Saul Haas' "one stain" of "peddling influence" years ago when he was U. S. Collector of Customs (Vol. 11:15). It's understood that Commission this week decided to reopen record to go further into Haas'

character qualifications. Adding piquancy to case is fact that Sen. Magnuson (D-Wash.), chairman of Interstate Commerce Committee which oversees FCC activities, is 3.24% stockholder in KIRO.

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Commission defended its multiple-ownership rules in Supreme Court argument this week, against Storer Broadcasting Co. contention that FCC has no power to set numerical limit on number of stations anyone can own or to dismiss application for more stations without a hearing. FCC's position, presented by gen. counsel Warren Baker, is that Congress gave Commission rule-making power which it must have; that Supreme Court itself upheld FCC in similar cases; that Court of Appeals was inconsistent in saying Commission could make specific TV channel allocations to cities, dismissing applications which didn't conform to them, and at same time stating that FCC couldn't fix station-ownership figure. Storer's argument, presented by Albert R. Connelly, of Cravath, Swain & Moore, N. Y. law firm, was that FCC can dismiss applications without hearing only in those instances where Communications Act specifically says it can—such as applications by aliens.

Commission was attacked in another appeal this week —Houston's KTRK-TV contesting action granting move of Galveston's KGUL-TV nearer Houston.

\* \* \* \*

Among other activities at FCC: (1) KIVA, Yuma, Ariz. (Ch. 11) protested grant of Ch. 13 in Yuma to Wrather-Alvarez Broadcasting Co., stating that new grantee was interested solely in financial gain; that town is too small to support 2 stations; that start of second would probably kill off both. (2) WPRO-TV, Providence (Ch. 12) asked Commission to turn down petition of WNET (Ch. 16) which asked that trustee operate Ch. 12 station pending protest hearing. WPRO-TV argued that case is "on all fours" with Rochester case, wherein FCC has ruled that WHEC-TV & WVET-TV (Ch. 10) can continue operating pending hearing on WSAY's protest. In Rochester case, Commission said it could keep stations operating under Congress' recent amendment of protest rule. (3) WLAY, Muscle Shoals, Ala., asked shift of Ch. 11 from Lexington, Tenn. to St. Joseph, Tenn., addition of Ch. 49 to Lexington. KUAM, Guam, sought assignment of Ch. 8 to island. KXGN, Glendive, Mont., asked addition of Ch. 5 to town. Conflicting petitions to shift Puerto Rican channels among Mayaguez, Ponce & San Juan were turned down by Commission which decided to leave allocations unchanged.



**Personal Notes:** Keith Kiggins, onetime NBC station relations director, later v.p. of its Blue Network and v.p. of ABC when it took over the Blue, elected v.p. of Storer Broadcasting Co.; he joined firm 2 years ago as administrative asst. to pres. George B. Storer. Ewald Kockritz, ex-WLW & WSAI, Cincinnati, later with Storer's WAGA, Atlanta, and WGBS, Miami, elected to v.p. of programming, reporting to operations v.p. Stanton P. Kettler . . . C. Richard Evans, v.p. & founding gen. mgr. of Hawaiian Broadcasting System (KGMB-TV, KHBC-TV & KMAU with radios KGMB & KHBC), resigned as of March 1 to establish own electronics factory in Star Valley, Wyo.; pres. J. Howard Worrall resumes general managership, with Melvin B. Wright promoted to mgr. of station operations. Evans was onetime chief engineer & gen. mgr. of KSL-TV & KSL, Salt Lake City . . . G. Richard Shafto, WIS-TV, Columbia, S. C., and Wm. B. Quarton, WMT-TV, Cedar Rapids, reappointed to 2-year terms as chairman & vice-chairman, respectively, of NARTB's TV code review board . . . John B. Soell, ex-H-R Television & DuMont, named director of TV for WISN-TV, Milwaukee, in charge of over-all TV operations and reporting to I. E. (Chick) Showerman, v.p. in charge of Hearst's WISN div. . . . Stuart M. Kelly promoted to v.p. & asst. national TV mgr., Paul H. Raymer Co., N. Y. . . . John P. Highlander, ex-educational WHA-TV, Madison, Wis., named asst. program mgr. of KPIX, San Francisco; Donald W. Mills, ex-GE, named publicity director . . . Stewart Barthelmess promoted to ABC Radio eastern sales mgr., reporting to national sales mgr. George Comtois . . . Willard E. Egolf, onetime NAB executive, now v.p. & gen. counsel of Mile High Oil Co. Inc., Pueblo, Colo. . . . Robert Luke, from WDMJ, named regional sales mgr. of upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due this month; James H. Luke will be local sales mgr. . . . Philip F. Donoghue joins Transfilm Inc. as asst. to Robert H. Klaeger, v.p. in charge of TV commercial & industrial film production . . . Miss Jane Winne appointed promotion director, WVEC-TV, Norfolk . . . Don Mills, publicity director of KPIX, elected pres. of newly formed San Francisco Publicity Club . . . Tom Donahoe named merchandising mgr. of KBTU, Denver . . . E. Robert Nashik, adv. & promotion mgr., WGBS-TV, Miami, named "Advertising Personality of the Year" by Miami Ad Club . . . Charles H. Cash Jr. named promotion director, WTVD, Durham, N. C. . . . James Nelson, ex-asst. to NBC chairman Sylvester L. Weaver Jr., named program mgr. of NBC-TV's "Project 20" series of 60 & 90-min. documentaries . . . J. Chris Hetherington, ex-John Blair & Co., to ABC Film Syndication St. Louis office.

FCC chairman George C. McConaughy was redesignated chairman by President Eisenhower this week, extending tenure to June 30, 1957, expiration of his term on Commission. When originally named to FCC, McConaughy was given 1-year tenure, which started speculation that position was to be "revolved" among other members when year was up March 22; this week's action resolves doubt.

Arthur Batcheller, 67, retiring this week from post as chief of FCC's New York field office (Vol. 11:53), completed 38 years of govt. service, was subject of feature in Feb. 29 *N. Y. Times*. Until successor is named, regional mgr. Emery H. Lee will also handle district duties. Batcheller says he plans to write book on radio, follow his hobbies—photography and ethnological dancing.

Sol Schildhouse, chief of FCC's renewal branch, named chief of TV branch, is succeeded by Millard F. French, former Commission examiner. Robert J. Rawson was appointed chief of Broadcast Facilities Div. Hearing Branch; he's been asst. chief of Broadcast Bureau Hearing Div., position now abolished.

**ADVERTISING AGENCIES:** John Toigo resigns as exec. v.p. of Biow-Beirn-Toigo (now Biow Co.) to become marketing director of Schlitz Brewing Co., whose account switched recently from Biow to J. Walter Thompson; Louis S. Berger, v.p. & marketing director of Biow, joins Schlitz as director of media & market research; Robert F. Branch, another Biow v.p., named director of Schlitz market plans, with Richard Steenberg, Biow account supervisor, becoming Schlitz adv. mgr. . . . Roland H. Cramer, ex-McCann-Erickson v.p., joins Ruthrauff & Ryan as v.p., will also supervise Lever Bros. account in Canada . . . R. David Kimble resigns as director of local sales & service, Radio Advertising Bureau, to join Grey Adv. on NBC account . . . Frank C. Peterson named director of TV-radio-motion picture dept., Williams & London Adv., N. Y. . . . Mildred Winter Hamilton, ex-Biow, joins TV production staff of Dancer-Fitzgerald-Sample, Hollywood . . . James Spear, ex-WTAP, Parkersburg, W. Va. & WRC-TV, Washington, named TV production chief, Alvin Epstein Adv., Washington (Valley Forge beer).

Cover story in March 1 *Forbes Magazine*, which features business & finance, has CBS pres. Frank Stanton pictured on cover, is captioned "Life in a Goldfish Bowl" and subtitled: "No matter where he turns, CBS's Frank Stanton runs smack into the arsenal of electronics and communications gadgetry assembled by mighty RCA. But sheer wit and agility has sufficed to give his rival Hail, Columbia!" Caption nicely digests the story, though there's lots more about battle of the networks for supremacy, CBS's programming & sales achievements, its color aspirations, its manufacturing difficulties. Giving full credit to the Stanton genius, developed since 1935 when Wm. S. Paley hired him at age 27 as a \$50-a-week researcher, article calls him "the man who went lion-hunting with a .22 pistol and has been hanging on the lion's tail ever since"—referring to his battles with RCA-NBC. Article concludes: "On Madison Avenue and in Wall Street last month, the feeling was that in Hubbell Robinson's Goldfish Bowl, Dr. Frank Nicholas Stanton was still calling some mighty dazzling plays."

Ten top agencies of 1955, out of 66 which did \$10,000,000 or more business each, are ranked in Feb. 27 *Advertising Age* in this order (in millions): J. Walter Thompson, \$220 vs. \$200 in 1954; Young & Rubicam, \$183 vs. \$160; McCann-Erickson, \$166 vs. \$133; BBDO, \$162.5 vs. \$148.3; N. W. Ayer, \$90 vs. \$87; Foote, Cone & Belding, \$76 vs. \$77; Leo Burnett, \$71 vs. \$55; Benton & Bowles, \$68 vs. \$57.5; Kenyon & Eckhardt, \$68 vs. \$51; Grant Adv., \$67.9 vs. \$50. Same were top 10 in 1954, though McCann-Erickson advanced from 4th to 3rd and Leo Burnett went from 8th to 7th. Additions to 1955 list of 66 over-\$10,000,000 agencies were Doyle Dane Bernbach, Earle Ludgin, Dowd, Redfield & Johnstone, W. B. Doner, Meldrum & Fewsmith, Lambert & Feasley, Fitzgerald Adv., Harry B. Cohen Adv. Dropped from list were Lawrence Fertig & Co. and Roche, Williams & Cleary.

CBS shifts foreign correspondents: Winston Burdett from London to Rome, succeeding Bill Downs, returning to Washington; Alex Kendrick and Howard K. Smith, both on special assignments in Africa & Middle East, returning to London; Lou Cioffi, from N. Y. to Paris, succeeding Blair Clark, returning to N. Y.

Dave Garroway signed 10-year contract this week with NBC, which declined to disclose sum involved.

Richard E. O'Dea, 65, who founded WDOA, Paterson, N. J. in the early '20s, later headed WNEW & WOV, New York, which he sold, died Feb. 24 of a heart attack at his home in Paterson. Surviving are his wife and a son, Richard E. Jr.



**SENATE TV HEARINGS** this week gave uhf operators their say—and essence of their testimony, same as given repeatedly to Commission and courts, was this: Give us deintermixture and/or vhf drop-ins, so that all stations in each city may compete equally and have equal chance at network affiliations. Encouragement of all-channel set manufacture, through excise tax inducement or through govt. pressure, will help—though that isn't as important as allocation remedies.

No firm date for resumption of hearings has been set. There will be no sessions next week, though there's possibility of some week after. Due to testify are manufacturers, vhf operators, more uhf operators, networks.

Sen. Magnuson (D-Wash.), chairman of Commerce Committee, has a bug on about keeping color sets all-channel from now on, said he's having legalities of excise tax explored, thinks color may not be taxable. We could find no one else on Capitol Hill sharing that idea. For example, Congress' top tax expert, Colin F. Stam, chief of staff of Joint Committee on Internal Revenue Taxation, expressed vast doubt, stating: "I don't see how color would be excepted. I'm sure color was anticipated when the tax was imposed." He read pertinent section of law, said he could find no justification for Magnuson's hopes.

The sense of urgency which permeated Potter hearings on uhf 2 years ago seems to be absent. Then, Senators seemed so impressed that vhf telecasters hurriedly marshalled forces at last moment to forestall strong action at their expense. There's no comparable feeling in the air now. Senators are busier with other matters; seldom are there more than 1 or 2 on hand.

One new feature in hearings is handling of questions by youthful committee counsel Kenneth Cox. Industry observers are impressed by his grasp of subject in such short time. He credits his familiarity with problems to coaching by committee communications specialist Nicholas Zapple and fact that "since my family is back home I work on this at night to keep occupied." Not to be discounted, however, is that Senators themselves have caught on, too, and their early stumbling has disappeared.

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There were couple dozen witnesses, from all over the country, each giving variation on same general theme. One of most impressive was George B. Storer, owner of 5 vhf stations plus uhfs KPTV, Portland, Ore. (Ch. 27) and WGBS-TV, Miami (Ch. 23). Supporting broad deintermixture plan, he said that if he lost NBC affiliation in Portland "we'd probably have to fold up," but he added that within last 2 weeks NBC said it would continue with KPTV. "If we lose NBC in Miami," he said, "we'll try to rock along on a reduced basis." He said that WGBS-TV went in black in Nov., in red in Dec. because of Christmas bonuses. "In Portland," he stated, "we've done quite well, but we've had a lot of expenses."

Storer reported successful promotion campaign among customers and dealers in Miami, said only all-channel sets are sold there now. Regarding propagation, he called Miami one of best uhf areas in U. S., but in rugged Portland even present 1,000,000-watt output doesn't fill all shadows, and he's planning to ask FCC for experimental 200-kw satellite there. He says Portland equipment investment is \$1,172,000; that satellite will run \$150,000.

Storer doubted that uhf could serve big, built-up cities like New York, said his 5-story N. Y. office building had trouble getting Ch. 7-13, and Ch. 2-6 were none too good. He also cited "terrific" problems first experienced with Ch. 13 at WSPD-TV, Toledo. However, he stated, GE's new uhf tube could make uhf sets "as good as vhf."

The much-talked-about GE tube isn't going to provide immediate relief, however, it was apparent from testimony by Paul L. Chamberlain, GE's gen. mgr. of broadcasting equipment. He indicated that no set maker is now using tube, though at least one big manufacturer is seriously working on new circuit with it. He said that 18% of GE sets being built include uhf; that figure has been as high as 25%, low as 15%. He urged that FCC take steps "to retain the effective use of uhf channels for TV, however radical these steps may initially appear to be."

Tuner manufacturer Sarkes Tarzian, who also operates vhf WTTV, Bloomington, Ind. (Ch. 4), gave Committee some down-to-earth figures on uhf receiver costs: lowest-price uhf tuner, \$7.50 to manufacturers; good combination vhf-uhf tuner, \$17; cheapest vhf-only, \$7.60. In 1954, 31% of his sales were uhf, 26% in 1955—and he opined that popularity of portables this year would drop percentage further. He stated that if Congress had granted uhf excise relief 2 years ago there'd be 15,000,000 uhf sets in use today—meaning more jobs, more tax money to Govt.—and Magnuson agreed. On subject of color, he said: "As the market gets competitive, color sets will go vhf-only," adding that he has already had requests from set makers for samples of vhf-only color tuners. He proposed maximum \$15 tax credit on uhf sets, opposed deintermixture, said uhf coverage is equal to vhf if it has adequate power and good receivers.

One factor brought out in the testimony which particularly interested us was the large number of uhf stations which apparently are now operating on extremely limited hours—as little as 2-4 hours daily. Some are working with as few as 2 full-time employes, others operating TV as extremely limited adjunct of AM operations, sharing radio station personnel.

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Senators were clearly impressed with testimony of many other uhf witnesses as they described individual experiences, told how deintermixture or vhf drop-ins would help them. Few thought much of getting new vhf channels from military or from FM.

Included in witness list, in addition to those mentioned above: Harold Thoms, WISE-TV, Asheville, N. C. (Ch. 62), chairman, UHF Industry Coordinating Committee; Norwood Patterson, KSAN-TV, San Francisco (Ch. 32); John Johnston, WTOB-TV, Winston-Salem (Ch. 26); John W. English, WNAO-TV, Raleigh (Ch. 28) & WSEE, Erie (Ch. 35); Nick Phillips, Pittsburgh resident; Stanley N. Barnes, Asst. Attorney General (see p. 1); Philip Merriyman, WICC-TV, Bridgeport, Conn. (Ch. 43), pres. of Committee for Hometown TV (accompanied by Bridgeport civic leaders); Ben Adler, Adler Electronics Inc.; Rep. Morano (R-Conn.); Jesse D. Fine, WFIE, Evansville, Ind. (Ch. 62); Alexander Buchan, off-air WKLO-TV, Louisville (Ch. 21); Randolph Reed, KBMT, Beaumont, Tex. (Ch. 31); Frank S. Ketcham, Broadcasting & Film Commission, National Council of Churches of Christ in U.S.A.; Rev. Everett C. Parker, Congregational Christian Churches; Ralph Steetle, Joint Council on Educational TV; Roger Putnam, WWLP, Springfield, Mass. (Ch. 22). (For testimony on community antenna systems, see p. 7.)

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Sen. Harley M. Kilgore (D-W. Va.), who died Feb. 28 in Washington of cerebral hemorrhage, was outspoken critic of "TV and radio monopoly." He was chairman of Senate Judiciary Committee and of its anti-trust & monopoly subcommittee, which he had announced would undertake investigation of TV-radio monopoly. Sen. Eastland (D-Miss.) becomes chairman of full committee, with Sen. O'Mahoney (D-Wyo.) in line to head subcommittee.

NBC-owned WBUF-TV, Buffalo (Ch. 17) this week applied to FCC for increase to 1-megawatt power.



**Telecasting Notes:** Biggest banker of "vidpix," according to *Variety*, is Bankers Trust Co., N. Y. (Herbert Golden, asst. v.p. for amusement industries financing). It's undisputedly "the industry's No. 1 financial institution," writes reporter Bob Chandler, who notes that in less than 4 years it has increased TV film loans to a "current outlay of nearly \$15,000,000, with a stake in some 30-odd shows plus a list of top permanent clients in the production and distribution field." Veteran of the movie industry, Bankers Trust in 1951 backed the MCA-TV syndicated *I'm the Law*, starring George Raft. Since then, it has banked Walt Disney's TV ventures, TPA, Screen Gems, ABC Film Syndication, some top feature film houses "and a raft of indie producers." At first, states Chandler, "the accent was on loans for production slated for syndication, but these, in line with the industry's slowdown on first-run syndication production, have taken a back seat to network production loans." Golden is quoted as saying, "We're dealing more with companies now and less with individuals." Pilot films usually don't need financing; "it's when they sell the pilot to a network or national advertiser and have to launch production that they come to the bank for the loans" . . . New York's RKO-Pathé Studios, which have produced TV film series and commercials, reportedly due to be closed down by RKO Television, moving all production activities to Hollywood . . . New group of 19 "A" features being offered by Hygo Television, including "Pardon My Past" (Fred MacMurray), "The Astonished Heart" (Noel Coward), "Two Yanks in Trinidad" (Pat O'Brien, Brian Donlevy), "Hound of the Baskervilles" (Basil Rathbone) . . . Movies providing "spectacular" material: NBC & CBS reported bidding for some of titles in package of 24 movie stories

whose rights have reverted to original authors. Eyed as possible spectaculars, properties are being handled by H. N. Swanson literary agency in Hollywood and include "Double Indemnity," "Mildred Pierce," "The Big Sleep," "Drums Along the Mohawk," Philo Vance mysteries . . . Another medical show: Hal Roach Studios begin work next week on *The Probe*, CBS-owned series starring Wendell Corey, featuring application of medicine in field of law enforcement . . . More "spectacular" plans by ABC: First of the 12 monthly "specials" is slated for Wed. Nov. 24, probably will be ballet; next ones will be Sun. Dec. 9 & Sun. Dec. 23, probably featuring Metropolitan Opera's "Faust" and possibly N. Y. City Center Ballet's "Nutcracker." Schedule will include documentaries on alcoholism and divorce . . . Profile of NBC-TV's *Wide Wide World* and exec. producer v.p. Barry Wood is feature TV dept. article in March 5 *Time Magazine* . . . Million-dollar jackpot show is coming, we're told, under the familiar name of the granddaddy of all panel programs, *Information Please*, whose owner Dan Golenpaul is said to be preparing TV version, involving local & regional competitions, with national "finals" good for \$1,000,000 prize every 39 weeks . . . NBC-TV's \$100,000 jackpot show, *The Big Surprise*, hit ARB's top 10 ratings for Feb. 1-7, as No. 9 with 39% of audience, and as No. 7 in number of viewers (32,640,000). CBS-TV's \$64,000 *Question* kept No. 1 rating (57) for 8th consecutive month, though it was topped by *Ed Sullivan* and *Perry Como* in number of viewers . . . *Lucy* returned to No. 1 position in Nielsen total audience (54.9) and average audience (52.7) ratings for 2 weeks ended Feb. 4, \$64,000 *Question* dropping to No. 2 (53.2 & 50).

**C**OMMUNITY ANTENNA system proponents testify at Senate Commerce hearing this week (see p. 6) endeavored to show Committee that CATV is only way at present for serving small, fringe communities. At same time, they endorsed potential free services—such as translators, satellites & boosters—on ground these may serve some areas in which CATV systems aren't economical.

Martin Malarkey, pres. of National Community TV Assn., urged that uhf translator rules be finalized soon, with "sound standards" that wouldn't mislead public; that FCC consider giving broader use of microwaves to CATV; that systems aren't utilities, shouldn't be regulated—because they're subject to competition from regular stations, satellites, potential translators, etc.

Milton J. Shapp, pres. of equipment maker Jerrold Electronics Corp., proposed that FCC grant CATV systems authority to use top 14 uhf channels as "poor man's microwave," to replace cable for relaying signals from mountain tops to center of communities, whence they'd be distributed to homes via cable. This, he said, would bring TV to additional 600 small towns, mostly through cooperatives. These "milliwave" relays, he stated, would be far cheaper to build than microwave, and he claimed they'd bring service to public more cheaply than would regular uhf translators of type being considered by FCC—because set owners wouldn't need to buy and maintain uhf antennas and converters.

At first belligerent, committee chairman Sen. Magnuson became impressed, said he'd urge that FCC give it favorable consideration. Satisfied that Shapp proposal wouldn't preclude start of local stations and that public would have choice of cable or picking up uhf relay, he said he hopes Commission "acts as promptly as possible."

This week, meanwhile, Manson Community TV Co., operating experimental uhf translator KO2XBK (Ch. 16) in Manson, Wash., applied for Ch. 70 & 76 to make similar experiments in Chelan with Adler 10-watt equipment.

**S**IGNIFICANT VICTORY in TV's fight for access to courtroom came Feb. 27 when Colorado Supreme Court ruled unanimously to end its ban on TV, radio & news photos in state courts. Precedental decision doesn't give TV the "equal access" it has long sought—leaving it up to lower court judges whether TV-radio will be permitted in any specific court hearing—but it does have the effect of abandoning American Bar Assn.'s Canon 35, which forbids TV, radio & photographers in court.

High court decision, written by Associate Justice Moore, had 2 other provisos attached to it: (1) No telecast will be permitted over objection of witness or juror. (2) Cameras & microphones must be operated under regulations prescribed by presiding judge. Obviously deeply impressed by the 6 days of demonstrations by telecasters & broadcasters (Vol. 12:6), Justice Moore said:

"The dignity and decorum of the court was not in the least disturbed . . . All equipment used, whether large or small, is capable of installation outside the courtroom with only the lens appearing on the exterior wall, through an otherwise concealed door or window, or from a booth in the rear of the courtroom."

NARTB hailed decision as "truly historic landmark in broadcasters' efforts to achieve equal access in covering public proceedings."

New re-use fees for live TV performers, announced this week by AFTRA, which formerly insisted on 100% payment each time kines were re-run in cities which originally carried the shows live (Vol. 12:7): First & second re-runs, 75% of basic minimum fee received for first telecast; all subsequent re-runs, 50%.

Hardy Burt, producer & moderator of *Facts Forum Panel*, produced by the Dallas organization headed by oilman H. L. Hunt and syndicated to stations throughout the country, terminates his connection with the TV-radio program after April 27.



**Station Accounts:** Commercial banks will spend record \$82,000,000 on advertising this year, up \$10,000,000 from 1955, with TV & radio spots figuring prominently, according to survey by American Bankers Assn. Of 3117 banks replying to ABA questionnaire, 58% said they planned to spend more on ads, only 9% less, with newspapers continuing as favorite medium. Note: One big bank reporting successful TV-radio spot campaign is Crocker-Anglo National Bank, San Francisco, now using 12 TV & 23 radio stations in its area, thru Doremus & Co. and Brischner, Wheeler & Staff, San Francisco . . . National Retail Hardware Assn., Indianapolis (Russell R. Mueller, managing director) plans big spot campaign to promote Hardware Week starting April 12, thru Bozell & Jacobs; TV-radio portfolio containing singing commercials and other messages prepared by Musical Commercials Inc. being shipped to retail hardware stores . . . Chevrolet plans spot campaign built around "OK Used Car" trademark to aid its franchised dealers in selling used cars, thru Campbell-Ewald, Detroit . . . General Foods, for Yuban coffee, to use spots in about 15 west coast markets starting March 15; also 35 markets for Maxwell House coffee, thru Benton & Bowles . . . Greyhound Bus, in first local purchase, to be alt. sponsor with Carter Products of *Star Showcase* film dramas on WABC-TV, N. Y., Mon.-thru-Fri. 11-11:30 p.m., thru Beaumont & Hohman, N. Y. . . Foster Grant Co., Leominster, Mass., pushing its Fosta and Grant sunglasses for vacationists, plans spring-summer spot campaign in 21 major cities, thru Fairfax Inc., N. Y. . . Robert Hall Clothes using 1200 TV announcements per week in big March spot campaign thru Frank B. Sawdon Adv. to mark opening of 20 new stores in Los Angeles, St. Louis, Ft. Worth & Dallas . . . Dawson's Brewery to sponsor Ziv's 30-min. *Man Called X* in key New England markets starting April 16, thru Reingold Co., Boston; show currently has sponsors in 135 markets . . . Carling Brewing Co. to sponsor 60 weekend games of Cleveland Indians this season on WEWS, thru Lang, Fisher & Stashower, Cleveland . . . Falstaff Beer, celebrating 3rd anniversary in Cal. distribution, sponsored 90-min. live "spectacular" featuring top variety stars March 1, originating on KGO-TV, San Francisco, and fed to other Cal. cities . . . Among

advertisers currently reported using or preparing to use TV station time: Bostwick Labs, Bridgeport, Conn. (Hep oven cleaner), thru Ovesey & Strauss, N. Y.; Hood Rubber Co., Div. of B. F. Goodrich Co., Watertown, Mass. (rubber & canvas footwear and tiling), thru McCann-Erickson, N. Y.; Pharmaco Inc., Kenilworth, N. J. (Medigum cough remedy), thru Doherty, Clifford, Steers & Shenfield, N. Y.; Wilkening Mfg. Co., Philadelphia (Mrs. Wiggle toys), thru Lavenson Bureau of Adv., Philadelphia; Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (Jet sneakers), thru Campbell-Mithun, Chicago; Oelwein Chemical Co., Oelwein, Ia. (Occo-Lak mineral compound), thru Cary-Hill, Des Moines; Ungar Electric Tools, Los Angeles (electric scissors), thru M. H. Kelso Co., L. A.; Granny Goose Foods Co., Oakland, Cal. (Granny Goose potato chips), thru Brooke, Smith, French & Dorrance, San Francisco; Boston Sausage & Provision Co., Boston (Honor Maid smoked meats), thru Ingalls-Miniter Co., Boston; Lone Star Cone Co., San Antonio, Tex. (Texanne peanut butter), thru Thomas F. Conroy, San Antonio; IXL Food Co., San Leandro, Cal., thru Biow Co., San Francisco; Gund Mfg. Co., N. Y. (Walt Disney character toys), thru Ovesey & Strauss, N. Y.; Kasdenol Corp., Huntington Station, N. Y. (Kasdenol products), thru Diener & Dorskind, N. Y.; Lincoln Income Life Ins. Co., Louisville, Ky., thru Fred R. Becker, Louisville; Russell Spruance Co., Philadelphia (bread & biscuit mix), thru Richard A. Foley Adv., Philadelphia; U. S. Summit Corp., N. Y. (Byvirol for children's appetite), thru Shaller-Rubin Co., N. Y.; Penick & Ford Ltd., N. Y. (My-T-Fine desserts), thru BBDO; Irwin-Willert Co., St. Louis (Flush-Clean tank tablets), thru Wesley K. Nash Co., St. Louis; Kelly Food Products, Decatur, Ill. (Kelly's potato chips), thru Grubb & Peterson Adv., Champaign, Ill.; Wilson & George Meyers & Co., San Francisco (agricultural & industrial chemicals), thru Foote, Cone & Belding, S. F.; W. O. Washburn Co., St. Paul, Minn. (Balm Argenta hand lotion), thru Bozell & Jacobs, Indianapolis; Frontier Foods Corp., Los Angeles (Flavo-straw), thru Brooke, Smith, French & Dorrance, S. F. . . . Gold Medal Candy Corp., Brooklyn (Bonomo's Turkish Taffy), thru Emil Mogul; Adell Chemical Co., Holyoke, Mass. (Lestoil detergent), thru Wm. B. Remington, Inc., Springfield, Mass.

**RADIO GETS FEWER advertising dollars**, according to McCann-Erickson preliminary calculations for *Printers' Ink* (Vol. 12:6) — but, thanks largely to increased local time sales, the stations appear to be keeping more for themselves. Combined net time sales of the nation's 3500-odd AM & FM stations, according to the 1956 *Broadcasting Yearbook & Marketbook* just published by *Broadcasting-Telecasting Magazine*, authority in that field, went up 1% to \$455,690,000 in 1955. Nevertheless, the 1955 figure is 4.5% below the all-time industry high of \$477,206,000 in 1953.

Net time sales are defined as those derived by stations after all frequency & promotional discounts but before deduction of commissions to ad agencies & reps and other sales expenses. Broken down, the trade publication's figures show 1955 local radio time sales were \$278,009,000, up 12.3% from 1954; national non-network (spot) \$117,070,000, down 2.6%; national network \$54,997,000, down 30.3%; regional network \$5,573,000, up 16.9%.

The *Printers' Ink* figures, on the other hand, represent what the advertiser actually spent on various media, including in the cases of TV-radio all talent, production & related costs as well as time charges. They were tabulated, with a special analysis of their TV implications, in our Vol. 12:6 (pp. 1 & 16). So far as radio is concerned, *Printers' Ink* shows the total amount spent on it (all

charges)—\$545,000,000 in 1955—was broken down as local \$320,000,000, spot \$135,000,000, network \$90,000,000. Thus radio as whole represented 6% of the national advertising budget of \$9,029,000,000. In 1954, radio's take was \$564,900,000, or 7% of that year's national ad budget; in 1953, it was \$611,200,000 (7.9%), and in peak 1952 it was \$624,100,000 (8.7%).

Local radio's consistent upsurge is shown in the *Printers' Ink*, as in the *Broadcasting-Telecasting Yearbook* tables, to be keeping well ahead of network radio's downward curve and the less decelerated downgrading of national spot. In peak 1952, local radio accounted for \$321,100,000 of the advertisers' dollar; in 1953, it was \$324,400,000; in 1954, \$315,000,000; in 1955, \$320,000,000.

Network radio has slipped pretty badly since 1948 peak of \$210,600,000. It runs thus: 1949, \$203,000,000; 1950, \$196,300,000; 1951, \$179,300,000; 1952, \$161,500,000; 1953, \$141,200,000; 1954, \$114,500,000; 1955, \$90,000,000. National spot's peak of \$145,600,000 in 1953, slipped to \$135,400,000 in 1954, \$135,000,000 in 1955.

**Kentucky Club Pipe Tobacco**, in unusual ad campaign, will use all media to promote consumer contest to name a 2-year-old colt, son of Devil Diver. Winner will get the colt, \$1000 in cash and 2 tickets to Kentucky Derby. Contestants must include tin of Kentucky Club tobacco or some other proof of purchase with their entries. Charles W. Hoyt Co. is agency.



**Network Accounts:** Radical revamp of almost its entire programming schedule is planned by ABC-TV for next fall, to place greater emphasis on 90-min. shows and partic. sponsorships on pattern of its J. Arthur Rank "Film Festival" programs. Speculation is that at least 50% of current programs will be eliminated or shifted to different times. At least 9 new programs are definitely in works, said spokesman, but declined to give details . . . **Pharmaceuticals Inc.** to sponsor weekly *Guy Lombardo's Diamond Jubilee*, series of audience-participation musical shows, on CBS-TV starting March 20, Tue. 9-9:30 p.m., thru Edward Kletter & Assoc.; show replaces *Meet Millie*, going off air . . . **Falstaff Beer & Gem Razors** to co-sponsor *Baseball Game of the Week* on CBS-TV starting April 7, thru Dancer-Fitzgerald-Sample & McCann-Erickson; each week, selected game will be carried on about 175 stations . . . **Helene Curtis** buys alt. Wed. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting March 21, thru Weiss & Geller, Chicago . . . **Pontiac** to drop one-third sponsorship of *Wide Wide World* on NBC-TV starting March 25, but will be replaced by another General Motors div., as yet unspecified . . . **Coats & Clark's Sales Corp.** (Crown zippers) buys 28 partic. on *Afternoon Film Festival* on ABC-TV starting Feb. 20, Mon.-thru-Fri. 3-5 p.m., thru Kenyon & Eckhardt; **Sterling Drug Co.** (Bayer aspirin) buys 52 partic. starting Feb. 28, thru Dancer-Fitzgerald-Sample . . . **Dow Chemical** buys 6 partic. on *Famous Film Festival* on ABC-TV starting March 4, Sun. 7:30-9 p.m., thru MacManus, John & Adams, N. Y.; **Evinrude Motors**, Milwaukee, buys 7 partic. starting April 8, thru Cramer-Krasselt Co., Milwaukee . . . NBC-TV switches *Mr. Wizard* to Sat. 5-5:30 p.m. starting March 3 . . . ABC-TV switches *Ted Mack Amateur Hour* to Sun. 9-9:30 p.m.

Rate increases: **KRON-TV**, San Francisco, raises base hour from \$1500 to \$1700, 20 sec. \$300 to \$425. **WOOD-TV**, Grand Rapids, raises base hour from \$950 to \$1050, 20 sec. \$180 to \$200. **WLAC-TV**, Nashville, adds Class AA hour (7-10 p.m. daily) at \$650, min. at \$140, Class A hour remaining \$550. **KARD-TV**, Wichita, adds Class AA hour (6:30-10:30 p.m. daily) at \$550, min. at \$125, Class A hour going from \$350 to \$380. **KWWL-TV**, Waterloo, Ia., adds Class AA hour (7:30-9:30 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. **KAKE-TV**, Wichita, raises base hour from \$425 to \$500, min. \$85 to \$110. **KNOE-TV**, Monroe, La., adds Class AA hour (7-10 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. **KTBC-TV**, Austin, Tex., raises base hour from \$350 to \$400, min. \$70 to \$80. **KGBT-TV**, Harlingen, Tex., adds Class AA hour (7-9:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250. **KWTV-TV**, Waco, Tex., raises base hour from \$200 to \$250, 20 sec. \$40 to \$50. **KSWM-TV**, Joplin, Mo., raises base hour from \$200 to \$225, min. \$40 to \$45. **KBTB-TV**, Denver, March 15 raises base hour from \$600 to \$650, min. \$120 to \$145.

**Anderson, Clayton & Co.**, expanding in packaged foods field, changes name of its Mrs. Tucker's Products div. to **Anderson, Clayton & Co. foods div.**, which takes over distribution of all its food products. At same time, it appointed D'Arcy, McCann-Erickson and Paris & Peart, all N. Y., to work on development & marketing of several new food products to be announced shortly. **Crook Adv.**, Dallas, continues to handle its current consumer products (shortening, salad oil, margarine).

**Propos of political activity** (see p. 2), ABC has published political handbooks for its TV & radio affiliates, giving pertinent information on coverage policy, preempton guidance, FCC regulations on political broadcasts, etc.

**New reps:** **WRDW-TV & WRDW**, Augusta, Ga., to **Branham** (from **Headley-Reed**); upcoming **WITI-TV**, Milwaukee, to **Branham**.

**ANTI-TRUST** investigations in TV field, as outlined by Asst. Attorney General Stanley N. Barnes at Feb. 28 Senate Commerce Committee hearing (see p. 1):

"Beyond cases already filed, several investigations are now pending in the broadcasting field. Because they are still pending, I am sure you will understand that it would not be proper for me to name names or to go into too much detail. I can, however, outline the scope of some of our pending investigations. First, we are currently studying anti-trust questions raised by the exchange between NBC and Westinghouse Broadcasting Company of radio and TV stations in the Cleveland and Philadelphia areas.

"Second, we have under study complaints that networks insist on some occasions that stations use programs owned or controlled by networks. The charge is made that this is particularly the case in connection with prime time, i.e., between 7:30 and 10:30 in the evening. You will recall that the Supreme Court in the Paramount case required that control over the exhibition of motion pictures be divorced from their production or distribution. We believe that if a similar situation is to be avoided in the telecasting industry the networks must not condition access to the airways on use by the advertiser of a network-owned program, providing, of course, that the sponsor has the program which meets reasonable standards of merit in public interest. Just as a patentee may not extend the exclusive privilege granted to him by Congress so as to control competition beyond the scope of the patented invention, so telecasters must be careful to avoid seeking to use their broadcasting privilege to control commerce in an area beyond the scope of their license.

"The Paramount case also condemned block booking of motion pictures; the practice whereby an exhibitor desiring to rent only the good pictures was nevertheless compelled to take the bad as well. The anti-trust div. has under current inquiry charges that feature films are being licensed to TV stations under similar requirements. Motion picture programming is, as you know, especially important to unaffiliated television stations to enable them to meet the competition of network programs. The anti-trust div. will be alert to prevent a recurrence in the broadcasting branch of the entertainment industry of those practices which gave rise to the Paramount case in the movie branch. I am sure that the broadcasting industry itself will join with us in our efforts to prevent a repetition in their industry of the litigation that has faced the motion picture business."

**U. S. newspapers are doing all right**—despite TV-radio and despite newsprint shortages. Daily newspaper circulation last year reached all-time record of 55,837,000, up nearly 1,000,000 copies a day, according to new edition of *Directory of Newspaper & Periodicals* published by N. W. Ayer & Son. Evening papers had 33,720,000 daily, up 800,000; morning 21,327,000, up 90,000. Counting both English and foreign-language papers in U. S., there are 1498 evening papers, up 13 in year; 336 morning papers, down 34; 549 Sunday papers (circ. 46,044,000), down 25; 7 all-day, up 2.

**Television Age**, reporting that upcoming season will see TV sponsorships of 860 games played by 13 teams, states baseball clubs will realize \$6,200,000 from rights, of which \$1,000,000 will be for world series. Only 3 clubs—Milwaukee, Pittsburgh, Kansas City—are not televised. Total ad expenditure on TV will run about \$26,200,000, sponsors being mostly tobacco, beer, oil, auto, baking and razor companies.

**Crowell-Collier Publishing Co.** (*Collier's*), besides buying an as yet undisclosed newspaper, expects to spread out also into TV and radio, according to pres. Paul C. Smith.



**PHILCO LAUNCHED** itself in the TV station business this week with announcement that it will offer complete low-priced low-power broadcasting "packages" designed for smaller communities. Following up its announcement at last year's NARTB convention (Vol. 11:22), company said its first transmitters will have 150-watt power, and initially antennas will be offered with power gains of 4 & 8.

Packages will include complete station facilities—even studio building and tower, if desired. Three basic packages—whose prices are due to be divulged in about a week—will be designed for film & network programs only, single-camera live productions and 2-camera live productions. Transmitters for the Philco packages will be built by Adler Electronics Inc. (Adler Communications Labs), New Rochelle, N.Y., cameras by another unidentified manufacturer. Transmitters will be offered for both vhf & uhf, will be equipped to transmit network color. One transmitter has been set up at Philco's govt. & industrial plant in Philadelphia, will be used in color and uhf demonstrations March 8 to foreign members of International Radio Consultative Committee (CCIR).

Comparative chart showing prices of 8 other station equipment manufacturers for complete low-power stations were inserted in record of Senate Commerce Committee's TV investigation during testimony by pres. Philip Merryman, WICC-TV, Bridgeport (Ch. 43), for Committee for Hometown TV. He gave these prices for complete TV stations (film cameras only), including tower & transmitter building and 200-watt transmitter: Adler Electronics, \$60,370; Dage TV div., Thompson Products, \$61,495; Sarkes Tarzian \$65,205. Also listed were DuMont, with 500-watt transmitter, at \$97,384, and Kay Lab, 100-watt transmitter, \$52,845—and prices of these other manufacturers for similar package, but without transmitter: Federal, \$52,135; GE, \$49,807; RCA, \$60,510.

FCC's TV monitor rules were amended this week, on recommendation of General Radio Co., to reflect fact that accuracy can't be maintained in uhf as well as in vhf. Sec. 3.693(a) (1) is changed to read: "The monitors shall have an accuracy of better than 500 cycles for 30 days on vhf operation, or for 10 days on uhf operation, and under ordinary conditions (ambient temperature from 10° centigrade to 40° centigrade above zero, humidity from 10% to 95% relative humidity, power supply variations from 90% to 110%, and other conditions which may affect its accuracy) encountered in TV broadcast stations throughout the U. S." Sec. 3.694(b) (3) is amended by deleting last sentence which reads: "Until June 1, 1957, however, monitors having meters which read either positive or negative swings will be eligible for type approval."

Community antenna operator Martin Malarkey Jr. and associates have made first venture into radio station ownership through purchase of WRTA, Altoona, Pa. (250-w, 1240 kc, ABC & MBS) from Roy F. Thompson for \$42,500. Malarkey says purchase is first of 7 stations to be acquired through purchase or application and that his group plans ultimately to enter TV station ownership. Group operates community systems in Pottsville, Minersville & Schuylkill Haven, Pa. and Harrisonburg, Va. Purchaser of WRTA is Altoona Trans-Audio Corp., of which Pottsville Trans-Video Corp. owns 38.4%, John L. Miller 38.4%, Louis H. Murray 15.4%, Horace J. Richards 7.7%. Miller is Port Carbon, Pa. textile mfr., oil & gas distributor and realtor. Murray is former mgr. of radio WPAM, Pottsville; Richards is now WPAM asst. mgr.

Equipment shipments by the major manufacturers are still down to a trickle, only ones reported this week being GE shipment of 10-kw transmitter to upcoming KFRET-TV, Fresno, Cal. (Ch. 12), due on air in May, and special GE 5-bay helical uhf antenna to WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15).

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

KVIT, Santa Fe, N. M. (Ch. 2), which got grant last Jan. 25, hopes to be on the air in June, reports Larry Boggs for pres. Henry S. Griffing of Oklahoma City's Video Independent Theatres, which also owns 12½% of KWTV, Oklahoma City and holds CP for Ch. 9 in Hot Springs, Ark. It will use 300-ft. Andrews tower, Sarkes Tarzian equipment package having been ordered for delivery in about 90 days. Construction, delayed by zoning problem, is due to start in about 30 days. Rep not chosen.

KDWI-TV, Tucson (Ch. 9) had 10-kw GE transmitter due this month, plans April 15 test patterns, May 1 programming, reports gen. mgr. James W. Hays, ex-program director of Tucson's KVOA-TV. Studio building is to be ready by April 1, when transmitter house on Mt. Bigelow also is to be completed and 6-bay GE antenna will be installed on 200-ft. Ideco tower. It will be 3rd outlet in city (1950 pop., 45,454). Owner is D. W. Ingram, whose business is building materials and warehousing. Chief engineer is Don Peterson, ex-GE field engineer, Los Angeles. Base hour will be \$350. Rep not chosen.

KREX, Montrose, Colo. (Ch. 10), projected as satellite of KFXJ-TV, Grand Junction, Colo. (Ch. 5), is shooting for May 22, second anniversary of KFXJ-TV, reports owner-gen. mgr. Rex G. Howell, who has requested KREX call letters, now assigned to a ship. Transmitter on Flat Top Mesa will be 2 mi. from Montrose and some 50 from Grand Junction, picking up signal direct for rebroadcast to area which has had fringe reception because of intervening high terrain. Gates transmitter has been ordered. Station will be sold at first as KFXJ-TV bonus (\$120 base hour), later will have own studio facilities and resident mgr. Rep for stations is Hal Holman.

Tele-Broadcasters Inc., 41 E. 42nd St., N. Y., headed by H. Scott Killgore and operating 3 radio stations, is offering 200,000 shares of 5¢ par common stock at \$1.50 per share through Joseph Mandell & Co., 37 Wall St., N. Y.—proceeds to be used for further expansion. Project is in line with plans previously reported (Vol. 12:5) but since then Tele-Broadcasters has purchased David M. Segal's radio KDUL, Kansas City, through R. C. Crisler & Co., subject to FCC approval. Present holdings are WKXV, Knoxville; WKXL, Concord, N. H.; WARE, Ware, Mass.

Full 100% control of CP for WQCY, Allentown, Pa. (Ch. 39) was acquired this week by owners of radio WKAP there, FCC approving. Controlled by Rahall family, WKAP increases holdings in WQCY from 43% by paying \$5000 to 8 other stockholders. Rahalls also have 26% interest in WCHS-TV, Charleston, W. Va. (Ch. 8), control radio stations WNAR, Norristown, Pa. & WWRN, Beckley, W. Va. Farris E. Rahall owns WFEA, Manchester, N. H.

WMGT, Adams, Mass. (Ch. 19) went off air 7:30 p.m. Feb. 25 when hurricane-force winds in excess of 125 mi. per hour destroyed tower and antenna atop Mt. Greylock. Tower was insured and will be rebuilt on Mt. Greylock as soon as weather permits. WMGT has been operating more than 2 years, is affiliated with radio WBRK, Pittsfield, Mass., and headed by Leon Podolsky, Sprague Electric Co. engineering executive.

Private 3-hop 170-mi. microwave is being installed by RCA to bring signals of WBAY-TV, Green Bay, Wis. to WDMJ-TV, Marquette, Mich.



**8½-in. SET—HARBINGER OF TV-IN-EVERY-ROOM?** Could be that, if it clicks in a big way, the new 8½-in. portable TV table model unveiled this week by RCA, coming in the wake of GE's enormously successful 14-in., will turn out to be the real beginning of an era of TVs in all rooms, a la radio. Price is \$125, but in mass production, and with competition already definitely in prospect from Emerson, Admiral, et al, the price inevitably will go down. And looking ahead, it's not hard to envisage a combination TV-radio (with clock), no larger than 8½-in. TV only, selling at far less than \$125.

We saw first showing of RCA instrument this week -- and our immediate reaction was that it's truly adapted for bedside or desk; that it's unlikely to be mere novelty, as was Pilot 3-in. set which flashed across the trade at \$100 some years ago. Actually, 8½-in. picture compares more nearly with the 10-in. which started TV off on its fabulous way. Set isn't intended as substitute for the bigger receivers used for family viewing. It's meant for "personal viewing," primarily. Indeed, RCA calls it the "Personal TV" (Model 8PT703).

It will be on market by April 1 in choice of 3 colors -- red, gray or ivory metal cabinet. It measures 10¼-in. high, 9¼-in. wide, 12½-in. deep, weighs 22 lb. without removable steel stand. It uses V-type disappearing rod antenna, has connection for external antenna. Tuning controls, same as those in larger sets, are under top panel. Carrying handle folds like a satchel's.

There are only 10 multi-purpose circuit tubes, 4 crystals, one tube rectifier, one double selenium rectifier -- plus kinescope. Viewable area is 36 sq. in. on 90-degree bulb (Type 8DP4), which compares with 96 sq. in. on the 70-degree 14-in. tube, 149 on the 70 & 90-degree 17-in., 224 & 228 on the 70-degree 21-in., 262 on the 74 & 90-degree 21-in. Old 7-in. had 22 sq. in., 10-in. had 52 sq. in.

Practically all the components had to be specially designed and manufactured, including the electrostatic focus gun -- accounting for rather high initial price.

Shipments to dealers start in mid-March, with big promotion to be under way by April 1. Distributor discount was said to be 36% (\$80.23) which appears to leave good margin for retail discounting. One-year service contracts will cost \$14.95.

Company won't disclose initial production, though one official remarked "it's a helluva big run." It's known that Lancaster Lens Co., sole supplier of the bulbs thus far, has sold RCA an extremely large order -- possibly as many as the 200,000 required for \$2.16 minimum unit price as against the \$2.90 quoted on lesser numbers.

\* \* \* \*

Distributor-dealer reaction is difficult to assess, for not many have seen it yet, but there was lots of enthusiasm for the 8½-in. concept when fact that it was in the works first leaked out and when we discussed it with dealers at NARDA convention in Jan. As a quick sample, we called George's, the big Washington dealer, where a topside reaction was: "We haven't seen it yet, but the \$125 price is just right, the name of RCA is wonderful, and if the discount is long enough we ought to sell a lot of them."

At the New York demonstration Feb. 28, where nearby distributors and some big dealers saw it along with newsmen, reaction was enthusiastic. Bruno-New York's Irving Sarnoff called it a "natural", especially for offices and for the gift trade. Krich-New Jersey's Max Krich, another of RCA's biggest distributors, was equally enthusiastic. Opinion of the newsmen generally was very favorable, though some were skeptical about the price. Everybody thought it had a big potential market, because of the portability idea and because the picture was so thoroughly acceptable.

RCA tube div. is selling the 8½-in. to other manufacturers, but not many "big orders" for the bulbs, other than RCA's, have yet been taken by Lancaster Lens from other tube makers. Other glass people say there has been no demand upon them thus far, though it's known that Corning Glass had first crack at the RCA specifications.



GE's big-click 14-in. portable (at \$100, \$120 & \$130) sparked the seeming turnabout trend to smaller sizes -- and there's talk (unverifiable) of 10, 10½ or 11-in. intermediate sizes in the making. All that's known is that RCA, Philco, Motorola, CBS-Columbia, probably others, will have 14-in. in new lines they are now readying for introduction at Chicago marts in June. So far as we can learn, GE is sticking to its 14-in., which it's making in big quantities, has no plans for 8½-in.

Neither Admiral nor Emerson has set a price on the 8½-in. models they will bring out in June, or possibly earlier in view of RCA's coup. Philco had no comment, but Motorola's Ed Taylor, saying no decision has been made on 8½-in., remarked: "We are pleased that RCA has a \$125 price tag. That allows for some profit. We see the portable as a definite factor in second-set market." Said Emerson's Benj. Abrams:

"This is a limited market at best, and I have the feeling that the manufacturers who get into it first will be able to skim the cream and leave small pickings for those who delay coming out with such a set." He hopes, he said, to have his out soon, likes the \$125 price tag, sees good profit potential in it.

Brief highlights of other major trade developments this week:

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**'Tinkertoy' Set:** A "totally Tinkertoyed" receiver -- industry's first -- will be shown by Emerson in week or so, says pres. Benjamin Abrams. Details, including date of showing, were withheld -- but spokesman emphasized that the chassis could be incorporated in a 17 or 21-in. receiver. No price has been set, but Abrams previously stated that "Tinkertoy" set would necessarily be higher than comparable conventional models because of increased engineering and production costs. Next set maker to show "Tinkertoy" receiver is likely to be DuMont.

**Full-Line Thinking:** "There is no longer a place in the home appliance field for the single-line company. Such a company cannot compete with the intensive, expensive merchandising of full-line companies who compete with TV programs and the full impact of their products." It was that conviction that led Thor Corp. to diversify into production of such non-appliance items as Christmas toys, said chairman Arnold H. Maremont in address to N.Y. Society of Security Analysts Feb. 27. He also said that licensing agreement whereby Crosley-Bendix manufactures Thor washers has worked out extremely well financially for both companies.

**Production:** TV output totaled 138,861 week ended Feb. 24, compared to 146,733 preceding week and 136,189 week ended Feb. 10. It was year's 8th week and brought production to that date to about 1,135,000, as against 1,200,000 in first 8 weeks of 1955. Radio production totaled 278,271 (92,648 auto) week ended Feb. 24, compared to 284,840 preceding week and 283,553 week before. Radio production for 8 weeks was about 2,250,000, compared to about 2,200,000 in corresponding 1955 period.

**Trade Personals:** Charles R. Pritchard elected a v.p. of GE, continuing as general manager of GE Supply Co., now integrated under parent company . . . James D. McLean appointed v.p. & gen. mgr. of Philco govt. & industrial div. in charge of all its activities . . . F. E. Howell resigns as Crosley-Bendix sales & distribution v.p.; Herbert Allen promoted to gen. field sales mgr. of all products . . . Dorman D. Israel, Emerson exec. v.p., left March 1 on 2-month business & vacation trip to Europe . . . Louis E. DeLaFleur resigns as mgr. of RETMA international dept. to become Federal Telephone & Radio's Latin American rep, headquartering in Mexico City; Al Coumont resigns as RETMA staff asst. for parts div. to join Sprague Electric's distributor sales div.; Tyler Nourse is promoted to assume duties of both temporarily, with Herbert Hodge moving up to succeed Nourse as editorial director . . . Herbert L. Reichert promoted to CBS-Hytron midwest regional mgr., Chicago . . . Wm. D. Wiley, ex-Edgar Morris Sales Co., Washington (Westinghouse radios), named Magnavox regional mgr., Washington; Sylvan P. Gessaman named regional mgr. for Columbus, O. area . . . Bernard J. Phillips promoted to mgr. of publications dept. of

Warwick Mfg. Corp. & subsidiary Crescent Industries . . . Donald Dailey, past winner of Industrial Design Institute's design-of-year award, named Capehart-Farnsworth consumer products design consultant . . . O. Andrews Ferguson named New England distributor sales mgr., Sprague Electric, headquartering in Newton, Mass. . . . James Segre, of Milan, Italy, appointed European representative of Allen B. DuMont Laboratories Inc., reporting to Ernest A. Marx, director of international div.

Arthur H. Jones, ex-engineering v.p. of Frank C. Brown & Co. & consultant to Defense Dept. Research & Development Board, appointed director of Motorola national defense dept., reporting to Dr. Daniel E. Noble, v.p. in charge of communications & electronics.

Richard E. Horner, ex-technical director, Flight Test Center, Edwards Air Force Base, Cal., appointed acting Asst. Secy. of Air Force for research & development, succeeding Trevor Gardner, who resigned Feb. 11.

Dr. Wallace C. Caldwell promoted by Bendix Aviation to head new dept. for transistor research & production, Eatontown, N. J.



**Topics & Trends of TV Trade:** Westinghouse's 140-day strike which began Oct. 17 has reduced company's over-all shipments by \$250,000,000 from original expectations and has cost striking IUE & UE workers \$86,000,000 in wages. Reporting this to stockholders March 1 in preface to annual report, pres. Gwilym A. Price gave no specific information on strike's effect on consumer products, but said he was confident that after strike is over "Westinghouse will recover the ground it has lost in the consumer products field."

Strike has halted or interrupted production at 29 consumer products plants, including TV-radio factory at Metuchen, N.J. There is no apparent indication of an imminent settlement, despite secret meeting March 1 of Price and AFL-CIO pres. Meany.

Report showed net income in 1955 of \$42,802,747 (\$2.46 per share) on sales of \$1,440,976,985 compared to \$79,921,732 (\$4.78) on \$1,636,184,253 in 1954. For quarter ended Dec. 31, company had net loss of \$1,037,000 on sales of \$306,546,000 as against profit of \$21,950,000 on sales of \$417,662,000 in 4th quarter of 1954.

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**DISTRIBUTOR NOTES:** Motorola appoints Neil Distributors Inc., 1035 NW 71st St., Miami (Herbert Neil, pres.), replacing Major Appliances Inc. . . . Hoffman Electronics appoints Gautreaux's Electronic Supplies Inc., New Orleans . . . CBS-Columbia appoints Standard Supply Co., 225 E. 6th St., Salt Lake City (G. Wayne Stillman, pres.) . . . DuMont appoints Schueler & Dollar, 2131 Fairfield Ave., Ft. Wayne (Neal J. Schueler, pres.) . . . DuMont Florida promotes Charles H. Coombe to pres. . . . Graybar appoints Walter R. B. Hall appliance sales mgr. of Kansas City district.

Hoffman Electronics Corp., Los Angeles, according to "success story" writeup in Feb. 26 *N. Y. Herald Tribune* financial section, has sold every 7th TV set in Los Angeles area, besides being a major manufacturer of electronics equipment. Story relates how H. Leslie Hoffman, its guiding genius, who also is pres. of RETMA, bought the 9-year-old and bankrupt Mission Bell Radio Mfg. Co. 2 days before outbreak of World War II, then in 1942 acquired Mitchell-Hughes, radio-phono manufacturer, now enjoys sales volume that is expected to rise above \$50,000,000 this year from \$42,000,000 (and \$1,500,000 net profit) in 1955. (In 1941, sales were \$25,000, loss \$50,000.)

Radio shipments to dealers, excluding auto radios, totaled 7,076,722 in 1955, compared to 6,187,503 in 1954, reports RETMA in state-by-state tabulation available to members on request. New York led, with 1,034,577; California second, 613,903; Pennsylvania third, 532,461. Dec. shipments were 1,273,181, compared to 849,264 in Nov.

Utah Radio Products Co., Huntington, Ind., manufacturer of electronic assemblies & speakers, will discontinue TV-radio cabinet production in April when its Caswell-Runyan div. disbands because of intensified competition, said pres. Adolph H. Schenkel.

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Frank A. Gunther, v.p. of Radio Engineering Labs, Long Island City, elected pres. of Radio Club of America, succeeding F. H. Shepard Jr. Other officers elected: Walter A. Koop Jr., v.p.; O. James Morelock, corresponding secy.; Joseph Stantley, treas.; John Bose, recording secy.

Cramer W. LaPierre elected an executive v.p. of GE, continuing in charge of electronic, atomic & defense systems group which includes operations headed by Dr. W. R. G. Baker.

Charles W. Bergquist, 71, who retired in 1943 as Western Electric mgr. of industrial relations, died Feb. 28 in Presbyterian Hospital, Chicago.

**TELEVISION-ELECTRONICS Fund Inc.**, largest of the investment trusts in that field, reporting \$112,791,246 total net assets and 10,266,280 shares outstanding as of Jan. 31, 1956 vs. \$99,911,207 & 9,574,053 shares as of Oct. 31, 1955, discloses that its Jan. 31 portfolio included these new holdings acquired since report of Oct. 31, 1955 (Vol. 11:48): 8000 DuMont Broadcasting Corp., at \$54,000; 9600 Dresser Industries Inc., \$490,800; 5100 General Bronze Corp., \$150,450; 10,000 Machlett, \$140,000; 3000 Magnavox pfd., \$152,250; 600 United Aircraft pfd., \$71,400; 372,000 RCA 3½% bonds, \$411,060; 125,000 Tracerlab 5% bonds, \$121,250; 65,000 Varian Associates 5% bonds, \$71,825; 200,000 Electronics Corp. of America 5% bonds, \$200,000.

Fund added to holdings in following stocks during the quarter: ACF Industries, Aircraft Radio, AB-PT, American Chain & Cable, Babcock & Wilcox, Bell & Howell, Bendix Aviation, Boeing Aircraft, Bullard, Bulova, Burroughs, Carborundum, Chemical Products, Cincinnati Milling, Clevite, CBS "A", Columbia Pictures, Consolidated Electronics, Continental Telephone, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Douglas Aircraft, DuMont Labs "A", Eastman, Eaton Mfg., Electric Controller (merged with Square D), Ex-Cell-O, Food Machinery & Chemical, Friden Calculating, Garrett, General Controls, General Mills, General Tire, Giannini, Goodyear, Hammond Organ, Hoffman, Indiana Steel Products, IBM, International Nickel, IT&T, Lockheed Aircraft, Magnavox, Mallory, Marchant Calculators, National Acme, National Cash Register, North American Aviation, Northrop Aircraft, Otis Elevator, Paramount Pictures, Penn Controls, Philco, Pullman, RCA, Reliance Electric, Robertshaw-Fulton Controls, Royal McBee, Ryan Aeronautical, Square D, Stewart-Warner, Storer Bestg., Taylor Instrument, United Aircraft, Westinghouse Air Brake.

Part of holdings were sold in Admiral, Allis-Chalmers, American Phenolic, AT&T, Beckman Instruments, Borg-Warner, Consolidated ElectroDynamics, ElectroData Corp., Electronics Corp. of America, Elgin National Watch, Emerson Radio, Federal Sign & Signal, General Telephone, Globe-Union, International Resistance, W. L. Maxson, Minneapolis-Honeywell, Motorola, Raytheon, Speer Carbon, Sperry-Rand, Sylvania, TelAutograph, Thompson Products, Tung-Sol, Western Union, Zenith.

Unchanged during quarter were holdings in Addressograph-Multigraph, Aerovox, Barry Controls "B", Bell & Gossett, George W. Borg Corp., Chance Vought Aircraft, Clark Controller, Conrac, Cutler-Hammer, duPont, Eitel-McCullough, Electronic Associates, Elox Corp. "A" & "B", Eric Resistor, General Dynamics, General Railway Signal, Gross Telecasting, Hazeltine, Industrial Electronics, I-T-E Circuit Breaker, Liquidometer Corp., Litton Industries, Minnesota Mining & Mfg., Neptune Meter, Oak Mfg., Photon Inc., Sangamo Electric, Servomechanisms, Sprague Electric, Technicolor, Telecomputing Corp., Television Associates, Texas Instruments, 20th Century-Fox, Union Carbide & Carbon, United-Carr Fastener, Vitro Corp., Walt Disney, Warner Bros., Westinghouse, Worthington. [For report on Aug. 1-Oct. 31 quarter, see Vol. 11:48, p. 14.]

RETMA of Canada elects these new directors: Stuart D. Brownlee, Canadian Admiral, ex-gen. mgr. of RETMA of Canada; H. C. Darroch, Crosley; W. F. Wansbrough, Canadian GE; R. J. M. Allan, Addison Industries.

Charles C. Carey, manufacturing v.p. of General Radio Co., Cambridge, Mass., elected pres., succeeding Errol H. Locke, retired.

Dr. Winfield W. Salisbury named director of Zenith Radio's new research lab at Redwood City, Cal.

Ross D. Siragusa, Admiral pres., to address Washington Ad Club April 30 on automation techniques.



**Financial & Trade Notes:** Specialized investment funds with important TV-electronics and related shareholdings are indicating brisk upsurge in current reports. Besides latest report on Television-Electronics Fund Inc., first and biggest of the investment trusts in that field (see p. 13), these are latest advices on other activities:

Atomic, Electronic & Chemical Fund Inc., 1 No. Dean St., Englewood, N. J., has been formed as an open-end investment company, according to SEC registration covering 400,000 shares of \$1 par capital stock to be offered by underwriting group headed by Lee Higginson Corp., 40 Wall St., N. Y. Officers are: pres., John M. Templeton, Templeton Investment Research Inc.; v.p., Wm. G. Damroth, partner, William G. Damroth & Co. and a Templeton v.p.; v.p. & treas., Wm. S. Palmer, v.p. of Templeton, Dobbrow & Vance Inc.; secy., Charles K. Andrews, asst. v.p. of Templeton Co. Directors are Richard de La Chapelle, pres. of Lee Higginson; George T. Delacorte Jr., pres. of Dell Publishing Co.; Wm. E. S. Griswold, director of commercial development, General Mills; Robert E. Gross, chairman, Lockheed Aircraft Co. Advisory board consists of Dr. Eugene T. Booth Jr., exec. officer, physics dept., Columbia U; Calvin D. McCracken, pres., Jet-Heat Inc.; Dr. Herbert C. Pollock, research associate, GE electronics & radiology div.; Sir Robert A. Watson-Watt, British inventor of radar, now resident of Westmount, Quebec, and pres. of Adalia Inc., N.Y. Messrs. Damroth & Palmer beneficially own 37% & 4½% of the Fund, respectively, and Mr. Templeton indirectly owns 35% of the stock of the investment adviser.

Electronics Investment Corp., San Diego, formed year ago as open-end mutual investment fund (Vol. 11:17), discloses Jan. 31, 1956 portfolio of investments totaling \$10,482,613, up from \$9,318,268 as of Oct. 31, 1955. Common stock holdings added since first semi-annual report of last Oct. 31 (see Vol. 11:50 for list): 400 ACF Industries, 400 Bendix Aviation, 800 Borg-Warner, 900 Daystrom, 1000 Garrett, 100 IT&T, 1500 Magnavox, 2000 Philco, 800 Stewart-Warner, 300 Sylvania, 1800 Western Union, 1000 Worthington, 2500 Westinghouse Air Brake. Sold during period were 2000 Westinghouse. Holdings now include 5250 General Telephone as result of merger of Theodore Gary & Co. (3500 shares).

Atomic Development Mutual Fund Inc., Washington, D. C., reporting net assets of \$45,580,400 (\$14.42 per share) as of Dec. 31, 1955, up from \$12,796,669 (\$13.06) year earlier, listed these among shareholdings in the various categories of its portfolio: Fuel Processing—10,000 Sylvania, at market value of \$456,250. Radioactive Materials and Radiation Instruments—34,800 Beckman Instruments, \$1,000,500; 37,000 Consolidated Electrodynamics Corp., \$935,550; 6400 Daystrom Inc., 170,400; 7400 Tracerlab Inc., \$91,575, and \$600,000 of 5% Tracerlab convertible debentures, 1970; 14,100 Victoreen Instrument Co., \$82,837. Application of Atomic Power—22,200 General Dynamics, \$1,467,975; General Dynamics 3½% convertible debentures, 1975, \$200,000. Diversified Atomic Activities—5000 N. V. Philips Gloeilampenfabrieken, \$233,750.

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Magnecord Inc., Chicago (magnetic tape recorders) has acquired \$400,000 additional capital from American Research & Development Corp., investment trust headed by Gen. George Doriot, of Harvard Business School, and is negotiating with private investors for \$200,000 more. AR&D now has \$1,200,000 invested in firm, whose chairman is Bruce Payne, recent successor to resigned pres. William Dunn, ex-Raytheon, and plans are to offer new product line in May, mainly professional, medium & high-price hi-fi models. AR&D now holds 160,000 shares, acquired at \$5, Payne holds option on 50,000, out of total of 300,000 outstanding.

Olympic Radio has called special meeting of stockholders March 8 to vote on proposed sale of convertible subordinated debentures up to \$1,500,000 in order to retire 150-day 4% note of \$750,000 issued to finance purchase of David Bogen Co. (Vol. 12:4-5), with balance to be used for working capital. In proxy notice, Olympic said the 4% note is payable by June 29 to Irving Trust Co. An additional 4½% serial note due 1956-60 was also issued by Olympic in connection with Bogen purchase. Debentures will mature in about 10 years, will bear annual interest not exceeding 5½%. Proxy reveals that Olympic and subsidiaries earned \$373,413 on sales of \$16,233,076 in first 11 months of 1955. In full 1954, earnings were \$256,836 (59¢ per share) on sales of \$18,350,453. There were 453,522 common shares outstanding as of Dec. 31, 1955, of which officers & directors beneficially owned 74,073 and 38,730 are reserved for officer options. Proxy also disclosed David Bogen earnings of \$114,883, sales of \$2,409,418 in 6 months ended Dec. 31. In fiscal year ended last June 30, profits were \$157,223 on sales of \$4,583,595.

Admiral 1955 sales fell to \$202,361,797 from \$219,565,089 in 1954, net profit to \$2,426,866 (\$1.03 per share) after provision of \$1,650,000 for non-recurring special charges covering price redetermination and additional taxes for prior years; the net income before these special charges was \$4,076,867 (\$1.73) as against 1954 net profit of \$6,547,974 (\$2.77). In 1953, sales were \$250,931,605, profit \$8,213,165 (\$3.48). Pres. Ross Siragusa said that in addition to special charges, 1955 earnings were also adversely affected by expense entailed in expanding automatic assembly systems and in moving virtually all TV-radio production facilities from Chicago to plants in Bloomington, Harvey & McHenry, Ill. He also said that "imminence of color" forced most TV purchasers to choose low-profit table models and "moderately-priced" consoles. He predicted higher profits and sales in 1956.

Hallicrafters stockholders Feb. 27 voted to approve sale of company's assets to Penn-Texas Corp. whereby they will receive 332,000 shares of Penn-Texas common, or one share for each 2½ shares of Hallicrafters (Vol. 11:47, 51), and Hallicrafters will be Penn-Texas subsidiary. Total of 673,975 shares of Hallicrafters voting stock, or 81% of the 825,000 shares outstanding, was cast in favor of sale; 5925 shares (.7%) opposed. Pres. Wm. J. Halligan Sr., whose family voted its 24.4% interest in favor of sale, said present management will continue unchanged. Maj. Gen. C. T. Lanham, Penn-Texas v.p. who represented his company at special Hallicrafters meeting, said new Hallicrafters board and officers will be composed only of present Hallicrafters personnel. Penn-Texas stockholders vote March 12 on sale.

Aerovox Corp. 1955 sales were \$25,480,000 and net earnings \$481,000 (55¢ per share on 870,851 outstanding) vs. \$23,017,000 & \$612,800 (74¢ on 830,000 shares) in 1954, pres. W. Myron Owens stating in annual report that profit decline was due to weakening of prices in several segments of the industry during the last 6 months of the year, particularly in ceramic capacitors, as well as heavy non-recurring charges in new divisions and expansion on research in all divisions. He forecast expansion of military electronics purchases in 1956 and "another good year" for TV, including "real increase in the production of color receivers." Total assets of company were put at \$15,896,999 at end of 1955 vs. \$15,266,982 year earlier; net worth \$8,034,700 vs. \$7,766,500.

Allen B. DuMont Laboratories Inc., according to Wall Street advices, will show loss of more than \$2,000,000, or about \$1 per share, for calendar 1955 in annual report to be issued in about 2 weeks. Last DuMont report (Vol. 11:49) showed loss of \$2,019,000 (89¢ per share) on sales of \$51,964,000 for 40 weeks ended Oct. 9, 1955.



**Color Trends & Briefs:** "ColorTown" is new joint NBC-BBDO project designed to "follow the growth, development and impact of color TV in a typical medium-sized American city." Network and agency don't identify city, but they say sample of 4000 families will be surveyed twice a year. First series of interviews has been completed by Advertest Research, under supervision of NBC's Dr. Thomas Coffin, BBDO's Mrs. "Teddy" Anderson, Advertest's Seymour Smith & Richard Bruskin. Date of issue of findings has not been divulged.

According to Ben Gedalecia, BBDO research director, "the first study will begin to take on significance only in light of the results of the second or third survey." Hugh M. Beville Jr., NBC planning & research v.p., stated: "With the next few years earmarked for color TV's most rapid expansion, we believe that 'ColorTown,' which will enable us to chart the growth and analyze the impact of the medium, will be of invaluable benefit to the future growth of color."

NBC and BBDO obviously hope to do for color what annual "Videotown" series, conducted by Cunningham & Walsh ad agency, has done for black-&-white. "Videotown" sample city is New Brunswick, N. J.

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Recent color sales efforts, reported by *Retailing Daily*:

(1) In Miami, RCA distributor Stan Glaser said he could trace 5 set sales to closed-circuit promotion at Burdine's dept. store—the "Fiberglas Color Cavalcade" employing live DuMont Vitascan equipment feeding demonstrations of merchandise to color sets in store (Vol. 12:7). Burdine's spokesman said the 8-day series gave customers overall impression that "color TV is now a reality." (2) In Wilmington, Del., dealer Bernard Ableman, mgr. of Robelen's, said that in-store "mass demonstrations" are ineffective, that home demonstrations are real answer, and he also recommended that stations announce several times during programs that they're in color. (3) In Erie, Pa., Clair Chaffee, of Chaffee Tire & Appliances, reports 25 color sales in last 9 months of 1955 through concentration on taverns and clubs, emphasizing that sets pay for themselves by increasing patronage. (4) In Mt. Holly, N. J., John Bronner, of Delvalley-TV, reported that free home demonstration ads brought him 10 responses, resulting in 8 sales; he said 4 of sales were to people of average income.

Free home demonstrations of color sets were inaugurated by Bruno-N. Y., biggest RCA distributor, following successful merchandising experiment by Raymond Rosen & Co., RCA Philadelphia distributor (Vol. 12:4). N. Y. campaign was launched this week end with newspaper ads including names of 125-150 dealers, will include TV-radio. Ads will be repeated next week.

**Dividends:** Admiral Corp., 25¢ March 31 payable to stockholders of record March 15; Wells-Gardner, 20¢ March 15 to holders March 5; General Electric, 50¢ April 25 to holders March 16; Conrac Inc., 6¢ March 15 to holders March 8; Consolidated TV & Radio Broadcasters, 28¢ and 5¢ on Class B, April 2 to holders March 15; General Dynamics, 55¢ May 10 to holders April 10; Standard Radio Ltd. "A," 15¢ April 10 to holders March 20; RCA, 25¢ April 23 to holders March 13.

Whirlpool-Seeger Corp. has filed SEC registration covering proposed public offering of \$30,000,000 of sinking fund debentures due Aug. 1, 1980 and 150,000 shares of common stock being sold by a stockholder; Goldman, Sachs & Co. and Fulton, Reid & Co. will offer debentures, former managing the common offering. White, Weld & Co., N. Y. reported this week to have offered 66,000 shares of Admiral common at \$20.

## Network Color Schedules

(March 5-18, 1956)

March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Caesar and Cleopatra," 8-9:30 p.m.  
 March 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 March 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.  
 March 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 10—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 March 11—NBC: *Wide World*, "Richard III," 2:30-5:30 p.m.  
 March 12—NBC: *Home* segment, 11:45-noon; *Howdy Doody*, 5:30-6 p.m.  
 March 13—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.  
 March 14—NBC: *Howdy Doody*, 5:30-6 p.m.  
 March 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.  
 March 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.  
 March 17—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 March 18—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "Taming of the Shrew," 4-5:30 p.m.

Advertisers are spending about \$45,000,000 on color this year, Richard A. R. Pinkham, NBC v.p. in charge of TV network programs, told Boston Ad Club Feb. 28. He said that color gives sponsors "a position of prestige and leadership; that advertisers build district sales meetings around color programs which "play to packed houses of dealers and distributors, and the enthusiasm engendered is enormous." He noted that many put on special closed-circuit color presentations of ad campaigns with "conspicuous success." Last week, NBC pres. Robert W. Sarnoff forecast network color time sales of \$150,000,000 in 1957, rise to \$600,000,000 by 1960 (Vol. 12:8).

Reporting local color originations, RCA states that KMTV, Omaha, carried 107 color programs in Feb., 58 of them local; that WBAP-TV, Ft. Worth, transmits 10 hours weekly, ran total of 74½ hours in Jan., including network shows. WSAZ-TV v.p.-mgr. Lawrence H. Rogers II states: "We are into full daily operations in color and have passed the point of no return with about 30 hours a month of local originations." *Huntington Herald-Dispatch* features color schedule prominently in connection with TV-radio log.

Complete technical details of fast color film processing technique developed at KOMO-TV, Seattle are now available from station. Using Anscochrome, station processes film in 1½ hours (Vol. 12:8).

WJAC-TV, Johnstown, Pa., due to get RCA live camera this month, will be 24th so equipped. For other 23, see Vol. 12:7.

Increasing film sales to both movies and TV contributed heavily to record \$714,443,836 gross of Eastman Kodak in 1955, up 13% from 1954, according to annual report. Net profit was \$85,600,330 (\$4.66 per share) vs. \$69,821,719 (\$3.90).

WJR The Goodwill Station Inc. reports 1955 sales of \$2,759,803 compared with \$3,009,884 in 1954. Profits fell to \$274,739 (53¢ per share) from \$373,746 (72¢).

P. R. Mallory & Co. reports net income of \$599,119 (56¢ a share) on sales of \$16,367,617 for quarter ended Dec. 31 vs. \$550,755 (50¢) on \$15,167,317 year ago.

Gray Mfg. Co. reports record 1955 sales of \$8,802,015 net income of \$357,110 (\$1.20 on 288,844 outstanding shares) vs. \$8,212,162 & \$130,407 (45¢) in 1954.

Consolidated Electrodynamics Corp. reports 1955 sales of \$17,124,429, net profit of \$803,696 (85¢ on 935,459 shares) vs. \$15,644,520 & \$842,863 (94¢ on 890,459 shares) in 1954.



**W**ARNER BROS. BACKLOG of 850 features and 1500 shorts made before 1948 was sold this week for \$21,000,000 to PRM Inc., Canadian-dominated investment company, which was represented in 6-month negotiations by Eliot Hyman, pres. of Associated Artists Productions Inc., 345 Madison Ave., N.Y., producer & distributor of films for TV & theatres (see story, p. 3). Hyman becomes managing director of PRM, which will absorb Associated Artists sales staff and probably the entire AAP organization.

Hyman said deal included "complete rights, including copyright and literary rights, remake rights, stock shot rights, filmed TV rights and live TV rights." About half of the films will be earmarked for TV showing—probably in small packages—the rest going for theatrical reissue, remake and adaptation of stories for filmed and live shows. PRM, Inc., is negotiating for additional film libraries, he said, and will expand into "all facets of the movie & TV industries," possibly including movie production.

Features in package date back to 1912, include 750 talking pictures, with such prime films as "Babbitt," "Main Street," "Public Enemy," "Louis Pasteur," "Man Who Came to Dinner," "Arsenic & Old Lace," "Petrified Forest," "Of Human Bondage," "Yankee Doodle Dandy," "Rhapsody in Blue." Included in package also is the picture that revolutionized the movies—Al Jolson's "The Jazz Singer," first talking feature film.

Purchaser PRM Inc., is a non-operating corporation which formerly owned Pressed Metals of America Inc., auto parts maker. It is now controlled by a group of Canadian investors who own 170,000 out of 342,000 shares of common stock. Its chairman is Louis Chessler, Toronto financier who is said to have an interest in AAP. President is George R. Gardiner of Toronto investment firm of Gardiner, Watson Ltd. Its stock is listed on American Exchange.

Thomas F. O'Neil's RKO Distributing Corp. of Canada is disclosed in Ottawa as proposed purchaser, for undisclosed sum, of 3781 of the 8000 shares outstanding in CKLW-TV, Windsor-Detroit (Ch. 9) with CKLW (50-kw, 800 kc, CBC, MBS), of which Harry Sedgwick is chairman and J. E. (Ted) Campeau is pres. Application for transfer has been made to CBC board of governors, despite fact same group recently denied application to transfer CKLW-TV control to Paramount Windsor Theatres Ltd. on the grounds law prohibits multiple ownership and purchasing firm interlocks with Famous Players Canada, which has interests in Kitchener & Quebec City stations (Vol. 11:50). O'Neil firm has no TV-radio holdings in Canada but General Teleradio div. of same parent RKO Teleradio Pictures Inc. owns 5 TV stations, 7 AMs, in addition to Mutual Broadcasting System.

TV programs imported from U. S. by BBC and ITA's commercial contractors are costing Britain about \$3,750,000 annually, said Sir Edward Boyle, Treasury economic secy., replying to inquiry in House of Commons. This elicited caustic remark from a Labor M.P. that this is "a rather large sum for the sake of getting *Hopalong Cassidy*." Note: U. S. shows and stars are consistently among the most popular on both non-commercial BBC and commercial ITA.

Leonard H. Goldenson, pres. of ABC-Paramount, named for Look Magazine's 1955 Exhibitor Award in recognition of his "leadership in helping to bind movies and TV into a closer working relationship."

Though he became eligible for retirement on reaching 65 Feb. 27, Brig. Gen. David Sarnoff indicated to an interviewer in Los Angeles this week, just before departing with Mrs. Sarnoff for a 2-week vacation in Hawaii, that he has no intention of quitting the RCA chairmanship. In fact, he told N. Y. *Herald Tribune* interviewer Joe Hyams that he looks to the next 10 years to be more fruitful than the 50 which he completed this week with RCA and predecessor companies. Celebrating his birthday, his 50th anniversary with the company and RCA's attainment of \$1 billion-plus sales stature (Vol. 12:8), executives of RCA and subsidiaries held "family parties" Feb. 27 in each city where RCA has major operations. Gen. Sarnoff did not attend any of the parties, where "the Sarnoff legend" was extolled, but he told his interviewer: "I had a good time doing the things I wanted to do and that's all a man can ask for in life. I have had an opportunity to grow with an alert industry that had affected every man, woman and child in the world. To participate, to contribute and to see some of my ideas come to fruition during my lifetime represents a combination of blessings given to very few men."

Favorable attitude on pay TV expressed by FCC Comr. Robert E. Lee (Vol. 12:8) has AFTRA exec. secy. Donald Conaway "deeply worried." Calling subscription TV an "abominable proposal," he told N. Y. Radio & TV Executives Society meeting this week that if toll TV is given 2-3 year trial, as proposed by Lee, system has much greater chance of being adopted permanently. Conaway said that subscription TV would limit employment of AFTRA members.

Two new uhf applications were filed this week with FCC, bringing total pending to 136 (24 uhf). Applications were for Birmingham, Ala., Ch. 42, by movie exhibitor H & E Balaban Corp., part owner of uhf outlets in Rockford & Springfield, Ill.; for Brownwood, Tex., Ch. 19, by airport-real estate-night club owner O. L. Nelms, who also is applicant for uhf in Victoria, Tex. [For details, see *TV Addenda 22-H* herewith.]

Option on 100,000 shares of RCA common at \$49.64, purchasable up to June 30, 1965, was granted chairman David Sarnoff at board meeting last July 1, subject to May 1, 1956 annual stockholders meeting, according to annual report released last week (Vol. 12:8). Rate was 95% of market price as of July 1. RCA stock through 1955 and thus far in 1956 has ranged between 55% & 36%.

Library of Congress in Washington has accepted for its permanent collection 38 reels of NBC-TV's first year series of *Wide Wide World* kinescopes, first such collection to go into its archives. Presentation was to be made by NBC v.p. Davidson Taylor and by Sherrod E. Skinner, v.p. of sponsoring General Motors, during March 4 show.

Venezuelan TV sets-in-use total 60,000, according to Pan American Union. All are in Caracas, the only city with stations, though outlets are planned this year in Maracaibo. [For details, see *Directory of Foreign TV stations, TV Factbook No. 22*, p. 433.]

NARTB reduces radio board membership from 29 to 21 by eliminating directors-at-large classification, effective following 1957 convention. Action was proposed by joint TV-radio board meeting in Jan., ratified by radio members.

Radio station sale involving TV approved this week: WMUR, Manchester, N. H. sold for \$150,000 by ex-Gov. Murphy to Madeline M. Girolimon in order to devote his full time to WMUR-TV (Vol. 12:5).

American Broadcasting-Paramount has obtained Dept. of Justice extension from March 3 to June 3 of deadline for divesting itself of its holdings in the 27 theatres it still holds of the 774 involved in original consent decree.



**THE AUTHORITATIVE**  
NEWS SERVICE FOR MANAGEMENT  
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# Television Digest

with **ELECTRONICS REPORTS**

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**CLOSED-CIRCUIT TV** arouses educators' enthusiasm for classroom use. Tests show better learning, greater utilization of scarce expert teachers (p. 1).

**TOLL TV TESTS** turned down by FCC for the present, following hue-&-cry raised by Comr. Lee's Look Magazine article urging public tryout (p. 2).

**UNAUTHORIZED BOOSTER** operators win court stay; feelings run high in northwest as viewers show lengths they'll go to obtain and keep TV (p. 3).

**BRITISH COMMERCIAL TV** has plenty of critics, is heavily weighted with U. S. film shows, but the public likes it. Top TV ad agencies of 1955 (pp. 4 & 8).

"**GRAND REAPPRAISAL**" of allocations to begin March 13 as FCC sits down with staff; Senate hearing resumes March 14-16, networks on March 26-28 (p. 5).

**MIAMI CH. 7 GRANT** gets court go-ahead. Uhfs lose fight to block WSPA-TV, Spartanburg. Rare coverage issue in Cheboygan, Mich. hearing (p. 5).

**SMALL-TOWN MICHIGAN** station, Oklahoma City educational are next new ones due on air this month; 10 set for April-May. Notes on upcoming stations (p. 9).

**RECORD TV SALES YEAR** regarded as probability, in light of expected deluge of 14-in. sets, big run of 8½-in., high rate of replacement purchases (p. 10).

**SHIFT IN DISTRIBUTION** patterns, with key wholesalers tied up by "full line" merchandisers, alters share-of-TV-market rank. Boom in the record industry (p. 10).

**43,099,796 TVs SHIPPED** to dealers in 10 years through 1955, reports RETMA in state-by-state tabulation. Production estimated at 45,525,000 in decade (p. 13).

**ELECTRONICS AS \$18 BILLION** business forecast by pres. Folsom, as engineers prepare for biggest convention ever; job recruiting accelerates (p. 16).

**ZENITH AND SYLVANIA** report record sales and profits in 1955. Sylvania in diversified fields, including atomic. Zenith claims 33% increase in TV set sales (p. 17).

**200,000 COLOR SETS** expected this year by Hoffman, who reports he's building 20 daily, plans to reach 100 by Sept.; Raytheon says it's No. 2 in color (p. 15).

**ALL-EUROPE COLOR TV** standards sought by top TV engineers from 19 nations, in U. S. to view color demonstrations and hear pitch for compatibility (p. 14).

**CLOSED-CIRCUIT REVOLUTION IN THE SCHOOLS:** "Education is due to become the biggest and most important user of TV equipment," we were told recently by an expert on both TV and education. And special faculty committee of Dartmouth College has concluded that "it seems probable that in the field of organized education, beginning at the primary level and carrying through higher education, TV will assume an importance second only to the printed page."

Education's crisis -- the rapidly increasing birth-rate, mushrooming school enrollments, worsening teacher shortages -- is dictating radical changes in teaching methods. A field which heretofore has been relatively unaffected by technological progress is now on the doorstep of the most significant change in its history.

Research projects to determine value of TV in classroom teaching have been undertaken by a number of colleges and universities, as well as the Armed Forces. The results, in almost all cases, have indicated: Students learn at least as well -- often better -- by televised classroom instruction, as compared with identical course taught by same instructor "in person."

Among the larger TV-in-education projects -- most of them financed by Ford Foundation's Fund for the Advancement of Education -- are those at Penn State, NYU and Stephens College, Columbia, Mo. (where more than 50 classrooms are TV-equipped).

Conference on Closed-Circuit TV, held last week at University of Iowa, Iowa City, co-sponsored by the university and top-level American Council on Education, drew representatives of 58 institutions with experimental closed-circuit projects. All delegates expressed enthusiasm for teaching-by-TV.

More than 100 institutions now have closed-circuit setups -- but most of them are limited to use by drama, speech and TV-radio classes. Medical & dental schools have found closed-circuit so vastly superior to live teaching for demonstrations,



etc. that TV has been incorporated into their curricula on non-experimental basis. Technical schools, too, are finding TV can vastly improve teaching which involved demonstrations. Case Institute in Cleveland recently erected new building, with receiver outlets and camera inputs in all 40 lecture rooms and labs.

\* \* \* \*

But TV's most important instructional uses are due to be in field of general non-technical education, where teacher shortages are most significant. Aside from the in-school instruction provided by the 19 on-air educational stations, there are few TV projects involving public schools today -- but virtually every college experiment is being scrutinized with an eye to its application to elementary and high school use -- and it's likely that at least one full-scale controlled experiment involving public schools will begin this year.

Biggest public school closed-circuit TV experiment to date is the recently announced Idaho State College project, which links 11 public schools in Pocatello and homes on community antenna system with college's TV studio (Vol. 12:7). TV is also being used experimentally in public schools in Montclair, N.J.; Pontiac, Mich.; Columbus, Ohio; Phoenix; Denver, and several other cities. One of biggest schools, Evanston (Ill.) Township High School, is due to begin elaborate project next fall.

Ultimately, some educators envision entire school systems hooked together by TV, with TV-trained teachers instructing many classes at a time all over city, using most advanced TV techniques. In larger cities, cost of connecting schools by cable or microwave would be prohibitive, and regular on-air educational systems -- in conjunction with all-classroom distribution systems in schools -- would provide "open-closed-circuit" TV. For classroom use, uhf channels pose no obstacle even in all-vhf areas, since conversion by public isn't involved. Most educational stations now offer some classroom instruction, though virtually no public schools are properly equipped to make optimum use of educational TV's classroom potential.

Near-magic attraction of TV -- in education as well as entertainment and information -- was described by Dean Thomas Pollock in letter to faculty of NYU's Washington Square College outlining closed-circuit experimentation there:

"Part of the value of TV comes, of course, from the ability to communicate the voice and the image of a man or a group or scene across large distances, and thus in effect to extend the distance that the human ear can hear and the human eye can see. But perhaps most of the value of TV for educational purposes comes from an ability which I confess I do not yet fully understand. This is the ability of the TV camera to bring the personality and the thinking of a man unusually close. The reality of this power is beyond question...

"Those who watched the telecasts of the presidential nominating conventions will doubtless remember how close the TV camera brought them to the personalities of many men whom they saw in the conventions. Certainly the TV camera can bring a teacher's personality and thinking much closer to his students than the students can get with their unaided eyes and ears in a lecture hall...

"It is not expected, of course, that everyone who has been educated without the use of TV will welcome TV as an educational device, any more than 5 centuries or so ago all those who had been educated without printed books welcomed printed books."

**FCC IN NO HURRY TO PUSH TOLL TV:** No public test of pay TV will be authorized for the present -- and it's obvious that the FCC majority doesn't agree with Comr. Robert E. Lee's much-publicized view that it should be given a tryout. Nor does the Commission intend to hurry a highly controversial issue that enjoys very little support in Congress, virtually none in the industry. This week, it took action in form of letter to off-air uhf WFMZ-TV, Allentown, Pa. (Ch. 67) which offered its facilities for trials of pay-as-you-look TV (Vol. 11:31). Reason for denial, as stated in letter:

"Owing to the voluminous record which has been created in the rule-making proceeding on subscription TV, the Commission will require more time to review the many comments on file [for summaries, see our Supplement of June 11, 1955] and to consider the complex issues involved, before it will be possible either to make decisions con-



cerning the further conduct of these proceedings, to determine whether it would be useful to authorize experimental subscription TV operations, or to establish the standards, criteria and rules which should govern such experimental operations."

Two days before release of this decision, Comr. Lee's ideas were expounded in Look Magazine article (March 20 issue) which urged that the only way to decide issue is by offering commercial pay systems to public for acceptance or rejection, and suggested that pay TV may help uhf and independent stations. Actually, FCC had reached decision on Allentown proposal about week ago, had instructed staff to draft letter which was finally issued this week -- so that the decision wasn't really in response to Lee article. But Lee issued no dissent or other comment on Allentown case.

Article provoked outraged protest from anti-pay forces, who have become just as articulate and publicity-wise as Zenith and other proponents of the various toll TV systems. N.Y. Council pres. Abe Stark wrote to every Senator and Congressman, charging Lee is "an avowed propagandist for pay-as-you-see TV while holding quasi-judicial office." Alfred Starr and Trueman Rembusch, leaders of theatre exhibitor forces, urged that Lee disqualify himself from further participation in the toll issue. Democratic Rep. Rabaut, of Detroit, reflecting labor opposition, attacked pay TV in March 7 Congressional Record, but gave mistaken impression industry favors it.

Coming to Lee's defense, Actors' Equity pres. Ralph Bellamy said Lee "has had the benefit of the best thinking of all those directly interested, pro and con, from which to draw his conclusion. Who can deny the wisdom of Lee's considered opinion?" Delighted proponent Skiatron placed ads in N.Y., Chicago & Los Angeles newspapers, calling attention to the Look article and pointing out that it has "application for commercial approval now pending before the FCC."

All of which is good warmup for Senate Interstate Commerce Committee hearings on subject, probably in mid-April.

**THE LESSON IN UNAUTHORIZED BOOSTERS:** Though they involve but a few thousand sets at most, unauthorized boosters in Pacific Northwest are emphasizing in most dramatic fashion a significant point:

People will go to extraordinary lengths to get TV, and once they have it they'll defy heaven, hell and the Federal Govt. to take it away from them. Indeed, the situation is reminiscent of prohibition. Here's what has happened:

Residents of isolated communities, mostly in Washington valleys, found they could get TV by installing antennas on nearby peaks, amplifying slightly the signals of distant vhf stations, beaming them down into town.

Since they did this without FCC approval, Commission told them they were violating law, said they must quit. Cases went to hearing before Commission, but the operators refused to stop, said FCC has no jurisdiction because signals are purely intrastate. An examiner issued initial decision saying they're providing service, doing no harm, should be let alone. FCC disagreed, issued final decision telling them to quit by March 5. Technically, only one booster is involved -- in Bridgeport, Wash. -- but it's assumed FCC ruling will be applicable to all.

Booster operators went to Court of Appeals March 5, their counsel including Richard Pelz, asst. to Rep. Don Magnuson (D-Wash.), no kin to the Senator. After 20 minutes of argument, with FCC represented by its litigation chief Richard Solomon, Judges Prettyman & Danaher ordered the Commission decision stayed; Bastian dissented. Thus, operators will continue until court renders decision on merits of case -- and court hearing isn't until first week in May.

Court was careful not to encourage booster operators, meanwhile, because its order granting the stay said: "This order is not to be construed as an expression or intimation of opinion of this court with respect to the legality of 'booster' operations." In fact court had FCC lawyers submit draft of the order.

\* \* \* \*

Few observers think FCC won't win ultimately. Nevertheless, even fewer think Commission would dare knock operators off air until it provides substitute service, such as the uhf translators it has proposed (Vol. 11:52, 12:2).

Emotions have risen to feverish pitch in Northwest, meanwhile, where those



descendents of pioneers say they'll be damned if they'll let a lot of Washington bureaucrats cut off their TV service. There have been mass meetings, bonfires, impassioned speeches and newspaper editorials, letters to Congressmen. Even Sen. Magnuson, defender of boosters, who has kept FCC from getting too tough, is blamed by some bitter citizens for having "sold out to the Whitney interests." (John Hay Whitney investment firm holds interests in several Washington community systems, which had been welcomed warmly before boosters came along -- as indicated by fact that thousands subscribe to community services there.)

Community operators have been treading cautiously. At first hailed because they brought service where none existed, they're now being castigated as villains behind FCC actions. Community operators' position is that they can serve some towns while translators and similar low-power devices are tailored for others.

Several comments in translator rule-making have been filed, meanwhile -- all favorable. Jerrold Electronics backed its combination translator-cable proposal (Vol. 12:9) with formal pleading. KIMA-TV, Yakima, Wash. (Ch. 29), which operates several regular satellites, favors translators but urged they be permitted only in areas not within Grade A or B contours of existing or future stations. Radio KRXL, Roseburg, Ore. filed recommendation similar to Jerrold's, pointed to value of uhf frequencies for a low-cost relay service to distant communities. KFXJ-TV, Grand Junction, Colo. (Ch. 5) endorsed translators as well as on-channel boosters for filling shadows within stations' normal coverage areas. Unauthorized booster operator C.J. Community Services Inc., Bridgeport, Wash. (which won stay of FCC decision, see above) asks for vhf translators as well as uhf.

**THE YANKEE (TV) INVASION OF BRITAIN:** Just about every appraisal of British TV since commercial programs started last Sept., most notably the self-appraisals, bears out our observations that the British audience likes what the Americans do, by and large, and our prediction that TV advertising would neither offend nor fail (Vol. 10:45, et seq). Somewhat cynical, but quite realistic so far as recognizing the popular acceptance of sponsored TV is concerned, is article by Bernard Hollowood in March 10 Saturday Review, titled "Crime, Giveaways, and Sponsors."

He's TV-radio critic of Punch -- a not too harsh critic, trying assiduously to be fair, but veddy, veddy, uppity British in his condescension towards both NBC & ITA. Especially does he eye, somewhat dubiously, their "kaleidoscopic plethora of American TV films, quiz programs and double-your-money brawls."

On commercial ITA, he lists Gun Law, Dragnet, I Love Lucy, Inner Sanctum, My Hero, Roy Rogers, Liberace, Hopalong Cassidy, Lassie, Double Your Money, Take Your Pick -- but he has to admit that commercial TV "has made an excellent start with the public" and that it has made "telly" the "No. 1 topic of conversation in trains and busses." On non-commercial BBC, jogged now out of a tendency to complacency and eager to hold audience that admittedly is being lost to the parvenu commercial services, he lists This Is Your Life, I Married Joan, Burns & Allen Show and "a new set of parlor games" -- latter unnamed, but presumably meaning such as What's My Line?

It's a free country with a free press, and everybody is entitled to his opinion -- with the majority obviously deciding. Thus Lord Beaverbrook's London Express, from the start a vociferous and bitter opponent of commercial TV, had to show in its own public opinion poll 52% favoring commercial TV, 22% for the BBC monopoly, 26% no preference -- impelling the March 1 Daily Sketch to accuse it of being out of touch with public desires and of having conducted an "unscrupulous" and "sour grapes" campaign because it had missed out on being one of the ITA program contractors.

As for American advertising influence, it's undoubtedly there -- though our own observations during quite a few trips to Britain were that they can show us aces & spades when it comes to hard-sell and blatant advertising via the older media, especially theatre-screen advertising. [For list of top London TV agencies, see p. 8.]

Note: Looks like a Canadian publisher-broadcaster, Roy Thomson, who also publishes the Glasgow Scotsman, may be one of upcoming Scottish commercial station's contractors; as of now, there are ITA stations only in the London & Birmingham areas.



**“GRAND REAPPRAISAL”** of allocations begins at FCC March 13, as Commission sits down with staff to consider all known alternatives—deintermixture, vhf squeeze-ins, all-uhf allocation, acquisition of more vhf channels from military, FM or other services, etc.

No clear majority for any change is discernible at Commission level. If one were forced to place a bet, “status quo” is still the favorite, with squeeze-ins probably next.

No good guess can be made as to how long reconsideration will take. It also depends on direction Commission moves. If it’s “status quo,” matter can be cleaned up almost immediately. If changes are proposed, some could take years to effectuate. If Commission votes for change, staff goes to work again, drafting proposal in conformance with new plan.

\* \* \* \*

End of allocations and uhf hearings by Senate Commerce Committee are in sight, with 13 witnesses due to testify March 14-16 and networks due March 26-28. Other phases of inquiry, including fee TV, network problems, etc., are scheduled for public hearing in mid-April. There were no hearings this week.

Meanwhile, the UHF Industry Coordinating Committee—a prime participant in current hearings and the 1954 Potter subcommittee hearings—announced new officers and pledged “a vigorous and determined fight on all fronts to insure the great future possible in an all-channel TV system.” Following resignation of charter officers, chairman Harold Thoms and vice-chairman Fred Weber, executive committee named John G. Johnston, WTOB-TV, Winston-Salem (Ch. 26) and John W. English, WNAO-TV, Raleigh (Ch. 28) & WSEE, Erie (Ch. 35) to the top posts.

Tentative witness lineup for next week: March 14—John Engelbrecht, WTVK, Knoxville (Ch. 26); S. A. Cisler, radio KEAR, San Francisco; Benito Gaguine, WKOW-TV, Madison, Wis. (Ch. 27); John H. DeWitt Jr., WSM-TV, Nashville (Ch. 4); Paul W. Morency, radio WTIC, Hartford; Dr. Elmer W. Engstrom, RCA. March 15—Paul Bartlett, grantee KFRE-TV, Fresno, Cal. (Ch. 12); Arthur Scharfeld, for grantee WISC-TV, Madison, Wis. (Ch. 3); John J. Gunther, Americans for Democratic Action; Irving Ferman, American Civil Liberties Union; Andrew J. Biemiller, AFL-CIO. March 16—H. Leslie Hoffman, pres., RETMA.

FCC appropriation of \$7,800,000 for next year—\$930,000 more than last year’s but \$50,000 under Budget Bureau’s request—was voted by House this week. House appropriations subcommittee said increase was to reduce application backlog in TV, radio and safety-&-special services. At same time, subcommittee cut funds for administrative personnel in FCC’s 6 regional field offices, claimed district offices can do the work. Network study group was voted \$141,000, as recommended by Budget Bureau, up from last year’s \$80,000.

FCC’s network study group, headed by U of Cincinnati law school dean Roscoe Barrow, finds itself in center of more and more controversies as time goes on. Already visited by stations with grievances, it plans field trips to stations of various sizes for on-the-spot observations. Five major TV film companies have joined forces to protest network practices to FCC group. They’re Screen Gems, Ziv, TPA, Guild Films, Official Films. CBS affiliates represented by CBS-TV Spot Sales, other than stations owned by CBS, are preparing to go to Commission group to defend right to keep CBS representation.

**FCC WAS SUSTAINED** by Court of Appeals again this week, when court refused to grant stay of Miami Ch. 7 grant to Cox-Knight-Trammell group which had been requested by uhfs WGBS-TV (Ch. 23) and WITV (Ch. 17). Court is consistently holding that FCC has discretion to make such grants in deintermixture cases. Court also declined to stay Commission decision granting permission to Galveston’s KGUL-TV (Ch. 11) to move closer to Houston.

One of the oldest protest cases came to head as Commission issued final decision turning down 2-year-old efforts of uhfs WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville, S. C. (Ch. 23) to keep grantee WSPA-TV, Spartanburg (Ch. 7) from building on Paris Mt.—6 mi. from Greenville, 34 mi. from Anderson. Commission concluded uhfs hadn’t convinced it they’d suffer economic loss if WSPA-TV starts. Comr. Bartley dissented, saying he didn’t see how WSPA-TV operation at Paris Mt. would serve public interest. Uhfs plan court appeal.

Issue of comparative coverage was cautiously inserted in Cheboygan, Mich. Ch. 4 hearing this week—unusual action by Commission which has been extremely reluctant to allow coverage issues in hearings. Midwestern Broadcasting Co., which has same ownership as WPBN-TV, Traverse City, Mich. (Ch. 7), proposes 21.3 kw, 652 ft. above average terrain, whereas radio WCBY is asking for 1.29 kw and 281 ft. Commission said differences between applications are usually great and:

“We note particularly that measurements have been made by means of which [Midwestern] appears to have been able to substantiate with some accuracy its prediction of the locations of [Midwestern’s & WCBY’s] A & B contours.” But FCC cautioned: “Our ruling does not constitute a prejudgment as to the admissibility of evidence that may be offered at the hearing, the weight to be given to it, or the decisional significance of any finding that ultimately may be made with respect to coverage differences.”

\* \* \* \*

CPs are due shortly in Caguas, P. R. and Caribou, Me. In Caguas, initial decision for Ch. 11, in favor of WKVM, San Juan, was issued after dismissal with prejudice of application of Supreme Broadcasting Co. (WJMR-TV, New Orleans). In Caribou, Ch. 8 applicant Elson TV Co. dismissed upon payment of \$3150 by WAGM, Presque Isle, which is now clear for grant.

Application for Ch. 8 in Guam was filed by KUAM this week, immediately after FCC allocated Ch. 8, as requested by station. Commission added Ch. 10 for good measure.

Station it’s a prospective applicant for Springfield, Ill., WCIA, Champaign-Urbana (Ch. 3) asked assignment of Ch. 39, to city, with Ch. 49 to be substituted for Ch. 53 in Lincoln, Ill.

Microwave applications for community antenna systems: (1) Three-channel link to feed Denver stations to Sterling, Colo. and Sidney & Kimball, Neb., filed by Collier Electric Co., operator of systems in Sterling & Sidney. Existing community systems would pay \$770 per month per channel; new systems \$500. (2) First microwave in East is sought by Service Electric Co., system operator in Mahanoy City, Pa., proposing to bring signals of WABD, N. Y. to Danville, Milton & Lewisburg, Pa. Proposed rate is \$800 per month.



**Personal Notes:** Philip G. Lasky, gen. mgr. of KPIX, San Francisco, named executive in charge of all west coast operations for Westinghouse Broadcasting Co. Alexander W. Dannenbaum Jr., newly named national sales mgr. of Westinghouse stations, succeeding Eldon Campbell, resigned, has named Ewart M. Blain as WBC midwest TV-radio sales mgr., headquartering in Chicago office of Free & Peters; Blain succeeds George Tons, named national sales mgr. of WBC's KDKA-TV, Pittsburgh. John B. (Steve) Conley leaves managership of Westinghouse's radio KEX, Portland, to become asst. to pres. Don McGannon on special projects, is succeeded at KEX by Herbert L. Bachman, ex-KPIX . . . Martin Codel, publisher of *Television Digest*, and Mrs. Codel leave March 17 on month's trip to Europe . . . Neville Miller, Washington TV-radio attorney and ex-pres. of old NAB, and Mrs. Miller announce engagement of their daughter Mary Welman to Samuel A. Lawrence, son of Rev. & Mrs. W. Appleton Lawrence, Springfield, Mass.; Miss Miller, 1955 Vassar graduate, is presently with Voice of America, and Mr. Lawrence, 1950 Harvard graduate, is with Bureau of Budget . . . Cecil Underwood, ex-ABC v.p. now managing director of Hal Roach Studios, heads 4 new separate creative units set up to service accounts using its studio facilities . . . Gordon Gray, v.p.-gen. mgr. of WOR-TV & WOR, and ABC-TV v.p. Robert F. Lewine named honorary chairmen for National Sunday School Week April 9-15, sponsored by Laymen's National Committee . . . Wade Barnes, ex-General Teleradio, named gen. sales mgr., Bonded TV Film Service . . . Wm. Gargan Jr., son of the noted actor, joins Teleprompter Corp. as sales mgr. of Hollywood office . . . George B. Morgan, ex-KGGM-TV, Albuquerque & KXLY-TV, Spokane, named sales mgr. of KHOL-TV, Kearney, Neb., succeeding the late A. B. McPhillamy . . . Jack Murphy, ex-KPHO-TV, Phoenix, named program director of KOOL-TV, same city . . . Ron Freeman promoted to gen. mgr., Robert Lee to operations mgr., KVVG, Tulare, Cal. . . . Andy Coscia, ex-Guild Films, named asst. to Martin Robinson, v.p. of Matty Fox's Western TV Corp. . . . Justin A. Cassidy, ex-radio WSBT, South Bend, named sales service mgr. of WBBM-TV, Chicago, succeeding Harry Coon, now an account exec. . . . John Connors promoted to mgr. of expanded adv. & promotion dept., KLZ-TV & KLZ, Denver, replacing Harold Storm, resigned . . . Eugene M. Halliday, with Salt Lake City's KSL-TV & KSL for 22 years, most recently as gen. mgr. for radio, named v.p. & director of new service dept. for TV & radio; Clayton L. Perkins named his asst. . . . James Theiss, ex-Forjoe and Benton & Bowles, joins reps Hoag-Blair, N. Y. . . . John H. Brock promoted to sales mgr., WBTW, Florence, S. C. . . . Edward M. Gilman, ex-Dephoure Studios, Boston, named technical supervisor of special film projects, WNAC-TV, Boston . . . Norman Knight, exec. v.p. & gen. mgr. of Yankee div., RKO Teleradio Pictures Inc., picked by Boston Junior Chamber of Commerce for its "outstanding young man of the year" award . . . Hunt Stromberg Jr., KABC-TV program director, named exec. director of ABC-TV western div.

Carleton D. Smith, NBC v.p. & gen. mgr. of its WRC-TV & WRC, Washington, won trip to Europe with his wife, and his staffers won individual prizes, in owned-&-managed station competition just concluded. "Distinguished leadership awards" were in recognition of community services—notably *Our Beautiful Potomac* series, exposing pollution of that river; *Y.O.U.—Years of Usefulness*, on problems of old people; *Freedom Tours*, documentaries; *The Invader*, film on social diseases.

American Assn. of Advertising Agencies holds next annual convention at Greenbrier, White Sulphur Springs, April 26-28.

**ADVERTISING AGENCIES:** Roy Winsor resigns as Biow TV-radio v.p. to form own production firm, taking over Whitehall Pharmacal's *Love of Life & Secret Storm* and Procter & Gamble's *Search for Tomorrow*, accounts he handled at Biow . . . Channing M. Hadlock, ex-Cunningham & Walsh & NBC, named TV-radio director, Rose-Martin Inc. . . . Bud Gammon, ex-Biow & N. W. Ayer (*Plymouth News Caravan*), joins Fuller & Smith & Ross, N. Y., as director of live TV commercials for *Alcoa Hour* . . . W. Barry McCarthy, supervisor of GE's institutional accounts for BBDO, N. Y., elected a v.p., as were copy group head Arthur C. Kammerman (Armstrong Cork, First National City Bank of N. Y., International Salt Co.) and Edgar L. Weibrecht, supervisor of Goodrich account in Cleveland office . . . James T. Kelley, supervisor of Schlitz TV account at Lennen & Newell, to have same functions at J. Walter Thompson, now handling Schlitz . . . Emmett C. McGaughey, exec. v.p. in charge of west coast operations of Erwin, Wasey & Co., elected exec. v.p. & director of parent company . . . Tom Tausig, ex-Young & Rubicam & WTOP-TV, Washington, joins Cunningham & Walsh TV-radio dept. in charge of Folger Coffee account . . . Bradley H. Roberts, ex-WLOS-TV & WLOS, Asheville, N. C., joins Compton Adv., Chicago . . . Edwin S. Reynolds resigns as TV-radio director, Fletcher D. Richards Adv. (U. S. Rubber Co.) . . . S. James Andrews, ex-Maxon, joins Dan B. Miner Co., Los Angeles, as assoc. TV-radio director . . . Ben Laitin, ex-Cecil & Presbrey v.p., appointed v.p. of Grey Adv., N. Y. . . . Alexander Cantwell promoted to head of live production, TV-radio dept., BBDO; dept. v.p. Robert L. Foreman also announces appointment of Peter Hanson as business mgr., transfer of Donald M. Rowe to Hollywood office as production supervisor.

Overseas Press Club nominees for 1955 awards, to be presented at dinner April 3 at Sheraton Astor Hotel, N. Y.; for best press reporting from abroad, Wm. Downs & David Schoenbrun (CBS), Merrill Mueller & John Rich (NBC), Edward P. Morgan (ABC); best TV reporting of foreign affairs, Richard C. Hottel & Edward R. Murrow (CBS), Irving R. Levine (NBC), Quincy Howe (ABC), Dorothy Fuldeim (WEWS, Cleveland); best reporting originating in U.S. or U.N. on world affairs, John Daly (ABC); best radio interpretation of foreign affairs, Eric Sevareid & Howard K. Smith (CBS), Martin Agronsky (ABC), Joseph C. Harsch (NBC), Cecil Brown (MBS); George Polk Memorial Award for reporting requiring exceptional courage & enterprise abroad, Arthur Bonner (CBS cameraman).

J. H. Whitney partner Wm. H. Jackson, recently named asst. to President Eisenhower (Vol. 12:7), will exchange his 15% interest in firm for 10% common and 10% preferred stock of KOTV, Tulsa (Ch. 6), of which he's chairman. According to application filed with FCC this week, Whitney interests will retain 90% of station.

Among winners of Philadelphia Press Photographers Assn. awards for 1955: LeRoy Bell, WRCV-TV, best film feature of year, a 60-sec. report on frenzied, last-minute rush to compute and file income tax returns; Harold Hodgeman, CBS News, straight news coverage; Bill Wilson, Tel-Ra, new features.

First local TV-radio station group to have own full-time executive director is believed to be Philadelphia Radio & Television Broadcasters Assn., which has named Austin Marshall, ex-N. Y. adman and radio producer, to the post; his headquarters are 215 So. Broad St.

Rod MacLeish, news director of WBZ-WBZA, Boston-Springfield, has written a novelette based on 1955 New England floods, which he has sold to *Saturday Evening Post* (for \$2750) with movie rights to MGM (for \$35,000).

Television Bureau of Advertising reports 193 members as of Feb. 28—180 stations, 3 networks, 10 station reps.



**Telecasting Notes:** Movie folks are fighting over TV again: Is it now hurting or helping the boxoffice? Consider these 2 headlines in same (March 5) issue of *Film Daily*: "TV Sending Public to Theatres—Wald," and "27.1% of 19,200 U. S. Theatres in the Red." First story quotes Columbia Pictures exec. v.p. Jerry Wald as saying people are going to the movies in droves "to get away from the plethora of one-minute spots, supercharged and mind-splitting appeals to phone now, and the general timidity in subject matter engendered by commercial sponsorship." Latter story is based on statistical presentation by Council of Motion Picture Organizations in preparation for asking Congress for another subsidy for the theatre business by eliminating tax on admissions . . . Biggest dispute among movie people involves film clips shown on TV—whether they hurt or help. Screen Directors Guild pres. George Sidney says they hurt: "Instead of selling tickets, they keep prospective patrons from buying them." But he doesn't propose that the movies give up their free ride on TV—instead, he suggests more TV appearances by stars and others connected with films, to make direct pitches for their movies without showing any scenes . . . Movies have met challenge of TV with good pictures, and the future looks better than ever, AB-PT pres. Leonard Goldenson is quoted in *Hollywood Daily Variety* interview. Same publication reports United Paramount has closed 3 of its first-run theatres and 5 neighborhood houses in Minneapolis—"and TV generally is credited with causing [it] to decrease its holdings" . . . More TV plays sold to movies: "The Day They Gave Babies Away," originally presented on CBS-TV's *Climax*, will be Walter Wanger's second production for RKO release; Universal has bought Edwin Blum's "The Eyes of Father Tomasino," presented on TV last Sept.; MGM has bought "Return to Johnny Burro" & "The Power & the Prize," Warner Bros. "A Case of Identity," Hecht-Lancaster "Tall Dark Man," and a British company "The Wind Cannot Read"—the latter 5 all originally produced on NBC-TV's *Robert Montgomery Presents* . . . MGM has placed value of \$110,000,000 on its pre-1948 backlog of 800 silent features,

1000 talkies and 1100 sound shorts—but is reported by *Variety's* George Rosen March 7 as willing to "rent" an initial group to TV for \$25,000,000. Fact that 3000 features should be available to TV soon prompts Rosen to speculate just where these films can be slotted—and he predicts "big battle between stations vs. networks." Film market will be glutted, he points out, and stations will be able to pick-&-choose top-ranking films. Will they try to "recapture" time from networks for more profitable locally sponsored feature film shows? . . . First batch of Warner Bros. pictures is due to be available to TV in about 4 months from PRM Inc. (Vol. 12:9) but won't include more than 104 titles, according to Associated Artists pres. Eliot Hyman, who controls distribution . . . Titles in RKO Teleradio's "Finest 52" film package, up for national sponsorship, include: "Bachelor & the Bobby-Soxer," "Citizen Kane," "Enchanted Cottage," "Experiment Perilous," "Fallen Sparrow," "Gunga Din," "The Informer," "I Remember Mama," "Magnificent Ambersons," "Mary of Scotland," "Mr. Blandings Builds His Dream House," "Murder, My Sweet," "None But the Lonely Heart," "Rachael & the Stranger," "Sinbad the Sailor," "Stage Door," "Suspicion," "Till the End of Time," "The Window" . . . First RKO-produced TV film series will be 5-day-a-week 30-min. color series, *Bozo & His Friends*, starring Jim Chapin of Capitol Records Bozo series; each film will run 22 min. to permit specially tailored locally produced live segments. General Teleradio, which is distributing series, has acquired all distribution and merchandising rights to Bozo the Clown . . . Animated commercials will be made by combined Famous Studios (Paramount subsidiary) and DuMont Broadcasting operations in New York, with Alan Hartman, ex-RKO-Pathe, hired as gen. sales mgr. for the operations; CBS, too, reported considering moving into commercial animation field through its wholly-owned Terrytoons subsidiary, which is still producing theatrical cartoons for 20th Century-Fox . . . Harvard slated to be "star" of 90-min. live *Omnibus* show March 25, exploring role of modern university in American life.

"Territorial exclusivity" rule applying to film distribution as well as to networking was requested by WMUR-TV, Manchester, N. H. (Ch. 9) in petition filed with FCC this week. As example of problem, v.p.-gen. mgr. Norman A. Gittleson's affidavit stated that Harvard Brewing Co., Lowell, Mass., wanted to sponsor *Victory at Sea* on his station but was precluded from doing so because contract between WNAC-TV, Boston and distributor NBC film div. gave WNAC-TV exclusive use of film within 75 mi. of Boston. On other hand, WMUR-TV stated, film was supplied to WJAR-TV, Providence, only 44 mi. from Boston—on grounds that Boston and Providence are considered separate markets while Manchester is regarded as within Boston area. Text of proposed rule: "No license shall be granted to a TV broadcast station having any contract, arrangement, or understanding, expressed or implied, with a supplier of films for TV stations which prevents or hinders another broadcasting station, located in a different community, from broadcasting any programs of said supplier of films. As employed in this paragraph, the word 'community' is defined as the community specified in the instrument of authorization as the location of the station." Counsel for WMUR-TV are Miller & Schroeder.

"Television Agreements" titles 54p. book just published by Practising Law Institute, 20 Vesey St., New York 27, embracing 2 recent panel discussions—one on "agreements with performers" in which participants were George A. Elber, of Davis & Gilbert; W. Spencer Harrison, CBS legal v.p.; Henry Jaffe, Jaffe & Jaffe; Jack Katz, counsel General Amusement Corp. Other is on "package agreements," with Robert A. Dreyer, DuMont gen. counsel; Michael Halperin, Wilzin & Halperin; James R. Schule, Tompkins, Boal & Tompkins; Leonard H. Steibel, Smith & Steibel. Edited by David M. Solinger, volume is available at \$3.50.

Govt. won't appeal adverse decision of last Dec. by Los Angeles Federal Court in its 1952 "16mm" films-to-TV suit, Attorney General Brownell announced this week. Judge had ruled that refusal by majors to sell to TV was neither unreasonable restraint of trade nor a boycott (Vol. 11:50). Brownell said that since 5 of original defendants in suit now have made 1800 features available to TV and others are reported negotiating for TV sale, "no practical purpose" could be served by appeal.

Tepeyac Studios, Calzada de Ticoman 159, Colonia Linda Vista, Mexico City, hitherto leasing to independent American and Mexican movie producers, is now making pitch for TV production business—reported by consultant Howard Chernoff to have one of the most modern plants in North America. Its exec. pres. is Theodore Gildred, of San Diego.

Asst. Attorney General Stanley N. Barnes, who has headed Justice Dept. anti-trust div. since 1953 and figured prominently in TV-electronics anti-trust cases, was nominated this week by President Eisenhower to be U. S. Circuit Judge for 9th Circuit, embracing 7 far western states.

Complete closed-circuit TV system has been sold by General Precision Laboratory to Skidmore College for use in TV course by drama dept.



**Station Accounts:** Montgomery Ward, which had virtually excluded TV from its ad budgets, plans to use spot TV in about 50 markets this year as an "experiment," pres. John A. Barr told Inland Daily Press Assn. last week. The giant merchandising chain has increased its total 1956 ad budget to record \$18,000,000, he said. Company reportedly spent about \$14,000,000 last year, \$8,000,000 in 1954 . . . New product campaigns: Johnson & Johnson, for "First Aid Cream," thru Young & Rubicam; Glamur Products, for "Easy Glamur" upholstery cleaner, thru Rockmore Inc., N. Y. . . . Krylon Inc., Norristown, Pa., to use TV spots in more than 60 markets to promote its spray coatings & enamels, thru J. Robert Mendte Inc., Philadelphia . . . Flotill Products Inc., Stockton, Cal., said to be world's largest tomato cannery, plans extensive spot campaign for its "Tasti-Diet" low-calorie foods, thru Biow . . . John Wanamaker, leading Philadelphia dept. store, to sponsor *Window*, 5-min. homemaking program, on WRCV-TV starting March 19, Mon.-Tue.-Thu.-Fri. 2:55-3 p.m. & Wed. 2:25-2:30 p.m., thru Richard A. Foley Adv., Philadelphia . . . P. Lorillard Co. to use big spot campaign for its Old Gold Filter King cigarettes, with theme "The Perfect Marriage Between a Great New Filter and a Great Modern Blend," thru Young & Rubicam . . . Among advertisers currently reported using or preparing to use TV station time: M. Hoffman & Co., Boston (Dubbleware work clothes), thru Alfred Black Co., Boston; Safeway Stores Inc., Oakland, Cal. (Captain's Choice frozen seafood), thru Brooke, Smith, French & Dorrance, San Francisco; Drug Research Corp., N. Y. (Sustamin 2-12), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Chemaway Corp., Chicago (cosmetics), thru Dancer-Fitzgerald-Sample, N. Y.; Lee Ltd., Beverly Hills, Cal. (Sof-Set No Lac hair spray), thru Foote, Cone & Belding, Hollywood; Loma Linda Food Co., Arlington, Cal. (Gravy Quik), thru Elwood J. Robinson Adv., Los Angeles; Boyer International Labs, Chicago (H-A hair arranger), thru Schwimmer & Scott, Chicago; Phillips Aviation Co., Pasadena, Cal. (electric monorail toys), thru West-Marquis Adv., Los Angeles; Wasatch Chemical Co., Salt Lake City (Morgro garden products), thru Robert B. Ward Co., Salt Lake City.

Rate increases: WISH-TV, Indianapolis, April 1 raises base hour from \$1000 to \$1200, min. \$200 to \$250. WHBF-TV, Rock Island, Ill. raises base hour from \$700 to \$800, min. \$140 to \$170. WHO-TV, Des Moines, adds Class AA hour (5:59-9:31 p.m. daily) at \$700, min. at \$150, Class A hour remaining \$650. WGBI-TV, Scranton, Pa. adds Class AA hour (8-10:30 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. KHQA-TV, Hannibal, Mo. raises base hour from \$250 to \$300, min. \$50 to \$60. KBOI-TV, Boise, Ida. raises base hour from \$150 to \$200, min. \$30 to \$50. WLEX-TV, Lexington, Ky. raises base hour from \$165 to \$190, min. \$27.50 to \$31. Spot increase: WTOP-TV, Washington, Class AA min. from \$300 to \$375.

Approximately \$5,600,000 was spent on commercial TV time on the London station during 1955—i.e., from time sponsorship began Sept. 22 to end of year. Top agencies and their expenditures (note U.S. names): J. Walter Thompson, \$201,286; S. H. Benson, \$173,160; Colman, Prentis & Varley, \$99,327; Lintas, \$84,636; Masius & Ferguson, \$78,470; Service Adv., \$74,774; Immedia, \$71,974; McCann-Erickson, \$61,043; Crawfords, \$59,738; Erwin, Wasey, \$50,915; Young & Rubicam, \$47,488; Foote, Cone & Belding, \$46,774.

All major sports enjoyed increases in attendance last year, first time since rise of TV, according to survey by *Morning Telegraph* and *Daily Racing Form*, 525 W. 52nd St., N. Y.—with racing the No. 1 spectator sport, its 50,473,402 attendance far ahead of baseball.

**Network Accounts:** "No summer hiatus" policy of networks this summer will prove to be real boon to advertisers because of increased sets-in-use resulting from political conventions, says March 5 *Sponsor Magazine*. It asserts advertiser himself, more than the networks, killed summer hiatus. "The new policy has merely made official the existing realities of network TV advertising, the heavy demand for time, the awareness that selling is a full-time job, the savings available in 52-week discounts, re-runs and summer replacements." Note: Pontiac this week asked NBC-TV for summer hiatus on *Playwrights '56*, planning to resume show this fall; network hasn't replied yet . . . Bristol-Myers & Singer Sewing Machine Co. to be alt. sponsors of first 30 min. of *Playhouse 90* on CBS-TV starting Oct. 1, Thu. 9:30-11 p.m., thru Young & Rubicam . . . American Chicle Co. (Dentyne gum) to be alt. sponsor (with American Home Products of *Ozark Jubilee* on ABC-TV starting March 10, Sat. 7:30-9 p.m., thru Ted Bates . . . General Foods to sponsor one-shot *Highlights of the Greatest Show on Earth*, preview of Ringling Bros. and Barnum & Bailey Circus of 1956, on CBS-TV April 3, Tue. 7:30-8:30 p.m., thru Benton & Bowles; it pre-empts *Name That Tune* and *Phil Silvers Show* . . . John H. Breck Inc. (shampoo) to buy 4 partic. a week on *Afternoon Film Festival* on ABC-TV, Mon.-thru-Fri. 3-5 p.m., and *Famous Film Festival*, Sun. 7:30-9 p.m., thru H. B. Humphrey, Alley & Richards Adv., Boston . . . Mobile Homes buys series of partic. on *Famous Film Festival* on ABC-TV starting April 15, Sun. 7:30-9 p.m., thru J. Walter Thompson . . . Plastone Co. (Turtle Wax auto polish) buys 8 partic. on NBC-TV's *Tonight* in June, Mon.-thru-Fri. 11:30 p.m.-1 a.m., thru W. B. Doner . . . L. E. Waterman Pen Co. Ltd. & Ayer's Ltd. to sponsor *Billy O'Connor Show* on CBS-TV starting March 17, Sat. 11:10-11:30 p.m. . . . Procter & Gamble to drop *Love Story* on CBS-TV, Mon.-thru-Fri. 1:30-2 p.m., and *On Your Account* on CBS-TV, Mon.-thru-Fri. 4:30-5 p.m., in favor of 2 new unidentified drama series, thru Benton & Bowles . . . NBC-TV's *Queen for a Day*, Mon.-thru-Fri. 4:30-5 p.m., has racked up \$2,900,000 in new business in last 3 weeks; program is 90% sold out, latest sponsor being Sandura Co. (Sandran floor coverings), thru Hicks & Greist . . . Smith, Kline & French's next *March of Medicine* program will be "The Lengthening Span" on NBC-TV Sun. April 1, 10:30-11 a. m.

Baseball sponsorships announced this week: Carling Beer & Standard Oil of Ohio, for 60 Cleveland Indians games on WEWS, Cleveland, thru Lang, Fisher & Stashower & McCann-Erickson; National Bohemian Beer, 37 Baltimore Orioles games on WAAM, thru W. B. Doner; Washington Gas Light Co., for *Dugout Chatter* preceding 54 Washington Senators games on WTTG, thru Kal, Ehrlich & Merrick (games are sponsored by National Bohemian).

Institutional spectaculars reportedly planned by NBC-TV: GM-sponsored 90-min. show featuring dedication of company's new technical center in Detroit, May 20 in time usually occupied by GM's *Wide Wide World*; Anacoda Copper-sponsored documentary next winter marking opening of company's "atom train" cross-country tour.

NCAA football game-of-the-week telecasts will be on NBC-TV again this year, as expected. Price of rights wasn't disclosed, but reportedly it was more than the \$1,250,000 paid last year. Schedule includes 8 games on national basis, 5 on regional hookups.

New rep offices: Petry moves Detroit office to Penobscot Bldg. (Woodward 3-0125). Hollingbery Atlanta office moves to 134 Peachtree St. NW (Lamar 5710).



**N**EXT 2 STATIONS due on air are WDMJ-TV, Marquette, Mich. (Ch. 6) now planning March 20 test patterns, April 15 CBS programming and KETA, Oklahoma City (Ch. 13, educational), which hopes to start about March 15. There are no others scheduled for March, but planning April debuts are: WRVA-TV, Richmond, Va. (Ch. 12); WAST, Haganan, N. Y. (Ch. 29); WITI-TV, Milwaukee-Whitefish Bay (Ch. 6); KDWI-TV, Tucson, Ariz. (Ch. 9); KSHO-TV, Las Vegas, Nev. (Ch. 13). Planning May starts: KFRE-TV, Fresno, Cal. (Ch. 12); WDAM-TV, Hattiesburg, Miss. (Ch. 9); WAIQ, Andalusia, Ala. (Ch. 2, educational); KOKE, El Paso, Tex. (Ch. 13); KREX, Montrose, Colo. (Ch. 10).

Equipment shipments reported this week: By RCA—5-kw transmitter to upcoming KSLE, Monroe, La. (Ch. 13, educational), which hasn't set target; 10-kw driver to replace 5-kw that WJAC-TV, Johnstown, Pa. (Ch. 6) has been using for 25-kw transmitter. By DuMont—5-kw amplifier to CFCM-TV, Quebec City, Que. (Ch. 4), planning boost to 12.65-kw ERP; also orders for 25-kw units from DuMont's own WTTG, Washington (Ch. 5) and WABD, New York (Ch. 5).

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

WAIQ, Andalusia, Ala. (Ch. 2, educational) has changed target to May 15, writes R. D. Hurlbert, pres. of Alabama Educational Television Commission. Construction of 500-ft. tower purchased from Tower Structures Inc. begins this month, with 4-bay GE antenna scheduled for installation in March. Transmitter house on Mervillis Mill Rd. also is to be ready in March for 35-kw GE transmitter. It will be third educational outlet operated by group, joining WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10) to form state network.

WBIR-TV, Knoxville, Tenn. (Ch. 10), granted last Jan. 11, plans July 15 test patterns, Aug. 1 programming, reports v.p. & 30% owner Gilmore Nunn, who also owns 51% of radio WLAP, Lexington and 15% of WCMI, Ashland, both Ky. It has RCA transmitter due in mid-June, will use 704-ft. Ideco tower. Also holding 30% interest are Hulbert Taft newspaper family, operators of WKRC-TV, Cincinnati & WTVN-TV, Columbus, and Robert L. & Martha Ashe. It will be city's 3rd TV—WATE (Ch. 6)

A. L. Glasmann family's acquisition of TV & radio properties of Frank C. Carman-Grant R. Wrathall interests for over \$880,000 (Vol. 12:6), as approved this week by FCC: (1) KUTV, Salt Lake City (Ch. 2) was sold for \$683,333 to *Ogden Standard Examiner* (Glasmann), which got 51%; *Salt Lake Tribune* (J. F. Fitzpatrick, pres.), 35%; George C. Hatch (Glasmann's son-in-law) and wife, 14%. (2) KLIX-TV, Twin Falls, Ida. (Ch. 11) with KLIX, sold for \$95,598 to The KLIX Corp., controlled by 2 Glasmann firms. (3) Radio KGEM, Boise, Ida. sold for \$64,356 to Glasmann's Ogden (Utah) radio station KLO. (4) Two-thirds of radio KOPR, Butte, Mont. sold for \$40,000 to Salt Lake City radio KALL, owned by Mr. & Mrs. Hatch— $\frac{1}{3}$  retained by C. L. Crist, who has agreed to sell his interest for \$17,500 to KOPR mgr. Ed Cooney. Not involved are Carman & Wrathall interests in Idaho radios KIFI, Idaho Falls & KWIK, Pocatello, both to be sold to J. Robb Brady Trust. Carman retains radio KLIB, Salt Lake City (formerly KUTA), of which he became sole owner last year by paying \$150,000 for 62 $\frac{1}{2}$ % held by Wrathall and E. O. Powers (Vol. 11:31). Wrathall remains owner of KPOO, San Francisco.

& WTVK (Ch. 26) having started in Oct. 1953. Rep not chosen.

WKNO-TV, Memphis (Ch. 10, educational) hasn't more specific target as yet than "first part of 1956," writes Julian B. Bondurant, pres. of Memphis Community Television Foundation. GE transmitter, obtained with help of WMCT donations, was installed last month in transmitter house nearing completion at Macon & Charles Bryan Rd. It will use RCA antenna on 600-ft. Andrews tower, for which delivery date hasn't been set. Studios will be at 268 Jefferson St., in building donated by Memphis Board of Education.

KFRE-TV, Fresno, Cal. (Ch. 12) plans May 1 test patterns, June start as CBS basic, reports pres. Paul R. Bartlett. It will be 4th outlet in area already getting service from local uhf stations KJEO & KMJ-TV and KVVG, Tulare. GE 10-kw transmitter is scheduled for installation March 15, with 3-section directionalized Alford antenna due April 10 on 188-ft. Stainless tower. Base rate not set. Rep will be Blair.

KOKE, El Paso, Tex. (Ch. 13), often delayed, now plans May 1 test patterns, reports Gordon McLendon, of McLendon Investment Corp. (formerly Trinity Bcstg. Corp.) which also operates radios KLIF, Dallas; KERP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. It plans May 15 commercial debut, specializing in Spanish-language programming. It's still awaiting delivery of 5-kw Standard Electronics transmitter being reconditioned to air-cooling at factory. GE 6-bay antenna on 324-ft. Aerial tower has been ready since May, 1955. Base hourly rate not set. Rep will be H-R Television.

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CFCY-TV, Charlottetown, P. E. I. (Ch. 13) is installing 5-kw GE transmitter, but doesn't plan test patterns until June 1, programming June 15, reports mgr. R. F. Large. Studio & transmitter are scheduled for completion by April 30 and GE directional antenna is to be installed May 15 on 500-ft. Wind Turbine tower. W. McMillan will be traffic mgr., with A. L. Finley, technical supervisor, both promoted from radio CFCY. Base rate will be \$190. Reps will be Weed and All-Canada.

Canadian TV requests to be considered at CBC meeting March 28: Competing applications for Ch. 6, Victoria, B. C. by David M. Armstrong and International Television Corp. Ltd. Applications for higher powers by CFRN-TV, Edmonton, Alta., for 180.3-kw ERP; CJIC-TV, Sault Ste. Marie, Ont., 28-kw; CKCK-TV, Regina, Sask., 100-kw.

New type antenna and tower have been ordered from GE by Nashville's WSM-TV (Ch. 4), for complete installation by late summer. "Dual 4-bay batwing" antenna is 111-ft. high, consists of two 4-bay antennas mounted on single mast, fed from transmitter by 4 Styroflex cables. Intended to assure minimum off-air time, the antennas can be used singly or together. New 1269-ft. tower, also a "first," is made of type T-1 steel, developed by U. S. Steel and fabricated by Blaw-Knox. T-1 is said to be 3 times as strong as ordinary A-7 bridge steel and to have 4 times the atmospheric corrosion-resistant qualities of the type of steel now widely used for antenna towers. GE is handling complete installation job.

Visual Electronics Corp., 500 Fifth Ave., N. Y., national distributor of TV station equipment, reports expansion program including establishment of offices in Atlanta, Dallas, Los Angeles & Chicago. Organization's pres. is James B. Tharpe, ex-DuMont TV transmitter sales mgr. Herbert Bloomberg, also ex-DuMont sales, heads expansion program. Tharpe said company offers all TV accessories and supplies of leading manufacturers, specializes in off-air pickup & microwave, low-power stations, studio gear.



**SMALL SETS MAY MEAN RECORD TV SALES YEAR:** With retail TV sales in first 2 months of 1956 estimated at roughly equivalent to the 1,275,000 sold in Jan.-Feb. 1955, there's every indication that unit sales this year will beat 1955's record 7,421,084. We see 2 major developments contributing to that probability:

(1) Fast-developing second-set market, ushering in an era of TV-in-every-room as in radio (Vol. 12:9). A veritable deluge of 14-in. sets is expected to hit market by June, stimulated by the record of GE's successful 32-lb. portable at \$100 & \$120, and its 26-lb. portable at \$130.

Then there's the big run of 8½-in. 22-lb. \$125 portables due shortly from RCA and projected by Admiral, Emerson, et al (Vol. 12:9). RCA reports it has had "lots of requests" from its licensees, but says production samples won't be available until the last week in March, when deliveries start to its own distributors; it's manifest RCA intends to get running start, and the "big production run" (how many, RCA won't say) is already reported well oversold.

(2) Growing replacement market, based on high scrappage rate of a product whose life expectancy is about 8 years (Vol. 11:52). NBC estimates that 3,000,000 sets, or about 40% of all sold last year at retail, were replacements; RETMA statistical chairman Frank W. Mansfield (Sylvania) placed scrappage total at 2,370,000 in 1955 (Vol. 12:1, 8). Figures should go up substantially this year, which should see retirement of most receivers bought in 1949-50. Whatever the replacement figure really is, it's a solid bread-&-butter start in any market calculations.

Continuing rise of consumer purchasing power, plus impetus of political conventions & campaigns, let alone improving programs, are further reasons for favorable outlook -- all seem to lend substance to NBC's estimate of prospective 39,800,000 sets-in-use as of Jan. 1957, or 73.7% of the estimated 49,500,000 homes.

Brief highlights of other major trade developments this week:

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**Changing Distribution Patterns:** The old order is fast changing among manufacturers -- a fact that becomes increasingly apparent every day. There's no such thing as an official ranking of manufacturers of TV receivers by share-of-market, but all the surveys seem to indicate RCA is widening its lead in both unit sales and dollar volume. Not so long ago, it reputedly ran neck-&-neck, unit-wise, with Philco & Admiral -- but its recent annual report (Vol. 12:8), stating that 1955 TV sales totaled "more than 1,000,000" would indicate it's far and away in the lead now. There are those who will bet its unit sales last year were nearer 1,250,000 than 1,000,000. Nobody else hit 1,000,000 -- or they would have bragged about it openly.

After RCA are bunched at least 5 others, running so close their positions probably change month by month. Not necessarily in order of rank, they are Philco, Admiral, Motorola, Zenith and GE -- latter 2 showing remarkable strength in a great many markets. Lower in the percentage of market they command, but coming along, are Emerson and Magnavox. Westinghouse was rising steadily until stopped by strike that began last Oct. 17; it faces Herculean task to regain up-&-coming position when the strike ends, but has elaborate plans to take advantage of know-how and brand name.

For many others, it would seem the facts of trade life are getting pretty grim as against the enormous power of the "big boys." Last year, Arvin quit TV and Stewart-Warner quit both TV & radio; this year, Sparton and Sentinel have been sold to Magnavox. Hallicrafters is about to be merged into Penn-Texas Corp., but will retain its identity. And Stromberg-Carlson, still said to be weighing decision on staying in TV-radio now that it's under General Dynamics, is losing distributors.

Trade rumors that Crosley and Raytheon are going out of the TV-radio business are unequivocally denied. Crosley is wedded to the "full-line idea," indeed was one



of first to project it, but has been having its troubles -- mainly in the intensive white goods competition, as have Admiral and Philco. If it should get out of TV-radio field, which it says is not its present intention, good guess is that Avco's Crosley-Bendix div. as a whole will merge with or be bought out by another company -- one either now in the field or wanting to diversify into it -- with Avco quitting all consumer goods operations entirely.

Raytheon pres. Charles F. Adams flatly states that, even though his company is mostly in electronics and represents perhaps less than 1% of TV market, it has no intention of quitting TV-radio production, in which it has substantial private-label business as well as own brand. TV-radio v.p. Henry F. Argento, pointing to recent additions of key distributors, tells us: "We're expanding in TV, not contracting." Raytheon also added 1032 dealers in Dec. (Vol. 12:8). Scuttlebutt about Raytheon began with resignation of senior v.p. David T. Schultz to become pres. of DuMont and related stories of a possible merger (Vol. 11:49-50).

Inadequate distribution plagues the smaller TV manufacturers, regardless of quality of their product. The old-line companies have top distributors tied up for their "full-line" products -- year-round lines of TVs, radios, washing machines, air conditioners, refrigerators, ranges, etc. For the rest, as one fringe producer put it to us, "there's only hardware wholesalers or wallpaper companies." Some manufacturers have had recourse to factory branches, but these represent huge tieups of inventories and finances, generally don't stand up very well against independents.

**Outlook for Appliances:** Though refrigerators and other large appliances have been going through competitive wringer, leaders look for huge boom this spring. Bernard A. Chapman, Kelvinator pres., estimates 15,755,000 refrigerators, freezers, ranges, home laundry appliances, air conditioners will be sold this year, up 6% from 1955 and well ahead of 1950's record 15,100,000. From GE's huge new Louisville plant, biggest of them all, comes this confident statement: "We expect to do better in 1956 than we did in 1955 as far as large household appliances are concerned." Philco letter to stockholders tells them its production of large household appliances is being hiked 40-60% to keep up with record orders; that Connorsville, Ind. factory has been placed on a 2-shift basis, refrigerator output schedules upped 50%, home freezers doubled. And Norge div. of Borg-Warner even raised suggested lists on washers & dryers by \$10.

**Boom in Records:** Apace with upsurge of TV-radio trade, the phonograph record industry is enjoying a boom of its own -- spurred primarily by tremendous growth of high-fidelity, substantially lower prices of records, formation of subscription and mail order clubs. Record sales last year reached all-time peak of \$225,000,000 -- and many predict that total will be surpassed this year. The allied industries have simultaneously enjoyed parallel sales increases, with phono & record player sales amounting to about \$140,000,000 last year, tape recorders another \$11,000,000.

Extent of boom in discs is reflected in annual reports of record companies for 1955. As typical of the pattern, Capitol Records this week listed all-time peak sales of \$21,308,633, profits of \$921,022 (\$1.92) for 1955, each up by more than 30% from 1954. Decca reported sales of its record div. totaled \$22,610,809 last year, compared to \$18,870,125 in 1954; pre-tax earnings were \$1,955,134 vs. \$1,170,926, the net profit being indivisible from 74% holdings in Universal Pictures Corp.

"The price cuts on records announced in Jan. 1955, when classics were reduced from \$5.98 to \$3.98 undoubtedly was one of the biggest factors in the boom because it brought millions of additional customers into the stores for records at prices they could afford," commented John W. Griffin, exec. secy. of Record Industry Assn. of America. "If you reduce any commodity by 33%, even a high-priced item like an automobile, you're going to have a big increase in sales." He also cited fact that record clubs are reaching additional millions in manner like book-of-month clubs.

**Screen Measurements:** New controversy about the advertising of TV sets has been stirred by letter from Federal Trade Commission to set makers seeking information on advertising of screen sizes. It's new step in continuing hassle between FTC and the set makers ever since adoption of trade practice rule requiring that references to screen sizes must be to viewable area of tube, not to "single plane" horizontal or



diameter measurement -- thereby resulting in revisions of ad copy (Vol. 12:5). In his letter, FTC attorney H. Paul Butz stated:

"We have been informed that none of the TV receiving sets which are being represented by manufacturers as 21-in. sets (or being equipped with 21-in. picture tubes) have a viewable area measurement of 21-in. either horizontally or diagonally, on a single plane within the plus or minus 1/8-in. tolerance provided for in the rule. We have also been informed that in the case of most, if not all of these TV sets the viewable area measured horizontally on a single plane is but 19-in. and the diagonal but 20 1/4-in., though the diagonal overall measurement approximates 21-in." Butz suggested 3 sample designations which he said the FTC would be "disposed to accept": (1) "21' overall diagonal, 20 1/4 viewable diagonal." (2) "21' overall diagonal, 261 square inch viewable area." (3) "21' overall diagonal, 19x15 picture."

**Radiation Seal:** RETMA's quarterly meetings March 13-15 at Biltmore Hotel, N.Y., will consider question of affixing seal to TV sets which conform to FCC standards limiting spurious radiation -- but there's no assurance that the seal plan will win approval. The organization appears to be split between those who advocate seal with RETMA name; those who say each manufacturer should affix his own seal; those who want no seal at all. Counsel and ex-pres. Glen McDaniel is known to oppose RETMA-name seal on grounds it would require enforcement by RETMA -- and he isn't sure the organization can or should do it.

**Production:** TV output totaled 145,143 for the week ended March 2, compared to 138,861 preceding week and 146,733 week ended Feb. 17. It was year's 9th week and brought production to that date to about 1,285,000, as against 1,325,000 in first 9 weeks of 1955. Radio production totaled 286,004 (112,780 auto) week ended March 2, compared to 278,271 preceding week and 284,840 week before. Radio production for 9 weeks was about 2,535,000, compared to about 2,450,000 in corresponding 1955 period.

**Trade Personals:** James E. Herbert, gen. sales mgr. of Motorola, on March 15 joins Hoffman Electronics, Los Angeles, as v.p. in charge of consumer products sales; Paul Bryant continues as Hoffman gen. sales mgr. . . . Louis L. Ackerman, ex-Warwick Mfg. Co., joins CBS-Columbia as v.p. in charge of purchasing . . . W. Sten Peterson, ex-Norge & Montgomery Ward, named Hotpoint market research mgr. in charge of consumer surveys on upcoming TV line and white goods . . . John C. Bricker, ex-Colgate-Palmolive, named to new post of Whirlpool-Seeger marketing director, in charge of adv., merchandising & market research . . . Raymond H. Zipf, ex-Stromberg-Carlson, named Admiral regional sales mgr. for appliances, headquartering in St. Louis; Ralph M. Lane, ex-Southern Wholesalers, Washington (RCA), named Admiral regional sales mgr. for electronics, Washington . . . Thomas D. Fuller promoted to asst. regional sales mgr. of Sylvania electronic products for Pacific region, headquartering in Los Angeles . . . Stanley E. Rendell promoted from chief industrial engineer to factory engineering mgr., Raytheon TV-radio plant, Chicago; Norman R. Teifield promoted to material control & traffic mgr. . . . Harold A. DeMooy, mgr. of RCA Cincinnati plant, appointed mgr. of manufacturing, RCA receiving tube activities at Harrison & Woodbridge, N. J., Indianapolis and Cincinnati . . . Nathan Abelson, secy.-treas. of Radio Equipment Corp., Buffalo, elected to 2-year term as pres. of Empire State chapter, National Electronic Distributors Assn. . . . J. P. Brocki promoted to Bendix Radio service mgr., replacing K. H. Brown, resigned . . . Hal Roemer promoted to quality control mgr., Hoffman TV-radio div. . . . John T. Bluerock named Capehart-Farnsworth regional merchandiser for Cincinnati & Dayton areas . . . Paul A. Hilton, ex-Servel & Crosley Distributing Corp., N. Y., appointed to new post of asst. to DuMont controller Donovan H. Tyson . . . Douglas P. Beggs, ex-A. Y. McDonald Mfg. Co., Denver, named GE's TV-radio sales mgr. in Rocky Mountain area, headquartering in Denver

. . . Joseph A. Stockhausen, ex-Northern Ohio Appliance Corp. & GE Supply Co., Cleveland, named Sylvania TV-radio district mgr. for Buffalo territory, succeeding George Stewart, now distribution mgr. of TV-radio div. . . . Robert B. Kempe, ex-Webster-Chicago, Stewart-Warner & Motorola, named chief production engineer, Crescent Industries . . . Jess Ramaker promoted to personnel mgr., Hoffman Labs . . . W. A. Dewar promoted to marketing mgr., Canadian Westinghouse TV-radio div. . . . Robert Devereaux named GE's TV-radio regional sales mgr., Minneapolis . . . Peter Fabri, ex-Kraft Corp., named merchandising director, Mercury Records, Chicago . . . Ellis L. Redden, ex-Magnavox & Motorola, named adv. & sales promotion mgr., Top Value Enterprises Inc., Dayton (trading stamps) . . . Edward J. Hart promoted to mgr. of RCA microwave equipment sales . . . V. Hubert Campbell promoted to asst. chief engineer of Sylvania radio tube div., Emporium, Pa.

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With home electronics as his hobby, Rear Adm. H. C. Bruton, director of naval communications, attempted conversion of black-&-white set to color, ruefully admitted "it didn't work"; he also reported that hi-fi system he wired into his home proved to be "noisy." He made the comments preceding an address on "Communications for the Atomic Age Navy" at March 1 meeting of Armed Forces Communications & Electronics Assn. in Washington.

Emanuel Sacks, RCA staff v.p. & v.p.-gen. mgr. of RCA Victor record div., has established \$10,000 full-time research fellowship to support advanced research studies in blood diseases at Albert Einstein Medical Center, Philadelphia, of which he is a trustee. Note: Sacks March 10 received 1956 "Share Your Knowledge" award of Philadelphia Club of Printing House Craftsmen for his contributions to "the art of recording."

Joseph F. Woodward, 52, sales v.p. of Admiral International, died March 7 of heart attack following brief illness. Survivors are his widow, 2 brothers & a sister.



**Topics & Trends of TV Trade:** More than 43,000,000 TVs were shipped to dealers from 1946-55, according to 10-year recapitulation released this week by RETMA. Aggregate shipment compares with estimated production of 45,525,000 in that period. Latest NBC estimate of sets-in-use, dated Jan. 1, placed total at 36,900,000, or 70.8% of nation's 48,600,000 homes (Vol. 12:8). RETMA's 10-year state-by-state recapitulation (county-by-county tables available to members on request to RETMA):

| State                | Total     | State          | Total      |
|----------------------|-----------|----------------|------------|
| Alabama              | 491,112   | New Jersey     | 1,895,545  |
| Arizona              | 162,939   | New Mexico     | 91,234     |
| Arkansas             | 263,744   | New York       | 5,432,487  |
| California           | 3,751,730 | North Carolina | 749,069    |
| Colorado             | 285,780   | North Dakota   | 85,969     |
| Connecticut          | 741,694   | Ohio           | 2,988,373  |
| Delaware             | 126,270   | Oklahoma       | 518,303    |
| District of Columbia | 415,633   | Oregon         | 307,674    |
| Florida              | 811,860   | Pennsylvania   | 3,596,248  |
| Georgia              | 725,159   | Rhode Island   | 266,323    |
| Idaho                | 103,156   | South Carolina | 324,288    |
| Illinois             | 2,903,079 | South Dakota   | 80,028     |
| Indiana              | 1,231,889 | Tennessee      | 611,834    |
| Iowa                 | 677,992   | Texas          | 1,766,884  |
| Kansas               | 406,098   | Utah           | 185,206    |
| Kentucky             | 550,994   | Vermont        | 75,692     |
| Louisiana            | 544,931   | Virginia       | 694,830    |
| Maine                | 227,943   | Washington     | 617,574    |
| Maryland             | 733,480   | West Virginia  | 380,700    |
| Massachusetts        | 1,657,906 | Wisconsin      | 892,509    |
| Michigan             | 1,993,345 | Wyoming        | 22,997     |
| Minnesota            | 701,332   |                |            |
| Mississippi          | 217,669   | U. S. Total    | 43,014,021 |
| Missouri             | 1,115,971 | Alaska         | 12,986     |
| Montana              | 62,753    | Hawaii         | 72,789     |
| Nebraska             | 346,967   |                |            |
| Nevada               | 30,280    | Grand Total    | 43,099,796 |
| New Hampshire        | 148,543   |                |            |

Record licensing agreement was signed by RCA and Decca Record Co. Ltd. of England, whereby Decca will receive master recordings from RCA Victor catalogs, produce and distribute records under RCA monogram label. Under agreement, RCA will start making its new recordings available to British Decca in May 1957, when RCA's agreement with Gramophone Co. Ltd. of England will end. Gramophone has been releasing records made from master recordings of RCA Victor and latter has been releasing records from "HMV" master recordings. Announcement said British Decca, which has no connection with Decca Records in U. S., will continue to supply its American subsidiary, London Records, in addition to RCA. Similar licensing agreements have also been signed by RCA with Teldec of West Germany, and Musikvertrieb of Switzerland, effective May 1, 1956.

TV set sales by Canadian factories in Jan. totaled 52,514, production 58,556, reports RETMA of Canada. This compares with 55,760 & 69,152 in Jan. 1955. Projected production estimate is for 132,528 more sets in Feb.-April period. Inventory at end of Jan. was 136,725 vs. 130,683 at start of month. Montreal led in Jan. sales, with 8576; Toronto, 7422; other Ontario, 5871; British Columbia, 4613; Alberta, 3937; Manitoba, 3581; Ottawa & eastern Ontario, 3508; Quebec City, 3018; Nova Scotia, 2637; Hamilton-Niagara, 2519; Saskatchewan, 1884; New Brunswick & Prince Edward Island, 1790; Windsor, 1508; other Quebec, 934; Newfoundland, 716.

Japan is producing 20,000 TV sets monthly, according to Dept. of Commerce which expects rate to increase to 25,000 when 5 more stations begin operating this spring. Federation of Japan Electric Communication Industrial Assns. reports that 134,231 were built in 1955 and 30,868 in 1954—total in use at end of 1955 reaching 200,000. The 14-in. comprise 80% of output, balance largely 17-in. Average price was \$272 in 1955 vs. \$389 in 1954. [TV Factbook No. 22, p. 431, shows 3 stations operating in Tokyo, 1 each in Nagoya & Osaka, with 1 more due in both Nagoya & Osaka.]

Average weekly earnings of TV-radio-phono production workers rose in 1955 to \$69.77 from \$67.49 in 1954, reports Bureau of Labor Statistics.

**DISTRIBUTOR NOTES:** Motorola appoints Harwell Distributing Co., 721 E. 9th St., Chattanooga (Clyde V. Harwell, pres.) . . . Raytheon appoints Speed Queen Atlantic Co., 34-18 Northern Blvd., Long Island City (Wm. Leck, pres.), replacing L&P Electric Co. . . . DuMont appoints Hynes Bros. Inc., 4th & Bryant Sts. NE, Washington (Bern E. Hynes, pres.) . . . Bendix Radio appoints Lincoln Sales Corp., Baltimore . . . Key Accounts Inc. is name of new N. Y. manufacturers' sales rep firm created by Irving Sarlin, ex-pres. of DuMont-N. J., and Ira Kaplan, ex-TV-radio v.p. of Times Appliance Co., N. Y. (Westinghouse); initially, it will handle Sonora TV-radio line . . . Southern Wholesalers, Washington (RCA) promotes Jack Wayman to TV-radio sales mgr. . . . Adleta Co., Dallas (RCA-Whirlpool) appoints James Booth, RCA southwest regional mgr., as gen. sales mgr., succeeding E. P. Miles, now gen. mgr. . . . Philadelphia Distributors, Philadelphia (Sylvania) appoints Nathan Wachman, ex-Philco Distributors, as mgr. of electronic merchandising . . . Westinghouse Electric Supply Co., Chicago, appoints O. W. Means sales mgr. of major appliances, succeeding W. A. Reasoner, now in Cleveland branch; H. V. Noel succeeds Means as mgr. of Des Moines branch . . . Philco Distributors Inc., Chicago, appoints Charles Conturba appliance sales mgr. . . . Hoffman Sales Div., San Francisco, appoints John Chadwell gen. mgr., replacing John Barker, resigned.

First "Spartan" brand TVs, now being produced by parent Magnavox at its Greeneville, Tenn. plant and marketed direct-to-dealers, were introduced this week: Winthrop, 21-in. table model in cordovan, blonde, mahogany & cherry, \$180; Hampton, 21-in. open-face console in cordovan, blonde & mahogany, \$200; Haverford, 21-in. open-face console in mahogany, oak & cherry, \$250; Winfield, 21-in. open-face console in mahogany, blonde & cherry, \$300; Riviera, 24-in. "low boy" in mahogany, oak & cherry, \$340.

"Pioneering in Television—Prophecy and Fulfillment" is 176-p. book issued by RCA, presenting excerpts from speeches and statements of chairman Brig. Gen. David Sarnoff—starting with April 5, 1923 memo to RCA board. Book also includes selected statements on radio, including Gen. Sarnoff's first conception of radio broadcasting and home "radio music boxes."

Picture tube sales in Jan. totaled 892,385 valued at \$17,016,391, compared to 881,465 worth at \$17,533,105 in 5-week Dec. and 866,956 at \$17,661,018 in Jan. 1955, reports RETMA. Receiving tube sales in Jan. totaled 40,141,000 valued at \$31,314,000, compared to 38,049,000 at \$30,673,000 in Dec., 37,951,000 at \$26,879,000 in Jan. 1955.

National Radio Week May 13-19 will be promoted jointly by NARTB, RETMA & NARDA "to mark the advances made by radio as an educational, entertainment and advertising force." It's first year since 1949 that TV & radio weeks will be observed separately. Date for TV Week hasn't been set.

Wm. A. H. Birnie, ex-publisher of *Woman's Home Companion*, heads new TV-radio-records div. of Crowell-Collier Publishing Co., initially supervising manufacture & distribution of records through Crowell-Collier mail order clubs; Wm. H. Fowler, ex-v.p. of Capitol Records, heads recording dept.

Annual High Fidelity Show & Music Festival, sponsored by International Sight & Sound Exposition Inc., 1 No. La Salle St., Chicago, is scheduled Nov. 2-5 at Palmer House, Chicago.

Excise tax collections on TV-radio-phonos totaled \$76,117,000 in 6 months ended Dec. 31, compared to \$54,756,000 in same 1954 period, reports Internal Revenue Service.



**Q**UEST FOR COLOR TV standards for all Europe got under way in earnest this week as 80 top TV engineers from 19 countries began 14-day look-see at American compatible system—to be followed later by color demonstrations in England, France and the Netherlands.

The meetings, under the aegis of International Radio Consultative Committee (CCIR) of International Telecommunications Union, began March 5 with general sessions and demonstrations at the United Nations Building in New York, followed by demonstrations and technical discussions at individual plants. Hosts are U. S. State Dept. and industry's NTSC—reactivated especially for the current demonstrations. RCA, which saw no need for reviving NTSC, is not participating in the collective sessions, but is conducting its own demonstrations and discussions with the foreign delegates March 11-18.

Delegates made it clear that the big problems they will face next Aug. at the 8th Plenary Assembly of the CCIR when they attempt to draft international color standards will be these: (1) Should European color system be compatible with current monochrome standards, using the same vhf frequencies, or should an incompatible system be used and confined to uhf bands only? (2) What is best color system for Europe, from standpoint of interchange of programs between nations?

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American TV industry made the big pitch for compatibility, with addresses by NTSC panel chairmen and FCC officials—climaxed by group of unique demonstrations, comparing side-by-side 8 different makes of color sets, representing 4 different approaches to color reception.

Though delegates from Iron Curtain countries were freely admitted to the demonstration March 5 at UN Building, press and other observers were carefully excluded. GE's Dr. W. R. G. Baker, NTSC chairman, took full responsibility for the iron curtain erected around the color demonstration. He said some of the color sets shown were still developmental, and if representatives of the press were admitted they would inevitably make comparisons—which he said the industry did not wish them to do.

Shown to the visitors were color sets by these manufacturers: Admiral, Capehart, DuMont, Emerson and Magnavox, all using shadow-mask tube; GE, with post-acceleration tube; Hazeltine projection set; Philco, with new "Apple" tube. Westinghouse had been scheduled to exhibit set, but was unable to get it out of the plant because of strike. No set was shown using Lawrence Chromatron tube. Black-&-white sets for comparison were supplied by Macy's—brands unidentified.

Delegates watched *Howdy Doody* live from NBC's WNBC-TV and a color movie, "Salome, Where She Danced," on WCBS-TV's regular evening film show, televised in color for the occasion. Latter film was viewed directly off air on Ch. 2, and via 2350 mi. of cable-microwave (to Chicago, St. Louis & back) on Ch. 6 of UN's TV distribution system. Visitors returned later in evening to view NBC-TV spectacular, "Caesar & Cleopatra." On March 8 they saw similar side-by-side demonstration at Philco plant, with signals originating from Philco's new experimental uhf transmitter.

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Dr. Balth. van der Pol, CCIR director, in opening day address, stressed international exchanges of color programs as goal to be attained under any European color standards, and pointed to phenomenon of "forward scatter" as possibly opening up "new possibilities of connecting different continents by radio-television links." He said

first CCIR study trip, which visited U. S. and other countries in 1950 to study black-&-white TV, "contributed much to the development of monochrome TV techniques in various countries," and he expressed hope that current tour would accomplish same thing for color.

Tremendous interest in color TV in other countries was reported by chief engineer Erik Esping, of Royal Board of Swedish Telecommunications, who heads CCIR Study Group XI (color). Said he: "We ought to increase [color] activities as much as possible as soon as possible."

FCC Chairman McConnaughey outlined U. S. progress in color set production and programming, and summed up: "While these figures are small in comparison to the corresponding ones for monochrome TV, our 2 years' experience have been fully adequate to demonstrate the technical and operational worth of the system."

Dr. Baker reiterated view that "the mass market will not develop strongly until the \$500 mark is broken and it will not really explode until the list price falls in the neighborhood of \$300"—and again expressed belief that this price can't be expected in the very near future. He predicted, however: "It is entirely reasonable to believe that the sale of color receivers will run as high as 9,000,000 sets annually by 1964."

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Group visited CBS color studios and Hazeltine Corp. March 6 & 7, Philco March 8, AT&T Long Lines Dept. and 2 TV relay points March 9, followed by RETMA dinner. Schedule for week of March 11 includes visits to RCA Exhibition Hall and RCA Princeton labs, question-&-answer session at UN. During March 13-17 period, delegates will visit DuMont, Bell Labs, NBC & RCA by private invitation.

American delegation is headed by State Dept.'s Francis Colt de Wolf, with Hazeltine's Charles J. Hirsch as vice chairman, and these members: Edward Allen, FCC chief engineer; Dr. W. R. G. Baker, GE; John M. Barstow, Bell Labs; Mrs. Florence Dowling, State Dept.; Dr. Allen B. DuMont; Donald G. Fink, Philco; Axel Jensen, Bell Labs; Ira J. Kaar, GE.

Among most important foreign delegates and visitors:

Austria—Dr. G. Skalar, vice director, Austrian Broadcasting System. Belgium—Michel R. Gewillig, principal engineer & chief of service, National Radiodiffusion Institute; Marcel Neuville, counsellor, Ministry of Communications; Albert L. Rorive, cabinet attache, Ministry of Communications. Canada—John E. Hayes, chief engineer, CBC, Montreal. France—Stephen Mallein, chief, TV dept., Radiodiffusion-Television Francaise; Yves Angel, chief engineer, telecommunications, RDTF; Georges Chedeville, chief of research, EDF. Italy—Federico Nicotera, chief, radio services div., Ministry of Posts, Telephones & Telegraph.

Japan—Taro Nishizaki, vice director, Radio Regulatory Bureau, Postal Service Ministry; Keiji Suzuki, vice chief, TV research, Japan Broadcasting Corp.; Akira Yamashita, chief, electronic tube section, Japan Broadcasting Corp.; Ren-ichi Yatsunami, asst. mgr., Radio Tokyo; Kenjiro Takayagani, managing director, Victor Co. of Japan. Luxembourg—Mathias Felten, director-general adjoint, Radio Luxembourg. Netherlands—C. T. F. van der Wijk, chief, radio labs, Netherlands Posts & Telecommunication Service; H. Rinia, research director, and J. Haantjes, asst. research director, Philips of Eindhoven.

Norway—Helmer Dahl, research director, Norwegian Broadcasting Corp. Poland—Konrad Kosiowski, chief director, Ministry of Telecommunications; Vladyslaw Cetner, deputy for TV matters, Ministry of Telecommunication; Leslaw Kedzierski, mgr. of TV labs, Ministry of Telecommunication; Tadeusz Rzymkowski, director, Communications Institute; Pawel Szulkin, deputy scientific secy., Polish Academy of Science. Sweden—Erik Esping, chief engineer, Royal Board of Telecommunications; Hugo Blomberg, pres., Svenska Radio A.B. (Ericsson Telephone). Switzerland—Walter Gerber, TV coordinator, General Post Office. USSR—Alexander I. Shokin, Deputy Minister of Radiotechnical Industry; A. S. Kakunin, Deputy Minister of Communications.

United Kingdom—Sir Harold Bishop, technical services director, BBC; Francis C. McLean, deputy chief engineer, BBC; A. R. A. Rendall, head, design dept., BBC; G. Geoffrey Gouriet, head, TV group research dept., BBC; P. A. T. Bevan, chief engineer, ITA; Capt. C. F. Booth, asst. chief engineer (radio), British Post Office; Bryan R. Overton, head applications director, Mullard Research Lab.; L. C. Jestv, chief, TV research, Marconi Labs.; Victor A. Jones, chief engineer, Plessey Co.; Keith I. Jones, chief engineer, A. C. Cossor Co.; E. P. Wethey, chief engineer, Kolster-Brandes Ltd.; Eric L. C. White, senior research engineer, Radio Industry Council.

Also represented by delegations were Australia, Czechoslovakia, Germany, European Broadcasting Union, UN & CCIR Secretariat.

Wm. Balderson, Philco chairman, reelected a director of National Industrial Conference Board.



**Color Trends & Briefs:** "I see no reason why the industry shouldn't hit the 200,000 units forecast by most people for the year—and we have set as our objective 4% of this amount." That's conclusion of latest evaluation of color given us by RETMA pres. H. L. Hoffman, pres. of Hoffman Electronics, Los Angeles. Here's his sizeup:

"Enthusiasm for color in our marketing area is accelerating in spite of the fact we do not get many of the shows originating in New York and the time difference is a very major handicap.

"The first 6 months of 1956 will be spent in building a dealer organization and training the service people. I hope the last 6 months will be spent in capitalizing on the first 6 months' efforts. We are continuing to produce approximately 20 a day and our sales are in keeping with the balance of our production.

"Effective March 15, we are moving our color line over to our main plant and getting set to run 100 a day by Sept. The sets are working well and there is more of a problem in training the consumer than there is in the actual service phase. To sell color, it needs PEP—programs, exposure and personal followup. Where we have programs and the dealer will give exposure and follow it up, color sets are selling. Price is more of a factor in the dealer's mind than in the consumer's mind.

"We are finding that 60% of the consumers do not know one can get a black-&-white picture on a color set. Actually the consumers are terribly confused by an over-supply of publicity on color.

"If it is true they are going to telecast the Republican and Democratic conventions in Aug. in color, it will give the industry a very definite lift because it will get the dealers stocking color sets in July and Aug. instead of Sept. and Oct. As a matter of fact, I think this will make a substantial difference in the total number of color sets sold in 1956. [Note: Color at conventions is likely to be limited; see adjoining column.]

"The shows are getting better, the servicemen are getting educated, a few dealers are getting enthusiastic and the ball is beginning to roll. Sure, we have plenty of problems. We need a simpler color set than we have at the present time, less bulky, less critical to manufacture and with fewer parts. We need a method of kinescoping color to eliminate the time lag and assure national coverage. But above all, we need enthusiasm to get out and sell."

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Raytheon is No. 2 in color set production, says Henry F. Argento, v.p. & gen. mgr. of its TV-radio operations, who also claims No. 1 position in all-transistor radio sets. He will reveal no figures or details, however, except to say that reaction to his sets (\$795 & \$895 consoles, in mahogany or blonde) has been very favorable and "outlook for color is good." He said he thinks RCA's promised 200,000 output will be matched by about 100,000 by rest of industry this year—if enough picture tubes can be had.

Practically all color receivers being produced now are using shadow-mask tube, which RCA, Sylvania, Tung-Sol & Thomas Electronics are now producing. Sylvania's Don Mitchell, in annual report this week (see Financial Reports), stated his company has made "substantial progress in simplification and improvement of receiver and tube designs" and said commercial production of color sets will begin in near future. His forecast: "Color is definitely on the way, and industry production should increase sharply this year."

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Color trade-in promotion by Keenan's Radio Co., Boston, offers up to \$10 per inch for old set. Example in ad shows \$695 RCA color set available at \$485 after allowance of \$210 on 21-in. black-&-white trade-in.

## Network Color Schedules (March 12-25, 1956)

- March 12—NBC: *Home segment*, 11:50-11:58 a.m.; *Howdy Doody*, 5:30-6.
- March 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.
- March 14—NBC: *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
- March 15—NBC: *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- March 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 17—CBS: *Gene Autry Show*, 7-7:30 p.m.
- March 18—NBC: *Zoo Parade*, 3:30-4 p.m.; *Hallmark Hall of Fame*, "Taming of the Shrew," 4-5:30 p.m.
- March 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
- March 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.
- March 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 24—NBC: *Tezaco Star Theatre*, starring Jimmy Durante, 9:30-10 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.
- March 25—NBC: *The Sunday Spectacular*, "Heaven Will Protect the Working Girl," 7:30-9 p.m.

Stimulus to Miami color set sales, resulting from closed-circuit color demonstrations at Burdine's dept. store (Vol. 12:7, 9), brings this enthusiastic response from Stanley Glaser, of RCA distributor Sea Coast Appliance: "In the past 2 weeks our dealers, including Burdine's, have sold more color TV sets than they have in any month up to this time, and it appears at the present going rate that this Burdine's demonstration may be responsible, before the impact is entirely lost, for as high as 100 to 150 sales. The interest of the public in Miami is high, and, as the hours of color telecasts increase and the quality of production and the technical characteristics of the signal continue to improve, I believe that color TV will arrive as a mass sales item much sooner than many authoritative sources in this industry care to predict at this time."

Some color in political conventions, not much, is now highly probable. Until recently, networks stated they had no plans for color; now they're lining up color facilities for special setups but not from convention floor. Even ABC-TV, if it chooses, will be able to offer color to affiliates. No network has indicated plans for color remotes. To handle TV for conventions generally, NBC is offering pool video in Chicago Democratic convention Aug. 13, CBS handling pool video for GOP in San Francisco Aug. 20, ABC doing pool audio for both. Demand for facilities in both cities is up about 15-20% over 1952 conventions. Few hitches are expected in getting live connections to all cities ordered by networks. One possibility is Phoenix, with 3 stations and only 2 cables. However, it's expected AT&T will provide third channel, if ordered.

Second Vitascan color unit has been ordered from DuMont by Owens-Corning Fiberglas for dept. store merchandising "caravan" (Vol. 12:7). DuMont also reports shipment of unit to WITI-TV, Milwaukee and order for film scanner converter from WFAA-TV, Dallas. Philco reports order for both 16 & 35mm monochrome scanners from Osaka TV Corp., Osaka, Japan, through Philco rep there, Nissho Co. Ltd. RCA has shipped mobile unit with 2 cameras to Smith, Kline & French drug firm (Vol. 12:8).

Ambitious multi-city color pickups planned for NBC's *Wide Wide World* April 1 have been abandoned because of costs and complexities. Plans had included originations in San Antonio, New Orleans, Indianapolis, Atlanta, Chicago, Los Angeles, San Francisco, Ft. Worth, Oklahoma City, New York.

Total Kansas City color set sales as of Jan. 31 were 269, according to local Electric Assn.



**Electronics Reports:** Electronics industry sales will reach \$18 billion in next 8 years—a 66% expansion by 1964—RCA pres. Frank M. Folsom predicts in address prepared for March 12 meeting of Boston Security Analysts Society. His forecast reinforces that of Sylvania financial v.p. W. Benton Harrison who just one year ago predicted \$20 billion in electronics by 1964 (Vol. 11:11). His electronics figure for 1964 also just about matches the projected total business of combined electrical-electronics industries for 1956 (see Financial & Trade Notes).

Folsom gave no breakdown of his figures, but noted that electronics was \$11 billion industry in 1955, and that 80% of RCA's over-\$1 billion sales in 1955 stemmed from items that didn't exist or weren't commercially developed 10 years ago. "We can expect to witness a similar pattern of progress in the next 10 years," he said. He reiterated RCA's plans to produce 200,000 color TV sets this year, listing color as substantial factor in electronics expansion during next decade.

Illustrative of electronics' rapid growth is mushrooming of technical shows and sessions, as exemplified by March 19-22 IRE Convention in New York, expected to attract 45,000 engineers, with 714 engineering exhibits and 275 technical papers—biggest ever. Canadian IRE show, scheduled in Toronto Oct. 1-3, has already sold out 85% of available exhibit space.

Frenzied demand for engineers to pilot electronics' soaring course always reaches annual climax at IRE Convention (Vol. 12:6). March issue of *Proceedings of the IRE*, the convention issue, carries 60 pages of want ads for engineers, technicians & scientists.

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**Add closed-circuit uses:** (1) TV is being used to make complete traffic study of New York's Columbus Circle. Loaned by Hallam Electronics div. of Siegler Corp., 2 cameras have been installed atop tower truck which can raise them 40 ft. above ground. Monitors are studied by traffic engineers in trailer in center of the circle. (2) Wm. Filene's Sons Co., big Boston dept. store, now using closed circuit for merchandise control in its Needham warehouse. Dage cameras are installed above loading platforms, so that supt. can observe loading and unloading activity from his office.

Broadcaster-publisher Edward O. Lamb has decided not to take up his options to buy control of F. L. Jacobs Co., Detroit, manufacturer of auto parts & equipment and also parent of Eicor Inc., Ogelsby, Ill., which produces electronics equipment for aircraft & guided missiles (Vol. 12:5). Group Lamb heads is currently demanding representation on board of Sciberling Rubber Co. Lamb & associates claiming to own 115,000 out of 414,000 shares outstanding. Note: The phenomenally successful telecaster-publisher-industrialist is subject of article in a forthcoming issue of *Fortune Magazine*. He's central figure in celebrated FCC case involving renewal of his license for WICU, Erie, Pa., in which he's charged with giving Commission false information regarding past association with communists (Vol. 11:50). Mr. Lamb left March 8 on trip to Norway, Germany, Austria & France.

DuMont has realigned transmitter sales organization, notably field force, in changes announced this week by Kenneth F. Peterson, TV transmitter sales mgr. At Clifton, N. J. headquarters, he has Charles E. Spicer as sales operations mgr., George H. Wagner as sales engineering mgr. Field reps are: eastern, Felix Bonvouloir, Clifton, and Frank O'Connell, Pigeon Grove, Mass.; southeastern, L. C. Radford Jr., Atlanta; mid-central, B. J. Klindworth, Minneapolis; southern, George R. Winston & Harry Del Muro, Dallas; western, Robert J. Myers, Los Angeles, and Lyle O. Keys, Portland.

Newly developed airborne military TV system that will enable a battle commander to simultaneously watch several combat sectors is being built for Signal Corps by Admiral, which is also developing military ground-to-ground system. Airborne system works this way: Camera-carrying plane transmits frequency-modulated video signal to command post. Battle commander views battlefield action on 17-in. monitors. TV transmitter at 1000 ft. would have line-of-sight transmission range of 25-30 miles.

New avionics sales div. of General Precision Lab is headed by Wm. J. Tull, who also continues as associate director of avionic engineering div. A. C. Haemer is assoc. director with responsibility for airborne sales and service activities, including GPL's new airborne industrial TV system (Vol. 12:8).

**Novel closed-circuit use:** Rock Island Railroad's new lightweight "Jet Rock" running between Chicago & Peoria has club car equipped with Capehart TV receiver which shows passengers the view from locomotive cab, transmitted via closed circuit from Farnsworth camera in cab.

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Daniel E. Noble, Motorola v.p., appoints 6 new v.p.'s of Motorola Communications & Electronics: Arthur L. Reese, operations mgr.; Eugene S. Goebel, market relations; Lowell E. White, eastern sales mgr.; Homer L. Marrs, central sales mgr.; Edward L. Falls, southern sales mgr.; Donald F. Brickley, western sales mgr.

Dr. Lothar Rohde, head of German electronics firm of Rohde & Schwarz, will lead informal discussion on the technical & business status of electronics in Europe at meeting setup by Federal Telephone & Radio Co. at 10 a.m., Wed. March 14, in Waldorf-Astoria, N. Y.

Leonard S. Hermelin, ex-asst. mgr. of systems project dept., named exec. asst. to Richard Hodgson, onetime head of Paramount's Chromatic TV Labs, now v.p. of Fairchild Camera & Instrument Corp. and gen. mgr. of its reconnaissance system div.

Charles D. W. Thornton, ex-Atomic Energy Commission, named asst. to pres., Farnsworth Electronics Co. (IT&T), in charge of expansion in nuclear energy field.

Sylvania electronic systems div., headed by gen. mgr. Henry Lehne, has shifted headquarters from Buffalo to new Waltham, Mass. labs.

How incentive "extras" to executives work out, is detailed in article in Feb. 24 *U. S. News & World Report*, titled "How to Be Well Paid in Spite of Taxes." It covers stock options, installment bonuses, profit-sharing plans, retirement guarantees, life insurance policies, deferred benefits, even expense accounts. It cites SEC reports on capital gains realized from stock options, gives as example case of a CBS executive [pres. Frank Stanton] who in 1954 picked up options to buy 17,000 CBS shares at \$24.75 a share and 33,000 at \$38.25. The stock later was split 3 to 1. At present market prices, the paper profit on those stocks amounts to more than \$2,000,000.

First TV microwave equipment in 12,000 to 13,000-mc band has been bought from Raytheon by Western Electric for Pacific Telephone & Telegraph Co., to be used during telecasting from GOP national convention in San Francisco next Aug. PT&T has ordered 10 sets of the new high-frequency microwave links, which will be used to feed televised convention activities from points in and around San Francisco to convention in Cow Palace. Raytheon said equipment in the new band was selected because of the unusual demand for frequencies in the 6000-mc common carrier band.

Dr. Frederick E. Terman, dean of school of engineering and provost of Stanford U, noted radio engineering authority, named to Stanford Research Institute board as vice chairman.



**Financial & Trade Notes:** Zenith Radio Corp. reports year ended Dec. 31, 1955 showed consolidated net profit of \$8,034,491 (\$16.31 per share), up 41% from the \$5,676,264 (\$11.53) of 1954 and highest for any complete fiscal period with exception of the \$8,479,390 (\$17.22) earned in pro-forma 12-month period ended Dec. 31, 1950. Consolidated 1955 sales of \$152,905,005 were also second highest in company's history, comparing with \$138,608,360 in 1954 and record \$166,733,276 in 1953.

Pres. Eugene McDonald stated Zenith sold its greatest number of TV sets in 1955, enjoying 33% increase as against industry average of 5%. Operations and earnings, he stated, were favorably affected by cost savings from expanded and more efficient facilities as well as from increased sales volume. He stressed Zenith's "Flash-Matic Tuning," the flashlight remote control which he said "permits a user sitting in an easy chair across the room to shut off the sound to eliminate long annoying commercials . . ."

Note: Zenith has been one of most actively traded stocks on N. Y. Stock Exchange during the last year, its 1955-56 range having been 142½ to 86. It closed March 9 at 136%.

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Sylvania chairman-pres. Don G. Mitchell, amplifying mid-Feb. announcement that his company achieved record \$307,371,315 sales in 1955, up from \$281,641,987 in 1954 (Vol. 12:7), predicted in annual report this week that volume of entire electrical-electronics industry will reach new high of \$18.7 billion this year as against \$17.4 in 1955. He also noted that Sylvania has doubled its volume in 10 years. Profit for 1955 was \$13,812,970 (\$4.29 per share), up 46% from \$9,480,941 in 1954 (\$2.92).

About one-fourth (\$74,000,000) of Sylvania's 1955 business consisted of defense sales, up 6% from 1954. TV picture tube sales set new records, receiving tube volume was far ahead, and company increased business in specialized electronic products such as transistors. In atomic energy field, its work now includes development & production of fuels, reactor components & materials, and research on separating & recovering spent fuels, besides participation in many commercial reactor projects.

Sharp increase in international sales of TV picture tubes, fluorescent lamps & photoflash bulbs was reported, and wholly-owned Sylvania Electric (Canada) Ltd. showed 50% increase in sales.

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Skiatron Electronics & TV, traded in American Stock Exchange and a prime mover for subscription TV, is reported in *Wall Street Journal* to have increased sales in 1955 to around \$225,000, up from \$223,119 in 1954; profit of \$2000, up only slightly from \$1943 in 1954, reduces earned surplus deficit below \$57,000. Govt. backlog was \$500,000 at end of Jan., reports pres. Arthur Levey.

Electronics Corp. of America reports sales of \$11,301,456 and net profit of \$446,840 (59¢ per share) in 1955 vs. \$5,590,210 & \$162,106 (19¢) in 1954. Military contracts ran higher than anticipated, reports pres. Arthur G. Metcalf.

Emerson Radio's consolidated net profit after taxes was \$163,825 (8¢ per share) for 13 weeks ended Jan. 28 vs. \$499,392 (26¢) for same period last year.

Canadian Marconi Co. reports 1955 net income of \$1,007,065 (22¢ a share) vs. \$1,083,590 (24¢) in 1954.

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Dividends: Erie Resistor Co., 20¢ March 15 to stockholders of record March 10; Webster-Chicago, 25¢ March 26 to holders March 16; Columbia Pictures, 30¢ April 30 to holders March 30; Decca Records, 25¢ March 30 to holders March 19; Dynamics Corp. of America, 10¢ March 31 to holders March 19.

Among officers' & directors' stock transactions reported by SEC for Jan.: Ross D. Siragusa bought 2000 Admiral, holds 243,647 personally and 69,808 thru children's trusts; Edward L. Hyman sold 2500 AB-PT, holds 10,000; Robert H. O'Brien sold 7000 AB-PT, holds 5600; Simon B. Siegel sold 2000 AB-PT, holds, 3100; Robert M. Weitman (now CBS-TV) sold 6500 AB-PT, holds 6033; Herman H. Kahn bought 500 Avco, holds 1000; Matthew A. McLaughlin bought 150 Avco, holds 175; A. B. Newton bought 200 Avco, holds 200; Henry J. Oechler bought 100 Avco, holds 100; Thomas A. O'Hara bought 1000 Avco, holds 2595; E. R. Piore bought 100 Avco, holds 200; Harry D. Belock bought 300 Belock Instrument, holds 237,370; Thomas F. Hanley bought 100 Belock Instrument, holds 41,232; Wm. G. Laffer bought 200 Clevite, holds 3408; Horace M. Albright bought 100 Consolidated Electronics Industries, holds 100; Felix Weiss sold 100 Cornell-Dubilier, holds 10 thru joint tenancy; Benjamin Abrams bought 1500 Emerson, holds 229,366 personally and 90,039 thru trusts & foundations; L. B. Richards sold 200 General Dynamics, holds 4730; Carleton Shugg sold 800 General Dynamics, holds 6350; Dr. W. R. G. Baker bought 461 GE, holds 7433; C. J. Hendon sold 1000 GE, holds 1415; W. V. O'Brien bought 2000 GE, holds 2807; Philip D. Reed sold 1000 GE, holds 5300; Hubert S. Conover bought 200 Indiana Steel Products, holds 840; Harry A. Ehle sold 500 International Resistance, holds 16,500; Richard A. O'Connor sold 500 Magnavox, holds 54,793; Robert A. Kerr bought 400 Olympic Radio, holds 400; Adolphe A. Juviler, thru holding companies, bought 5500 Olympic, holds 8219 personally & 5500 thru holding companies; E. Dorsey Foster bought 100 RCA, holds 500; Charles M. Odorizzi exercised rights to buy \$9600 worth of RCA convertible debentures, holds \$9600; Jeffrey S. Granger sold 200 Sentinel Radio, holds 1500 personally & 800 in partnership; Edward O. Boshell bought 300 Westinghouse, holds 400; Edward Hopkinson Jr. bought 100 Westinghouse, holds 200; Robinson S. Kersh bought 100 Westinghouse, holds 660; Arthur W. Page bought 100 Westinghouse, holds 260; A. W. Robertson bought 300 Westinghouse, holds 500; Charles M. Odorizzi bought 400 Whirlpool-Seeger, holds 400.

Avco stockholders are asked, in proxy statement for April 12 annual meeting to approve increase from present 76,394 shares to 250,000 the number to be reserved for new stock options designed to attract key personnel, notably scientists. Option price must be at least ¼ point above closing market price of common on date granted, may never be less than \$5.75 per share. (Avco closed March 9 at 6%.) Report shows 63 persons, including 17 officers, now holding options to purchase 220,000 shares; chairman-pres. Victor Emanuel (1955 salary: \$125,000) had options on 75,000 shares as of Feb. 26, 1956; director & recently resigned v.p. W. A. Mogenson (\$75,000), 15,000 shares; Crosley Bestg. Co. chairman & Avco director James D. Shouse (\$75,000), 12,500; director R. S. Pruitt, 5000—all at 6½—and finance v.p. K. R. Wilson Jr. (\$32,083), 8000 at 6%.

Whirlpool-Seeger earned \$14,129,908 (\$2.70 per common share) after taxes of \$20,755,655 on sales of \$280,362,765 in 1955. Annual report added together the earnings & sales of Whirlpool Corp. & Seeger Corp. as separate companies from Jan. 1 to Sept. 15, when merger became official, and of the merged operations from Sept. 15-Dec. 31. RCA's stove & air conditioning depts. were combined with Whirlpool-Seeger as part of merger. Report noted that if RCA's operations had been included for full year, earnings would have been \$14,638,752, sales \$301,695,814. Total current assets as of Dec. 31 were \$89,240,194, total current liabilities \$44,099,086, working capital \$45,141,108.



**QUOTE WORTHY QUOTES** come along, every once in awhile, that are so pat and so pointed that, as editors, we wish we had said them first. Here are several such that came to hand this week:

"To me it is very significant that we are part of an industry that makes it possible for President Eisenhower to run again because were it not for TV and radio, it would not be possible for him to campaign. Consequently, once again modern electronics affects the history not only of our country but perhaps the world."—Letter from RETMA pres. H. Leslie Hoffman, pres. of Hoffman Electronics Corp.

"There seems to be a new and happy trend to cast not the biggest names but the best actors in TV. It's a wise policy because with TV's enormous impact the actors will be big names the next day anyhow."—John Crosby, in laudatory review of NBC-TV's "Caesar & Cleopatra" (in color) with cast headed by Sir Cedric Hardwicke, Claire Bloom, Jack Hawkins, Cyril Ritchard.

"In recent years, corporations have been discovering that outstanding scientists and engineers make good executives, combining administrative ability with a high degree of expert judgment on problems of technological change with which so many enterprises are now faced."—Dr. Douglas H. Ewing, v.p., RCA Laboratories, in speech at annual Executive Development Series, Drake U, Des Moines.

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Broadcasting & Film Commission of National Council of Churches of Christ in the U.S.A. approved allocation of \$1,748,000 for TV-radio-film production in calendar 1956—largest budget in its 5-year history. At 2-day meeting in N. Y. this week, Commission also condemned practice of selling or buying TV-radio time for religious broadcasts, thus in effect opposing commercial sponsorship of such evangelists as Billy Graham and Oral Roberts. Rev. Dr. Alexander B. Ferguson, director of Commission, said that last year it produced 7 weekly network TV and 7 network radio programs, plus special Easter & Thanksgiving productions.

Syracuse U's Kenneth G. Bartlett, director of its TV-radio dept. and a pioneer in its TV instruction, which leads to M.S. degree, has arranged series of lectures on American TV—speakers to be Rosel H. Hyde, FCC; Arthur C. Nielsen, pres. of A. C. Nielsen Co.; Louis N. Brockway, Young & Rubicam; Thad H. Brown, NARTB; Robert Saudek, TV Workshop, Ford Foundation; Judith Waller, NBC; James C. Hanrahan, Scripps-Howard Radio; J. R. Poppele, USIA (Voice of America).

Educational TV & Radio Center, Ann Arbor, Mich., supported by Ford Foundation, this week announced 1956 production contracts with educational stations WQED, Pittsburgh, for \$76,250; KQED, San Francisco, \$70,000; KETC, St. Louis, \$93,000. Contracts provide for equal number of regular station programs on exchange basis as well as programs produced specially for the Center, which acts as clearing house for educational shows.

Barnard College-NBC Summer Institute of Radio & Television, 6-week training program offering elective courses, will again be held starting June 25, open to college graduates, total fee \$175. Applications should be made before June 1 to Susanne Davis, 112 Milbank Hall, Barnard College, N. Y.

Educational TV received \$1,160,697 from Ford Foundation's Fund for Adult Education in fiscal year ended June 30, 1955, it's revealed in Fund's annual report. More than \$700,000 went for station construction, with balance to organizations assisting program development and personnel training.

High-tower agreement has been unanimously approved by Joint Industry-Govt. Tall Structure Committee established year ago by Air Coordinating Committee and composed of military & civilian govt. officials and representatives of aviation & TV industries. Compromise pact, as reported in Vol. 11:41, recommends new FCC rule-making to make future applicants show why they cannot locate antennas in farm areas, provides for re-examination of Airspace Panel criteria on approval of high towers in heavily traveled airspace and for legislation giving FCC or some other govt. agency authority over abandoned towers, receiving antenna towers, etc.

"Inhibitive, negative and non-competitive policy" of Canadian Broadcasting Corp. was attacked by RETMA of Canada March 1 in "brief" to Royal Commission on Canada's Economic Prospects, and it urged that CBC "make the minor and relatively expensive modifications to its TV transmitters so that the present U. S. color programs it now transmits in Canada as black-&-white programs will be made available to Canadians in color." RETMA said this would stimulate manufacture of color sets by Canadian manufacturers now, obviating need for waiting for CBC to originate own color.

Political Notes: ABC-TV's affiliates will set up free schools to coach political candidates in TV techniques, with "faculty" drawn from station staffs . . . NARTB mails 3rd edition of *Political Broadcast Catechism*, bringing up-to-date new FCC rulings relating to political broadcasts and reviewing obligations of stations under Sec. 315 of Communications Act . . . MBS granted Democratic National Committee 10 min. of "equal time" March 7 to reply to President's speech outlining his plans for TV-radio campaign; Sen. Sparkman (D-Ala.), vice-presidential nominee in 1952, spoke for Democrats.

Two applications were filed this week for TV stations—both in U. S. possessions. They were for non-commercial operation on Ch. 7 in Ponce, Puerto Rico, by Puerto Rican Dept. of Education, and for newly allocated Ch. 8 in Agana, Guam, by radio KUAM. Applications on file total 138 (24 uhf). [For details, see *TV Addenda 22-1* herewith.]

DuMont Electronicam TV-film system will be used to film next season's series of Jackie Gleason's *Honeymooners* show, with shooting due to start in mid-Aug. on 39 new 30-min. shows. Electronicam director James L. Caddigan said 500,000 ft. of film was shot in first 39 *Honeymooners* films "without the loss of a single minute of time due to mechanical or electrical failure."

Grace Kelly's marriage to Prince Rainier III will be covered live by Tele Monte-Carlo, Monaco's commercial TV station, and fed to 8-nation Eurovision TV network, Admiral Corp. electronics div. gen. mgr. Joe Marty Jr. reported after trans-Atlantic telephone talk with Tele Monte-Carlo mgr. Rene Lesclieux. American networks are expected to film the ceremonies.

NARTB's TV code review board meets March 21-22 at Ambassador Hotel, N. Y., to discuss problems in clearing program & ad copy at network level, and to consider offering affiliate-type membership to TV film producers & distributors.

Sir Ian Jacob, director-general of British Broadcasting Corp., will address luncheon meeting of Radio-TV Executives Society Wed., March 21, in Roosevelt Hotel, N. Y.

Radio XEHL, Guadalajara, Mexico (Alejandro Diaz, owner) is spearheading local group called Television-Tapatia, S.A., seeking TV station there.

Power increases: WTOK-TV, Meridian, Miss. (Ch. 11) March 9 to visual ERP; KTTS-TV, Springfield, Mo. (Ch. 10) March 6 to 316-kw.



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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — March 17, 1956

TV & RADIO ADVERTISING assailed for 'huckstering' and fraud in Harvard speech by FTC Comr. Mason; Brooklyn Rackets Bureau monitoring 'pitchmen' (pp. 1 & 5).

ALLOCATIONS DECISION still up in air as FCC begins discussions; trends may be evident in 2-3 weeks. BBC technicians cite gains with cross-polarization (p. 1).

NEW UHF ORGANIZATION, merging all elements, plans last-ditch grass-roots fight. Manufacturers again urge excise tax exemption for uhf sets (p. 2).

'INFLUENCE' SCANDALS AT FCC hinted by House Small Business probers. CBS, NBC & RCA records subpoenaed for hearing on employe 'intimidation' (p. 3).

MORE TV PREMIERES of new movies expected to follow successful colorcast of 'Richard III.' Theatre boxoffice to be key to future experiments (p. 4).

TREND IN RADIO is toward smaller share of advertising dollar, says Doherty, who sees low-cost portable TV sets encroaching further on its audience (p. 7).

RCA, SUNBEAM BUY one-fourth each of political conventions & elections on NBC-TV. General Motors, Ford have inside track for rest of political package (p. 8).

DELUGE OF PORTABLES presaged as GE reveals 9-in. & 17-in. models, to be shown at celebration of more than 250,000 sales of 14-in. Trends of the trade (p. 13).

NEW 10% EXCISE TAX on transistors, record players & recorders recommended by House subcommittee, drawing protest from RETMA pres. Hoffman (p. 15).

MOTOROLA'S BIGGEST SALES year, second highest profit year reported. Philco cuts board to 13, discloses officer-director compensations & equities (p. 16).

COLOR SHOWCASE for NARTB convention planned at Chicago's WNBQ, to be converted to all-color operation by April 15. Sponsors oriented for color (p. 17).

UHF TRANSLATOR service favored in comments from industry, though operators of unauthorized boosters urge that vhf outlets be legitimized (p. 9).

JOCKEYING FOR CPs brings many procedural actions. FCC refuses to reopen Wichita Ch. 3 case, will probe Communist issue in Seattle Ch. 7 hearing (p. 10).

NETWORK TV BILLINGS off to flying start as CBS achieves new record high in Jan.; ABC gain is 72% over Jan. 1955. First 1956 monthly PIB report (p. 18).

**'SHILLS' & 'PITCHMEN'—THE SHAME OF TV-RADIO:** Looks rather serious to us -- the more or less spontaneous outbursts lately against certain forms of TV-radio advertising variously charged with being "parlor hucksterism" and "fraudulent and misleading." From where we sit it would appear that the industry will be hiding its head in the sand if it depends smugly on the mere existence of a code that is being honored in the breach by a scattered minority.

Both TV and radio are subjects of the current attacks, as though they're one and the same, but there's no gainsaying that a few TV stations are bringing onus on the whole industry by permitting their facilities to be used by bait-&-switch and other pressure artists and for what are aptly described as "gaudy promises of bargains that turn out to be very costly once the customer has signed a contract."

It's unhealthy -- and a bit sickening -- to have the words "pitchmen" and "shills" applied to the medium that brings us Richard III, Ed Murrow's documentary on the Arab-Israeli conflict, the world's finest artists. Nor can this be laughed off with an offhand reply to the charges of Federal Trade Commissioner Mason, Congressman Hosmer, et al. Once again we hear threats of govt. action, reminiscent of radio's early days. And while some critics may have competitive, political and publicity motivations, it's really a shame upon our house that a N.Y. county attorney should actually set up a battery of TV-radio police monitors in his Rackets Bureau.

[For report on latest outbursts against TV & radio advertising, see p. 5.]

**NO TREND YET IN ALLOCATIONS DISCUSSIONS:** FCC began its closed-door study of allocations in all-day session March 13, confined its discussion to fundamentals of whole spectrum, left no impression of new trends in the works. Next meeting is March 20, and aim is to continue with at least one day weekly until a decision is reached.

Views of those who attended meeting, as to where discussions are leading, vary all over the spectrum -- same as before, nothing conclusive. Some think clear



to hire & fire those who do not vote or speak in the networks' interest are serious matters and demand an immediate and thorough investigation..."

March 8 conference with McConnaughey, Baker & L'Heureux was called by Evins to find out why FCC hadn't turned over to subcommittee a big batch of information -- including confidential data -- which was requested in questionnaire some months ago. L'Heureux says he told Evins that release of intra-Commission memos was against FCC policy which protects the confidential nature of staff recommendations. Some of these, he explained, may be against specific interests -- such as networks -- which might try to bring pressure on FCC to dismiss staff members who prepared them. He said FCC would rather not make such material public, in order to "guarantee free expression by Commission subordinates."

McConnaughey's alleged statement about "weakness" of chairman is understood to have been misinterpreted quotation of his oft-expressed complaint that McFarland Act isolates FCC chairman from staff to far greater degree than are the heads of other comparable govt. agencies -- even affecting power to hire & fire.

Reversals of initial decisions in comparative TV cases, changes in votes of commissioners, and such matters which might reflect pressure and influence, are particular targets of Evins and his investigators.

FCC and industry people will testify at undetermined date -- subcommittee planning to recess after March 20-21 hearings to digest subpoenaed records.

**MORE TV MOVIE PREMIERES ON THE WAY:** NBC-TV's American premiere on TV March 11 of Sir Laurence Olivier's important new film, Richard III, was a significant TV landmark in a number of respects.

As first 3-hour spectacular, with Shakespeare drawing total of 40-50,000,000 viewers -- far exceeding NBC's wildest hopes -- it was highest-rated daytime show ever presented, except for special events like World Series, political conventions, etc., vindicating Pat Weaver's confidence in TV as a cultural uplifter.

As a color showcase, it gave new prestige to color TV on the "educational" level. For example, big Boston area RCA distributor The Eastern Co. offered color sets to area high schools for special Sunday viewing sessions, announced that "large number" had responded, called promotion "a huge success."

As a promotion for NBC, its value was inestimable -- though the network lost money on the showing (which parent RCA could recoup through NBC share in theatrical grosses of film and sale of sound-track record albums).

Most significant trade implication, however, is yet to be plumbed: What will be the effect of TV premiere on boxoffices at theatres where Richard III is now being shown at up to \$2.80 a ticket?

First reports from theatres showing the film in New York and Washington indicate large audiences since openings March 12 & 13. Manager of Washington's Playhouse Theatre told us many patrons made a point of informing him they'd seen TV premiere. Stimulating big turnouts were unanimous rave reviews for the film -- with most movie critics pointedly praising the tremendous sweep of large-screen Vistavision and the impressive use of color, both lost to millions who viewed monochrome TV version.

Two other movies have been shown on TV before release to U.S. theatres. Last Nov. 6, NBC colorcast the U.S. premiere of Rex Harrison's Constant Husband -- which apparently was enough to kill it. It never opened in American theatres, exhibitors feeling it wasn't good enough. Disney's Adventures of Davy Crockett was produced as series of 3 films for ABC-TV Disneyland show, and even though each film in series was televised 3 times, they were tacked together and released as theatrical feature. Reviewers considered it a routine western, yet it grossed more than \$2,000,000 in theatres so far -- and is still being shown.

Unless Richard III proves complete dud at the boxoffice -- which is considered highly unlikely -- you can expect to see more TV premieres of movies. Several deals involving not only NBC but the other networks are being discussed now, with NBC in negotiations for another British film. An NBC spokesman predicted this week that 10 or 12 theatrical films a year may get public unveiling on TV.

Does this mean a new pattern of distribution for Hollywood features -- the



movie companies turning out pictures aimed at simultaneous TV and theatrical exhibition? Certainly not in the immediate future. The average run-of-the-mine Hollywood movie would be killed by one TV exposure. It takes an outstanding film like Richard III for a TV performance to instill the desire to see it again in theatre.

Where does this leave subscription TV? Free TV has already delivered the best of sports, ballet, opera, theatre -- and now it has moved into the field of first-run movies. While the rug is being pulled from under them, free-TV proponents can only mumble that NBC "lost money" on this week's experimental venture, that pay TV could have televised Richard III at a profit. Of course, every pioneering step in TV has been made at a temporary monetary loss -- for the sake of future profits as result of more and better service to the public. This approach seems to have worked quite well, and the networks aren't going broke.

**B**ITTEREST OUTBURSTS against TV-radio advertising practices since TV came of age as a selling medium evoked plenty of publicity this week, particularly in New York and Washington-- and there was little disposition in industry circles to shrug the complaints off this time as crackpot or mere publicity-seeking. While it's apparent that the fault lies with a small minority of stations, desperate for the dollar, the threat of legislative crackdowns was loud enough to give pause to everybody concerned with the broadcasting industry's freedom.

Lowell B. Mason, senior member of the Federal Trade Commission, set off the fireworks March 12 when he told the Marketing Club of the Harvard School of Business Administration that he is prepared to ask Congress for a \$1,000,000 Federal monitoring setup designed to detect fraudulent advertising, predicting that the next Congress would authorize "an investigation in depth" of what he called "parlor hucksterism."

Day before his speech, the *N. Y. Herald Tribune* carried an interview with Comr. Mason in which he asserted: "The American home is being deluged from morning until night with spurious TV-radio advertising claims, gimmicks and the clamor of the shills. With the tremendous force exercised by this merchandising evident, we no longer can assume that the abuses are trivial and will be corrected some way, some time by somebody."

National Better Business Bureau poll of 42 branches was cited to show that bait advertising, fictitious pricing, giveaways and gimmick selling are "targets of outraged viewers in virtually every state." And it was recalled that Sen. Magnuson (D-Wash.), chairman of Senate Interstate Commerce Committee, had asked FTC what procedures it uses to "guard the public interest" in connection with radio advertising in the District of Columbia, stating his opinion that there's "a great deal of fraudulent advertising."

Then the *Herald Tribune* had a reporter interview FCC Chairman McConaughy on the Mason suggestion that there be Federal surveillance. The FCC chairman thought this might be "tantamount to censorship which we, in America, loathe . . ." but he did warn:

"If the industry doesn't tighten up, police its own programs and clean its own linen, it's inevitable that Congress will establish programming regulations by amending the Act. There's been considerable agitation on the Hill for some time to step into the picture." However, he praised NARTB for a "wonderful" job in trying to implement its code of good practices--observing, however, that not all stations belong to NARTB or subscribe to its code and that it is not legally enforceable.

In speech before Ohio Assn. of Radio & TV Broad-

casters later in week (March 16), Chairman McConaughy again took cognizance of "trend toward over-commercialization to the prejudice of public service," citing recent complaints of Okla. Senator Monroney (Vol. 12:6), noting the Mason monitor proposal and observing:

"Let me suggest that instead of so much emphasis being placed upon profits, set sales, percentage of advertising and commercial progress, that you stress your public service accomplishments that have not received adequate publicity and build a record of public service that cannot be successfully challenged. You cannot only afford such a program but you cannot afford not to expedite it on a crash basis."

\* \* \* \*

Next to complain was Rep. Craig Hosmer (R-Cal.) whose attack on "irritating and obnoxious" commercials got a big play in the press. He wrote to FCC: "Everyone has experienced many times the adjustment of his set to an agreeable sound level during the entertainment portion of a program, only to be blasted unmercifully by the noise of the commercial." He said he thought advertisers deliberately step up volume of their plugs, noted that he never hears "too-soft" commercials.

The "crusade" seemed to reach full flower March 15 when Kings County (Brooklyn) district attorney Edward S. Silver burgeoned onto the front pages of the newspapers, and on the press association wires, with pictures and stories relating how he had installed a battery of 9 TV and 13 radio sets in his Rackets Bureau to monitor the airwaves for evidences of fraud. He charged that "pitchmen" on both TV & radio are victimizing low-income people with bait advertising, lashed out at FCC for failure to crack down on them, called its machinery "slow and cumbersome"--and promised that local prosecutions will begin as soon as evidence can be gathered against "commercial frauds and sharp practices."

\* \* \* \*

Sharpest and probably most effective critic was FTC Comr. Mason, who asserted at Harvard that "viewers and listeners are undoubtedly being bilked of fabulous sums, and the industry is letting itself be strangled by the sharpshooters. The situation," he went on, "cries for corrective measures . . . The old alibi that TV is an infant medium still suffering from growing pains no longer stands."

Comr. Mason took a dim view of FCC surveillance, predicted Congress would authorize FTC to do the cleanup job. He vehemently assailed "air-borne hucksters" out for the "fast buck," said reputable merchants and the stations themselves are "confronted with corner-cutting competitors and are vehemently demanding protection." He thought the FTC as "the business man's police court" is best qualified to undertake the cleanup job.

NARTB pres. Harold E. Fellows, back this week from European trip, intimated in March 15 reply to Comr. Mason that the reputable and code-adhering broadcasters



would welcome FTC's exercise of the jurisdiction it already has against egregious offenders—obviously to set an example. He has had, he said, opportunity to read only excerpts from the Harvard speech, but so far as bait-&-switch advertising is concerned "it might have been made by any official of the NARTB," which has taken the same position against it.

"We want to see it eliminated," said Fellows. "The Commissioner errs, however, when he states that 'the Television Code Review Board works at an extremely low point of visibility.' The Code Board anticipated the Commissioner's own indignation about this matter by incorporating in the Code within the last year specific language adjuring against such advertising which the association considers is fraudulent.

"I will not debate the Commissioner's viewpoint as to the effectiveness of the Code or of the Radio Standards of Practice, except to observe that I honestly don't believe he is as well informed on this subject as he is on the major burden of his statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either.

"Most of the broadcasters in the nation, nevertheless, will applaud his analysis of the problem. The Federal Trade Commission's own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will object to the exercise of any sanction that exists under the law."

An attack on "hard sell" advertising, whether loud on the radio or screaming in type, drew applause for Gerald Light, CBS-Columbia adv. & sales promotion mgr., during address March 16 before Assn. of National Advertisers convention in Hot Springs, Va. "There still persist," he said, "commercials which lecture, orate, rave, are pompous, irritating, wildly exaggerated and result in burying the product they came to praise . . . You hear it said that 'hard sell' ads radiate a sense of urgency. I often feel they radiate a sense of desperation instead, the advertiser's desperation to sell his products. They don't sell hard. They merely breathe hard." In his opinion, "soft sell" can do the job just as judiciously—and he cited as examples the Wallach & Ohrbach's store ads, the man in the Hathaway shirt, the Bert cartoons for Piel's beer, the Ford cartoon commercials, the Kellogg & Jello ads. "The 'hard sell' apologists seem to think that people won't buy anything unless you shout at them," he said. "I don't agree. Good manners are perfectly consistent with good selling."

Rumanian Legation in Washington made futile request to NBC-TV this week to halt showing of "Five Who Shook the Mighty" documentary on *Armstrong Circle Theatre* Tue. March 20, 9:30-10:30 p.m. Program dramatizes seizure of Rumanian Legation in Bern, Switzerland, Feb. 15, 1955 by 5 Rumanian anti-Communists trying to force release of 5 underground leaders held captive there. NBC refused to comply.

NBC and American Tobacco Co. were sued for \$1,000,000 in Columbus, O. court this week by Buckeye Credit Advisors Inc. for alleged malicious libel in connection with show in *Justice* series involving "debt pool"; plaintiff claimed injury to reputation and business when audience was urged not to use such services.

Ted Collins, mgr. of Kate Smith, whose return to TV is being planned, has been released from Doctors Hospital, N. Y., where he was confined for 2 months following a heart attack.

George Polk Memorial Award for outstanding foreign reporting in TV category in 1955 went to NBC-TV for hour-long color film, *Assignment: India*.

**Personal Notes:** Hubbell Robinson Jr., CBS-TV v.p. in charge of network programs, and Merle S. Jones, v.p. in charge of CBS-owned TV stations & general services, promoted to executive v.p.'s—Robinson to have charge of all TV programming functions, with all other TV operations under Jones; both report to TV pres. Jack Van Volkenburg . . . Edward Madden, v.p. of MPTV for last 3 years and previously an NBC and McCann-Erickson v.p., appointed v.p. of International Latex Corp., subsidiary of big Stanley Warner theatre chain; it manufactures foundation garments, gloves, infants' wear & foam rubber products, for which Madden will direct big TV ad campaign . . . Gordon Gray, v.p.-gen. mgr. of WOR-TV & WOR, April 15 becomes exec. v.p. & gen. mgr. of WOR-TV, with Robert J. Leder, ex-WINS, N. Y. & NBC, becoming gen. mgr. of radio WOR . . . Pat Weaver, NBC chairman, due back week of March 19 from skiing vacation in the Alps . . . Theodore F. Streibert, director of U. S. Information Service, in Italy for rest of this month on official mission; Frederick Long, Voice of America TV director on TV inspection trip to South America . . . Paul Dobin has been made a partner in the Washington TV-radio law firm of Cohn & Marks . . . Harry P. Warner, ex-Segal, Smith & Hennessey, Washington law firm, author of books *Radio & Television Law* and *Radio & Television Rights*, appointed head of legal dept., KTLA, Los Angeles . . . Tom Ragland has resigned as farm specialist, John Blair & Co., to become national sales mgr., WHBQ-TV, Memphis; he's succeeded by Robert J. Walton . . . Ed Frech, v.p. of company holding grant for KFRE-TV, Fresno, Cal. (Ch. 12) and for last 2 years mgr. of radio KFRE, appointed mgr. of TV outlet, due on air in May (Vol. 12:10); pres. Paul R. Bartlett also announced Keith Mealey will be v.p. for engineering & director of operations of both stations, Helen Johnson, treas. . . Frank B. Rice, from its Chicago office, appointed mgr. of new office of Harrington, Righter & Parsons Inc., Bank of Georgia Bldg., Atlanta . . . Richard Carlton, ex-sales mgr. of Minot TV Inc. and ex-v.p., Sterling TV, named eastern sales mgr. of Charles M. Amory's UM&M TV Corp. . . Hubert Wilke resigns as gen. sales mgr. of Atlas TV to join Teleprompter corp. . . Richard J. Goggin, ex-ABC, appointed chairman of motion pictures & radio depts., New York U, will supervise its closed-circuit TV courses . . . John McGiffert, with Educational TV & Radio Center at Ann Arbor for last year, signed by CBS-TV as writer for its *Camera Three* educational series . . . Buzz Kulik, ex-J. Walter Thompson (*Lux Video Theatre*, *Kraft TV Theatre*, *Ford Star Theatre*), joins CBS-TV as producer-director on *You Are There* . . . Eugene Katz, head of Katz Agency, leaves March 23 for 2 weeks in England to observe commercial TV operations . . . Mrs. Janet Anderson, ex-Jaffee-Naughton-Rich agency, now in charge of office of Hollingbery rep firm in Roanoke Bldg., Minneapolis (Federal 3-0519).

Radio-TV Executives Society of N. Y. has nominated Robert Burton, BMI v.p. to succeed himself as pres. at May 7 elections. Other nominees: Merle Jones, CBS-TV, 1st v.p.; Robert Leder, WOR, 2nd v.p.; Claude Barrere, BMI, secy.; Bernard Goodwin, DuMont, treas. Governors nominated: Kenneth Bilby, NBC; Maggi Eaton, *Radio Reports*; Norman Glenn, *Sponsor*; Geraldine Zorbaugh, ABC; Norman Gluck, United World Films.

Peters, Griffin, Woodward Inc. is new corporate name of Frecc & Peters rep firm, James L. Free having been in retirement for last 10 years (and residing in Santa Barbara, Cal.). H. Preston Peters continues as pres.; Lloyd Griffin as v.p. & TV director; Russel Woodward as exec. v.p. & radio director.



**R**ADIO'S SHARE of the advertising dollar, very touchy subject these days as some stations report declining revenues & profits while others say they're doing better than ever, was analyzed March 16 by Richard P. Doherty, ex-NARTB economist, now a Washington management consultant, speaking before Ohio Broadcasters Assn. He maintained that "profitable radio operations are a selective, station-by-station process rather than an overall industry experience." This is summary of how he spelled out the trend of radio advertising:

Total broadcast advertising (TV-radio combined) accounts for fully 17% of the nation's all-media advertising, and will unquestionably go to 20% within a few years. Radio's share of the combined TV-radio dollars is now about one-third while TV gets about two-thirds. (See also Annual Volume of Advertising in U. S. by Media, 1946-55, as revised by McCann-Erickson for *Printers' Ink* (Vol. 12:6).

Despite fact that total all-media advertising has risen by about 57% since 1950 (says Doherty), radio's share of these bigger national advertising outlays has declined from 11% in 1950 to about 6% in 1955. Business as a whole went up, to be sure, thanks to local sponsorships (Vol. 12:9)—but about 37% of the nearly 3000 AM stations (see *1956 AM-FM Directory*) enjoy incomes of \$100,000 or less, and there are only about 30 radio stations with revenues of \$1,000,000 or more, says Doherty.

Last year, radio's local advertising take was approximately \$320,000,000, he continued—but while local radio

dollars have steadily risen during the last few years they have not risen as fast as total all-media advertising expenditures. In 1955, radio stations took in approximately 9% of all advertising money spent at local levels, whereas in 1950 they accounted for 11%. And, he concludes:

"Radio will unquestionably run against greater TV competition for local advertising dollars as a result of more TV stations coming on the air, greater TV set saturation in various markets and, of great importance, the steady increase in multiple TV set homes which will be aided and abetted by low cost portable TV sets."

Note: Despite this somewhat bearish appraisal of radio, Westinghouse Broadcasting Co., which reported record radio sales at its stations last year, is negotiating to purchase New York's 50-kw independent WINS from J. Elroy McCaw group, has also talked of buying McCaw's KYA, San Francisco, which it would operate in conjunction with KPIX there. Westinghouse doesn't release its station sales & profits figures, but has consistently claimed it's ahead of all other group operations save possibly network o-&o stations. Now operating 6 radio and 4 TV stations (see *TV Factbook No. 20*, p. 46), its determination to acquire more TVs is common knowledge—but its apparent willingness to take on more AMs is quite significant.

Network o-&o AMs, meanwhile, continue to rack up records, NBC reporting this week that its radio stations continued in Jan. to exceed Jan. 1955 in both national spot and local. And from So. California Broadcasters Assn. comes report that 1955 was record year for its radio members, average station's revenue increase being 24% ahead of 1954 with Los Angeles area stations averaging an increase of 34%.

**ADVERTISING AGENCIES:** Peter Cavallo resigns as TV-radio v.p., J. Walter Thompson, Chicago, joins McCann-Erickson, N. Y., as v.p. in TV-radio dept. under Terence Clyne, TV-radio management director; he's third v.p. to be appointed recently in TV-radio dept., others being Ted Bergmann, ex-DuMont, and Lansing Linquist, ex-Ketchum, MacLeod & Grove . . . Charles S. Winston, v.p. of Foote, Cone & Belding, Chicago, named mgr. of Detroit office & account supervisor on special products div. of Ford account; Clyde E. Rapp, also a v.p. in Chicago office, will supervise Ford account there . . . Edmund Anderson, ex-D'Arcy, St. Louis (Coca Cola, General Tire), named assoc. TV-radio director, Ketchum, MacLeod & Grove, N. Y. . . S. J. (Sy) Frolick promoted to v.p. in charge of newly consolidated TV-radio depts., Fletcher D. Richards Adv., replacing Edwin S. Reynolds, resigned . . . Al Buffington promoted to assoc. TV-radio director in charge of production, Dan B. Miner Co., Los Angeles, under TV-radio v.p. Hilly Sanders . . . J. G. Motheral, v.p.-gen. mgr. of BBDO, San Francisco, elected a director . . . Timothy J. Healy, director of research, Stauffer, Colwell & Bayles Inc., elected a v.p. . . . Leslie F. Chitty to manage new BBDO office in Toronto, to be opened April 2; he's from Cockfield, Brown & Co., Toronto . . . Victor A. Seydel, v.p. & TV-radio director of Anderson & Cairns, elected a director . . . A. B. Browne, ex-McLaren Adv., joins Kenyon & Eckhardt Ltd. as mgr. of Montreal office.

**Wedding of Grace Kelly & Prince Rainier in Monaco** April 17 will be sponsored on ABC Radio by Peter Pan Foundations (brassieres), thru Ben Sackheim Inc., and on NBC Radio by Bourjois Perfumes, thru Lawrence A. Gumbinner Adv. Peter Pan sales v.p. Herbert Mayer promised that commercials will be "institutional-type."

**Morley, Humm & Warwick Inc.** is new name of Morey, Humm & Johnstone Inc., being changed April 2 to include partner J. R. Warwick who joined agency 3 years ago as v.p. & chairman of plans board.

"Cautious" trend to greater TV advertising by larger dept. & chain stores with budgets large enough to test the medium is noted in article titled "Why Retailers Bypass Television" in winter 1955-56 *Journal of Retailing*, published by New York U School of Retailing. Author Irving Settel, TV instructor at Pace College, N. Y. and a TV sales promotion consultant, based his article on reports of National Retail Dry Goods Assn. & U of Illinois, plus replies to own questionnaires to almost 100 stores. He said small stores will probably continue to avoid TV until some of the "basic problems" have been solved, notably: difficulties of presenting multiple-item ads, time required to plan effective TV shows, unavailability of "most desirable" time periods, high costs as compared to other media. He suggested that more help be given retailers by manufacturers, stations & agencies, and predicted "it may take a few years, but subsequently the retailer will find his way to TV."

Four Westinghouse station executives have been awarded 2-week vacations in Paris for two for outstanding 1955 contributions to radio operations. Several are now in TV. The winners: Franklin B. Tooke, gen. mgr. of WBZ-TV, Boston; Robert H. Teter, asst. to pres. Don McGannon; Gordon Davis, gen. mgr. of KYW, Cleveland; David N. Lewis, adv. & sales promotion mgr., KDKA-TV, Pittsburgh. Runners-up, each given gold wrist watch: Paul E. Mills, gen. mgr., WBZ-WBZA, Boston; Wm. Williamson, sales mgr., WBZ-WBZA; C. Lud Richards, ex-promotion mgr., now national sales rep., WBZ-WBZA; Guy Harris, program mgr., WOWO, Ft. Wayne.

**Recommended reading:** Interesting story in March 5 *Advertising Age* on Product Services Inc., which expects TV to account for about 75% of its \$5,000,000 billings this year. Formed 6 years ago by pres. Lester Persky (at age 24), agency's chief clients are Olympic Radio, Roto-Broil, Glamorene Inc., Strauss Stores Corp., Super-Knit Corp.

**Victor Borge**, the pianist-comedian oft seen on TV, knighted by King of Denmark.



**Station Accounts:** Twelve utilities in 7 states, serving 1,750,000 residential customers, will utilize TV-radio to implement use of 71 daily and 196 weekly newspapers April 9-16 for promotion of 1956 Spring Matchless Gas Range Campaign; sponsors are all 10 companies of Columbia Gas System Inc., thru Albert Frank-Guenther Law, N. Y. and Equitable Gas Co. and Peoples Natural Gas Co., both Pittsburgh . . . Own weekly circus show originating from big tent on its parking lot was started March 15 on independent KTLA, Los Angeles; different acts are planned each week for hour-long *Circus*, with Swift and Bell Brand Foods as sponsors, both thru McCann-Erickson . . . Lambert Hudnut (Quick home permanent) to launch 40-week spot campaign in 15 markets week of March 19, thru Kenyon & Eckhardt . . . Studebaker plans intensive 13-week spot campaign in all major markets starting in April, thru Benton & Bowles . . . Kellogg plans new TV-radio spot drive to introduce new Special K high-protein cereal, thru Leo Burnett Co., Chicago . . . Signal Oil buys ABC Film Syndication's *Code 3* for 7 west coast markets starting in April, thru Barton & Stebbins Adv., Los Angeles . . . Among advertisers currently reported using or preparing to use TV station time: Joanna Western Mills Co., Chicago (fabrics), thru George H. Hartman, Chicago; Tobin Packing Co., Albany Packing Div., Albany, N. Y. (First Prize meat products), thru Milton Seager Adv., Rochester, N. Y.; Gold Seal Co., Bismarck, N. D. (Glass Wax), thru Campbell-Mithun, Minneapolis; Minute Maid Corp., Florida Div., Auburndale, Fla. (Hi-C orange drink), thru J. R. Pershall Co., Chicago; Blue Jay Products, Div. of Kendall Co., Chicago (Fling anti-perspirant powder), thru Leo Burnett, Chicago; Pure-Aire Products, Puri-Fire Div., Burbank, Cal. (Puri-Fire electronic oxygen injection unit for maximum combustion), thru Imperial Adv., Burbank, Cal.; Patterson-Sargent Co., Cleveland (BPS paints), thru D'Arcy, Cleveland; Milk Maid Ice Cream Co., N. Y., thru Flint Adv., N. Y.; Brock & Co. Inc., Philadelphia (frozen potato products), thru Clements Co., Philadelphia; Castroville Marketing Co-Op, Castroville, Cal. (Pacific Miss artichokes & artichoke hearts), thru Reed Emmons Adv., Monterey, Cal.; E. S. Lowe Inc., N. Y. (games), thru Atlantic Adv. Co., N. Y.; Pan-Am Foods, Brownsville, Tex. (Pan-Am frozen Mexican dinners), thru Waghorne & Notzen, San Antonio, Tex.

Unwanted advantage for TV-radio is in prospect if printed media have to curtail as result of newsprint shortage. U. S. Chamber of Commerce, in its current *Advertising Newsletter*, notes that newsprint demand is out-running available quantity, warns that "if the amount of newsprint is cut then advertising will have to be rationed or allocated in some manner by the papers." Note: *Rochester Democrat* and *Times-Union* (both Gannett-published) last week suspended all save classified, obituaries & small theatre ads for 2 days in move to conserve newsprint—resulting in windfall business that added up to sellout for most local TV & radio stations.

**Rate increases:** WGN-TV, Chicago, raises base hour from \$1500 to \$1800. KPIX, San Francisco, raises hour from \$1500 to \$1700, min. \$300 to \$425. KLZ-TV, Denver, raises hour from \$650 to \$700, min. \$150 to \$175. WDAY-TV, Fargo, N. D., April 1 adds Class AA hour (7:30-10 p.m. daily) at \$400, min. at \$80, Class A hour remaining \$300. WINT, Fort Wayne-Waterloo, Ind., April 1 raises base hour from \$300 to \$350. KGLO-TV, Mason City, Ia., has raised base hour from \$250 to \$300, min. \$50 to \$60.

National ad budget of \$16 billion for 1965, up from last year's \$9 billion (Vol. 12:6), was forecast by Foote, Cone & Belding's Don Belding, speaking this week before convention of Folding Paper Box Assn. of America in San Francisco.

**Network Accounts:** RCA & Sunbeam Corp. have each purchased one-fourth of NBC-TV's coverage of political conventions & election returns, with either General Motors or Ford still regarded as strong possibility for at least one other quarter; respective agencies are Kenyon & Eckhardt, N. Y. & Perrin-Paus, Chicago. Westinghouse will sponsor political package on CBS-TV, Philco on ABC-TV . . . Sunbeam is also first sponsor signed for NCAA football schedule on NBC-TV this fall, buying one-fourth of 9 national games . . . Toni to sponsor *Arthur Murray Party* on CBS-TV starting April 5, Thu. 10-10:30 p.m., thru North Adv., Chicago; it replaces *Johnny Carson Show*, dropped by General Foods . . . Gem Razors & Falstaff Beer to sponsor Sat. *Baseball Game of the Week* on CBS-TV starting April 7, thru McCann-Erickson & Dancer-Fitzgerald-Sample; pre-game *Baseball Preview* will be sponsored by Colgate-Palmolive & Viceroy cigarettes, thru Ted Bates & Co. . . . Procter & Gamble to be full sponsor of *This Is Your Life* on NBC-TV Wed. 10-10:30 p.m., effective April 4, when Hazel Bishop drops out as alt. sponsor . . . Dow Chemical buys alt. Mon. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting April 9, thru MacManus, John & Adams . . . Gillette to sponsor Palm Beach golf tournament at Wykagil Country Club, New Rochelle, N. Y., on NBC-TV June 10, Sat. 4-5:30 p.m., thru Maxon . . . Old Golds to cut back from full to alt. sponsorship of *Truth or Consequences* on NBC-TV in fall, Fri. 8-8:30 p.m. . . . Mars Candy & Welch's Grape Juice to drop out as partic. sponsors on *Mickey Mouse Club* on ABC-TV Mon.-thru-Fri. 5-6 p.m.

Defense of sponsored religious programs on TV-radio came this week from Dr. Preston Bradley, pastor of People's Church, Chicago, and conductor of unsponsored program on radio WJJD there for 25 years. He told *Radio-Television Daily*: "I can see no reason for denying people the privilege and opportunity of having religion brought to them by radio and TV. I can see no reason why such programs should not be broadcast as long as they are sponsored by a good product." Last week the Broadcasting & Film Commission of National Council of Churches of Christ in the U.S.A. condemned practice of buying time for religious broadcasts (Vol. 12:10).

Nanette Fabray got offer of \$5000 a week to appear on *Arthur Murray Party* on CBS-TV starting April 5, Thu. 10-10:30 p.m., only 2 days after announcement that she and Sid Caesar "could not agree on terms for a new contract" starting in fall on NBC-TV's *Caesar's Hour*, for which she receives \$3750 per week. Miss Fabray, who succeeded Imogene Coca as Caesar's female lead last year, said she had made no decision yet on Murray's offer.

Steve Allen's *Tonight* on NBC-TV, Mon.-thru-Fri. 11:30 p.m.-1 a.m., reports billings of \$4,000,000 already signed for 1956 and appears headed for first profitable year since it went on air in 1954. NBC spokesman said billings of \$6,000,000 will mean a profit to network. Miller Brewing Co. recently bought 120 partic. for about \$800,000, largest single order in show's history.

**Signs of the TV times:** NBC reports its WRC-TV, Washington, increased national spot billings in Jan. by 36% over Jan. 1955; WNBQ, Chicago, by 41%; WRCA-TV, N. Y., by 36%. In local sales, WRC-TV was up 40%, WRCA-TV 25%, KRCA, Los Angeles, 74%. Claimed also were sales records at recently acquired WRCV-TV & WRCV, Philadelphia.

ANPA Bureau of Advertising, 570 Lexington Ave., N. Y. has published brochure on effects of recent Detroit newspaper strike, titled *The Lights Are on Again*.

RKO Radio Pictures appoints J. Walter Thompson Co. as its agency.



**Telecasting Notes:** First-run features can help end famine of top-notch programming for independent stations. That's one of the most significant factors of recent movie backlog releases by major studios. "Before & after" study based on ARB figures, cited in March 14 *Variety*, measured ratings of time segments in 10 major markets about 3 months after start of first-run feature film shows. Results indicated first-run features can equal and surpass competing network shows . . . Some feature film markets cited: WSYR-TV, Syracuse, increased Sat. night rating from 4.3 to 16.2 average after starting first-run features; WOW-TV, Omaha, 8 to 32.4 Sun. nights; similar increases in Houston, Cincinnati, Columbus, Seattle, Kansas City, Memphis, Nashville. Another survey even showed uhf WROW-TV, Albany, outrating vhf WRGB, Schenectady, in some time periods by using top-notch features . . . More important features are on the block to TV, many being peddled in "series" fashion, featuring a single star or group of stars. MGM's first TV release will consist of *Andy Hardy*, *Dr. Kildare* and *Maisie*—37 in all—at price of about \$1,800,000 on lease basis, with NTA and PRM Inc. (which bought Warner Bros. entire backlog; Vol. 12:9) reportedly among contenders . . . Other "series" features on the TV market: 14 Dorothy Lamour films originally made for Paramount, 18 Shirley Temple pictures by 20th Century-Fox, 18 Universal Deanna Durbin starrers . . . Features looking for buyers are Paramount-owned *Bells of St. Mary's* (Bing Crosby, Ingrid Bergman,

1945) & *Good Sam* (Cary Cooper, Ann Sheridan, 1948), offered together at \$500,000 (including theatre reissue rights); 40 Sam Goldwyn features; another batch of J. Arthur Rank films . . . *Movie misfit*, the oft-revamped *MGM Parade* (ABC-TV), most likely will die May 2, though MGM v.p. Howard Dietz hints his studio will have new show next season . . . Another movie venture into TV, *Warner Bros. Presents* (ABC-TV), finally has clicked rating-wise, hitting Nielsen of 31.6 & 26.7—but not without lots of revampings and resignations of key personnel. Warners & ABC now dickering over renewal—the movie studio having lost money on this year's series and asking \$100,000 per 60-min. show, up from current \$65,000 . . . Official Films to distribute 39 of original *Cavalcade of America* TV films for re-runs under *The American Story* title . . . TV to movies: MGM buys "Number Four with Flowers," by Louis Pelletier, produced this season by *Kraft TV Theatre* (NBC) . . . Noel Coward's scheduled third appearance on CBS-TV's color *Ford Star Jubilee* May 5 canceled at sponsor's request because of low ratings (despite critics' enthusiasm) of first 2; Coward's next CBS-TV appearance will be on weekly *Playhouse 90* series in Oct., Thu. 9:30-11 p.m.—no sponsor yet . . . World premiere of Norman dello Joio's opera, "The Trial at Rouen," will be presented in color by NBC-TV Opera Theatre Sun. April 8, 4-5:30 p.m. . . . "TV natural" is new *Help for the Househunter* on KTLA, Los Angeles, Sun. 10:15 a.m., designed to help people buy & sell homes.

TV program ratings are fickle factors in determining sales value of the shows, and sponsors should be patient before making changes. That was counsel of Nielsen v.p. T. R. Shearer in address to Assn. of National Advertisers convention this week in Hot Springs, Va. He said: "I know it is difficult to be patient when you are spending at the rate of \$50,000, \$100,000 or \$300,000 per telecast. But in making your business decisions, please recognize that it takes time to change the habits of people, whether they are buying habits or program preferences." Size of audience sometimes varies by millions for same show from week to week, he said, adding: "The last rating and the fast rating properly serve the show business count-the-house side of your business. But when you make your investment decision, carefully appraise all of the many factors that must be considered, including the long-term performance of the program. It will pay you rich dividends." He also noted that only 38% of network TV programs currently have a single sponsor, compared to 72% in spring of 1953.

Lou Poller is buying Alex Rosenman's 5% of off-air WCAN-TV, Milwaukee (Ch. 25) for \$54,259.59 in order to become 100% owner, according to application filed with FCC this week. He plans to dissolve Midwest Bestg. Co. and hold WCAN-TV as individual. Station left air in Feb. 1955 (Vol. 11:6), after making deal to give studios and transmitter site to CBS's WXIX (Ch. 19) in exchange for \$650,000 and studios of WOKY-TV—CBS having acquired latter by earlier purchase of WOKY-TV's Channel 19 and other assets for \$350,000 (Vol. 10:43).

Profit of \$2292 in 1955 vs. loss of \$75,191 in 1954 for Winston-Salem Bestg. Co. (operator of uhf WTOB-TV and 3 AMs) was revealed in Dec. 31, 1955 consolidated balance sheet filed with application for Ch. 42 in Birmingham, Ala. WTOB-TV's 1955 loss of \$53,233 was offset by the \$55,525 profit earned by radios WTOB, Winston-Salem; WLOW, Portsmouth, Va.; WSGN, Birmingham, Ala.

Control of WAFB-TV, Baton Rouge (Ch. 28) & WAFB, totaling 57.8%, is now held by owners of WDSU-TV, New Orleans (Edgar B. Stern Jr. interests), FCC having approved transaction whereby WDSU Broadcasting Co. purchased additional 31% for \$132,500 from 19 stockholders.

**UHF TRANSLATOR** proposal of FCC's, offered as new "home" for the ultimately-to-be-dispossessed operators of unauthorized vhf boosters (Vol. 12:10), is generally endorsed by those filing comments this week—with exception of the "DPs" themselves, who want to keep vhf and use lower uhf channels rather than the Ch. 70-83 portion proposed by FCC.

RETMA favors concept but suggests that translator applicants be required to list only other translators within 15 mi. rather than 50 mi. as proposed. RETMA estimates 10-watt outlets will provide Grade B signal 5-mi. long, 2½-mi. wide. It concludes: "It is the RETMA committee's firm belief that the widespread use of these upper uhf channels for the proposed TV translator service will undoubtedly stimulate sufficient interest on the part of receiver manufacturers to improve performance of uhf receivers to the extent that ultimately substantially lower signal levels will produce acceptable pictures. In such case the range of coverage of translator stations will be considerably greater than indicated above." RETMA predicted that translators will cost more than the \$1000 estimated by FCC.

Ben Adler, pres. of Adler Electronics and prime translator proponent, endorses proposal enthusiastically, notes that his equipment has operated successfully, serving several hundred families with experimental Ch. 16 translator at Manson, Wash. He estimates that translator will serve 3x2-mi. area from 200-ft. height, 5x3-mi. from 500 ft., 8x4½-mi. from 1000 ft.

Adler also states that \$1000 figure is too low but that cost is "expected to be well within the economical maximum that could be tolerated for this type of service."

Washington State Reflector Assn., reporting it represents unauthorized booster operators serving some 15,000 homes, urges that rules be provided to keep vhf operations going; that lower uhf channels be assigned to the new service; that power maximum be increased to 31.6 watts if FCC is adamant about using only Ch. 70-83.

Sylvania urged authorization of translators but rec-



ommended clarification of technical requirements, relaxation of rules governing operators.

Consulting engineer Archer S. Taylor, Missoula, Mont., asked FCC to keep big-station operators from putting their own translators in competition with conventional small-town stations. He also questioned whether revenues for support of translators would be forthcoming, suggested that scrambled signals (a la subscription TV) may be answer, with viewers paying for decoding, and that local slide commercials be allowed. He also suggested combination community antenna-translator setups similar to those proposed by Jerrold (Vol. 12:10).

Spencer-Kennedy Labs, community antenna equipment makers, also doubted that voluntary support for translators would be found. "At best," it stated, "it would rest upon the broad taxing power of the community and its continuing willingness to employ the taxing power for the support of the translator; at worst, the continued usefulness of the citizens' investment in set, antenna and converter might become wholly dependent on philanthropy and hat-passing."

SKL proposed that licensees be required to deposit enough in escrow for 5 years' operation. It also suggested that "breathing spell" be provided for community antenna operators—no translators to be authorized in their towns until March 1, 1960.

A group identifying itself as "Flathead Valley Citizens" of Washington state asked that power maximum be increased from 10 to at least 60 watts.

CBS urged that translators be used also to fill in "shadows" within stations' normal coverage; that they not be permitted to duplicate service. It said it would have policy of granting rebroadcast rights where translator will be the only means of providing CBS-TV programs.

NBC offered a short supporting comment suggesting translators be employed for extending service to both isolated towns and to "shadow" areas.

National Community TV Assn. cautioned that FCC should insist on technically and financially sound operations, insisted it isn't opposed to translators as such, said wired systems and translators can coexist.

WSM-TV, Nashville, suggested that power maximum be upped to 100 watts; that entire uhf be employed, instead of Ch. 70-83; that applicants be required to show ability to meet minimum-hour requirements.

KVDO-TV, Corpus Christi (Ch. 22) said that approval of translators would "finally set to rest" the argument that deintermixture in Corpus Christi "might create white areas." It asked that allocation situation be clarified so that uhf operators wouldn't make translator investments that would eventually prove worthless.

Data subpoenaed from CBS, NBC & RCA by Senate Small Business subcommittee for next Tue. March 20 (see p. 3), from text of subpoenas addressed to secretaries of the 3 companies: "(1) All records of, or relating to, communication whether by letter, telegraph, telephone, memoranda or oral, touching or relating to any matter before, or to come before, the Federal Communication Commission for adjudication or consideration since Jan. 1, 1953, to or from [CBS, NBC, RCA] or anyone else acting for or on behalf of [CBS, NBC, RCA] or yourself. (2) All records of, or relating to, communication whether by letter, telegraph, telephone, memoranda or oral, touching upon or relating to the employment of, prospective employment of, any person or persons by the [FCC] since Jan. 1, 1953, to or from [CBS, NBC, RCA] or anyone else acting for or on behalf of [CBS, NBC, RCA] or yourself."

Paramount Pictures' KTLA, Los Angeles, expects to be ready to occupy new Sunset studios by April 1, reports v.p.-gen. mgr. Klaus Landsberg.

**PROCEDURAL ACTIONS occupied FCC** on the CP front this week as it issued no big vhf grants. Sole CP was Ch. 14 grant to Aircast Inc., Owensboro, Ky., headed by Stephen P. Bellinger, principal of radio WVMC, Mt. Carmel, Ill.; WIZZ, Streator, Ill. and KCLO, Leavenworth, Kan. The week's developments:

(1) FCC denied petitions of Wichita's KFH & KANS to reopen record in Ch. 3 case which resulted in grant to KARD-TV.

(2) It disclosed reasons for reopening record in Seattle Ch. 7 case in which KIRO holds favorable initial decision over KXA & KVI. It said examiner should have allowed cross-examination of KIRO principal Saul Haas on policies of *Seattle Record* when he was part owner and editor in 1925-28. KVI counsel George Smith alleged newspaper "espoused the cause of Soviet Russia," employed writers with Communistic leanings, denounced U. S. & British foreign policy. Smith had said charges are pertinent because Haas testified KIRO editorializes and that TV station would do likewise.

(3) Drop-in of Ch. 9 in Elmira, N. Y. was reaffirmed, as petitions of WSYR-TV, Syracuse (Ch. 3) and grantee WINR-TV, Binghamton (Ch. 40) were turned down on same grounds given in Vail Mills (Albany) Ch. 10 case. Comrs. Hyde & Bartley dissented.

(4) One uhf CP was reinstated, another dropped. Grant for WCBC-TV, Anderson, Ind. (Ch. 61) was reactivated after new application was filed this week. CP had been cancelled last month because of lack of prosecution. CP for WETV, Washington, D. C. (Ch. 20), held by radio WGMS was turned in, pres. M. Robert Rogers stating new application would be filed if there is "marked change in the opportunities for use of the uhf band, such as removing the uhf channels from broadcast service and reserving them for a system of fee-TV."

(5) Radio WIBA, Madison, Wis., loser of Ch. 3 decision to WISC-TV, dropped efforts to get decision reversed, negotiated merger with uhf WMTV (Ch. 33), paying reported \$600,000 for 66 2/3%. It's understood NBC is willing to give WMTV another year's affiliation, and it's possible city's other uhf, WKOW-TV (Ch. 27), may keep CBS affiliation—leaving vhf WISC-TV the ABC-TV tieup. Situation is novel, because both CBS & NBC already have strong vhf affiliates not too far away—WREC-TV, Rockford (Ch. 13) and WTMJ-TV, Milwaukee (Ch. 4), respectively.

(6) WTAO-TV, Raleigh, N. C. (Ch. 28) went to Court of Appeals after FCC turned down its efforts to block final decision in Ch. 5 case, in which WRAL holds initial decision.

(7) Deintermixture advocates prepared for Court of Appeals hearing next month on Corpus Christi, Evansville & Madison cases, somewhat heartened by fact that court split 4-4 recently in decision turning down their request that full court hear case because of diverse decisions of 3-judge panels. They hope to win if they get the "right" 3 judges.

(8) AFL-CIO again blasted FCC's Ch. 7 Miami grant to Cox-Knight-Trammell. In testimony before Senate Commerce Committee this week, legislative representative Andrew J. Biemiller charged that there's danger in joint ownership of station by Cox's *Daily News* and Knight's *Herald*. "The vast population of this area," he said, "will for all practical purposes have to rely on a very few individuals for the dissemination of news by all media." He also said that major stockholders are absentee owners and that "both newspapers have had anti-labor news and editorial policy."



**T**ESTIMONY of station operators on uhf problem was completed this week in 3-day session of Senate Commerce Committee's TV investigation. Next phase—March 26-28—hears network views on allocations problems.

In addition to testimony by RETMA and RCA (see p. 2), Committee heard these witnesses this week: (1) John Engelbrecht, WTVK, Knoxville (Ch. 26) urged immediate action by FCC "to make reallocations in the public interest on a case-to-case basis" pending new nationwide allocation plan. (2) John H. DeWitt Jr., WSM-TV, Nashville (Ch. 4), first vhf operator to appear before Committee, asked retention of current allocation plan, encouragement of all-channel set production. (3) Paul W. Morency, WTIC, Hartford, applicant for Ch. 3, urged retention of that channel in Hartford.

Inserted in record was statement by J. E. O'Neill, KJEO, Fresno (Ch. 47), saying that he had received notice of termination of CBS affiliation agreement effective May 2, the date new vhf outlet is due to go on air. Statement by Stewart Watson, WKOW-TV, Madison, Wis. (Ch. 27), urged retention of status quo in that city until FCC makes final decision in its allocation study.

Other witnesses heard this week: Irving Ferman, American Civil Liberties Union, asked complete congressional study of TV's present service and future needs, with testimony by wide range of outside experts. Former Rep. Biemiller (D-Wis.), for AFL-CIO, asked encouragement of full use of spectrum and preservation of educational reservations.

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FCC is fostering monopoly, Clifford F. Rothery, pres. of National Assn. of Broadcast Employees & Technicians (NABET) told the Committee, particularly through its policy of permitting sales of stations to persons meeting only minimum requirements. He said FCC policies "price out of the market the local enterpriser with limited means, the community-minded citizen who wishes to operate a community-based station." He said that "ultimately uhf must prevail throughout"; that either industry or Govt. must support educational TV; that authorization of remote-control operations of radio stations is a blow to national defense because stations using remote control drop out of Conelrad; that FCC should stay out of labor-management controversies; that, generally, FCC has an "undue sensitivity to the requirements of the businessmen in the industry."

Tentative schedule of next hearings: March 26—

Station-members of new all-uhf Committee for Competitive Television (see p. 2): WVEC-TV, Norfolk; WSEE, Erie; WDAK-TV, Columbus, Ga.; WSBA-TV, York, Pa.; KTVI, St. Louis; WICC-TV, Bridgeport; WNAO-TV, Raleigh; WWLP, Springfield, Mass.; WISE-TV, Asheville, N. C.; WTOA-TV, Cambridge-Boston (now off air); WTOB-TV, Winston-Salem, N. C.; WENS, Pittsburgh; WFAM-TV, Lafayette, Ind.; WTOV-TV, Norfolk; WLBC-TV, Muncie, Ind.

TV-radio-telecommunications on postage stamps is subject of book, *Radio Philatelia*, by stamp collector-TV producer Herbert Rosen. Book traces development of telecommunications through medium of postage stamps, with photographs of some 300 stamps, cancellations, etc. It's published by Audio-Master Corp., 17 E. 45th St., New York 17 (\$2).

Radio-TV News Directors Assn. has set Nov. 16-17 in Milwaukee's Plankinton House for 1956 annual convention; Jack E. Kreuger, WTMJ, is local chairman.

Richard F. Moore, KTTV, Los Angeles (Ch. 11); Ernest L. Jahncke Jr., ABC. March 27—Wm. Lodge, CBS; Joseph Heffernan, NBC. March 28 schedule not set yet.

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Illustrating the depth of feeling, indeed the bitterness, that prevails as result of FCC policy vis-a-vis uhf—or lack of it—were the communications that accompanied the latest uhf "mortalities" (p. 12). Writing to the FCC chairman, pres. Joseph S. Field Jr. of WIRK-TV, West Palm Beach, sarcastically suggested that the FCC be renamed "the Federal Communications Protective League, whose sole function is to protect the network and strong monopolistic vhf influence."

"You may congratulate yourselves," he wrote, "that you've eliminated another small potato in this era of big business . . . We held out long past the point of good judgment in the hope that you people, selected good and fair to guide our destinies, would see the errors created and make the easy adjustments. But no, where do you look to find the answer to our problems? Not to us, the people who are suffering, but to the monopolistic networks and powerful vhf interests—the source of our problem, Your Masters!

"You've done well; you've lost jobs for many fine, conscientious Americans. You have caused us to lose most of our money and minds and you've caused great loss upon the part of innocent suppliers who had faith in us. We all will remember your acts long and well. And how did you do all this? Simply by doing nothing—the easiest way out. You let the forces opposing us solve your problem for you. The problem of uhf, which you created, is being solved for you merely by the passage of time."

Not so vehement, Frank Lyman Jr., pres. of WTOA-TV, Cambridge, Mass., blamed the "insuperable obstacle of incompatibility created by the Commission's intermixture of vhf and uhf" and pointed out that WTOA-TV was forced not only to compete with 2 Boston vhf stations but more recently with a vhf in Manchester, N. H., 50 mi. away. He added:

"Our situation differs from the case of those who have gone dark before us only in the fact that we should have properly taken this step months ago. We have refrained from doing so only because we thought we had reason to hope during the last 2-year period that the uhf problem was under careful study and that there would soon be forthcoming constructive proposals. However, hope ceases to be eternal when a certain point in suffering has been reached." And gen. mgr. Wallace Dunlap added that it was "just a completely hopeless prospect as long as uhf and vhf are mixed together in the same market."

**Humor isn't so funny** when you have to practice it for a living, writes Leonard Hole, director of NBC program development & supervisor of its comedy development, in "Can You Make People Laugh?" in March *American Magazine*. He discusses humor from "cold cash" viewpoint, analyzes various comedians, offers readers 6-point quiz titled "Could You Be a Professional Comic?"

Democratic National Committee this week launched spot TV drive to seek small campaign contributions "from the rank and file of the Party." Chairman Butler said spots would be used first on WHO-TV, Des Moines & WHIO-TV, Dayton, as "a sort of pilot operation," with extension to other markets planned shortly.

American Women in Radio & Television Inc. holds 5th national convention in Boston's Hotel Somerset, April 26-29, with more than 600 attendance expected. Among speakers are Norman Knight, exec. v.p., Yankee div., General Teleradio; Robert D. Swezey, WDSU-TV & WDSU, New Orleans; Oliver Treyz, pres., TvB.



**T**WO MORE UHF stations have quit the air, bringing on-air total down to 98—with only 104 CPs for new uhf stations still outstanding and very few of these indicating definite plans to start. In wake of March 1 cessation of WIRK-TV, West Palm Beach, Fla. (Ch. 21), the Boston area's sole uhf, WTAO-TV, Cambridge (Ch. 56), reported this week that it will go dark March 30. It will be the 58th uhf to quit (for others, see p. 280, *TV Factbook No. 22*) and reduces on-air total of all stations to 462.

Both stations began operating in Sept. 1953. Their respective presidents, Joseph S. Field Jr. and Frank Lyman Jr., stated operations would have ceased earlier except for hope that uhf studies would bring relief. Both charged vhf "monopolies" and blamed FCC for failure to act on deintermixture. WTAO-TV said its suspension is "temporary" and regular equipment tests "will keep everything in good working order" for the day when it can resume. It's connected with Harvey Radio Lab.

Equipment shipments reported this week: By GE—10-kw transmitter & studio equipment sent March 8 to upcoming KDWI-TV, Tucson, Ariz. (Ch. 9), due in April; 12-kw transmitter with 5-bay helical antenna March 9 to WROW-TV, Albany, N. Y., for use by its projected satellite WAST, Haganan, N. Y. (Ch. 29), starting next week. By RCA—25-kw transmitter March 9 to upcoming WSPA-TV, Spartanburg, S. C. (Ch. 7), which got FCC approval last week to build on Paris Mt. (Vol. 12:10); 25-kw amplifier March 14 to WTVO, Rockford, Ill. (Ch. 39), planning boost to 218-kw.

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

WCKT, Miami, Fla. (Ch. 7), granted Jan. 18 to combination of Cox and Knight broadcasting-publishing interests headed by ex-NBC pres. Niles Trammell, has ordered RCA equipment and hopes to be on air by mid-June, reports station mgr. James M. LeGate, ex-mgr. of Miami radio WIOD. Construction of transmitter house and base & anchors for 900-ft. Ideco tower at Miami antenna farm has begun; studios will be at site of WIOD transmitter on North Bay Causeway. Niles Trammell will be gen. mgr.; Robert L. Fidler, ex-WIOD, sales mgr.; Charles L. Kelly, ex-gen. mgr. of St. Petersburg's WSUN-TV, operations mgr.; M. C. Scott, ex-WIOD, chief engineer. Rep has not yet been chosen.

KRIS-TV, Corpus Christi (Ch. 6) has 10-kw RCA transmitter ordered for delivery in 30 days, plans May 1 start as NBC primary, reports owner & gen. mgr. T. Frank Smith. It will use 600-ft. Andrews tower and 6-bay RCA antenna, begins construction of studio and transmitter buildings shortly. It will be city's second, KVDO-TV (Ch. 22) having started in June, 1954. Joe W. Collier will be chief engineer, with W. M. Eikner, from KRIS, sales v.p. and Charles Nethery, also KRIS, programming v.p. Base hour will be \$300. Rep will be Peters, Griffin, Woodward Inc. (formerly Free & Peters).

WCBI-TV, Columbus, Miss. (Ch. 4) now hasn't specific target because weather conditions make construction uncertain and Bell System hasn't set specific date for providing microwave for network, reports gen. mgr. Bob McRaney. RCA 5-kw transmitter is being installed and 500-ft. Andrews custom-built tower with 5-bay RCA antenna is scheduled for completion this month. Owner Birney Imes Jr. also operates WCBI and 4 other Mississippi radio stations. WCBI-TV will carry CBS & NBC, will have \$140 base hourly rate. Rep will be McGillvra.

WAST, Haganan, N. Y. (Ch. 29), to be operated as satellite by WROW-TV, Albany (Ch. 41), got STA this week and expects to start programming week of March 19. It expects to improve signal in Schenectady and extend coverage generally in hilly areas, will use Clark receiver to pick up WROW-TV, about 20 mi. away.

Binaural sound on TV hasn't sufficient technical justification yet, FCC stated this week in denying petition of attorney Joseph Brenner, Beverly Hills, Cal., who petitioned 2 years ago for rules change permitting stereophonic sound—to be confined to uhf initially. Brenner proposed that sound be multiplexed as in FM, but Commission noted that FM has 250-kc band, whereas TV has only 50-kc aural band, and that there may be "adverse side band effects on visual transmission." Brenner had contended proposal would give uhf shot in arm.

Novel twist in educational closed-circuit: Most systems permit students to watch the teacher (Vol. 12:10), but New London (Wis.) High School is installing equipment to let the teacher watch the students. General Precision Lab this week shipped complete closed-circuit system to the school for monitoring study halls. Wide-angle camera is to be mounted at location where all students in hall can be viewed, with monitor located in school office—thereby freeing a teacher for active duty.

Its largest community antenna equipment shipment to date, \$28,000 worth, was sent this week by Blonder-Tongue Labs, Westfield, N. J., to Seattle for northwest distribution. Shipment comprised Model MLA amplifiers. Company reports use of its equipment by systems in Astoria, Coos Bay, The Dalles, Klamath Falls & Pendleton, Ore.; Bellingham, Chehalis, Chelan, Everett, Moses Lake, Okanogan & Wenatchee, Wash.

Closed-circuit TV's use of telephone company facilities for program transmission is subject to regular 10% excise tax, Internal Revenue Service ruled this week. Ruling said use of closed TV for business meeting and theatre-TV sporting events is a private use of telephone circuits, and held that Congress intended to exempt "only communications services utilized in the business of furnishing programs to the general public."

Voice of America is now devoting Sat. 1:45-2 p.m. to program of interest to world's amateurs, inspired by USIA deputy Jack Poppele, himself a "ham" of 45 years standing. It's narrated by Bill Leonard, CBS TV-radio personality, who operates W2SKE; is carried on VOA's 17830, 15280, 15270, 15200, 11870 & 11790 kc, repeated on Munich relay's 7235 kc and on Tangier's 11890 & 950 kc.

"E. H. Armstrong: the Hero as Inventor" titles articles on the superhet inventor due in April *Harper's*; it's billed as "a study of the career of E. H. Armstrong whose suicide in Jan. 1954 ended the outstanding technological career of our time."

Fast-growing community antenna system in Dubuque, Ia., owned by Jerrold Electronics interests, has signed 3000th subscriber—9 months after start.

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Standard Electronics Corp., subsidiary of Dynamics Corp. of America, this week announced new compact 25-kw amplifier for Ch. 2-6 (Model AL-634) priced at \$50,000, which will be displayed at NARTB Chicago convention April 15-19. Its 2 cabinets require 23.5 sq. ft. of floor space, total weight is 4000 lb., power consumption 63-kw at 90% power factor at black level.

American Microwave Co. has been formed at 11754 Vost St., No. Hollywood, Cal., to design, develop and manufacture TV studio equipment, microwave systems and custom electronics equipment to specifications. Founders are Fred W. Bailey, pres., ex-sales mgr., Lambda-Pacific Engineering Inc., and Harold W. Jury, chief engineer, ex-CBS-TV.

George Gill, ex-mgr. of TV-photographic lighting services of Kliegl Bros., who has handled lighting equipment for many network and station studios, has established Gill Southern Associates, 1805 Alamanda Dr., No. Miami, Fla. to serve TV, movie & theatrical services.



**GE PULLING ITSELF UP BY ITS PORTABLES:** The TV-in-every-room era, foreshadowed by GE's successful 14-in. portable and RCA's soon-to-be-shipped 8½-in. portable (Vol. 12:9), should move still closer when GE comes out shortly with 9 & 17-in. portables housed in lightweight aluminum cabinets. Along with more 14-in., they're expected to comprise bulk of the 900,000 TVs GE has projected for 1956 production under own brand -- in addition to 300,000 under Hotpoint label (Vol. 12:8).

Press party in New York's 21 Club March 23, celebrating first anniversary of the 14-in. portable, will be occasion for unveiling of new models. First such 14-in. sets weighed 32 lbs., were priced at \$99.95 & \$119.95; subsequently, another 14-in. weighing 26 lbs. and priced at \$129.95 was added. It's understood GE will announce sales of 250,000-300,000 of these sets in their first year.

Dimensions, weights & prices of the new portables are still top secret. A spokesman would comment only that "we will now have a full line of portables which I can assure you will be revolutionary in design and performance."

A 17-in. lightweight portable was regarded as an inevitable sequel to the 14-in. -- but the 9-in. has been best-kept secret in industry, even though there had been intimations of an "intermediate size" between announced 8½-in. and the 14-in. (Vol. 12:7). It's understood neither Corning, Kimble nor Lancaster Lens is making the 9-in. bulb, and all we could find out is that it's being produced by a "newcomer in the TV bulb industry." GE is itself manufacturing the tubes, which means it's likely to make them available also to its regular tube customers. GE ranks with RCA and Sylvania at top of CR tube manufacturing industry.

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Still more manufacturers are announcing portables, too -- and prospect is the market will be deluged with them by time of the June marts. Besides the 8½-in. size promised by RCA, Admiral & Emerson and 14-in. by quite a few others (Vol. 12:9-10) Olympic Radio this week announced early April delivery of a 35-lb. 14-in. model at \$99.95 and a 17-in. weighing 45 lb. at \$130 (details on p. 15). And Westinghouse, as soon as practicable, will introduce a 17-in. portable (about 30 lb.) housed in an aluminum cabinet. This week, CBS-Columbia and Hoffman Electronics definitely stated they will have 14-in. models before June.

That some manufacturers are less than enthusiastic about resurgence of small-screen models, though they're planning to produce them, was evident in our talks with set makers attending RETMA quarterly meetings in N.Y. this week. Typical was Hoffman Electronics pres. H. Leslie Hoffman, who said:

"Yes, I'm going to have a 14-in. portable before June -- but I'm frankly not very happy about it. Speaking only for myself as an individual manufacturer, I would have preferred to continue the movement to higher-priced 21-in. & 24-in. sets where the profits are greater, and not go into portables at all. I'm doing it strictly to maintain our competitive position. At the outset at least, I'm going to have a very modest run of portables weighing about 25 lbs. and then decide what we'll do."

Several other manufacturers were also dubious about small-screen sets, though they declined to permit use of their names. Generally, they expressed skepticism about profit structure, some drawing comparisons with white goods industry, where trend is to larger, higher-priced units.

Motorola exec. v.p. Robert W. Galvin, on the other hand, said he's "still taking a long look in the labs" at all types of portables; he is openly enthusiastic about their sales potential. He told us:

"We must remember that the public determines policy in TV production, as in many other industries. GE made a 14-in. portable and a lot of people said 'I like that' and bought a heck of a lot of them at a price they could afford. That altered plans of lots of manufacturers who might have preferred another type of more profit-



able receiver -- but the public wants portables so we're going to make them. For the most part, these receivers have served as second sets. Therefore, they represent a plus business, reaching a supplementary market we might not have been able to tap with any other type of receiver."

Brief highlights of other major trade developments this week:

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**Radiation Seal:** RETMA voted to design and make available to set manufacturers a seal which would certify that their receivers conform to FCC standards limiting spurious radiation (Vol. 12:10). But it also voted to keep its name and insignia off the seal to avoid any implication that RETMA corroborates self-certification by the set makers. RETMA thus decided not to accept FCC's invitation to set up an industry conference on spurious radiation order. In deciding to keep its name off seal, it followed recommendation of counsel Glen McDaniel. (Other RETMA news below).

**Consumer Finances:** Another peak year for consumer durable goods industry, including TV-radio-appliances, is indicated in Federal Reserve Board's "1956 Survey of Consumer Finances" conducted in Jan.-Feb. by U of Michigan Survey Research Center and released in preliminary form this week. It shows that 28% of the 2800 persons interviewed indicated plans to purchase at least one appliance or item of furniture this year -- about same percentage as early 1955 and up slightly from first 2 months of 1954. About 50% said they planned to use installment credit to finance purchase. Other findings of significant survey: (1) 8% expect to buy new car at average price of \$2850, another 7% plan used car at average \$820. (2) 9.6% plan to buy new home, up from peak of 9.4% last year when near-record in home construction was set. (3) 22.6%, same as year ago, plan home improvement costing at least \$50. (4) Record 64% expect general business conditions to be good this year, only 9% indicating the opposite. (5) 39% felt their financial situation was better this year than last, 23% felt they were worse off. (6) 55% expect to have about same income a year hence while 37% expect to make more money, 8% less. (7) About 35% said their pre-tax income last year was more than \$5000, compared to 32% in 1954, 31% in 1953.

**Production:** TV output totaled 144,566 for week ended March 9, compared to 145,143 preceding week and 138,861 week ended Feb. 24. It was year's 10th week and brought production to that date to about 1,430,000, as against 1,470,000 in first 10 weeks of 1955. Radio production totaled 310,026 (99,760 auto) week ended March 9, compared to 286,004 preceding week and 278,271 week before. Radio production for 10 weeks was about 2,850,000, compared to about 2,720,000 in corresponding 1955 period. RETMA this week placed official TV production in Jan. at 588,347, radio output at 1,078,624 (519,648 auto), compared to 654,582 & 1,068,146 in Jan. 1955.

DISTRIBUTOR NOTES: Sylvania appoints new Electric Wholesalers of Florida Inc., 700 E. Union St., Jacksonville, Fla. (F. H. Dendy Sr., pres.) . . . Raytheon appoints Major Appliances Inc, 2201 NW 17th Ave., Miami, ex-Motorola outlet . . . DuMont appoints American Motors Sales Corp., 2105 Commerce St., Dallas and M&M Bldg., Houston . . . Whirlpool-Seeger appoints RCA distributor Interstate Supply Co., 4445 Gustine Ave., St. Louis (D. E. Neiswander, pres.) . . . Dorfman-Endel Inc., Long Island City, N. Y., relinquishes Capehart-Farnsworth line . . . Westinghouse Electric Supply Co., Newark, appoints Francis X. Wynn as branch mgr., succeeding Ted Kling, transferred to Pittsburgh headquarters . . . Krich-N. J., Newark (RCA-Whirlpool) appoints E. F. (Rod) Rodgers as district mgr. . . . Philco Distributors Inc., Cleveland, appoints Roy McInerney as district mgr., replacing Ted King, now with Main Line Cleveland Inc. (RCA-Whirlpool) . . . Raymond Rosen & Co., Philadelphia (RCA) appoints Charles Reichard district mgr. for Allentown area . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) reports resignation of sales mgr. David Rubinger . . . Motorola appoints Southernaire Distributors Inc., 834 E. Bay St., Jacksonville, Fla. (Walter E. Ware, pres.).

Motorola pres. Paul V. Galvin was selected by RETMA this week to receive industry's 1956 Medal of Honor during RETMA convention June 12-14 at Chicago's Palmer House. Last year's winner was Leslie F. Muter, who headed awards committee this year and will serve as convention chairman. RETMA board, at 3-day quarterly meetings this week in N.Y., also elected to membership from set div. DuMont pres. David T. Schultz & Crosley-Bendix pres. Chester G. Gifford. David R. Hull, Raytheon v.p., succeeded Schultz as a director of technical products div.; John S. Holmes, Warwick pres., elected to set div. exec. committee; R. B. Leng, Packard-Bell v.p., elected to military products exec. committee.

Joseph B. Elliott, who was consumer products v.p. of RCA when he resigned in Jan. 1955 to become pres. of Schick Inc., has resigned from Schick and has been succeeded there by Kenneth C. Gifford. He will announce future plans shortly. He started at RCA Victor as a record salesman in 1935, quit in 1945 to become adv. mgr. of Schick, returned to RCA after 14 months. Since re-joining Schick, he has been residing in its headquarters city, Lancaster, Pa.



**Topics & Trends of TV Trade:** New 10% excise tax on transistors, record players and wire & tape recorders—when sold as replacement parts only—was recommended this week by House Ways & Means subcommittee, and promptly drew sharp protest from RETMA. Subcommittee also suggested clarifying law to make certain that current 10% excise tax on TV-radio tubes & components applied only to “entertainment-type” receivers, not those made for defense, commercial or industrial uses.

Recommendations failed to mention uhf or color sets, on which RETMA has been urging elimination or reduction of tax. Rep. Forand (D-R. I.), at press conference following release of recommendations, said his group had made “no decision yet” on uhf or color (see p. 2).

RETMA pres. H. Leslie Hoffman protested subcommittee's recommendations in testimony March 16 before Senate Commerce Committee. He said excise tax “never should have been imposed on TV sets in the first place [and] there is no logic to selecting such an instrument for the imposition of a selective and discriminatory excise tax.” Referring to recommendations for new taxes, he said:

“Only last Tuesday, March 13, the Forand subcommittee . . . invited the attention of the full committee to the possibility of cutting the tax on cabarets in half. The subcommittee also announced that it had decided to recommend raising additional revenue from our industry by imposing the full 10% tax on transistors, record players and wire and tape recorders. The conclusion to be drawn from these announcements is that our industry may be asked to pay more discriminatory excise taxes in order to provide relief for night clubs.”

Note: Subcommittee's recommendations were intended as guidance in writing new general tax legislation. No bill has been introduced yet to incorporate such recommendations pending action by full committee.

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“The first really flexible insurance plan” is how Sylvania bills its offer to guarantee dealers against misappropriation, conversion or theft of its TV-radio sets. Under new plan, factory rather than distributor or lending institution assumes risk of floor plan financing. J. D. Collie, Sylvania credit mgr., said new plan “should help dealers to display a wider variety of our TV sets, for it should increase the willingness of financial institutions and distributors to accept paper on the sets.”

Olympic Radio this week introduced Cabana, a 14-in. tan leatherette portable at \$100 and Beachcomber, a 17-in. blue-ivory & red-ivory leatherette set at \$130. Former has 70-degree tube, weighs 35 lbs., measures 12¼-in. high, 15¾-in. wide, 15¼-in. deep, has 96-sq. in. of viewing area. Latter has 90-degree tube, weighs 45 lbs., measures 14¼-in. high, 17¾-in. wide, 15¼-in. deep, has 149-sq. in. of viewing area. Both sets have 13 tubes & 2 rectifiers.

Employment at Magnavox plant in Greeneville, Tenn., where own and newly acquired “Spartan” brand TV-radio sets are being produced, will be expanded to all-time peak of 3000 this summer. In addition, company plans to start construction shortly on TV-radio cabinet plant at nearby Jefferson City, Tenn.

Utah Radio Products Co., Huntington, Ind. manufacturer of TV-radio cabinets & speakers, will be discontinued as a subsidiary of Merritt-Chapman & Scott before July because “it was determined that it could not be developed into a profitable enterprise commensurate with our other operations,” said pres. Louis E. Wolfson in annual report.

Packard-Bell adds to TV line a 21-in. vertical chassis console at \$240 in walnut, \$260 in blonde oak & maple, and a 24-in. TV-radio-phono combination at \$475 in mahogany, \$495 in blonde oak & maple.

**Trade Personals:** Fred A. Radcliffe, 36-year veteran of RCA organization, resigns as commercial v.p. of RCA Victor Co. Ltd. to be gen. mgr. & secy. of RETMA of Canada, of which he has been a director for 20 years; he replaces Stuart D. Brownlee, now exec. v.p. of Canadian Admiral . . . Ernest L. Hall, onetime Pilot Radio exec. v.p. who in 1953 helped found Canadian Aviation Electronics Ltd., Montreal, associated with DuMont, has resigned as its director of planning & merchandising due to ill health . . . Gen. Sarnoff, RCA chairman, due back in Los Angeles this week end from Hawaiian vacation, expected to return to N. Y. by end of week of March 19 . . . Maurice V. Odquist, ex-v.p. of C&C Super Corp. and onetime Newell-Emmett and Biow account executive, appointed Sylvania director of new product sales in charge of creating, developing & promoting new products . . . Robert M. Fichter, adv. mgr., appointed mgr., product development dept., Westinghouse TV-radio div., Metuchen, N. J. . . . Harry VanTwistern promoted to asst. gen. manufacturing mgr., Tung-Sol radio div., succeeded as plant mgr. by H. Raymond Jacobus, from electronic tube div. . . . James M. Farrell promoted to Crosley TV-radio merchandising mgr., succeeding H. J. Allen, promoted to field sales mgr. . . . Donald E. Smith promoted to CBS-Hytron central district mgr., Chicago, succeeding Herbert L. Reichert, now mid-west regional mgr. . . . E. M. Longmire, ex-Atlanta & Columbia, S. C. distributor, named Atlanta district sales mgr., Sylvania radio-TV div. . . . John T. Caviezel, ex-Capehart-Farnsworth & Crosley, named asst. sales mgr. of high-fidelity instruments, Bell & Howell . . . Thomas B. Friedman, N. Y. consulting engineer who dropped Ch. 8 application for Caribou, Me. last week (Vol. 12:10), joins Ramo-Wouldridge Corp., Los Angeles . . . John Patrick Gallagher, ex-DuMont, appointed Chicago regional sales mgr. of James B. Tharpe's new Visual Electronics Corp.; office is at 5306 W. Lawrence St. . . . Richard J. Himmer promoted to Admiral New England regional sales mgr. for appliances, Boston, Hobart W. Scott to regional mgr. for southwest territory, Oklahoma . . . Dan R. Cavalier, ex-ARF Products, named Magnavox sales promotion mgr.

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Raytheon is called nation's No. 1 producer of magnetron & klystron tubes for radar, No. 4 maker of standard receiving tubes, and seller of more transistors than any other electronic firm, in article titled “Raytheon's Marathon” in March 15 *Forbes*, financial journal. Last year, it's said to have made more than 200,000 TV sets (presumably including its private-labels), and it “boasts a mass-produced color set (\$795-\$895)” despite pres. Charles Francis Adam Jr.'s belief that the public is not yet ready for color. Its billings are 60% govt., which, though Adams considers that business “an element of stability,” he would like to chop down to 40%. As for declaring its first cash dividend, Adams is quoted as stating it would be “sheerest folly” in light of research & development needs and working capital requirements.

Victor H. Meyer, 63, who founded Victor H. Meyer Distributing Corp. in 1917 as one of first radio distributors in metropolitan N. Y. and served as pres. of that independent Sylvania TV-radio outlet until last July when it became a Sylvania subsidiary, died March 14 in Monmouth Memorial Hospital, Long Branch, N. J., after brief illness. Survivors are his widow, son, brother, 3 grandchildren.

Murray M. Shindel, 57, pres. of American Standard TV Tube Corp., Jamaica, L.I., died March 11 after a long illness. Survivors are his widow and a son.

Roy Cederoth, Magnavox regional & district mgr. for 22 years, died March 8 in Portland (Ore.) Hospital of cerebral hemorrhage. Survivors are his wife, 4 daughters.



**Financial & Trade Notes:** Motorola achieved sales record of \$226,653,953 in 1955, up 10% from the \$205,226,077 of 1954, while net earnings of \$8,490,539 (\$4.39 per share) compared with \$7,572,024 (\$3.91). Profit was second only to that of 1950—\$13,130,246 (\$6.78 per share). At year's end, working capital was \$42,892,165, up \$4,583,553; net worth \$56,186,590, up \$5,587,843. Pres. Paul Galvin, in annual report released this week, said company looks to another growth year in 1956.

Motorola increased TV, home radio, auto radio and industrial communications productions sales during year, report states, but military electronics billings declined 18%. Its proportion of TV sales went up, consumer radio lines jumped 55%, portable radios doubled, auto radio had best year, according to the report. Two-way radio and microwave relay systems division had its best sales year, with further advances anticipated for 1956. Motorola has been producing color sets since mid-1954, expects volume to increase with introduction of new models this summer.

Said Mr. Galvin: "While both the political and economic uncertainties are greater in 1956 than appeared at the beginning of 1955, we are aiming for another year of growth in 1956. On a product basis, it is probable that our volume of sales of car radios will be reduced somewhat because of lower automobile production. TV sales will depend in some degree on what progress is made in public acceptance of color TV because it is possible that sales of monochrome sets will be somewhat lower for the industry. The communications and electronics, home radio and military electronics divisions of our business appear to be headed for higher levels. Over the long term we see what we believe are exceptionally good prospects in all divisions..."

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**Halicrafters becomes subsidiary** of Penn-Texas Corp. on a 2-for-5 stock exchange basis as result of ratification of deal (for details, see Vol. 11:47, 51) by stockholders of both companies—and these are officers of new setup: Wm. J. Halligan Sr., chairman-pres.; Robt. F. Halligan, v.p.; Wm. J. Halligan Jr., v.p. sales; David P. Higgins, v.p. govt. contracts; Joseph J. Frendreis, secy.-treas.; Mathew P. Heinz, Edward J. Corcoran & Kenneth C. Prince, asst. secys. Directors are the Halligans with Raymond W. Durst & David P. Higgins.

**Dominion Electrohome Industries Ltd.,** Kitchener, Ont., in advance of annual report for 1955, reports year's sales totaled \$10,500,000, net profit after taxes \$370,000 (\$3.70 per share); that profit-sharing retirement fund was increased during year by \$159,000, now amounts to \$444,000; that new 103,000-sq. ft. plant will consolidate all operations under one roof; that prospects are excellent for new high in sales in 1956.

**International Resistance Co.** reports 1955 sales were \$15,684,722, up from \$13,207,649 in 1954. Net income was \$533,296 (39¢ per share on 1,350,598 outstanding), down from \$603,320 (45¢ on 1,331,163 shares) in 1954. Pres. Charles Weyl stated 1955 earnings were affected by strike at Asheville, N. C. plant from Nov. 17, 1955-Feb. 10, 1956.

**More officer & director stockholdings changes,** as reported to SEC: Simon B. Siegel, sold 2000 ABC-Paramount, now holds 3100; James Bruce, bought 2000 Avco, holds 3000; Henry V. Erben, exercised options on 3225 GE, holds 11,565; Frank Long, sold 3000 El-Tronics Inc., holds 7000.

**Television-Electronics Fund,** whose Jan. 31 assets and portfolio were detailed in Vol. 12:9, this week reported net assets reached new high of \$118,783,341 (\$11.38 per share, 10,438,612 shares) as of Feb. 29 compared with \$87,441,938 (\$11.28 per share, 7,751,402 shares) on Feb. 28, 1955.

**Packard-Bell sales** in 5 months ended Feb. 29 were up 28%, profits up 20% from corresponding period in preceding fiscal year, reports exec. v.p. Robert S. Bell.

**PHILCO** stockholders are asked, in proxy statement mailed March 12 with notice of annual meeting April 6, to vote for reduction of board of directors from 22 to 13. Following are the nominees, with their respective common stockholdings as of Feb. 8, 1956: Wm. Balderston, chairman, 4963 shares; James T. Buckley, director, 12,651; James H. Carmine, pres., 31,538; Charles S. Cheston, director of various industrial & financial institutions, 300; Joseph H. Gillies, v.p., 6827; Larry E. Gubb, director, 26,248; Larry F. Hardy, v.p., 6854; Robert F. Herr, v.p., 24,707; Wm. Fulton Kurtz, chairman of exec. committee, First Philadelphia Banking & Trust Co., 210; John M. Otter, exec. v.p., 5577; Courtney Pitt, 1100; James M. Skinner Jr., 8670; Leslie J. Woods, 7573.

Retirement of James H. Carmine when his term expires in April (Vol. 12:7) is officially announced, along with statement that "the nominees for the board of directors have agreed informally that James M. Skinner Jr. will succeed Mr. Carmine as president." Mr. Balderston's 1955 salary was \$60,000, Carmine's \$75,000, both waiving incentive compensation; ex-pres. Buckley's and ex-pres. Gubb's were \$30,000 each, both also without incentive compensation. Other 1955 officer & director compensations: Harold W. Butler, \$30,000 salary & \$19,600 incentive; Wm. H. Chaffee, \$30,000 & \$12,100; Raymond B. George, \$37,500 & \$15,000; Joseph H. Gillies, \$39,167 & \$35,600; Larry F. Hardy, \$40,000 & \$30,300; Robert F. Herr, \$27,500 & \$37,200; Frederick D. Ogilby, \$40,000 & \$30,300; John M. Otter, \$50,000 & \$27,900; Courtney Pitt, \$35,000 & \$15,800; Samuel N. Regenstrief, \$30,000 & \$18,600; Raymond A. Rich, \$37,500 & \$25,600; David B. Smith, \$35,000 & \$16,900; Leslie J. Woods, \$40,000 & \$26,700.

Of the 3,772,229 shares of common stock outstanding, largest block is held by Philco Profit Sharing Fund—531,631 shares plus 5000 shares preferred, approximately \$1,055,000 cash and \$7,142,000 in govt. & other securities as of Dec. 31, 1955. On "credit unit" basis, Fund holdings were as follows (value: approximately \$2.67 per credit unit): Balderston, 157,400 credit units; Buckley, 73,000; Butler, 70,000; Carmine, 126,600; Chaffee, 27,100; George, 23,800; Gillies, 94,900; Gubb, 72,000; Hardy, 93,700; Herr, 86,600; Ogilby, 54,800; Otter, 68,600; Pitt, 35,600; Regenstrief, 22,400; Rich, 9900; Smith, 68,100; Woods, 87,900.

Stock options outstanding to officers & directors (at 37 on Feb. 15, 1955; 31½ on Feb. 14, 1956): Balderston, 19,236 shares; Butler, 3274; Carmine, 15,878; Chaffee, 3114; George, 1327; Gillies, 4383; Hardy, 6712; Herr, 2959; Kennally, 2100; Ogilby, 4086; Otter, 5905; Pitt, 3563; Regenstrief, 1350; Rich, 2267; Skinner, 1383; Smith, 3241; Woods, 6712—plus 6206 shares to officers who are not directors. Options may be exercised while employed by Philco or within 3 months after leaving its employ; at time shares are optioned, an equal number of shares are reserved for future issuance to same persons after retirement and without payment, provided they meet certain conditions, including non-participation in any competing business, availability for consultation and the like.

**Note:** Proxy statement reveals that Carmine, besides drawing largest salary, is largest single stockholder among officers and directors, holds nearly \$340,000 equity in Profit Sharing Fund, is second largest holder of stock options. That and fact that he remains on the board of directors and will continue in consulting capacities would clearly seem to obviate any likelihood that he intends to affiliate with any other company in the field.

**Dividends:** IT&T, 45¢ (increased from 35¢) payable April 15 to stockholders of record March 23; Motorola, 37½¢ April 13 to holders March 30; ABC-Paramount, 25¢ April 20 to holders March 27; Canadian Westinghouse, 25¢ April 2 to holders March 15; Packard-Bell, 12½¢ April 25 to holders April 10.



**Color Trends & Briefs:** RCA-NBC will showcase their WNBQ, Chicago, during April 15-19 NARTB convention, marking conversion of station to all-color operation by April 15 deadline—first such conversion (Vol. 11:45). All station's live programs will be in color regularly, about 5 hours daily. To this will be added the 1-2 hours of color fed daily by NBC-TV. In addition, all suitable color film will be employed. Station will have 5 color cameras.

For benefit of NARTB members, many color sets will be installed throughout convention hotels. When off-air color isn't available, closed-circuit color film will be fed to receivers. This week, WNBQ began color orientation sessions for sponsors, to permit them to test products before color cameras. Two-day color seminar for those attending convention will be conducted by RCA, April 20-21 at Merchandise Mart.

On March 27, station v.p.-mgr. Jules Herbubeaux will discuss color plans before meeting of Public Utilities Advertising Assn. at Edgewater Beach Hotel, Chicago. In fact, NBC executives and station managers are all over the lot these days preaching the gospel of color TV. Scheduled for March 27 meeting of Philadelphia's famed Poor Richard Club is talk on "Color TV and the Advertiser" by Lloyd E. Yoder, v.p.-gen. mgr. of WRCV-TV & WRCV, who will tell of all-color plans for WRCV-TV.

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Color will dominate TV sessions of big March 19-22 IRE convention at New York's Waldorf-Astoria Hotel and Kingsbridge Armory. One entire session will be devoted to RCA's video tape recorder. Papers will be presented on all types of color tubes, including 3 on Philco's "Apple" and discussions of Westinghouse, GE, CBS, Chromatic & RCA tubes. Other TV papers will be presented on subscription TV, over-horizon transmission, recording of color on black-&-white film, new RCA low-light image orthicon, portable battery-powered pickup & transmission system.

**Electronics Reports:** Canada's burgeoning electronics industry is now virtually self-sufficient, reports Canadian RETMA in special presentation to Royal Commission on Canada's Economic Prospects, released this week. To insure unimpeded future development, it recommended this 8-point program:

- (1) Encouragement of fundamental and applied research through tax incentives to manufacturing companies in direct proportion to amount they spend on research.
- (2) Better liaison between govt. defense agencies and industry on defense production planning and research.
- (3) More govt. research & development contracts to offset costs of developing facilities and new products for defense applications.
- (4) Govt.-industry cooperation to devise plan for expanding training and availability of technical personnel.
- (5) Stronger enforcement and application of military "buy-in-Canada" program.
- (6) Recognition of electronics as a separate industry for purpose of govt. statistics.
- (7) Updating of tariff structure, particularly with regard to ending duty-free importation of electronic components which now are manufactured in Canada.
- (8) Modification of CBC TV transmitters so that U. S.-originated color programs may be seen in color in Canada, thereby encouraging Canadian-made color receivers; elimination of 15% excise tax on TV-radio receivers.

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Harold A. Jones promoted to national sales mgr. of Motorola's expanded communications & electronics div.; Dr. W. R. (Rex) Sittner, ex-Hughes Aircraft & Bell Labs, named assoc. director of semi-conductor research & development; Dr. Wm. E. Taylor promoted to chief engineer of semi-conductor materials research.

**Network Color Schedules**  
(March 19-April 2, 1956)

- March 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
- March 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.
- March 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 24—CBS: *Gene Autry Show*, 7-7:30 p.m.
- March 25—NBC: *The Sunday Spectacular*, "Heaven Will Protect the Working Girl," 7:30-9 p.m.
- March 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Climax*, 8:30-9:30 p.m.
- March 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- March 31—NBC: *Texaco Star Theatre*, starring Jimmy Durante, 9:30-10 p.m. CBS: *Gene Autry Show*, 7-7:30 p.m.
- April 2—NBC: *Producers' Showcase*, "The Barretts of Wimpole Street," 8-9:30 p.m.

Most startling prediction on color growth came from ABC pres. Robert E. Kintner last week, when he said there might be 4,000,000 color sets in hands of public by Sept. 1957—though he qualified it somewhat by adding: "I think that's optimistic, but a possibility." Few manufacturers have predicted industry will have produced more than 1,000,000 color sets by Sept. 1957. Last Nov. (Vol. 11:46), 17 members of RETMA's picture tube section averaged these predictions: 211,000 in 1956, 723,000 in 1957, 1,953,000 in 1958.

All station IDs are now being colorcast by WWJ-TV, Detroit, which also has been originating 2 weekly shows in color since fall—hour *Adventure Ho* and 15-min. *Colorland*.

Tiniest transistor yet is Philco's M-1 subminiature audio frequency alloy-junction type—so small that 20 can be placed on a dime. New hermetically sealed transistor is said to possess unusual strength by virtue of its tiny size through elimination of the weakening factor of excess mass. Ideally suited to hearing aids as well as subminiaturized military equipment, 3 of the new transistors have been incorporated in a development amplifier the size of a pencil eraser, with gain of 70 db.

Market for industrial electronics equipment should double in next 4 or 5 years, GE pres. Ralph J. Cordiner predicted this week in company's annual report. GE has "regrouped its organization to provide extra concentration on this growing field," he said, adding that defense business should account for about 20% of GE's total volume during the next few years.

International Resistance Co. on March 9 merged wholly-owned subsidiaries—Hycor Co., Hycor Sales Co. of California, Ireal Industries—into new Hycor div., shifting all to new plant at 12970 Bradley Blvd., Sylmar, Cal. Officers of new div.: Wm. I. Elliott, pres.; Kenneth T. Eckardt, v.p.; Clarence G. Harding Jr., treas.

Dr. Ralph Bown, Bell Labs v.p. in charge of patent activities & long-range planning, one of electronics industry's most highly respected and honored scientists, has retired after 37 years with AT&T. He's past pres. of IRE, past chairman of JTAC, recipient of IRE's Morris Liebmann Memorial Prize and Medal of Honor, and served last year as chairman of U. S. Patent Office Advisory Committee. In early days of broadcasting, he pioneered AT&T's radio transmission & propagation studies.

John A. Doremus named v.p. in charge of engineering, Aircraft Radio Corp., Boonton, N. J.



## Network Television Billings

January 1956 and January 1955

(For Dec. & full 1955 report, see *Television Digest*, Vol. 12:6)

**A**NOTHER RECORD in TV billings was achieved by CBS in Jan., its total rising to all-time high of \$17,820,455 from previous record of \$17,086,161 in Dec. 1955. Somewhat later than usual, Publishers Information Bureau's first monthly report for 1956 was released March 13, and also shows ABC holding at about same record levels it achieved in Nov. & Dec. of last year. NBC's \$15,831,141 was slightly under Dec. record of \$16,010,878.

Combined networks in Jan. ran 16% ahead of Jan. 1955, with ABC's gain 72%, CBS's 13%, NBC's 11%, average held down because of demise of DuMont Network. The complete PIB report for Jan.:

| NETWORK TELEVISION |                     |                     |            |  |
|--------------------|---------------------|---------------------|------------|--|
|                    | January<br>1956     | January<br>1955     | %          |  |
|                    |                     |                     | Change     |  |
| CBS                | \$17,820,455        | \$15,831,141        | +13        |  |
| NBC                | 14,674,255          | 13,172,695          | +11        |  |
| ABC                | 6,382,046           | 3,718,195           | +72        |  |
| DuMont*            | —                   | 723,960             | —          |  |
| <b>Total</b>       | <b>\$38,876,756</b> | <b>\$33,445,991</b> | <b>+16</b> |  |

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

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

Mrs. Lyndon B. Johnson, wife of the Senate majority leader, is acquiring 50% of KRGV-TV, Weslaco, Tex. (Ch. 5) from O. L. (Ted) Taylor, who will retain 50%, according to application filed with FCC this week. Stock actually will be held by Mrs. Johnson's LBJ Co., which is paying \$5000 for half interest, also agreeing to lend station \$140,000. As part of deal LBJ (Mrs. Johnson's nickname is "Lady Bird") also holds option, expiring May 1, 1957, to buy 50% of radio KRGV for \$50,000. LBJ Co. operates KTBC-TV, Austin, Tex. (Ch. 7) & KTBC and owns 29% of KWTX-TV, Waco (Ch. 10) & KWTX. If transaction is approved, Taylor, who owns 90% of stock, is to acquire 10% held by Lloyd M. Bentson Jr., paying the \$12,500 owed Bentson by station. Other outstanding obligations of KRGV-TV are to be handled as follows: (1) The \$125,000 which station owes Taylor is to be partially paid by \$35,000 of new capital stock after KRGV-TV increases issue from \$25,000 to \$60,000—remaining \$90,000 owed Taylor to be exchanged for two promissory notes of \$45,000 each. (2) The \$130,415 owed to radio station KRGV is to be cancelled and LBJ Co. is to lend \$103,000 to radio KRGV. KRGV-TV balance sheet dated Jan. 31, 1956 lists \$43,613 current assets vs. \$86,708 current liabilities out of total \$387,738.

Sunspot activity blacked out shortwave communications March 15 over entire daylight portion of the world, second time in recent weeks, and more of same is expected as sunspot cycle approaches peak. So-called "Dellinger fadeout," named for retired radio chief of Bureau of Standards, lasted 30-40 minutes, affected international and maritime wireless communications.

Applications for 2 uhf stations were filed this week, bringing total pending to 137 (24 uhf). Week's applications: For Birmingham, Ala., Ch. 42, by owners of Winston-Salem's WTOB-TV (Ch. 26) and grantee of WOTV, Richmond (Ch. 29); for Anderson, Ind., Ch. 61, by Great Commission Schools, granted by FCC this week. [For details see *TV Addenda 22-J* herewith.]

Dempster McIntosh, pres. of Phileo International from 1943-53, now serving as U. S. Ambassador to Uruguay, nominated to be Ambassador to Venezuela.

Alfred I. duPont Awards for 1955 do not specifically recognize TV achievement, though one of the 3 winners of plaques and \$1000 cash, CBS chief European correspondent Howard K. Smith, who appears on both TV and radio, is selected for "exceptional insight into the meaning of European events and his ability to communicate that meaning with clarity, liveliness and warmth." Other awards, bestowed at dinner in Washington March 16: (1) Radio WICC, Bridgeport (Philip Merryman, gen. mgr.) for community service and for work during storm & flood disasters. (2) Radio WTIC, Hartford (Paul Morency, gen. mgr.) for "variety and excellence of programs [particularly in] cause of better schools; the realistic and socially useful presentation of teen-age problems; the encouragement of young livestock farmers, with financial aid to them; the enlightened undertaking to bring the intellectual resources of Yale University to its listeners . . ." Judges were Dr. Francis P. Gaines, pres. of Washington & Lee U; Mrs. Jesse Ball duPont; Turner Catledge, managing editor, *New York Times*; Byron Price, noted newsman and ex-asst. secy. gen., United Nations; Mrs. Theodore S. Chapman, pres. of General Federation of Women's Clubs.

Swift passage of political broadcast bill (S. 3308), introduced by Sen. Lyndon Johnson and sponsored by 85 Senators (Vol. 12:8-9), was predicted this week by Johnson, who said he hoped to clear it before Easter recess April 1. Bill would exempt from equal-time provisions of Communications Act presidential and vice-presidential candidates of any party which received at least 4% of total popular votes cast in preceding presidential election or which presents petitions with signatures equalling 1% of votes in that election. Networks generally object to measure, contending it would lead to excessive requests for free time, and arguing that it's not as good as House bills which would provide equal-time exemptions only for news and forum shows. Meanwhile, Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee, said his group would "look into" questions relating to equal time for political broadcasts. He issued statement in reply to request by Democratic Chairman Butler for investigation of networks' refusal to grant his committee equal time to answer President's recent address (Vol. 12:9); only MBS granted equal time.

FM revival in San Francisco: NBC's KNBC-FM March 14 began own independent programming, starting with 20 hours weekly of classical and hi-fi music, with intention of expanding to as much as 18 hours daily, depending on sponsor and public response. KNBC gen. mgr. Wm. K. McDaniel said decision was "based on the wide audience for classical music in the area, the increased ownership of FM radios, and the growing vogue for high-fidelity audio equipment." Initial programming is 7-11 p.m. Wed. thru Sat., with rates \$50 an hour, \$5 for min. announcement. First sponsor is RCA Victor distributor Leo J. Meyberg Co., in cooperation with music and dept. stores. Meanwhile, Triangle Publications has applied to FCC for new FM station at Binghamton, N. Y. as companion to its recently acquired WBNF-TV & WBNF there.

Now TV gets blamed for tooth decay in children—or at least some of it. Addressing District of Columbia Dental Society this week, Dr. Wm. W. Demeritt Jr., Chapel Hill, N. C. child dental authority, explained that TV programs aimed at kiddies often tempt the taste of 3 & 4-year-olds for candy, soft drinks, ice cream, chewing gum & sugar-coated breakfast foods—at the age when children's teeth are most susceptible to decay.

Power increases: KTTS-TV, Springfield, Mo. (Ch. 10) March 14 to 316-kw ERP. WTOK-TV, Meridian, Miss. (Ch. 11) scheduled to increase March 18 to 316-kw.



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# Television Digest

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## SUMMARY-INDEX OF THE WEEK'S NEWS — March 24, 1956

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**ENGINEERING FUNDAMENTALS** occupy FCC in allocations debate. Uhf operators plan 'grass roots' campaign, pressure on politicians, to persuade FCC (p. 2).

**SENSATIONS ABSENT** in Evins 'influence' investigation; Sen. Kennedy probing daytime radio; Sen. Kefauver examines affiliation cancellations (p. 3).

**TELECASTING DEVELOPMENTS** at IRE convention: Commercial 'creepy-peepy' transmitter, low-light image orth, new antennas, first regular U. S.-Cuba link (p. 5).

**NEW STATION STARTERS:** Marquette vhf, first TV in Michigan's Upper Peninsula, and Hagaman, N. Y. uhf satellite owned by Albany uhf WROW-TV (p. 5).

**EXTENSIVE CHANGES** in program line-up for next season foreshadow increasing use of film, disappearance and changes in long-time favorite shows (p. 7).

GE's 9-in. 13-lb. **PORTABLE** lightest in history of industry. Siragusa predicts 10,000,000 TV sales next year. Westinghouse resumes TV-radio output (p. 10).

**TIGHTER CREDIT TERMS** for financing of consumer products, including TV-radio-appliances, indicated in survey of delegates to bankers' convention (p. 13).

**RECORD CBS EARNINGS & SALES** reported for 1955, with TV gross time sales up 29% over 1954. Optimism expressed on radio outlook (p. 13).

**IRE CONVENTION HIGHLIGHTED** by report on electronics in earth satellite program. New transistors and components shown, paving way for transistor TV (p. 15).

**BAIT-SWITCH AD COMPLAINTS** prompt NARTB to ask public and stations for any information on fraudulent ads. Criticism from press, Capitol Hill continues (p. 8).

**CPs ALL UHF THIS WEEK**, including grant to Tri-Cities over WCMW in Canton, O. FCC proposes rule-making to permit dual-city identification (p. 8).

**COLOR—PHILCO, WESTINGHOUSE, HYTRON:** An entirely new color receiving system -- the long-guarded Philco "Apple" project -- was unveiled to eager TV engineers at this week's IRE convention. Philco inventors carefully explained system's operating principles and technical aspects -- "what, why, where, how and who" -- and just as carefully evaded all questions about the "when."

Best guess is that Philco's set is still year off -- but this could change if color catches fire, accelerating developments all along line. Meanwhile, first rectangular-tube color set is due to go on market in couple of months -- Westinghouse having begun small-scale production of its all-glass 3-gun 22-in. shadow-mask tube.

Its long strike settled, Westinghouse set div. now plans an initial run of 10,000 color sets beginning May 1. Fullscale tube output is due to begin by about June 1, the tube div. stepping up production as rapidly as specialized machinery is installed. Tube will be priced "under \$115 and probably under \$110," according to a company official, (vs. RCA's \$100), and sets will be "competitive" with RCA. Westinghouse says quite a few other set manufacturers are interested in the tube, which is virtually interchangeable, circuit-wise, with RCA 21-in. round.

\* \* \* \*

Increased interest in color was manifest at IRE convention, with virtually every known color tube the subject of technical papers -- though except for Philco "Apple" there were few new revelations. Another exception was CBS-Hytron, which disclosed it's working on new model of its never-produced 22-in. rectangular shadow-mask tube, and hinted it's due for mass output in 1957. New version is called "UMF Colortron" ("unipotential mask focusing"), is said to have double the brightness of previous developmental 22-in. Colortron. This is achieved by replacing mesh grill system with electronic lens and increasing size of apertures in mask.

GE's post-acceleration tube, now out of lab, won't reach production stage this year, company representatives at IRE meeting reported.

Nothing radically new this year -- that seems to be the prospect -- only 3-gun shadow-mask tubes. RCA currently is only manufacturer producing color tubes in



quantity, though Sylvania, Tung-Sol and Thomas Electronics are making some RCA-type 21-in. round tubes. Sylvania hopes to get into "substantial production" by June, and -- like RCA -- is convinced that round tube is "it" for visible future.

\* \* \* \*

Three papers on "Apple" system emerged as color highlight of IRE convention. Large meeting room in Waldorf-Astoria was packed to the gunwales, SRO, and some late-comers had to be turned away. During the film-slide presentations a dozen camera shutters were continually clicked by engineers anxious to have copies of block diagrams, photos of chassis, etc., for study before official transcript is available.

Basic idea of "Apple" or "beam-indexing" system is to make color tube as simple as possible -- putting any necessary complexities in circuit instead of in tube. That was explanation of Philco research v.p. David Smith at press conference preceding engineering session. He steadfastly refused to give any price or production plans, adding that entire system goes back under wraps after convention.

Highlights of new chassis and tube (set described was called "receiver No. 7" and identified as one of many "Apple" designs), as explained by Smith and Philco engineers: Tube is 21-in. with full 260-sq. in. picture -- same as black-&-white -- and uses inexpensive all-glass bulb virtually identical to 74-degree monochrome bulb. Except for vertical phosphor strips, entire tube can be made on conventional black-&-white machinery. It's been life-tested for 10,000 hours "with no deterioration."

Tube employs single electron gun which emits 2 extremely thin beams -- one "writing beam" and one "indexing beam," the latter feeding back to chassis information on the exact location of writing beam at all times. Set illustrated in slide presentation was table model, about same size as 21-in. monochrome, with 21x40-in. chassis, including power supply. It had 33 circuit tubes (8 more than RCA color set), due to be cut to 30 through use of dual-purpose tubes. It had 11 set-up controls, including 6 not found on monochrome sets -- 3 due to be eliminated in production design. No magnetic shielding or compensation for earth's field is required.

What about the picture? There's been no public or semi-public demonstration, but Ektachrome slides of monochrome and color displays were shown at sessions. Convergence, definition and monochrome picture appeared good. Those who saw March 5 CCIR demonstration (press was barred) reported excellent color & monochrome pictures.

Philco set "demonstrates full potential of the NTSC system," said Smith. Its highlight brightness is 40 foot-lamberts, he added -- about twice as bright in color as Philco's current round-tube shadow-mask sets, 4 times as bright in monochrome.

There's no pricing yet on set or tube, of course, but a Philco representative "guesstimated" tube could be produced to sell at \$70 in run of 100,000 or more. It's logical guess that Philco won't produce the set until it's "competitive."

Company is particularly anxious to quash the "complexity" rumors which have grown up around its hitherto-secret color chassis -- and all of the engineering papers emphasized simplification of circuits, simplicity of tube. Next step, says Philco, is polishing the Apple -- circuit simplification, refinements, etc.

Philco's tube-making competitors don't scoff at Apple -- some of them, incidentally, being Philco licensees. The opinions of 2 we asked were virtually identical: Very interesting, shows promise, not ready.

**FCC STUDIES UHF-VHF BASICS; UHF's MOBILIZE:** FCC allocations deliberations this week were still concerned mainly with engineering fundamentals, Commissioners still mostly listening to staff and asking questions -- no change in thinking evident.

Staff is extremely careful to avoid recommending decision, but there's no question that most feel uhf must be saved. There's strong sentiment for deintermixture, and many think an all-uhf plan is the ideal -- scarcely in the cards -- but the ideal, nonetheless. Some like the idea of a dual vhf-uhf system, distributed on a geographic basis with vhf limited to sparsely-settled areas, non-TV services to use vhf in congested regions.

Another school believes that judicious horse-trading with the military and other services would be best for everyone. One proposal before Commission is a swap



that would leave TV with the 50 channels between 108 & 408 mc -- with the switchover to take 10 years, if necessary.

It all depends on thinking of the military and of President Eisenhower himself. One complaint heard at Commission is that FCC isn't specific in its dealings with Office of Defense Mobilization; that it hasn't told ODM precisely what it wants or what it's prepared to give in return.

\* \* \* \*

Uhf operators are mobilizing as never before, meanwhile. New Committee on Competitive TV, seeking to embrace not only all uhf stations but those vhfs suffering from competition with big-city vhfs, now has fulltime exec. secy. headquartered in Washington -- Joseph Meagher, managing editor of Erie (Pa.) Times. Times principals are substantial stockholders in WSEE, Erie (Ch. 35).

"Grass roots" campaign is planned by CCT. According to CCT vice chairman John W. English, of WSEE, uhf operators have great political power -- many of them with strong newspaper connections.

Though investigation by House Small Business subcommittee caught headlines with charges of "influence," most testimony before it this week was from uhf operators, who begged Congress to tell FCC what to do.

FCC has obscured situation by talking about engineering problems, according to testimony of Philip Merryman, WICC-TV, Bridgeport (Ch. 43). He said Congress should tell Commission: "Implement the Congressional mandate to provide a TV facility to as many communities as want them. Do it by deintermixture, by tax differential, by using 'drop-ins', by any means your engineers can devise, but do it."

In response to Committee questions, Merryman stated that any city that can support a newspaper or a radio station can support TV; that pay-as-you-see TV is an "unknown quantity" but should be tried, not prejudged; that networks are on their way out in radio and "it's a very healthy thing"; that he blames FCC, not networks, for the current problems of uhf operators.

CCT chairman John G. Johnson, WTOB-TV, Winston-Salem (Ch. 26), testified that "it's only a matter of weeks until 50% of the uhf stations will have gone under"; that "it's an allocation problem, not a uhf problem"; that "one of the really serious problems created by this faulty allocation of vhf and uhf channels has been the strangulation of the ABC network."

CCT vice chairman English said the solution is deintermixture and creation of 10% excise tax differential between vhf & uhf sets. "Possibly the only positive step taken by FCC," he said, was to permit owners of 5 vhf stations to acquire 2 uhf. He said NBC's ownership of WBUF-TV, Buffalo (Ch. 17) would improve situation of his WSEE, Erie, by stimulating growth of uhf set circulation in the general area.

**EVINS 'INFLUENCE' PROBE DRAWS BLANK:** Sensational charges of "influence" have fizzled so far, in Rep. Joe Evins' (D-Tenn.) investigation of FCC and networks (Vol. 12:11). Hearings of Evins' Small Business subcommittee March 20-21 hit no pay dirt, though his staff hinted it has its finger on something.

Responding to subpoenas, RCA-NBC secy. John Q. Cannon and CBS secy. Julius F. Brauner dutifully lugged in boxes containing their filings and correspondence with FCC since Jan. 1, 1953 -- but no one in his right mind thinks they contain anything of the type the probers are looking for.

Committee counsel Everette MacIntyre then got down to naming names, asking the network officials whether they'd brought copies of correspondence between their officials and the following: Florence I. Porter, confidential asst. to FCC Chairman McConnaughey, whom MacIntyre identified as former employe of GOP National Committee; Charles M. Gowdy, legal asst. to McConnaughey; Harold G. Cowgill, chief of FCC Common Carrier Bureau; Walter Williams, Undersecretary of Commerce, identified as "liaison with the White House and FCC."

MacIntyre said he has reason to believe that networks had corresponded with at least 2 of the foregoing. Network witnesses said they'd go back and look for such



documents. Meanwhile, RCA-NBC representatives will meet with Committee staff March 27 to discuss what additional documents are desired; CBS people will confer later.

Surprise witness March 21 was Thomas G. Tinsley, the major stockholder of WXEX-TV, Petersburg-Richmond, Va. (Ch. 8). He'd been called in by Committee which sought to show he'd used political influence to win Ch. 8 decision. It was brought out that Tinsley had entertained FCC Comr. Lee at his Baltimore home before decision was made and that Tinsley had headed Maryland Citizens for Eisenhower in 1952 -- but that's about as far as it got.

Laboring strenuously to protect FCC was Rep. McCulloch (R-Ohio), who said he has "an uneasy feeling" that investigation was a "political, partisan fishing expedition." His insistent demand that Committee call for FCC-network correspondence going back to Jan. 1, 1949, when Truman Administration was in power, was ignored.

FCC hasn't yet supplied Committee with information about gifts, expenses, etc. received by Commission personnel from industry. MacIntyre said Commission had been asked not to bother reporting things with "value less than a 12-lb. ham."

FCC Chairman McConnaughey, meanwhile issued statement giving his side of Evins' account of meeting in which, according to Evins, McConnaughey said networks have power to "hire and fire" FCC employes (Vol. 12:11). The FCC chairman said that he was "astounded" by the account; that no one mentioned "network control" during the meeting; that he had said he was "weakest chairman" of govt. regulatory agencies only in the sense he couldn't hire & fire without full Commission approval.

Balance of testimony, during the 2-day hearings, came from uhf operators: Philip Merryman, WICC-TV, Bridgeport (Ch. 43), pres. of Committee for Hometown TV; John G. Johnson, WTOB-TV, Winston-Salem (Ch. 27), chairman of new Committee for Competitive TV; John W. English, WNAO-TV, Raleigh (Ch. 28) & WSEE, Erie (Ch. 35). For their testimony, which urged that FCC must change allocations policy, see p. 3.

Evins gives no indication of what's next. He told us hearings would be resumed after staff studies FCC and industry documents -- probably after Easter.

\* \* \* \*

Investigations are busting out all over in Congress, as all good Democrats decide now is the time to make political hay. Senate Small Business subcommittee, under Sen. Kennedy (D-Mass.), said it would study problems of daytime radio stations, who have been trying to get FCC to give them longer hours of operation. Daytimers are represented by ex-FCC Comr. Frieda Hennock. Hearings are due within 6 weeks.

Sen. Kefauver (D-Tenn.), voice strengthened by Minnesota primary victory, introduced bill "to prohibit certain unfair practices with respect to the cancellation of franchises held by automobile dealers and by radio and television broadcasting stations." Bill (S-3494) would prevent networks from cancelling affiliations unless networks pay stations "reasonable value" -- latter to be determined by 3 appraisers, one picked by network, one by station, third by the other 2.

Film producers' TV station holdings will be explored by Senate Small Business subcommittee under Sen. Humphrey (D-Minn.). He interrupted hearing on exhibitors' complaints this week to state "there is real need" to examine relationships, added that FCC members may be called in to testify. He said he's particularly interested in Paramount Pictures' holdings.

Anti-trust investigation started by Judiciary subcommittee under Rep. Celler (D-N.Y.) looks as if it won't get back to TV until latter May. It's hot after airlines at the moment, doesn't have time for TV.

First and biggest of current hearings, that of Senate Interstate Commerce Committee, gets going again next week. Scheduled March 26 are Richard F. Moore, KTTV, Los Angeles, and Ernest L. Jahncke, ABC, in Senate Office Bldg. Room 318. Set for next day are William Lodge, CBS, and Joseph Heffernan, NBC, in Room 324. If more time is needed, hearings will continue March 28. All-day sessions are planned.

Subscription TV is next topic of Senate Commerce Committee, with testimony from proponents and opponents scheduled whole week starting April 23. After that, "network practices" come up in sessions some time in May.



**C**OMMERCIAL "creepy-peepy" camera-transmitter system, an image orthicon camera which sees in the dark, new antenna systems and plans for direct U.S.-Cuba network link this year highlighted TV developments reported in technical papers at this week's IRE convention in New York.

RCA's pack-type TV system, developed for Army Signal Corps (Vol. 12:8), has been modified for commercial station use, a company official said. Two are being constructed for NBC — presumably for use at political conventions — and "another network" is said to have expressed interest. While price wasn't disclosed, spokesman said gear can be within means of average TV station.

Camera weighs 8 lb., back-pack transmitter 47 lb. Unit has half-mile "noise-free" range, can also be used with cable for closed-circuit pickup. Pickup tube is vidicon and system is said to provide standard video signal suitable for network use. Military version uses carrier frequency of 360 mc, but commercial model will use a uhf TV frequency. Unit is powered by 5 chemical (zinc-silver) cells giving 6.7 volts. High voltage is supplied by battery-driven dynamotor. Batteries must be recharged after 2 hours use. "Base station" includes AC or battery powered receiver with 10-in. Monitor.

Possible commercial TV applications—particularly for color telecasting, where lighting is problem — were seen in new RCA "low-light" image orthicon described in another paper at convention. Developmental tube is far more sensitive than human eye, can pick up objects and scenes lighted only by starlight. It is similar to standard IO tube.

**T**WO STATIONS began operation this week—one a uhf satellite—to bring on-air boxscore to 464 (99 uhf). Michigan Upper Peninsula's first TV outlet is WDMJ-TV, Marquette (Ch. 6), planning April 15 start as CBS Extended Market Plan affiliate, having run off first test patterns March 20. Satellite WAST, Hagaman, N. Y. (Ch. 29) began March 22 with off-air pickup of parent WROW-TV, Albany (Ch. 41) about 20 mi. away.

WDMJ-TV opens up new small market—Marquette (1950 pop., 17,202) being more than 100 mi. from other TV cities. It has 10-kw RCA transmitter, 12-section antenna on 200-ft. Ideco tower, and RCA is building 3-hop private microwave for interconnection via WBAY-TV, Green Bay, Wis. Owner Frank J. Russell is publisher of *Marquette Mining Journal* (WDMJ), also controls *Iron Mountain News* (WMIQ), owns 25% of *Rhinelanders* (Wis.) *News*, which in turn owns 8% of WSAU-TV, Wausau, Wis. W. H. Treloar, from *Mining Journal*, is gen. mgr.; Robert Luke, from WDMJ, regional sales mgr.; James H. Luke, local sales; Charles Zwemer, ex-asst. program director of WBNS-TV, Columbus, O., program director; Paul Anick, ex-WMIQ, chief engineer. Base hour is \$150. Rep is Weed.

WAST was built to improve signal in Schenectady and in hilly area generally. Manned by resident engineers, it uses 12-kw GE transmitter and 200-ft. Stainless tower with 5-bay antenna on Glenville Hill. It's owned by Lowell Thomas group, which acquired WROW-TV in Nov. 1954 (Vol. 10:45). WROW-TV base hour is \$300. Rep is Harrington, Righter & Parsons.

\* \* \*

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

WCBI-TV, Columbus, Miss. (Ch. 4) plans June 13 debut carrying CBS & NBC shows, now that AT&T and Southern Bell Telephone have assured microwave connection with Meridian by then, reports gen. mgr. Bob McRaney. It will be first outlet in northern Miss., Columbus

except for increase in distance between glass target and mesh screen. Same or similar tube is believed to be heart of Bendix's industrial TV light amplifier (Vol. 12:4) and of Air Force's "Cat Eye" device to enable pilots to "see" in dark. Tube for latter is made by Westinghouse.

Two new TV transmitting antennas were described in IRE papers—GE's developmental "self-diplexing" helical uhf antenna and Alford Mfg. Co.'s high-gain slotted ring arrays. GE antenna eliminates need for diplex-filter system for isolating audio and video signals. Basic design consists of single mast with 2 cross-wound helices, one for aural and one for visual signals. Design, adaptable to both uhf & vhf, would also permit 2 or more stations to share one antenna — though in this case each station would have to use diplexer. Alford paper described slotted ring antennas, such as that used by WITN, Wilmington, N.C. (Ch. 7), as well as extremely high gain antennas utilizing long wires strung between rings of antenna and nearby poles, achieving power gains of over 100.

First regular TV network service between U. S. and Cuba will start this year, Federal Telecommunication Labs (IT&T) engineers revealed in paper at convention on first commercial over-the-horizon TV hop. Frequency will be in 600-900 mc (uhf) band and path will be from Homestead, Fla. to Guanabo, Cuba — 184 mi. Relay will accommodate one video and 120 telephone channels. An entire session at convention was devoted to "forward scatter" or over-the-horizon transmission, and heard report on results of AT&T's Florida-to-Cuba voice transmission experiments and paper by Collins Radio Co. illustrating that uhf scatter systems produce only 25-50% of the interference of a line-of-sight system performing the same service.

being over 80 mi. from other TVs. Studios and transmitter are in building which houses radio WCBI transmitter and installation of 5-kw RCA transmitter and control room gear is over 50% complete. It will have 5-bay antenna on 500-ft. Andrews tower, on which work begins as soon as weather improves. Owner Birney Imes publishes *Columbus Commercial Dispatch*, owns AMs in 3 other Miss. cities. Base hour will be \$150. Rep will be McGillvra.

WIPR-TV, San Juan, P. R. (Ch. 6, educational) has tentatively set target for next Nov., reports R. Delgado-Marquez, TV-radio gen. mgr. for Puerto Rico Dept. of Education. It will build new \$275,000 building to house both TV & radio, now is considering equipment bids.

KETA, Oklahoma City (Ch. 13, educational), unable to repair transmission lines because of bad weather, didn't meet mid-March test pattern target, but still hopes for April 2 programming, reports director John W. Dunn. RCA field engineers arrived week of March 19 to check out 10-kw RCA transmitter and supergain 14-section RCA antenna on 1572-ft. tower it shares with KWTW (Ch. 9).

"Midget" power supply unit for TV studio equipment, reducing tube and space requirements by more than 70%, was announced this week by RCA. New powerhouse is said to produce 1500 milliamperes output, requires only 10½-in. of rack space and "provides more than 250% more usable power than previously available RCA types." Designated WP-15 and suitable for both commercial and closed-circuit applications, it's due to be available in May and will sell for \$675, as compared with \$1440 for RCA's old and larger 1500 milliamperes power supply (WP-33B).

Philadelphia studios being built by Wilmington's WPFH (Ch. 12) on top floor of Suburban Station Bldg. are due for completion by late April, with studio programming originations slated to begin early in June. New studio is in addition to Wilmington facilities, will be equipped by RCA at cost of more than \$180,000.



**Personal Notes:** Craig Lawrence, CBS-TV director of station administration, named v.p. in charge of CBS-owned TV stations & CBS-TV Spot Sales, reporting to exec. v.p. Merle S. Jones . . . George BarenBregge resigns as sales mgr. of WABD, N. Y., to become gen. mgr. of WIRI, Plattsburgh, N. Y. . . . Robert A. Forrest promoted to mgr. of program dept., WCAU-TV, Philadelphia; Mel Levine promoted from operations mgr. to assist Forrest . . . Michael Kraike named to new post of administrative exec. at 20th Century-Fox's TCF Productions, supervising *My Friend Flicka* series on CBS-TV and reporting to Irving Asher, director of all TV operations . . . Wm. F. Craig, TV director of Procter & Gamble, heads new TV-radio-motion picture programming section of Procter & Gamble Productions Inc.; Wm. M. Ramsey, radio director, placed in charge of all TV-radio commercials . . . George Mathews, ex-KOA, Denver, named business mgr. of WRCV-TV, Philadelphia . . . John Kieran Jr., from NBC Radio's *Monitor*, joins WABD, N. Y., as director of promotion, publicity & special events . . . Wm. Peterson, ex-radio KTAR, Phoenix, named program director of upcoming KDWI-TV, Tucson (Ch. 9), due in May . . . Jock Fearhead resigns as gen. mgr. of KYA, San Francisco, named gen. mgr. of radio WINS, N. Y., replacing Robert Leder, now gen. mgr. of WOR . . . Sherril Taylor resigns as CBS Radio co-director of adv. & sales promotion to become v.p. & promotion director of Radio Advertising Bureau, under v.p.-gen. mgr. John F. Hardesty; Warren Boorum elevated to promotion mgr., as Taylor's deputy . . . Walter L. Dennis, ex-KCSJ-TV, Pueblo, named sales mgr. of KLRJ-TV, Henderson-Las Vegas . . . Robert Klein, ex-KLAC-TV (now KCOP), Los Angeles, named national sales mgr. of upcoming KFRE-TV, Fresno (Ch. 12), due in May . . . W. W. Whitfield named sales mgr. of upcoming WCBI-TV, Columbus, Miss. (Ch. 4), due in June; Robert McRaney Jr. named film director . . . Wendell Elliott, mgr. of radio KGNO, Dodge City, Kan., named mgr. of upcoming Ch. 6 station in Ensign, Kan. (no call letters yet), which hasn't set target . . . John W. Maloney, ex-Gray Mfg. Co., joins Teleprompter Corp. as sales exec. . . . Jack Stone named promotion mgr. of upcoming WRVA-TV, Richmond (Ch. 12), due in April . . . Cyril J. Ackermann promoted to regional sales mgr., WTRF-TV, Wheeling, W. Va. . . . Don Moore named TV-radio director of National Safety Council, replacing Dan Thompson, resigned due to ill health . . . James C. Richdale Jr., commercial mgr. of KOTV, Tulsa, assumes additional duties of asst. gen. mgr., reporting to pres.-gen. mgr. C. Wrede Petersmeyer . . . Hamilton Shea, NBC v.p. in charge of WRCA-TV & WRCA, appointed chairman of TV-radio div. of N. Y. Cancer Committee . . . Peter M. Robeck, sales mgr. of General Teleradio film div., moves headquarters from Hollywood to N. Y. . . . J. L. Bowden, WKBN-TV, Youngstown, elected pres. of Ohio Assn. of TV-Radio Broadcasters; Ward Quaal, WLWT, Cincinnati, elected v.p. for TV; Hubbard Hood, WKRC, Cincinnati, elected v.p. for radio . . . Bob Nystedt resigns as promotion mgr. of CHCT-TV, Calgary.

Tributes to comedian Fred Allen, 61, who died March 17 of heart attack, came from every quarter this week—TV & radio programs, newspaper editorials, columnists, etc. Some 2000 people, a virtual "Who's Who" of show business, attended funeral at St. Malachy's Roman Catholic Church. Allen hit peak as a wit on radio, was unable to find comparable niche in TV; he was serving on *What's My Line?* panel at time of death.

Lewis C. Tierney, 48, pres. of WCHS-TV, Charleston, W. Va., died March 18 in Boston hospital.

**ADVERTISING AGENCIES:** John H. Forshew, v.p. & director of client services, promoted to senior v.p. & elected a director of Campbell-Ewald, Detroit . . . Joseph R. Stauffer promoted to director of TV-radio program development, N. W. Ayer, N. Y.; L. Davis Jones promoted to v.p. in charge of Philadelphia office . . . Jay Bottomley, ex-Young & Rubicam, named production mgr., C. J. LaRoche TV-radio dept., under TV-radio v.p. Hendrik Booraem . . . Dan Rodgers, ex-Biow, joins Ted Bates as v.p. & supervisor of Whitehall Pharmacal account . . . Jos. Lamneck, ex-McCann-Erickson and Cecil & Presbrey, named assoc. TV producer, Kenyon & Eckhardt . . . Richard G. Ives, ex-TV-radio copy chief of MacManus, John & Adams, joins new Richard K. Manoff Adv. as copy supervisor; Miss Lee Oakes, ex-Dancer-Fitzgerald-Sample & *Television Magazine*, named Manoff media supervisor . . . John A. Miles, ex-Cockfield, Brown & Co., named v.p.-gen. mgr., Leo Burnett Co. of Canada, Toronto . . . Douglas Gabrielle, ex-WBKB, Chicago, & Kling Studios, joins TV dept., McCann-Erickson, Chicago . . . Morton Yanow, ex-WCAU, Philadelphia, joins Feigenbaum & Wermen there as time buyer.

Herman Liveright, program director of WDSU-TV, New Orleans, was fired by pres. Edgar Stern Jr. immediately after Liveright refused to answer concerning alleged Communist affiliations during hearing before Senate Internal Security Subcommittee March 19. Stern stated: "His dismissal is the result of his refusal to answer certain questions regarding alleged Communist activities put to him by Sen. Eastland (D-Miss.), chairman of [the subcommittee] . . . Whatever the facts may be in regard to Mr. Liveright, we have never and will never knowingly employ a known Communist. Under no circumstances will we continue in our employ any individual who refuses to answer any question asked him by a committee of the U. S. Senate, or any other constituted legislative committee." Liveright declined to cite Fifth Amendment, said subcommittee had no right to inquire into his beliefs and activities. He told reporters he believes Southern pro-segregation forces are behind the inquiry.

TV Bureau of Advertising, at board meeting March 24, elects as chairman W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, succeeding Richard A. Moore, KTTV, Los Angeles. Roger W. Clipp, WFIL-TV, Philadelphia, succeeds Rogers as secy., with Oliver Treyz re-elected pres. & Lawrence H. (Bud) Rogers II, WSAZ-TV, Huntington, W. Va., re-elected treas. Board also approved operating budget of \$700,000 for current year, and set April 16 for release of its projected all-inclusive report on national spot expenditures, based on N. C. Rorabaugh data (Vol. 11:38).

MacManus, John & Adams this week bought David J. Mahoney Adv., whose pres. & founder David J. Mahoney becomes pres. of Good Humor Corp. Cal J. McCarthy, Mahoney v.p., heads list of about 25 key employes switching to MacManus, John & Adams—along with \$2,000,000 annual billings from such accounts as Noxzema, Rembrandt cigarettes, Medaglia D'Oro coffee, White Rock beverages, Brioschi antacid, Sportsman toiletries.

Louis N. Brockway, exec. v.p. of Young & Rubicam, elected chairman of Advertising Council, succeeding Stuart Peabody, asst. v.p. of Borden Co.; Lee H. Bristol, pres. of Bristol-Myers, elected vice-chairman.

Paul A. Porter, former FCC chairman, now partner in Washington law firm of Arnold, Fortas & Porter, and novelist Kathleen Winsor (*Forever Amber*), due to be married after Mrs. Porter obtains divorce.

Ted Cott, v.p. of DuMont's WABD, N. Y. & WTTG, Washington, to address Washington Women's Ad Club April 5.



**Telecasting Notes:** Drastic changes in program schedules are planned by all networks for next season, with a few long-time favorites disappearing as casualties in ratings battle. Though much has been made of trend to 90-minute-&-over live programming, it now looks like more programming than ever will be on film—with plenty of 30-min. series built along conventional “formula” lines . . . Among outstanding changes planned: Three of the 4 new-this-season movie-promoting TV shows are due to be dropped, unless plans change radically. They're *MGM Parade* (ABC), *20th Century-Fox Hour* (CBS) & *Screen Directors Playhouse* (NBC). ABC-TV's *Warner Bros. Presents*, which lately has shown surprising vitality opposite formidable competition, will be kept . . . Two NBC landmarks are falling victim to sagging ratings: *Howdy Doody*—almost as old as TV itself—due to be moved from long-time hold on 5:30 p.m. slot to a morning period (with 5-5:30 p.m. *Pinky Lee* to be dropped), as result of ABC-TV *Mickey Mouse Club*'s domination of 5-6 p.m. kiddie market. And Milton Berle will leave his Tue. evening spot for “TV retirement,” though he'll make 4 color spectacular appearances . . . CBS plans 17 new shows, mostly 30-min. filmed series, but includes two 60-min. variety shows—one starring Herb Shriner (probably Fri. 8-9 p.m.). New 90-min. *Playhouse 90* drama series (Thu. 9:30-11) may be mostly film, 8 of the shows to be filmed by Columbia Pictures . . . NBC may join movie parade, reportedly is considering slotting 52 top RKO pictures Thu. 9:30-11 . . . ABC is looking for sponsors for 12 new series, including 60 & 90-min. filmed dramas and 60-&-90-min. “teleramas” (6 Theatre Guild shows, plus Met Opera & documentaries) . . . Columbia Pictures has put another batch of 93 pictures on TV market through its Screen Gems, in addition to 104 already released—but Republic pres. Milton Rackmil says he plans no more backlog releases because TV feature business has become buyer's market . . . Possible merger of Matty Fox's C&C TV and Eliot Hyman's PRM Corp. into one big outfit holding title to 1500 RKO & Warner features is under discussion, but nothing has come of it yet . . . CBS has a hit on its hands—but it's on Broadway stage, not TV. Network-financed *My Fair Lady*, musical version of Shaw's *Pygmalion*, received rave notices, but won't become a TV spectacular until it finishes run as play—possibly several years hence. NBC enjoying similar theatrical prosperity through part ownership of *The Great Sebastians* . . . Product of TV is 1955's big 4-Oscar winning “Marty.” Originally pro-

Dismissal of privacy invasion suit against NBC, in which plaintiff sought \$750,000 damages on charges that “fictionalization” of criminal events in his past on *Big Story* in 1952 caused him to suffer financially and mentally (Vol. 11:12), was affirmed this week by U. S. Court of Appeals in Washington. Suit was filed by Charles Bernstein, who under name of Charles Harris was convicted of murder in 1933 but received Presidential pardon in 1945 through intervention of *Washington News* reporter Martha Strayer. His contention that resurrection of his past on *Big Story* 7 years after pardon had damaged him was dismissed last year by lower court judge, who held that persons “formerly public” cannot be protected against re-disclosure of facts “in a reasonable manner and for a legitimate purpose.”

Scripps-Howard newspaper chain has made move to buy employe-owned *Cincinnati Enquirer*, offering to pay “a price which will represent a substantial profit to present holders who acquired their stock and voting trust certificates at the issue price in 1952.” Scripps-Howard owns *Cincinnati Post*; WCPO-TV, Cincinnati (Ch. 9); WEWS, Cleveland (Ch. 5); WMCT, Memphis (Ch. 5).

duced by Hecht-Lancaster as tax loss to offset big grosses of 2 westerns, it was adapted by Oscar-winner Paddy Chayefsky from his *Philco Playhouse* NBC-TV drama, directed by Oscar-winner Delbert Mann, who directed original TV play . . . Most talked-about TV show during week ended March 17 was NBC-TV's U. S. premiere of movie, “Richard III,” according to Sindlinger & Co.'s 17-state “audience action index.” Daily interviews ask what people have been talking about, recommending, etc. In TV, “Richard III” received 18.1% of mentions; *Lawrence Welk Show* (ABC) was 2nd with 12.7%; then *Medic* (NBC) 10.1%; *Ed Sullivan Show* (CBS) 8.7%, *\$64,000 Question* (CBS) 8.1%. *Lawrence Welk* has been in first 5 for 28 weeks; *\$64,000 Question* was No. 1 from Sept. thru Dec. . . . More statistics on *\$64,000*: Up to last week, *New York Times* figured out show had given away about \$500,000 in its 42 weeks—averaging only \$12,000 a week . . . It had to happen: British commercial TV, which has found American shows and their prototypes the most popular, plans to begin its *64,000 Sixpence Question* (\$4480) next month. Also scheduled for ITA airings are Bob Hope's 3 London-filmed (for NBC) TV shows . . . Highest-rated one-shot documentary, says NBC-TV, was *Twisted Cross*, based on Hitler's rise & fall, March 14 with total estimated audience of 34,000,000 and average Trendex of 28.9 . . . Expansion in foreign TV distribution announced by TV Programs of America, through creation of international div. headed by Paul Talbot, pres. of Fremantle Overseas Radio & TV Inc., opening of branch offices in Mexico, Colombia, Venezuela & Brazil, signing distribution agreement with Artransa Ltd. of Australia and dubbing 2 TPA series in Spanish . . . Ziv TV now filming commercials through own independent film unit, has just completed spots for Hamilton Watches and Listerine . . . TV to movies: Reginald Rose's “Dino” (CBS-TV *Studio One*), bought by independent producers Bernice Block-David Kramarsky; Malvin Wald & Jack Jacobs' “Man on Fire” (NBC-TV *Alcoa Hour*) by Sol Siegel for MGM release . . . Award: NBC's *Meet the Press* cited by Ohio Educational Assn. “for outstanding contribution to public education” during 1955 . . . Emmy Award show (NBC-TV) took terrible panning from critics . . . Coward's back and Ford's got him: Noel Coward's 3rd TV show (premiere of “This Happy Breed”), cancelled last week by Ford because of ratings of 2 earlier Coward shows, was reinstated this week on May 5 *Ford Star Jubilee*—CBS-TV rescinding its announcement the show had been postponed to Oct. and would be first in new *Playhouse 90* series.

Schedule of NARTB's 8 regional conferences: Region 1 (New England, N. Y., N. J.), Somerset Hotel, Boston, Oct. 15-16; Region 2 (mid-Atlantic), Shoreham Hotel, Washington, Oct. 11-12; Region 3 (southeast), Dunkler-Tutwiler Hotel, Birmingham, Oct. 25-26; Region 4 (north central), Sheraton Lincoln Hotel, Indianapolis, Oct. 18-19; Region 5 (Dakotas, Minn., Ia., Neb., Mo.), Nicollet Hotel, Minneapolis, Sept. 17-18; Region 6 (southwest), Oklahoma Biltmore Hotel, Oklahoma City, Sept. 27-28; Region 7 (Far West), Utah Hotel, Salt Lake City, Sept. 20-21; Region 8 (west coast), St. Francis Hotel, San Francisco, Sept. 24-25.

“Centercasting” system of electronic program rating and general polling, proposed several years ago by famed inventor Dr. Alfred N. Goldsmith, hasn't caught on for 2 principal reasons, Dr. Goldsmith told us at IRE convention in N. Y. this week. “First is cost,” he said, “and second is the fact that people aren't quite sure they want to learn the truth that the system will give.”

New network affiliation: WDEF-TV, Chattanooga, May 10 shifts to CBS basic optional group, having signed as primary affiliate.



**B**AIT-SWITCH ADS on air continued to claim headlines this week as NARTB's TV code review board, smarting under the heat of heavily-publicized attacks on "parlor hucksterism" (Vol. 12:11), invited public to file directly with it any complaints about fraudulent ads on subscriber stations, at same time asked all stations for an accounting of their policies on bait-switch ads.

Five-member code board headed by G. Richard Shafto, WIS-TV, Columbia, S. C., said it would welcome specific, authenticated information about bait-switch ads which code defines as "that in which goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes."

If it could confirm such information of "persistent violation of the code provision," board said it would institute proceedings immediately against offending station. Penalty could result in withdrawal from a station the right to use code board's Seal of Good Practice.

Board stated that "the incidence of such advertising in TV is relatively small and is being given disproportionate emphasis in some quarters." Shafto added, however: "Whether there is a little bit of such advertising, which we assume to be the case, or a lot of it as has been charged, the code board and NARTB agree with those who want to see it removed from the air." Other developments this week:

(1) *New York Herald Tribune*, keeping up steady fire on fraudulent ads, published series of 3 articles stressing many complaints from public to networks on alleged over-commercialization, but gave credit to TV-radio industry for efforts to "clean house."

Editorializing on "the responsibilities of TV" March 24, *Herald Tribune* stated: "The problem has its roots, of course, in the extraordinary force and scope of TV as a

medium of communication. The industry is well aware of this and has made a tremendous effort to adhere to the highest standards. If abuses exist, they exist largely on the fringe. The fact that the industry knows that TV is a guest in the home and must behave as one is the public's best assurance that the networks will live up to their responsibilities."

(2) Editorial in *Variety* stated: "The machinery of the FCC may be slow but when it catches up it will be a headache of sizeable proportions for the greedy local stations which care more for the fast-buck revenue than their responsibilities to the community they serve and should, theoretically, service."

(3) Rep. Hosmer (R-Cal.), who last week attacked "irritating and obnoxious" commercials on TV, inserted in *Congressional Record* extracts of more than 20 letters he received which he said were typical of many written in support of his position. Rep. Anfuso (D-N. Y.) wrote to FCC chairman McConnaughey asking if anything is being done to curb fraudulent ads, and praised Brooklyn District Attorney Silver for his monitoring of TV-radio programs for false ads (Vol. 12:11).

(4) Rolland V. Tooke, Westinghouse v.p. in charge of KYW-TV & KYW, Cleveland, told Cleveland Sales Executives Club that much of the criticism leveled at broadcasting industry indicates "the tremendous impact of the medium itself—which contrary to many other forms of advertising, cannot be skimmed through." He appealed for cooperation of advertisers and agencies "for the understanding we need to keep our house clean."

(5) Oliver Treyz, pres. of TV Bureau of Advertising, told Broadcasting Executives Club of Boston that "the public likes and responds to TV commercials," said TvB tabulation of Videodex survey for 4th quarter of 1955 revealed that less than 3% of viewers found evening commercials irritating and less than 2% found daytime commercials irksome.

**R**ARE ACTION, an FCC final decision on competitive hearing for uhf channel, was issued this week as Ch. 29, Canton, O., was awarded to Tri-Cities Telecasting over WCMW. Third party, WHBC, voluntarily dropped out of competition earlier.

Curiously, it was an all-uhf week, Commission also granting 2 uncontested uhf applications even as uhf operators pleaded with Congress to do something to save them (see p. 2). CPs went to KGMS, Sacramento (Ch. 46) and Atlanta's Board of Education (Ch. 30, educational).

Choice of non-broadcast Tri-Cities in Canton was awarded for superiority in civic activity of principals, diversification of business interests and mass media ownership, educational program plans. FCC conceded WCMW more experience in radio but wasn't too satisfied with its record of matching performance with promise.

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Dual-city identification is being considered by Commission, which this week started rule-making based on petitions of WVEC-TV, Hampton, Va. (Ch. 15) and WDSM-TV, Superior, Wis. (Ch. 6). It invited industry comments by May 23 on proposal which it says has 2 aspects—"the provision of programs which serve the common interests of 2 communities [and] the rendition, by a single station, of separate local services to 2 cities." Proposal is Notice 56-265, Doc. 11660, copies of which are available from FCC or from us.

There were 2 more court appeals this week—radio WSAY, Rochester, N. Y. asking that share-time WVET-TV & WHEC-TV (Ch. 10) be put off air, while WAIM-TV,

Anderson, S. C. (Ch. 40) and WGVL, Greenville, S. C. (Ch. 23) persisted in attempt to keep WSPA-TV, Spartanburg (Ch. 7) from building near Greenville.

There were 2 petitions for allocations changes: (1) Grantee WXTV, Youngstown (Ch. 73) asked that it be shifted to Ch. 33 by substituting Ch. 22 for Ch. 47 in Pittsburgh, Ch. 79 for 22 in Clarksburg, W. Va. (2) Prospective applicant Lee Scarborough sought assignment of Ch. 19 to Nacogdoches, Tex. through substitution of Ch. 66 for Ch. 19 in Lake Charles, La., Ch. 61 for Ch. 19 in Tyler, Tex.

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Zenith filed \$213,749 suit against CBS this week in N. Y. Federal district court, asking \$100,000 for breach of contract, balance for rebate on its sponsorship of *Omnibus*. Suit stems from CBS's refusal to carry Zenith pro-subscription commercial last year (Vol. 11:15), after which Zenith canceled its sponsorship of subsequent *Omnibus* programs.

Leaflet titled "640-1240 Conelrad" is being distributed by Federal Civil Defense Administration to acquaint public with the system whereby radio stations would cooperate in use of 640 & 1240 kc during national emergency to deprive enemy of radio "homing beacons" and to disseminate official information.

First network to announce that electronic computers will be used to tally election and nominating convention results in 1956 is NBC, which will use Teleregister Corp. instantaneous computing machines.

Hitch has developed in Westinghouse's negotiations to buy J. Elroy McCaw's big, independent N. Y. radio WINS (Vol. 12:11), asking price of about \$2,500,000 the stumbling block.



**Station Accounts:** Baseball sponsorship lineup, which *Television Age* recently estimated would account for \$26,200,000 in station billings this year (Vol. 12:9): Baltimore, WAAM, WBAL-TV & WMAR-TV, National Bohemian Beer, thru W. B. Doner; Boston, WBZ-TV, Chestersfields & Narragansett Beer, both thru Cunningham & Walsh, and Atlantic Refining, thru N. W. Ayer; Brooklyn, WOR-TV, Schaefer Beer & Lucky Strike, both thru BBDO; Chicago Cubs & White Sox, WGN-TV, Oklahoma Oil, thru Maryland Adv., & Hamm's Beer, thru Campbell-Mithun; Cincinnati, WLWT, Hudepohl Beer & Ford Dealers Assn., thru Stockton, West & Burkhardt; Cleveland, WEWS, Carling Beer, thru Lang, Fisher & Stas-hower; Detroit, WJBK-TV, Speedway Petroleum, thru W. B. Doner, & Goebel Beer, thru Campbell-Ewald; N. Y. Giants, WPIX, Ruppert Beer, thru Biow-Beirn-Toigo; N. Y. Yankees, WPIX, Ballantine Beer & Camels, both thru Wm. Esty; Philadelphia, WFIL-TV & WRCV-TV, Tasty Baking, thru N. W. Ayer & Phillies cigars, thru Al Paul Lefton, Atlantic Refining & Ballantines; St. Louis, KTVI, Budweiser Beer, thru D'Arcy; Washington, WTTG, National Bohemian. No TV will be permitted by Pittsburgh, Milwaukee & Kansas City . . . Glass Container Manufacturers Institute plans all-media campaign to promote greater use of glass bottles for milk, thru Kenyon & Eckhardt, N. Y. . . . Pathecolor Inc., new div. of Pathe Labs, plans TV spot campaign on behalf of its new color film processing techniques, thru Fuller & Smith & Ross . . . Greyhound Bus Lines buys Sterling TV's *The World We Live In* for 6 western markets, thru Beaumont & Hohman Adv., Chicago . . . Dairy Farmers of Canada,

Toronto, national organization of milk producers, plans big spot campaign to back its spring milk festival promotion, thru Cockfield Brown & Co., Ltd. & E. W. Reynolds, Ltd., both Toronto . . . Among advertisers currently reported using or preparing to use TV station time: B. V. D. Co., N. Y. (underwear, swim suits, pajamas), thru Al Paul Lefton Co., N. Y.; E. F. Drew & Co., N. Y. (Tri-Nut margarine), thru Ruthrauff & Ryan, N. Y.; General Retail Corp. of General Shoe Corp., Nashville, Tenn. (Flagg Bros. shoes), thru Campbell-Ewald, Chicago; Formica Co., Cincinnati (decorative material), thru Perry-Brown, Cincinnati; Forstmann Woolen Co., N. Y. (knitwear), thru BBDO, N. Y.; International Cellucotton Products Co., Chicago (Delsey tissues), thru Foote, Cone & Belding, Chicago; Dr. L. D. Legear Medicine Co., St. Louis (Hypozyne farm medicine), thru Martin Co. Adv., Chicago; North American Van Lines, Ft. Wayne, thru Applegate Adv., Muncie, Ind.; J. B. Williams Co., Glastonbury, Conn. (Skol suntan oil), thru J. Walter Thompson Co., N. Y.; Pico Novelty Co., N. Y. (Klik-Klak toys), thru Ovesey & Straus, N. Y.; Carbola Chemical Co., Natural Bridge, N. Y. (Carbola paints), thru J. M. Mathes Inc., N. Y.; Blue Bell Mattress, Hartford, Conn. (mattresses, box springs), thru Arnold Kupper Adv., Hartford; Kasdenol Corp., N. Y. (Kasdenol mouth wash), thru Diener & Dorskind Inc., N. Y.; Gund Mfg. Co., N. Y. (Walt Disney toys), thru Ovesey & Straus, N. Y.; Sweet-Orr & Co., N. Y. (work clothes), thru Peck Adv., N. Y.

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New rep office: Young TV Corp. moves St. Louis office to 317 N. 11th St. (Miami 1-5020).

**Network Accounts:** Bell Telephone makes debut as regular network sponsor April 8 on CBS-TV with its weekly filmed *Telephone Hour*, dramatizations of stories by John Nesbitt, thru N. W. Ayer. Sun. 6-6:30 p.m. series, produced at Hal Roach Studios in Hollywood, takes over last 30 min. of regular time for Omnibus, which goes off air for summer April 1 . . . NBC-TV reports sponsor sell-out on *Queen for a Day*, Mon.-thru-Fri. 4:30-5 p.m., latest purchase being Campana Sales Co.'s alt. Mon. 4:30-4:45 p.m. segment starting May 14, thru Grant Adv., Chicago . . . Joe Lowe Corp. (Popsicles) to sponsor *Gabby Hayes Show* on ABC-TV starting May 12, Sat. 5:30-6 p.m., thru Paris & Peart Adv.; show formerly was on NBC-TV . . . Lanolin Plus Inc. (cosmetics) is co-sponsor (with Anacin) of *Name That Tune* on CBS-TV starting March 20, Tue. 7:30-8 p.m., thru Biow . . . Pearson Pharmacal buys 13 partic. on *Famous Film Festival* on ABC-TV starting March 25, Sun. 7:30-9 p.m., thru Donahue & Coe, N.Y.; Carter Products (liver pills) buys 2 partic. on *Famous Film Festival*, 3 on *Afternoon Film Festival* starting March 18, Mon.-thru-Fri. 3-5 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Beltone Co. (hearing aids) buys 2 partic. on *Afternoon Film Festival* on ABC-TV starting March 23, Mon.-thru-Fri. 3-5 p.m., thru Olian & Bronner, Chicago . . . Lehn & Fink to cancel *Lucy Show*, re-runs of *I Love Lucy*, on CBS-TV in April, Sat. 6-6:30 p.m. . . . Maytag & Sheaffer Pen to cancel *Navy Log* on CBS-TV in June, Tue. 8:30-9 p.m. . . . Heinz to switch *Captain Gallant* on NBC-TV from Sun. 5:30-6 p.m. to Sat. 12-12:30 p.m., as of May 5.

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Katz Agency, one of top TV-radio rep firms, is subject of 2-page sketch in March 17 *Editor & Publisher*, devoted mainly to its promotional & selling operations, its history (started in 1888) by father and grandfather of present father-&-son combination heading it: George R. Katz, chairman; Eugene Katz, pres.

Australia's MacQuarie Broadcasting Co. has obtained from NBC the rights to title and format of *Monitor*.

Rate increases: WBKB, Chicago, raises base hour from \$2200 to \$2400, 20 sec. from \$400 to \$525. KABC-TV, Los Angeles, raises hour from \$1750 to \$2000, min. \$400 to \$500. WMAL-TV, Washington, raises hour from \$900 to \$1200, min. \$180 to \$240. WRGB, Schenectady, raises hour from \$950 to \$1100, min. \$190 to \$200. WAVE-TV, Louisville, raises hour from \$925 to \$1025, min. \$190 to \$215. KGUL-TV, Galveston, raises hour from \$700 to \$1000, min. \$165 to \$200. WLSL-TV, Roanoke, Va., April 1 raises hour from \$600 to \$675, min. \$120 to \$135. WATE, Knoxville, has raised hour from \$500 to \$600, min. \$100 to \$120. WTVT, Tampa-St. Petersburg, April 1 raises hour from \$500 to \$600, min. \$100 to \$120. WTVH, Peoria, April 1 adds Class AA hour (7-10 p.m. daily) at \$450, min. at \$90, Class A hour going from \$350 to \$400. WGAN-TV, Portland, Me., April 1 adds Class AA hour (7:30-10:30 daily) at \$400, min. at \$80, Class A hour going from \$350 to \$300. WJTV, Jackson, Miss., April 1 raises base hour from \$300 to \$360, min. \$60 to \$80. WBRZ, Baton Rouge, has added Class AA hour (7-10 p.m. daily) at \$300, Class A remaining \$250. WRDW-TV, Augusta, Ga., raises base hour from \$250 to \$300, min. \$50 to \$60. KIDO-TV, Boise, Ida., April 1 raises base hour from \$200 to \$225 and adds Class AA min. only rate (7:30-9:31 p.m. daily) at \$45.

Douglas D. Kahle, gen. mgr. of KNTV, San Jose, Cal. (Ch. 11) and once principal owner of KCSJ-TV & KCSJ, Pueblo, is buying radio KWIN, Ashland-Medford, Ore. (250-watts, 1400 kc, MBS) for \$50,000, according to application filed with FCC this week. Seller is W. D. Miller, also owner of KFJI, Klamath Falls.

Storer's Cleveland TV-radio operations are now moving to 1630 Euclid Ave., will complete move in April when WXEL call letters will change to WJW-TV.

NBC-TV projects goal of \$5,300,000 in time billings for Steve Allen's *Tonight* this year, with \$2,983,000 on books so far. Show grossed \$3,290,000 last year.



**GE CHALLENGES WITH 9-in. 13-lb. PORTABLE:** GE uncorked a real surprise at its press party in N.Y. March 23 -- a 9-in. portable set weighing mere 13 lb. It's lightest set in industry's history and gives portability its truest meaning so far. RCA's 8½-in. receiver, introduced few weeks ago (Vol. 12:9), weighs 22 lb. and GE's own 14-in. models weigh 26 & 32 lb. In addition to the 9-in., anticipated last week (Vol. 12:11), GE also introduced a 17-in. portable weighing 32 lb.

GE put no price tags on its sets, in accordance with new policy of permitting each distributor to set own list price according to local market conditions. Sales mgr. Joseph F. Effinger said, however, that he "expected" the 9-in. to retail at "slightly under \$100" and the 17-in. at about \$150.

Anchor Hocking Co., Lancaster, O., a newcomer to TV industry, is making glass bulbs for the 9-in. sets, it was learned. Primarily a manufacturer of glassware, Anchor is said to be making the bulbs on regular bottle-producing machinery.

The 9-in. will be shown to dealers at June furniture marts in Chicago and will be shipped starting in midsummer. It measures 8½-in. high, 9½-in. wide, 13¼-in. deep, has 12 tubes, 2 rectifiers, 5 semi-conductor diodes. Tuning controls are on top, along with aluminum carrying handle. It's in aluminum cabinet, has 2-tone enamel finish in Bermuda brown & ivory and Peacock blue & ivory.

"The set is as complete in every detail as a conventional receiver," said GE, adding that semi-conductors were used as substitute for vacuum tubes in 4 positions. A rabbit-ear antenna, secured to back of set, can be folded out of way when set is being carried and will be marketed as optional equipment.

Deliveries on 17-in. receiver, currently being produced in Syracuse, will begin immediately. It uses 90-degree tube, has side tuning controls and rests on 3 supports -- 2 in front and one in rear. Front supports are in fixed position while single back support can be used to adjust viewing angle by raising or lowering set.

The 17-in. chassis has 15 tubes, plus 5 semi-conductor diode rectifiers. Like the 9-in., it has tinted safety screen over picture tube.

Discounts to distributors weren't disclosed, but Effinger told us that on the 17-in. set they would be more than 30% -- which in effect would be comparable to the discount granted by RCA to its distributors on 8½-in., which will retail for \$125, cost distributor \$80.36 (Vol. 12:11).

To round out GE's line of portables, Effinger said production of 14-in. sets would be expanded to meet "consumer demand." He asserted that more than 250,000 of the 14-in. sets had been sold (at \$99.95, \$120 & \$130) in first year on market. He said:

"TV is more and more becoming a necessity and less and less a luxury item. We are dependent on TV for a ready source of entertainment and relaxation as well as on-the-spot pictorial coverage of current events. Following the pattern of radio, TV has reached the era of a set for every member of the family."

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The portable receivers already introduced -- and certainty of more to come in next few months from virtually every manufacturer -- have led to wide industry support for our thesis that lightweight sets may mean record sales years (Vol. 12:10).

Admiral pres. Ross D. Siragusa, addressing installment credit conference of American Bankers Assn. March 19 in St. Louis, predicted record-breaking sales of 10,000,000 TV sets next year, about 50% of them lightweight receivers.

"The new lightweight portable TV models will make it possible for the first time for the average family to have not just one set, but 3 or 4 sets, making TV as accessible and convenient in the average home as radio has been for years. These TV models will also find a ready market in hospitals, hotels, institutions and in



offices. By using printed circuits and automation, extremely compact TV sets can now be made at only a fraction of the weight of the lightest conventional set now in production. Their cost will be appreciably lower than that of family size sets."

Admiral's portable set, for which he gave no introductory date, will be almost 100% automated, he said -- adding that 75% of each Admiral set is currently produced by automation. He also said that Admiral plans to increase TV output by 20%.

Previously cool to color, Siragusa said "the psychological adjustment to color" will be completed this year, and 1957 will see sales of 500,000 color sets. He also predicted annual market of 5,000,000 color sets a year in 5 years. As to receiver costs, he said they wouldn't come down until industry "begins to sell a half million to a million color sets a year."

A marketing expert for another major TV manufacturer, who wouldn't permit use of his name, also said he anticipated big TV sales volume for years to come because of portables. Currently analyzing Census Bureau data on households, he says "I feel it's not at all unreasonable to believe that one out of every 2 TV households today is a potential customer for a second set." He added:

"Remember, this is strictly a plus business. It won't affect the sale of 21-in. consoles & 24-in. receivers as 'primary' sets in the household. Very few people will replace their 'primary' sets with a 'personal' portable. They still want a big-screen set for their living room or den -- but they also want a lightweight receiver to carry with them wherever they go in the home."

Brief highlights of other major trade developments this week:

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**Westinghouse Returns:** Full-scale production at Westinghouse's 30 consumer products plants, including TV-radio factory at Metuchen, N.J., will be resumed in 30 days, it was announced this week following settlement of crippling 156-day strike, longest major walkout in nation in more than 20 years. Edward J. Kelly, gen. mgr. of TV-radio div., said employes would resume work March 26 and would be in full production within month. It was estimated that 14,000 TV sets & 25,000 radios are now in factory inventory and deliveries will begin immediately.

How many TV-radio employes took other jobs during strike, which cost company \$290,000,000 in lost production and strikers \$74,000,000 in wages, could not be accurately figured immediately. At time of walkout Oct. 17, TV-radio div. had about 2200 factory workers and 225 salaried employes.

"Every effort is being made to step up production considerably beyond pre-strike levels at all consumer products plants in order to satisfy the pent-up consumer demand for Westinghouse products and to replenish the inventories of Westinghouse dealers and distributors as quickly as possible," said Chris J. Witting, v.p. & gen. mgr. of Westinghouse consumer products divisions.

Five-year contract was signed by IUE, calling for wage increases ranging from minimum of 25¢ an hour over 5-year period. It also provided for pension and insurance improvements, arbitration of grievances and of any work standards set as result of company time studies of certain workers' jobs.

**Shallow Tube:** First showing of new 110-degree picture tubes and associated components was made by RCA at IRE convention this week. On display were shallow tubes in 17 & 21-in. sizes, together with newly designed yoke, deflection coil, and horizontal amplifier tube for each. An RCA spokesman said cost of new tube and components will be higher than for 90-degree equivalents, but "not out of line" when compared to cost differential between 90 and 70-degree systems. Tube and components aren't yet in production, but the RCA official said they would appear in "1957 TV lines." Corning Glass displayed sample 110-degree bulbs, and representatives stated they are ready to turn them out in production quantities as soon as industry -- through Joint Electron Tube Engineering Council -- standardizes on such specifications as neck and faceplate contours (Vol. 12:3).

**Production:** TV output totaled 131,963 for week ended March 16, compared to 144,566 preceding week and 145,143 week ended March 2. It was year's 11th week and brought production to that date to about 1,560,000, as against 1,600,000 in first 11



weeks of 1955. Radio production totaled 276,983 (95,245 auto) week ended March 16, compared to 310,026 preceding week and 286,004 week before. Radio production for 11 weeks was about 3,120,000, compared to about 3,000,000 in corresponding 1955 period.

**Retail Sales:** RETMA report this week placed Jan. retail TV sales at 614,213, as compared to 933,467 in 5-week Dec. and 647,585 in Jan. 1955. It is believed that Feb. retail sales were also roughly equivalent to Feb. 1955 sales of 626,613. Radio sales at retail in Jan., excluding auto sets, were placed officially at 531,206, as against 1,388,801 in Dec. and 474,945 in Jan. 1955.

**Trade Personals:** S. R. Herkes, v.p.-gen. mgr. of Motorola Chicago factory branch, named sales v.p. of parent company in series of promotions announced by Edward R. Taylor, merchandising v.p. & asst. to pres. Paul V. Galvin; Allan G. Williams, asst. to Taylor, is promoted to gen. sales mgr., reporting to Herkes; Charles P. Lloyd, N. Y. regional sales mgr., named to new post of national TV sales mgr., reporting to Williams; David H. Kutner named merchandising mgr., continuing duties as adv. director; J. B. (Kip) Anger promoted to national radio sales mgr.; John W. Carroll, regional mgr. in north central states, succeeds Herkes as gen. mgr. of Chicago factory branch; T. H. Ellis, ex-Western Auto Supply, named special accounts mgr., reporting to Kutner . . . W. M. Chamard, financial v.p. of Canadian Aviation Electronics Ltd., Montreal (DuMont), appointed v.p. for contracts & consumer products div. . . . George Etkin, ex-partner in N. Y. law firm of Gale & Falk, joins DuMont as gen. counsel . . . Stanley E. Rendell promoted to factory engineering mgr., Raytheon TV-radio div.; Norman Teifeld named material control & traffic mgr. . . . Louis B. Calamaras resigns as exec. v.p. of National Electronic Distributors Assn. . . . Sanford L. Cahn named exec. secy., Institute of High Fidelity Manufacturers . . . Paul C. Ketchersid promoted to Capehart-Farnsworth personnel mgr., replacing John W. Guilfoyle, now personnel mgr. of IT&T's Federal Electric Corp. . . . John F. Gilbert Jr. promoted to CBS-Hytron midwest district sales mgr., Overland Park, Kans., succeeding Donald E. Smith, now central district sales mgr. . . . Austin E. Rankin promoted to mgr. of GE klystron & traveling wave tube product engineering, Schenectady, reporting to engineering mgr. Charles M. Young . . . Raymond Buivid, GE radio sales mgr. prior to split of TV-radio functions (Vol. 11:49), named TV-radio district sales rep for Cleveland area . . . Paul B. Lovegren promoted to Magnavox sales mgr. of capacitors & speakers . . . Wm. R. Campbell named Zenith southwestern district sales rep, Los Angeles, replacing Jack Dalton, resigned . . . Jack Smith, ex-pres. & partner of Quality Distributors Inc., San Diego, named Packard-Bell district merchandiser there . . . L. O. Johansson promoted to Canadian Westinghouse TV product mgr., Sesto Sinibaldi to radio product mgr., both reporting to TV-radio market mgr., W. A. Dewar . . . Peter H. Whelan, adv. & sales promotion mgr. of Motorola Canada Ltd., elected v.p. of Canadian Sales Promotion Executive Assn. . . . Harry B. Wilson, mgr. of electronic components marketing, RCA tube div., appointed Chicago district sales mgr. of equipment sales.

Failures among TV-radio-appliance retailers totaled 28 in Feb., representing liabilities of \$794,000, according to Dun & Bradstreet's monthly report released this week. They compare with 30 failures, \$1,125,000 liabilities in Jan., 34 failures & \$998,000 liabilities in Feb. 1955. There were 344 failures, \$10,294,000 liabilities, in full 1955.

Sonora Radio introduced a 30-lb. 17-in. portable in N. Y.-N. J. market this week, listing at \$120. It's 15-in. wide, 14-in. high, 12-in. deep.

**DISTRIBUTOR NOTES:** Hoffman Electronics appoints B. M. Tower Co. Inc., Bridgeport, Conn.; Barre Distributing Co., Wilkes-Barre; Progress Distributing Corp., Buffalo . . . Motorola appoints C&E Distributors Inc., Birmingham, Ala. (Clyde H. Box, president); Southernaire Distributors Inc., 834 East Bay Street, Jacksonville, Fla. (Walter E. Ware, president) . . . Sonora Radio appoints Appleton Radio Supply Co., Appleton, Wis.; Washington Wholesalers, Washington, Pa.; Western Republic Co., Denver; Missco Inc., Osceola, Ark.; Louisiana Wholesale Distributors, Alexandria, La. . . . Emerson Radio of Florida names Edward S. Maucher mgr. of Jacksonville branch . . . Canadian Westinghouse Supply Co. appoints Earl Duvall as sales mgr. of Ottawa branch, replacing Clarence Murray, resigned . . . Abraham & Strauss, big Brooklyn dept. store, promotes Judd Bricker to asst. TV buyer . . . Dorfman-Endel Inc., N. Y., which recently relinquished Capehart-Farnsworth line, named regional sales agent for German Braun line of hi-fi radios & radio-phonos . . . Philco Distributors Inc., N. Y. reports resignation of Leonard Kanter as radio-phono sales mgr. . . . Canadian GE opens branch at 505 Woodward Ave., Hamilton, Ont.

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Amendment of Zenith Radio charter, to permit company to expand its electronics activities and perhaps diversify into other fields, is requested of stockholders in notice of annual meeting April 10 in Chicago. Proposed amendment would add to company's purposes "to construct, manufacture, develop, assemble, buy or otherwise acquire, own, mortgage, sell, assign or transfer or otherwise dispose of, distribute, trade in or deal with, use and experiment with products, goods, wares and merchandise of every kind, nature and description." Pres. E. F. McDonald Jr. called attention to new electronics research lab at Redwood City, Cal., added: "It is anticipated that this newly initiated research in the electronic field may lead to a desirable diversification of the company's activities."

Big master antenna equipment contract, covering 22,000 TV sets in 3 big N. Y. apartment developments, was awarded RCA this week. Installations will be in River-ton, Parkchester & Stuyvesant Town developments controlled by Metropolitan Life Insurance Co. Installations, using RCA's specially-designed "Mastertenna," should be completed within 18 months.

Delmonico International Corp., 654 Madison Ave., N. Y., is new radio import company formed by Martin L. Scher, onetime v.p. of Capehart-Farnsworth's N. Y. branch & gen. sales mgr. of Motorola-N. Y., and business consultant Dr. Otto W. Brodnitz. First German radios, under Kaiser brand, are expected about April 1, with first Japanese radios due in July.

Big expansion of hotel TV market is foreshadowed in survey by Hotel Assn. of N. Y. showing that virtually all of its 170 members, including some of biggest hotels in city, plan to have TV sets in their rooms by year's end. Air conditioning is also receiving top priority in \$30,000,000 improvement plan this year.



**Topics & Trends of TV Trade:** Tighter rein on bank credit for financing of consumer products, including TV-radio-appliances, is foreseen in *Wall Street Journal* survey of delegates to installment credit conference of American Bankers Assn. in St. Louis this week. Consensus was that one-third down, 30 months to pay should be maximum terms for any auto or appliance loan.

Bankers indicated they planned to stiffen loan terms even though their loan volume was declining and merchants were pressuring them to liberalize terms. As one example, Mercantile Trust of St. Louis boosted interest charges on installment loans at first of year, says it plans to resist all pressures to make loans easier.

Story also reports that banks plan to urge finance companies to join them in tightening credit. It quotes Joseph J. Kaberna, v.p. of First National Bank of Chicago, as recommending that his finance company customers hold to 30-month maximum on auto loans. "If a finance company is reluctant to tighten up, it may get a gentle shove from its bank—one of its chief sources of funds," says story.

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**RKO Teleradio Pictures**, whose operations include MBS & RKO Radio Pictures, this week entered phono record field with purchase of 25% interest in Unique Records, pres. Thomas F. O'Neil stating that the new affiliation "represents the first step toward actively entering the recording and music publishing field." It's expected to announce affiliation shortly with European company as next move in record field. O'Neil said current Unique management, headed by pres. Joseph Leahy, will continue to operate firm and its 2 music subsidiaries, Britton Music Corp. & Lamas Music Corp.

New receiving antenna, claimed to make possible reception of adjacent-channel and co-channel stations in same area, is being offered by Holloway Electronics Corp., Ft. Lauderdale, Fla. Antenna, called "Expo Iris" (the "Iris" meaning "infinite rejection interference system"), sells from \$20.95 to \$61.75. Device comprises 2 sections, upper portion of which may be rotated to reduce interference. Pres. Roland O. Holloway states antenna "unquestionably gives the FCC greater freedom and latitude in allocation of station licenses in the present TV bands or any revision thereof."

TV shipments to dealers totaled 623,790 in Jan., when production was 588,347, according to RETMA state-by-state tabulation released this week (county-by-county tables available to members on request to RETMA). Total compares with 637,479 shipped in Jan. 1955, when production was 654,582. New York led in shipments, with 68,459; Pennsylvania second, 42,482; California third, 42,184.

Sylvania purchased Formatic Machine Co., Naugatuck, Conn., manufacturer of eyelet machine parts, for undisclosed sum this week and will operate it within its parts div. Carl J. Albrecht, resident mgr. of Sylvania parts plant at Nelsonville, O., will be mgr. of 20,000-sq. ft. Formatic plant. Sylvania parts div. also plans to build new 110,000-sq. ft. plastics factory at Warren, Pa.

Capehart's first Canadian-made TVs, produced by Canadian Westinghouse and distributed by its subsidiary Electrics Ltd., will be introduced in Toronto week of March 26—a 21-in. table model at \$315 & a 21-in. console at \$380.

Emerson introduces 1-lb. transistorized portable radio priced at \$28, which it claims is industry's lowest, plus conventional portable radio at \$18, and 3-way radio at \$28. Transistorized radio measures 6-in. wide, 1¼-in. deep, contains 2 transistors, 3 sub-miniature tubes.

**Financial & Trade Notes:** CBS sales and earnings again rose to new records in 1955, according to annual report released this week showing consolidated net revenues of \$316,600,000, up 12.9% from the \$280,290,731 in 1954. Consolidated net income in 1955 was \$13,400,000, equivalent to \$1.83 on 7,331,111 common shares outstanding after giving effect to 3-for-1 stock split in April 1955, up 17.4% from the \$11,400,000 (\$1.62) earned in 1954.

Total assets were \$180,089,502 as of Jan. 1, 1956, up from \$169,298,915 year before; earned surplus was \$51,911,299, as against \$51,084,775.

Report doesn't break down financial operations by divisions, though it discloses 29% increase in gross time sales over 1954 for CBS-TV, which it says "maintained and strengthened its unique position as the largest advertising medium in the world." Though radio "did not attain its pre-TV volume," said radio pres. Arthur Hull Hayes, "there are indications that CBS Radio turned the corner in 1955; in the last quarter, for example, CBS Radio earnings exceeded those for the 4th quarter of 1954."

Record business was at all-time high in 1955, said report. Tube and receiver operations of CBS-Hytron and CBS-Columbia, respectively, did not show a profit in 1955.

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DuMont Labs is showing "small profit" currently, notes pres. David T. Schultz in reporting net loss in 1955 of \$3,674,000, equivalent to \$1.56 per share. Gross income last year, exclusive of income from broadcasting operations, was \$58,801,000. In 1954, earnings were \$870,000 (32¢), plus capital gain of \$6,727,000 from \$9,750,000 sales of WDTV, Pittsburgh (now KDKA-TV) to Westinghouse; gross income was \$71,458,000. Annual report points out that the 1955 loss includes \$2,859,000 deficit from broadcasting operations, which were spun off from company Dec. 2, plus special inventory reserve of \$1,400,000. Schultz said that over-all operating figures since he took over as pres. in Jan. show company is currently in black, but noted that "the results have been adversely affected by the present weakness of the TV receiver business."

Hazeltine earned \$1,604,824 (\$2.29 per share) after taxes of \$1,927,000 on sales of \$5,947,166, compared to \$2,666,263 (\$3.81) after taxes of \$3,067,000 on \$8,525,768 in 1954. Annual report disclosed that proposed projection system for color "suffered a timing setback" because of flood damage last year to American Optical Co. plant, where optical portion was designed. However, it said new optical design should be completed by midyear and should be available to manufacturers in last half of 1956.

Raytheon earned \$2,110,000 (75¢) on sales of \$126,128,000 in 9 months ended Feb. 29, down from \$3,592,000 (\$1.29) on \$139,761,000 in same period of preceding fiscal year. Taxes were \$2,270,000 vs. \$4,065,000. For quarter ended Feb. 29, net earnings were \$742,000 (26¢) on sales of \$42,958,000, compared to \$1,197,000 (43¢) on \$46,545,000 in same period year ago.

Sentinel Radio, purchased recently by Magnavox (Vol. 12:8), reports net loss of \$100,352 on sales of \$9,658,528 in 9 months ended Dec. 31. No comparison with corresponding 1954 period was available, but in full fiscal year ended Feb. 29, 1955, earnings were \$83,422 (22¢ per share) on sales of \$12,415,185.

Olympic Radio earned \$474,626 (\$1.05 per share on 453,552 common shares) on sales of \$18,363,391 in 1955, up from \$256,836 (57¢ on 431,925 shares) on sales of \$18,350,454 in 1954. Taxes were \$456,726 vs. \$204,296 in 1954.

Dividends: Emerson Radio, 15¢ (increased from 10¢) payable April 16 to stockholders of record April 5; Magnavox, 5% stock April 15 to holders March 24.



**Color Trends & Briefs:** Commercial use of color magnetic tape is expected by fall of 1957, RCA v.p. O. B. Hanson stated during IRE convention in N. Y. this week. He said that tape would be on air experimentally this fall, after which engineers would start designing commercial equipment.

Color tape was subject of 5 RCA papers in March 20 evening session at convention. Among current facts reported:

(1) A 15-min. program can be stored on 20-in. reel of tape ½-in. wide.

(2) Six signals are recorded—red, blue, green, mixed highs, sync, audio.

(3) Speed has been reduced from 30 to 20 ft. per sec.

(4) New system of regulating tape speed is accurate within one-50 millionth of an inch per second.

New head for magnetic tape recorder was described by Otto Kornei, Clevite Research Center, Cleveland, who said heads "have been in experimental use for over 2 years and have consistently yielded a resolution of over 15,000 cycles per inch at tape speeds up to 400-in. per second." He estimated average useful life of head at about 100 hours.

Another progress report on recording color via black-&-white film was given by Wm. L. Hughes, Iowa State College—his third at 3 consecutive IRE conventions. He cited areas of improvement, notably in resolution.

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Though color is seldom mentioned by newspaper TV critics, largely because few of them see color shows, *New York Times'* Jack Gould went overboard on impact of color in NBC-TV's *Richard III*, writing: "The sense of vivid spectacle could not be fully appreciated in parlor monochrome, and the court doings seemed remote and distant. Color TV was ever so much better. The introduction of hues immensely aided identification of the characters, who on the sound track frequently became misled in a bewildering babble of voices. Also, color imparted an almost incredible sense of added dimension and depth."

Corning Glass has designed a new color bulb factory and construction will begin "as soon as it is needed," chairman Amory Houghton told stockholders this week in connection with annual report listing highest earnings and sales in its 104-year history in 1955. Earnings were \$18,626,671 (\$2.76 per share) on sales of \$157,663,837 vs. \$17,490,191 (\$2.59) on \$147,938,842 in 1954.

Skiatron Electronics & TV, developer of Subscriber Vision pay-TV system, this week registered 470,000 shares of 10¢ per common with SEC, covering warrants issued or authorized to major stockholders Matthew M. Fox, James M. Landis & Philip A. Reisman. Fox owns 72,500 common shares bought at \$1.75 per share and has Class B warrants to purchase 52,500 shares, exercisable by April 6, and Class C warrants for 75,000 shares, exercisable by April 6, 1957—all at \$1.75. He is also entitled to receive warrants to buy additional 125,000 common shares at \$3 by Jan. 31, 1958. Landis owns 5000 common shares bought at \$1.87½ and has warrants to buy 25,000 shares at same price by Feb. 1957. Reisman owns 4000 shares bought at \$1.87½, has warrants to buy 11,000 shares at same price by Feb. 15, 1957. Company now has outstanding 1,133,817 common shares (including unissued reserve shares). Skiatron closed at 4½ on American Stock Exchange March 23.

Consolidated TV & Radio Broadcasters Inc. (Bitner group) earned \$281,482 (46¢ per share) on gross revenues of \$2,154,941 in 3 months ended Feb. 29, compared to \$235,456 (39¢) on \$1,586,903 in corresponding period of preceding fiscal year. Bitner stations are WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WTCN-TV & WTCN, Minneapolis.

## Network Color Schedules (March 26 - April 8, 1956)

March 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 March 27—NBC: *Matinee Theatre*, 3-4 p.m., *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 March 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 March 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Climax*, 8:30-9:30.  
 March 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 March 31—NBC: *Texaco Star Theatre*, starring Jimmy Durante, 9:30-10 p.m.; CBS: *Gene Autry Show*, 7-7:30 p.m.  
 April 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Barretts of Wimpole Street," 8-9:30 p.m.  
 April 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 April 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 April 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 April 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.  
 April 7—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Twentieth Century," 9:30-11 p.m.  
 April 8—NBC: *Zoo Parade*, 3:30-4 p.m.; *NBC-TV Opera Theatre*, "The Trial at Rouen," 4-5:30 p.m.

The \$150,000 promotion planned by WNBQ, Chicago, to herald April 15 all-color debut includes: \$90,000 worth of TV-radio spots, 2750 car cards, 14,000 lines of newspaper ads, full-page ads in TV fan magazines and other regional publications, 3-color sky writing, 4-page color insert in trade publications. Much of promotion will feature "Tommy Tint" cartoon character.

Compatibility feature of color is excellent now, though there may have been some degradation in first colorcasts, RCA v.p. O. B. Hanson told press conference at IRE convention this week. "I've been fooled sometimes," he said, "after watching a program on a black-&-white set to find later that it was telecast in color and that I didn't know it."

All-electronic color converter, "just out of the lab," was demonstrated at IRE convention by Tech-Master Corp., 75 Front St., Brooklyn, N. Y. As yet unpriced, converter is complete set except for RF section, uses 21-in. shadow-mask tube. Only other converter announced was disc-type selling for \$200 installed (Vol. 11:51).

Color-wise Raymond Rosen & Co., Philadelphia RCA distributor, is sending weekly newsletter on color to area dealers and set owners.

Now equipped with live color camera, Miami's WTVJ plans closed-circuit demonstrations for sponsors beginning next month.

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing) earned \$724,947 (\$1.81 per share) on revenues of \$2,607,530 in 1955 vs. \$639,464 (\$1.60) on \$2,241,589 in 1954. Taxes were \$775,000, as against \$681,000 in 1954. Working capital increased to \$1,590,227 at year's end, from \$1,163,103 at end of 1954. Annual report says that successful start has been made on color programming and that locally-originated color films and slides "will be scheduled as regular features" in last half of 1956, when balance of its color equipment is installed.

Motorola's employee savings & profit-sharing fund was valued at \$26,102,206 on Dec. 31, 1955—including \$3,362,514 contributed by the company out of its 1955 earnings. Company's 1955 contribution amounted to \$2.70 for each dollar contributed by employe participants, who are allowed to invest up to 5%, but not in excess of \$200, of their annual income. Motorola said that an employe who had invested \$200 a year in fund since its inception in 1948 would now have \$10,170 on total investment of \$1600.

Canadian Westinghouse earned \$1,514,915 (\$2.48 per share) in 1955 vs. \$1,381,010 (\$2.32) in 1954. Sales were highest in company's history, said pres. George L. Wilcox, but exact figures weren't given.



**Electronics Reports:** Earth satellite—its electronic instrumentation and potential scientific information it could provide—was top attraction at this week's IRE convention in New York. Packed evening session March 20 heard top scientists of satellite program explain telemetering project for obtaining data by radio and tracking the 20-in. sphere in its orbit. It also heard GE v.p. Dr. W. R. G. Baker predict that "new communications techniques will be derived" through design of new equipment for the satellite and from new knowledge of ionosphere gained in the experiments.

At IRE show held in conjunction with convention, many exhibits highlighted advancement in transistors and associated circuits, printed wiring, miniaturization and automation. Among new products shown:

Texas Instruments Inc., Dallas, announced new "grown-diffused" technique of transistor production, which it regards as "its most significant transistor 'industry first' to date." New transistors are already in production, in both germanium and silicon. Technique permits amplification at usable power levels to over 100 mc and oscillation to over 250 mc—another step toward such items as transistorized TV sets and all-wave long-distance radios.

Among new commercially available transistorized items on display were Gates transistorized remote broadcast program amplifier; GE-Telechron Cordless electric clock, which picks up 60-cycle impulses from power line by induction (\$175 plus tax); Dietz flasher lantern for railroad and road construction work.

Other "firsts" in components shown: New line of Federal selenium rectifiers for TV, made by "entirely new process," reduced nearly 50% in size and weight; tiny new Sprague capacitors designed for use with transistors, including a 12 microfarad unit the size of the head of a kitchen match; new versions of GE's micro-miniature tubes and a working demonstration of the micro-miniature uhf amplifier in which snowy TV picture is cleared up when amplifier tuner is switched into circuit in place of conventional tuner.

Closed-circuit TV systems were shown again by manufacturers, most elaborate display being devoted to General Precision Lab's new line, designated "ii-TV" (industrial & institutional TV). Line features uniquely designed teardrop-shaped camera units, with new remote control of focus, iris and pan & tilt, new camera switching unit, weatherproof camera shelter, etc.

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Electrodata Corp., Pasadena, Cal. digital computer manufacturer, would be acquired by Burroughs Corp. under plan announced by Electrodata chairman Philip Fogg and Burroughs pres. John S. Coleman. Electrodata shareholders would receive one share of Burroughs for 2 shares of Electrodata. Directors of Consolidated Electrodynamics Corp., which owns 325,000 of Electrodata's 910,000 common shares, have expressed approval of the consolidation.

Flight Laboratory for air and ground testing of airborne electronic equipment has been established by RCA at New Castle County Airport, New Castle, Del. Manager is Charles L. Sharp, ex-supervisor of flight operations for Great Lakes Carbon Co.

FCC's new "Radio Equipment List, Part C," covering acceptable transmitters for non-broadcast services, has been updated as of Jan. 12, may be inspected at Washington & field offices. List covers these services: maritime, public safety, industrial, land transportation, citizens.

Experimental vhf "scatter" tests have been started in England by British Marconi Co., renewing speculation that transatlantic TV transmissions may eventually come through the new long-distance transmission technique (Vol. 11:32).

International electronics "merger"—resulting in new Intercontinental Electronics Corp., Mineola, Long Island—received heavy play in financial sections this week, keyed to fact that J. P. Morgan and Rockefeller money is involved. New company unites big French Compagnie Generale de Telegraphie Sans Fil (CSF) and Airborne Instruments Lab, Long Island, principally for purpose of adapting and merchandising CSF products (radar, microwave, computers, etc.) in U.S. Intercontinental has issued 250,000 shares at \$1 each, with another \$1,250,000 authorized but unissued. Airborne Instruments and CSF each holds 40% of issued stock, American Research & Development Corp. (principal owner of Airborne) 5%, Bank of Paris (major source of CSF's credit) 5%, J. P. Morgan & Co. 10% on behalf of U. S. interests. David & Laurence Rockefeller own substantial amount of Airborne. New company's president will be an American, yet to be named; v.p. is Arnold A. Haase-Dubosc, ex-CSF. Other board members are from Airborne, CSF and the Morgan firm.

Shortage of engineers is "very nearly a national emergency," Dr. Allen B. DuMont told conference of mathematics & science teachers at Fairleigh Dickinson College, Teaneck, N. J. "Our scientists and engineers are now faced with the gigantic task of keeping our country abreast or ahead of a foreign ideology in missile development, in nuclear weapons, and in automatic electronically controlled defense systems," he said. "Should we fall behind in these developments, the free world would be in a position of real danger. Our actual existence may depend upon the number and quality of men dedicated to scientific development in areas of offensive and defensive weapons."

Data-Vision system of slow-scanning industrial TV which uses telephone wires instead of cable or microwave (Vol. 11:45, 50) will incorporate Skiatron "Dark Trace" tube, which makes possible retention of material on receiving screen as long as desired. Skiatron said Dage TV div. of Thompson Products has contracted for delivery of at least \$426,000 worth of the tubes.

Altec Service Corp., 161 Sixth Ave., N. Y., has entered into agreement with General Precision Lab whereby its 175 field engineers throughout U. S. take over contract servicing of GPL closed-circuit TV systems.

RCA leases 20,000-sq. ft. plant of New England Industrial Center at Needham, Mass. for advanced ferrite development lab for electronic products, with occupancy scheduled in April.

La Motte T. Cohu, member of exec. committee of General Dynamics, chairman of Kay Labs & ex-pres. of Avco, named a director of Eastern Industries (X-ray tubes, lamps).

Dr. Harold Goldberg elected Emerson v.p. in charge of research, succeeded by Dr. Donald P. Burcham as director of Emerson Research Labs, Washington.

T. R. Hays, ex-district sales mgr. for equipment sales, RCA tube div., named gen. sales mgr., RCA semiconductor div., Harrison, N. J.

Stromberg-Carlson (General Dynamics) forms nuclear research section under Robert L. Deming, ex-Los Alamos Scientific Lab.

Wilfred M. McFarland, secy. of Hazeltine Corp. & exec. v.p. of subsidiary Hazeltine Electronics, elected v.p. of parent company.

J. R. Burns named director of electronic & defense products div., Westinghouse International, succeeding Charles I. Shuff, now director of licensee-integrated sales.

Frederick W. Gifford promoted to finance mgr. of GE semi-conductor products section, Syracuse.

Melvin B. Kline promoted to mgr. of DuMont's new missile engineering dept., headquartering in Los Angeles.



Annual "Emmy" awards, presented by Academy of Television Arts & Sciences on NBC-TV March 17: best children's series, *Lassie* (CBS-TV); daytime programming, *Matinee Theatre* (NBC-TV); news commentator, Edward R. Murrow (CBS-TV); documentary, *Omnibus* (CBS-TV); audience participation, *\$64,000 Question* (CBS-TV); action or adventure series, *Disneyland* (ABC-TV); specialty act, Marcel Marceau; comedy series, *You'll Never Get Rich* (CBS-TV); variety series, *Ed Sullivan Show* (CBS-TV); music series, *Hit Parade* (NBC-TV); drama series, *Producers' Showcase* (NBC-TV); best single program, "Peter Pan" on *Producers' Showcase*; supporting actor, Art Carney in *The Honeymooners* (CBS-TV); supporting actress, Nanette Fabray in *Caesar's Hour* (NBC-TV); m.c. or program host, Perry Como in *Perry Como Show* (NBC-TV); comedian, Phil Silvers in *You'll Never Get Rich* (CBS-TV); male singer, Perry Como; female singer, Dinah Shore; comedienne, Nanette Fabray; actor in single performance, Lloyd Nolan in "Caine Mutiny Court Martial" on *Ford Star Jubilee* (CBS-TV); actress in single performance, Mary Martin in "Peter Pan"; actor in continuing performance, Phil Silvers; actress in continuing performance, Lucille Ball in *I Love Lucy* (CBS-TV). In addition, CBS-TV received special award for coverage of atomic bomb blast last May.

Two former Democratic chairmen of Senate Commerce Committee are among purchasers of independent radio KTLN, Denver (5-kw, 1280 kc) for \$300,000 from Leonard Coe, according to application filed this week with FCC. The buying group: Colorado Gov. Edwin C. Johnson (16.67%); ex-Sen. Burton K. Wheeler of Montana (22.33%); Johnson's son-in-law Robert L. Howsam, who is pres.-gen. mgr. of Denver Bears baseball team (16.67%); Wheeler's sons Richard B. & John L. (22.16% each). Richard Wheeler, to be pres.-treas., was gen. mgr. of now off-air WTRI, Albany (Ch. 35) and sales mgr. of Washington's WTOP before that; John Wheeler, to be v.p.-secy., is Pacific coast counsel for Sears, Roebuck & Co. Coe, who also owns 12% of radio KVLC, Little Rock, has agreed to keep out of Denver radio for next 4 years in return for additional \$50,000 to be paid in installments.

Purchase of 3 more community antenna systems was announced this week by Jerrold Electronics Corp. Systems are in Dubuque, Ia. (3300 subscribers), Flagstaff, Ariz. (1100), Pocatello, Ida. (700). Previously purchased were systems in Key West, Fla. and Ukiah, Cal. Jerrold pres. Milton J. Shapp reports that total subscribers of the 5 systems is approximately 7000 and that he's "actively negotiating" for additional systems. Shapp and his wife had owned 30% of Dubuque system as individuals, donated holdings to Jerrold.

FCC clamped down on 3 more unlicensed boosters in Washington State this week, ordering hearings May 3, 6 & 10 on proposed cease-&-desist orders. They are: Apple Valley TV Assn., Wenatchee; Brewster-Pateros TV Assn., Brewster; EOA-TV Co., Entiat. Pilot case—that of C. J. Community Services, Bridgeport, Wash.—now pends in Appeals Court, which stayed FCC's cease-&-desist order while it considers case (Vol. 12:10).

Application was filed this week for Elmira, N. Y., Ch. 9, by local group of businessmen including owners of radio WELM and J. Fred Shoellkopf, Jr., 20% owner of Buffalo's WGR-TV & WGR—bringing total applications to 133 (19 uhf). [For details, see *TV Addenda 22-K* herewith.]

NARTB hired research firm of Crossley, S-D Surveys Inc. to conduct further tests in next phase of its continuing effort to establish long-awaited uniform measurement of sets-in-use on county-by-county basis (Vol. 12:5).

KULA-TV, Honolulu (Ch. 4) changes to KTCA June 1.

BBC's TV service was staunchly defended by director general Sir Ian Jacob in March 21 address to Radio & TV Executives Society in New York—in direct answer to NBC pres. Sylvester Weaver's London speech last fall (printed as Special Report with Vol. 11:43). Said Sir Ian: "I challenge anyone to show that there is anywhere in the world, including the United States, a TV service that exceeds, in range of material, in enterprise for new program ideas and techniques, in technical quality and in general standard, that of the BBC." In good-natured address, he disputed Weaver's contention that commercial TV can do better job of uplifting public because BBC does not reach mass audience simultaneously: "Do you suppose that the people of Britain [would] have continued giving their support and paying their licenses if the BBC had failed to serve all the people and had merely given them what they want group by group? The main criticism levelled at us [is] that we have tried too hard to follow the policy which Mr. Weaver advanced as that which commercial TV should follow." While commercial TV apparently has achieved some success in England, he added, "the permanent nature and shape of so-called independent TV in Britain remains to be seen."

Catholic Legion of Decency has no plans to pass judgment on moral suitability of TV programs, but will continue to do so on movies, says Rev. Timothy J. Flynn, TV-radio director of Roman Catholic Archdiocese of N. Y. He said the volume of TV program production makes it impractical to warn Catholics in advance of any programs it might regard as morally unsuitable. He added that Catholic Church hopes TV industry enforces its own code more stringently.

Carl O. Hansen, 5.33% owner and board member of KOOK-TV & KOOK, Billings, said he was "fired" by U. S. Agriculture Dept. March 21 from post of director of Farmers Home Administration in Montana, same day columnist Drew Pearson accused him of helping to manage the stations, serving as a wool-buyer for a Boston firm and charging personal and political phone calls to Govt., all on govt. time. He denied misconduct, blamed untrue "allegations by disgruntled former govt. employes."

East West TV Business Conferences is new closed-circuit firm with headquarters at 3009 Goddard Rd., Toledo, Ohio. Working with other closed-circuit entrepreneurs, it handled March 20 Packard coast-to-coast conference, and shows this week for National Tire & Retreaders Assn. and Grand Union grocery chain. East West is headed by John Hurst, formerly affiliated with now-defunct Fleetwood Corp., closed-circuit equipment manufacturer.

Moscow TV & radio were employed this week in unprecedented speech by British Ambassador Sir William Hayter, who told Russian people he hoped current visits to England by Soviet leaders would improve relations. It was first time any ambassador had broadcast in Russia. Soviet stations are also preparing to broadcast series of programs prepared by BBC.

Success of TV log magazines, notably *TV Guide*, has stimulated publication of 2 more Sun. newspaper TV supplements. On March 25, *Washington Star* begins including 10¼x7-in. special section in color, first issue running 22-pp. On April 1, *St. Louis Post-Dispatch* will begin printing pocket-size supplement, with slick cover in color, first running 52-pp.

Televised high school courses are being kinescoped by Pittsburgh's educational WQED for U. S. Armed Forces Institute under \$37,000 Defense Dept. grant. Total of 48 filmed programs will be collected for showing at Armed Forces bases—16 kinescopes each of WQED's courses in English, algebra and "Challenge of Democracy."



# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — March 31, 1956

**ANTI-NETWORK DRIVE** to eliminate option time, 'must-buy' lists—spearheaded by KTTV's Richard Moore—stirring Senators to deeper inquiry (p. 1).

**EXCISE TAX EXEMPTION** for all-channel color sets, as aid to uhf, being pushed hard by Senate Commerce Committee, which sees chance of success (p. 2).

**AGENCY HEAD ATTACKS TV** as ineffective sales medium for durable goods, claims 'the public's honeymoon with TV is over.' TvB's Treyz replies (p. 3).

**ANALYSIS OF APPLICATIONS** filed in last 6 months shows 22 vhf, 13 uhf; 15 from cities under 25,000 population. Construction costs down (p. 3).

**NETWORKS TESTIFY ON ALLOCATIONS** before Senate probers, differing widely in approach; ABC proposes exploration of DuMont's share-the-networks plan (p. 5).

**FOUR GRANTS ISSUED** by FCC, while Supreme Court refuses to review appeal in Petersburg, Va. Ch. 8 case. FCC declines to block second Yuma station (p. 8).

**LAS VEGAS' KSHO-TV** starting with unique 24-hour all-film programming aimed at tourists, unusual rate card, 150-watt transmitter (p. 9).

**TV SALES DOWN 10%**, home radios up nearly 30% from first 1955 quarter. RCA starts 8½-in. TV shipments. Confusion rampant on screen-size ad rule (p. 11).

**'YEAR OF THE TRANSISTOR'** is here, production due to reach 12,000,000 this year; 25% of battery radios transistorized, car radios next (pp. 12 & 15).

**TOP 100 ADVERTISERS**, 88 using TV, accounted for 87% of total network TV billings during 1955, according to PIB tabulation. General Motors tops list (p. 10).

**NATIONWIDE CLOSED-CIRCUIT** network for technical education—financed by Govt.—proposed to end shortage of teachers & engineers (p. 10).

**ABC SHOWED PROFIT IN 1955** for first time since 1953 merger with Paramount Theatres. AB-PT earnings rose 74% over 1954, with record total income (p. 14).

**NETWORK COLOR** now available to 197 stations in 137 cities via AT&T facilities, with 52,000 out of 73,000 channel miles color-equipped (p. 15).

**'LINCOLN-DOUGLAS' DEBATES** on TV appear out for 1956, at least in form recommended by CBS. Johnson bill passage seems assured (p. 16).

**ATTACK ON NETWORKS STIRS SENATORS:** Entire course of "network phase" of the Senate Commerce Committee's TV investigation probably was altered by the stinging 50-page testimony of pres. Richard A. Moore of Los Angeles' independent KTTV, slashing at 2 of the foundations of TV network operating practices -- network option time and the "basic" or "must buy" affiliate groupings.

That Senators were impressed is putting it mildly. That Committee will invite -- even demand -- far more testimony than originally planned on the subject, from advertisers, agencies, TV film syndicators, independent & affiliated stations, now seems almost certain. That networks have been put on the defensive for their next innings before the Committee is beyond question.

Impact of Moore's testimony seems to have some Senators feeling pay dirt is in sight in network part of the investigation. It follows by a few weeks chief trust-buster Stanley Barnes' testimony that network practices are "under investigation," backs up Plotkin Report recommendations that option time be abolished and comes hard on the heels of Congress' second appropriation for what is billed as the FCC's "over-all reappraisal" of network regulations.

\* \* \* \*

"Restrictive agreements imposed by the network companies on the stations affiliated with them" were seen by Moore as more serious limitations on free TV competition than scarcity of available channels. Both he and Prof. Donald Turner of Harvard Law School, who accompanied him, called option time and "must-buy" practices "clear violations" of the anti-trust laws.

Citing numerous examples and incidents, Moore argued that network affiliation agreements: (1) Restrict affiliate "from exercising its own judgment in programming and from discharging its non-delegable responsibility to serve the needs of its own community." (2) Restrict opportunity of advertisers "to utilize TV on a freely com-



petitive basis." (3) Restrict opportunity "of American creative talent to present the results of their creative efforts on TV," because of network control of programming. (4) Restrict "opportunity of unaffiliated TV station to serve the public interest in its community by presenting the finest possible program service."

He said he will ask FCC's network study committee to back changes in Commission's regulations to: (1) Outlaw network "must-buy" practices. (2) Eliminate option time. (3) Bar any station from taking more than 75% of its programming from any single "outside source" in various segments of broadcast day over 52-week period.

Concept of regulating networks as public utility was injected again by Sen. Bricker (R-Ohio), author of pending bill to establish FCC's authority over networks. "Give attention to public utilities aspects of TV," he urged prof. Turner, who replied this was "dangerous ground," preferring "primary reliance on competition."

Calling Moore's statement "one of the best submitted to our Committee," Sen. Potter (R-Mich.) commented that some network practices, as described by Moore, sound "like economic blackmail." Sen. Pastore asked Moore's & Turner's views on network ownership of stations, was told such control should be "watched carefully."

Moore's campaign is being handled by Washington law firm of Cox, Langford, Stoddard & Cutler (not in communications practice), of which Prof. Turner is former member. While Moore made presentation in behalf of his own station only, other TV stations and some film syndicators are understood to be taking active part in the crusade. Moore told us he hopes to gain more support "as we go on," but that he represents no formal organization.

Though networks get their chance at rebuttal at a later date -- possibly in May -- reaction of one network is in hearing record already. Following Moore to the stand to present ABC's views on allocations problems (see p. 5), v.p. Ernest Lee Jahncke Jr. preceded his prepared testimony with this remark: "I disagree completely with Mr. Moore's statement. He is citing effects, not causes. It all stems from the scarcity of stations. The Committee's job is to eliminate that scarcity."

**ALL-OUT PUSH FOR UHF-COLOR TAX RELIEF:** Senate Commerce Committee has now dedicated itself to no-holds-barred lobbying effort to get Administration and Congressional approval of excise tax exemption for all-channel color sets -- as uhf-vhf phase of Committee's hearings came to an end amid conflicting evaluations and proposals by representatives of the 3 TV networks.

Having failed to obtain the universally recommended exemption of all-channel black-&-white TV sets because of Administration opposition (Vol. 11:27), Committee has seized on next-best thing, is making all-out effort to secure the vital Administration stamp of approval of RCA-NBC proposal to exempt from Federal 10% excise tax all color sets which can tune to all uhf stations (Vol. 12:11). In RETMA poll, all color set makers agreed this would mean every future color receiver would be all-channel -- for the uhf-vhf sets would be sold more cheaply than vhf-only.

This new proposal may have good chance, if enough pressure is applied, for these reasons: (1) It would mean virtually no tax revenue loss to Govt., since color set production to date has been insignificant from tax standpoint. (2) It is govt. policy to go easy on taxes on "new products" and "new industries."

Uhf-color tax exemption plea was renewed this week by Joseph V. Heffernan, NBC v.p., in testimony before Committee. Sen. Pastore (D-R.I.), acting as chairman at the time, expressed extreme interest and pointed out that Treasury Dept. backing is vital if plan is to get Congressional support.

"We have already directed a communication to the Treasury Dept.," he said, adding that Sen. Magnuson "has made it his responsibility and his business to have a talk with [Treasury Secy.] Humphrey about the matter. We are now talking to the various members of Congress who have the responsibility of deciding whether or not this should be -- but I think our position would be fortified if we had [network and station officials] come and say, 'Look, this is not a frivolous suggestion, and unless you do this the likelihood of saving uhf will wane' . . ."

FCC has gone on record as favoring tax exemption for all-channel sets, but it could be far more influential in Administration's decision if it wrote strong



letter to Treasury Dept., he said. He singled out FCC representative in hearing room -- Chairman McConnaughey's administrative assistant, Robert L'Heureux -- and gave him "urgent message" to galvanize Commission into letter-writing action.

Network allocations proposals presented to Committee this week were mostly repetitions of their filings in FCC's rule-making proceeding (Vol. 11:51-52). For summaries of their presentations, see p. 5. Hearings have been recessed until April 23 when subscription-TV presentations, pro & con, will begin.

**TV QUESTIONED AS 'DURABLE GOODS' MEDIUM:** Heavily-publicized speech downrating TV as an effective sales medium for manufacturers of durable goods, delivered March 29 by pres. of an ad agency with estimated \$7,800,000 in TV billings for clients that include Pontiac & Cadillac, drew hot retort from TvB pres. Oliver Treyz and set industry wondering whether it foreshadowed curtailment of network TV sponsorship by auto manufacturers, its biggest dollar-volume category of advertisers.

Ernest Jones, pres. of MacManus, John & Adams, told Pittsburgh Council of AAAA: "We are convinced that TV is not the fundamental medium if you have substantial [durable goods] products to sell. I think it is significant that even the top-rated shows simply aren't moving cars for their sponsors."

Auto manufacturers might "deemphasize TV as they did radio" unless conditions change, he warned, claiming that "the public's honeymoon with TV is over." He hit at what he called TV's "lack of selectivity," declaring: "In TV you've got to entertain them all. That's well and good when you're selling a 30-cent product. When you are attempting to sell a product that costs from \$3000 to \$5000, then you must have selectivity. And I say you can only get that from print advertising -- newspapers and magazines." He added that 60-sec. TV commercial is "too fleeting."

"Programming attitudes have never been more arrogant with less justification," he went on. "Class A time is being auctioned off to the highest bidder and the results don't justify it. The day of the big smash hit is over."

He could not be accused of prejudice against TV, Jones asserted, because "we at our agency work both sides of the street." In addition to GM divs., his agency represents such clients as Dow Chemical & Minnesota Mining and shares in billings for Wide Wide World, Playwrights '56, Medic, Richard III, among others.

TvB's Treyz promptly took up challenge, declaring: "If the public's honeymoon with TV is over, it certainly has matured into the happiest marriage with the public that any medium has ever enjoyed." He cited recent Nielsen figures showing that the average TV home views more than 6 hours a day, adding:

"We wonder if Mr. Jones is qualified to testify as to TV's effectiveness as the 'prime' medium when his TV experience in the 'durable goods' field appears to have involved its use as a supplementary medium, with TV expenditures less than that allocated print. If Mr. Jones' problem lies with the use to which he has put TV, we at TvB -- as the industry's business league -- stand ready to provide any and all services of which we are capable."

Regardless of pros & cons of debate, it's a fact that some auto makers are planning retrenchments in network TV next fall, though plans in some cases haven't been finalized. It's regarded as quite certain that Pontiac won't return on its Playwrights '56 (NBC), Chrysler is all but out of Climax (CBS), while Oldsmobile & Ford are wavering about continuing on color shows.

**SURPRISES IN CURRENT CROP OF APPLICATIONS:** If demand for TV service may be gauged by applications filed with FCC -- and we know no better way -- analysis of recent filings ought to be illuminating. With almost exactly 4 years of tough post-freeze experience as a guide, with many uhf operators fighting desperately to keep going, with FCC and Congress going 'round and 'round on "solutions" to economics and allocations -- current crop of applicants should be a savvy and realistic group. Therefore, we have examined all applications filed within last 6 months, come up with this:

(1) Total filed: 35 -- 22 of them vhf, 13 uhf.

(2) Eight ask for channels once granted, later dropped. Six of these are newcomers seeking CPS abandoned by others. The other 2 are taking a second chance.



- (3) Nine have been granted. One is now on air.
- (4) Eleven are competitive, scheduled for hearing.
- (5) Fifteen are for communities under 25,000 population, 10 for those with 25-50,000, four for those with 100-250,000, five for those with more than 250,000.

\* \* \* \*

Factors that stick out most are prevalence of uhf applications and the great number of small communities for which facilities are sought.

Uhf channels were applied for in the following: Birmingham, Ala.; Anderson, Ind.; Brownwood, Tex.; Victoria, Tex.; Hagaman, N.Y.; Sacramento, Cal.; Rochester, N.Y.; Ellensburg, Wash.; Coos Bay, Ore.; Buffalo, N.Y.

Vhf was the quarry in: Ponce, P.R.; Agana, Guam; Pocatello, Ida.; Dickinson, N.D.; St. Paul, Minn.; Athens, Ga.; Prineville, Ore.; Elmira, N.Y.; Bishop, Cal.; Ensign, Kan.; Provo, Utah; Montrose, Colo.; Clovis, N.M.; Roswell, N.M.; Deadwood, S.D.; Yuma, Ariz.; Ironwood, Mich.; Casper, Wyo.

There are special reasons behind some of these applications -- different from those prompting "normal" filings. For example: 2 Rochester uhf applications came from share-time WHEC-TV & WVET-TV which sought hedge against being forced off Ch. 10 by protest; Hagaman, N.Y. uhf station was obtained by WROW-TV (changing to WCDA), Albany, which needed fill-in satellite; the St. Paul, Minn. and Athens, Ga. applications are for educational stations. And it's true that many of the small-town applicants propose to be little more than satellites, initially.

An unusual stimulus behind several applicants is fact that community antenna systems contributed to building receiver circulation to point that TV station seems worth the risk. Such is the case in: Victoria, Tex.; Ellensburg, Wash.; Coos Bay, Ore.; Pocatello, Ida.; Clovis, N.M.; Casper, Wyo. Casper provides most striking example. KSPR once held CP for Ch. 2, dropped it in 1954. Community system has since built circulation to some 4000 by microwaving signals from Denver; this week, KSPR decided to try it again, is asking for Ch. 6. Towns with community systems, therefore, bear watching for new filings. (Complete directory of systems, with number of receivers served by each, is included in TV Factbook No. 22, pp. 375-387.)

Noteworthy, too, is decline in estimated cost of construction. Of the 35, 12 propose to build for \$50,000-\$75,000, four under \$50,000. Competitive vhf applications, on other hand, run as high as ever. For Elmira's Ch. 9, proposed costs are \$247,749, \$501,850 & \$614,487 for the respective 3 applicants.

[Full data on all pending applications is included in TV Factbook No. 22 and weekly supplementary Addenda -- blue sheets.]

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The 50% purchase of KBTB, Denver (Ch. 9) by Wm. Zeckendorf's Webb & Knapp realty firm and 100% acquisition of WIRI, Plattsburgh, N. Y. (Ch. 5) by Rollins Broadcasting Inc. were approved by FCC this week. Webb & Knapp obtains the 50% of KBTB owned by insurance man Frank R. Leu, paying him \$100,000 cash, \$50,000 for note owed him by station and buying up \$700,000 in debenture bonds (Vol. 11:50). John C. Mullins retains his 50%. He and Zeckendorf have announced intentions of acquiring full complement of TV-radio stations. FCC conditioned approval on resignation of Artemus Gates as officer-director of either Webb & Knapp or Time Inc.; latter owns KLZ-TV, Denver. In buying Plattsburgh station, Rollins obtains stock of Carl F. Stohn group for \$48,750, redeems \$117,000 of preferred stock, assumes all liabilities—for total of more than \$500,000 (Vol. 12:7). O. Wayne Rollins owns 50%, brother John W. 45%; latter is Delaware lieutenant-governor. Firm operates string of eastern AM stations, owns Rollins Electronics, Lewes, Del.

Sale of KGUL-TV, Galveston-Houston (Ch. 11) to J. H. Whitney investment group for approximately \$4,000,000 is still in negotiation stage. Whitney organization owns KOTV, Tulsa (Ch. 6), operates several community antenna systems.

Tall tower compromise worked out by Joint Industry-Govt. Tall Structure Committee last year (Vol. 11:41) moved step toward implementation this week when FCC proposed amendment to rules to encourage joint use of single structures or "antenna farms" by all stations in each area. Specifically, rule would provide that all new antennas higher than 500 ft.—by new grantees and by existing stations moving to new sites—should use common structure or antenna farm unless they can satisfy Commission that compliance is impossible. Proposal is Notice 56-284, Doc. 11665, available from FCC or we'll get you copy. Industry's comments are due May 31, replies thereto 20 days later.

Two more unauthorized boosters in state of Washington were ordered to stop operations in final decisions issued by FCC this week. Operators in Quincy and Nespelem were told to "cease-&-desist" for same reasons given in bellwether Bridgeport, Wash. case (Vol. 12:10). As in Bridgeport case, it's expected latest 2 operators will go to Court of Appeals and obtain stay of FCC decision, thus continue to operate pending court's consideration of appeals' merits.

New reps: WLEX-TV, Lexington, Ky. to Bolling (from Forjoe); upcoming KAVE-TV, Carlsbad, N. M., due in June, names Branham.



**N**ETWORKS' allocations proposals were received this week by Senate Commerce Committee in its last hearing go-round on vhf-uhf problems—but for the most part they covered same ground as their presentations in FCC allocations proceeding. Still striving for outlets competitive to NBC & CBS, ABC v.p. Ernest Lee Jahncke Jr. threw one of few "new" ideas into hearing with a share-the-networks proposal for markets suffering from too few stations.

He urged Committee to look into old DuMont plan to require vhf stations in markets with less than 3 "competitive" outlets to share their service equally among the 3 networks. He endorsed deintermixture, drop-ins and commercial use of some reserved vhf educational channels.

He assailed FCC hesitation and vacillation, asked if FCC intended to repeat in TV "the same restrictive pattern of inaction, indecision and delay" which has prevailed for decade in Commission's radio clear-channel case. He then turned his vitriol on Senate Committee: "Inaction, however, is not the exclusive province of the FCC," he said. "Failure by this Committee to take affirmative action and to supply the FCC with guidance, is unquestionably a major factor in the present allocation crisis." He revealed that ABC's representative on Senate Committee's ad hoc allocations engineering group—engineering v.p. Frank Marx—has resigned because group held only one meeting and had "utterly failed to discharge its responsibilities." He urged "Congressional mandate" to FCC to issue reallocation plan by June 1, prevent new vhf stations from going on air in proposed all-uhf deintermixture areas.

\* \* \* \*

CBS engineering v.p. Wm. B. Lodge, assisted by network economic advisor Sidney Alexander, plumped for the 2 previously advanced CBS allocation proposals—Plan I involving 37 new vhf assignments to 31 markets, through "controlled drop-ins," Plan II involving procurement of 7 additional vhf channels for TV, which he has said "would provide a long-run solution for just about the entire allocation problem."

Goldmine of feature films now available to TV is mostly fool's gold, in opinion of Ziv TV's Frederic W. Ziv. In special statement this week "to get the picture clearly in focus," he makes this analysis of the feature film flood: Features now being offered were produced before 1948, only 10% of them "first-rate," possibly another 10% "better than average," the rest little better than the oldies they replace. Many of them are keyed to "sex, violence and thrills," can't be considered living room fare. They're not coming from bottomless reservoir, and once they're used up, "where is the next supply coming from?" From backlog of films made especially for TV, answers Mr. Ziv—films created for the living room, for sponsor identification and for convenient insertion of advertising message. He says movies generally are destined for "late night showings and other marginal time slots," and quotes ratings showing TV films outdrawing features where they are shown in same time segments on competing stations. "From a dollars-&-cents standpoint," he concludes, "we breathe a sigh of relief that this feature film backlog is no longer hanging over our heads. But from a qualitative standpoint of TV fare, we feel it necessary to warn TV stations and advertising agencies that they are in danger of short-changing the video medium, as well as themselves, and an indiscriminate use of feature film may set TV back 5 or 10 years."

Allen Kander & Co., station-newspaper brokers, moves Chicago office to 1310 Pure Oil Bldg. (Randolph 6-3688).

He virtually wrote off uhf, and under stiff questioning by Pastore and chief counsel Kenneth Cox stoutly maintained that uhf could never, under any circumstances, equal vhf in coverage or service.

NBC v.p. Joseph V. Heffernan disagreed—at least in part—thought next few years of development could see strong improvement in "relative performance" of uhf. He saw selective deintermixture as a "holding operation," excise tax relief for uhf color sets as "offering the uhf people what they are looking for, the light at the end of the tunnel." Among his significant proposals:

Congress should "declare as national policy the goal of maintaining and strengthening the uhf service," and, if necessary, enact legislation to permit vhf CP-holders to get uhf channels without hearings if their vhf channels are wiped out in deintermixture proceedings. His other proposals followed closely those of RCA senior exec. v.p. Elmer W. Engstrom 2 weeks ago—selective deintermixture, encouragement of multiple ownership, boosters & translators, higher uhf power (Vol. 12:11).

During Heffernan's testimony on deintermixture, Sen. Pastore (D-R.I.) again criticized FCC's policy of making vhf grants in areas where deintermixture petitions pend. Said he: "If you are going to keep on intermixing because the problem is now academic—and we know that this intermixing is actually destroying uhf—aren't we actually kidding ourselves by at least maintaining a hope that uhf is going to survive?"

\* \* \* \*

Uhf grass-roots lobbying campaign continued this week, meanwhile, as new Committee for Competitive TV took to the road in first of series of state meetings to be climaxed by mass meeting of uhf telecasters in Chicago April 15 during NARTB convention. This week's meeting was in Harrisburg March 28, drew attendance and pledges of support from these Pennsylvania uhf stations: WHP-TV & WCMB-TV, Harrisburg; WNOW-TV & WSBA-TV, York; WBRE-TV, Wilkes-Barre; WSEE, Erie. Pittsburgh's WENS and Reading's WHUM-TV, while unable to attend, pledged support. All Ohio uhf telecasters have been invited to April 5 meeting at Pick-Ohio Hotel, Youngstown.

Special program marking demise of WTAO-TV, Cambridge (Ch. 56) March 30 (Vol. 12:11) was grim novelty to focus public attention on "recent trends in the actions of the FCC which have plowed under hometown community TV, opportunities for the small businessman to use this mighty medium and have fostered a dangerously significant growth of monopoly in the broadcasting industry." Featured guest on 8:30 p.m. program was Lt. Gov. Sumner G. Whitter. Following his address, station projected special film of U. S. Air Force Band playing Star Spangled Banner and station went dark—"until further notice."

Uhf translator idea proposed by Jerrold Electronics Corp. (Vol. 12:10-11) was followed up this week when Jerrold conducted one-day test in North Bend, Wash., using 100 microvolt signal on Ch. 82. In Hawthorne, Nev., meanwhile, Mt. Grant TV Booster Service Corp. proposes to test translator, filing experimental application with FCC this week. It proposes 10-watt Adler transmitter, Raytheon parabola antenna, doesn't designate channel—total cost \$25,000, funds to be raised by voluntary contributions. James E. Roembke is chairman; engineer Louis Dellamonica will conduct tests.

Special dubbing and translating service for American TV film distributors has been established by Productores Independientes de Dibujos Animados S.R.L., P. O. Box 1678, Buenos Aires, Argentina.

Ohio State U's Institute for Education by Radio-TV will be conducted in Columbus April 17-20.



**Personal Notes:** Edward L. Saxe, CBS-TV v.p. & asst. to pres. Frank Stanton, named v.p. in charge of operations, succeeding Frank Falknor, retiring May 7 after 23 years with network . . . Jay W. Wright, administrative v.p. of KSL-TV & KSL, Salt Lake City, promoted to exec. v.p., succeeding Ivor Sharp, now v.p. in charge of corporate developments . . . Wm. C. Grove appointed exec. v.p. of Frontier Bestg. Co., continuing as gen. mgr. of its KFBC-TV & KFBC, Cheyenne & KSTF, Scottsbluff, Neb. . . . Clarke A. (Fritz) Snyder, ex-CBS-TV director of station relations, serving for last year as v.p. of *Television Magazine*, joins rep Hellingbery as director of sales development, research & promotion . . . David J. Bennett resigns as gen. mgr. of WTPA, Harrisburg, to become director of regional sales development for Triangle Publications stations (WFIL-TV & WFIL, Philadelphia; WBNF-TV & WBNF, Binghamton; WFBG-TV & WFBG, Altoona, Pa.); Clark Pollock, production mgr. of WBNF-TV & WBNF, named program director, succeeding Edward M. Scala, now program director of WFBG-TV & WFBG . . . Robert M. McGredy & John S. deRussy, sales directors of WCAU-TV & WCAU, respectively, elected v.p.'s of WCAU Inc. . . . John F. Horstman Jr. promoted to operations mgr., WCAU-TV, Philadelphia, succeeding Mel Levine, now asst. mgr. of program dept. . . . Mitchell Wolfson, pres. of WTVJ, Miami, leaves in early April for 2-months around-the-world trip, plans to shoot color film in Asia & Middle East for quick air shipment back to station . . . F. A. Lynds, pres. of CKCW-TV & CKCW, Moncton, elected pres. of Canadian Assn. of Radio-TV Bestrs.; H. A. Crittenden, CKCK-TV, Regina, elected v.p. for TV, D. A. Gourd, CKRN, Rouyn, Que., v.p. for radio . . . Wm. P. Robinson resigns as Crosley stations v.p. in charge of specialized sales plans to become sales v.p. of Land-Mark Corp., Washington (highway signs); Tom Diskin resigns as national publicity director of Crosley stations to become asst. publicity director for State of Kentucky . . . John H. Bachem, onetime gen. mgr. of DuMont Network, returns to CBS Radio as account exec. . . . Leonard J. Ostrow, ex-radio WINS, N. Y., named sales mgr. of DuMont's Electronicam system; Henry Humphrey named film production coordinator . . . Hank Warner, ex-CBS, named ABC press information director; Al Seton, ABC publicity mgr., promoted to asst. press information director . . . Frederick P. Laffey,

ex-WBZ-TV, Boston, named ABC-TV closed-circuit program mgr. . . . George F. Milne promoted to ABC traffic coordinator . . . Edward Justin resigns as merchandising director of NBC licensing subsidiary Kagan Corp. to become Screen Gems merchandising director . . . Robert Shoaff named program director, KBTB, Denver . . . Ralph H. Davison Jr. resigns as sales mgr. of KGMB-TV & KGMB, Honolulu, to join Intermountain Network (AM), headquartering in Salt Lake City . . . Emerson S. Coatsworth appointed asst. gen. mgr. of MPTV (Canada) Ltd., reporting to gen. mgr. T. A. Metcalfe . . . Wm. Walker promoted to asst. treas. of NARTB . . . James S. Dugan, ex-KVOO-TV, Tulsa, named sales mgr. of KOOL-TV, Phoenix . . . Paul Talbot joins TPA as mgr. of its new international div., continuing as pres. of Fremantle Overseas Radio & TV . . . Gordon L. Gray, ex-NBC Chicago & WKAR-TV, E. Lansing, joins Educational TV & Radio Center at Ann Arbor as program assoc. . . . James Baker promoted to mgr. of station services, Radio Advertising Bureau, reporting to station service director Arch L. Madsen . . . Jack D. Ellison, ex-gen. mgr. of KENI-TV, Anchorage, joins KPTV, Portland, Ore., reporting to local sales mgr. D. Donald Lonie . . . Roger S. Littleford Jr. promoted to gen. mgr. of *Billboard's* music-radio div., replacing K. (Haps) Kemper, who joins Young & Rubicam . . . David Savage, ex-Guild Films, elected pres. of new Theatrical Enterprises Inc. . . . Gene Dailey, ex-radio WBBM, Chicago, appointed director of Crosley's "Com-ex," Cincinnati, in charge of coordinating news, weather & sports programming for TV-radio, reporting to v.p.-gen. mgr. Al Bland . . . Byron (Barney) Ogle, ex-radio KRGV, Weslaco, Tex., named NARTB midwest field rep, reporting to station relations mgr. Jack Barton.

Margaret Truman's contract will be renewed by NBC following her marriage in April. Her first TV appearance after her marriage, according to NBC-RCA v.p. Emanuel Sacks, will probably be on *George Gobel Show* in May.

Frieda B. Hennock, ex-FCC commissioner, to marry Wm. H. Simons, head of Washington real estate firm, wedding date not yet set. She plans to continue law practice.

James D. Shouse, chairman of Crosley Broadcasting Corp., and Katherine Fox, director of WLW special broadcast services, married March 27.

**ADVERTISING AGENCIES:** John R. Sheehan resigns as v.p. & TV-radio director of Cunningham & Walsh . . . Don Francisco, 42-year veteran of advertising business who helped organize Voice of America, retires as v.p. of J. Walter Thompson . . . David O. Nyren, exec. asst. to TV-radio director, Dancer-Fitzgerald-Sample, elected a v.p. . . . Michael W. Gradle, TV-radio producer of Needham, Louis & Brorby, promoted to mgr. of Hollywood office, replacing Frank Pittman, resigned . . . Stuart D. Ludlum named mgr. of new Hollywood office, C. J. LaRoche & Co., handling Walt Disney account, including ABC-TV's *Disneyland* . . . Leonard White promoted to TV program coordinator, J. Walter Thompson, Hollywood . . . Ralph W. Smith, ex-gen. mgr. of Franklin Simon retail chain, named personnel director of McCann-Erickson, N. Y. . . . Phipps Rasmaussen promoted to mgr. of McCann-Erickson's San Francisco office and member of its operations committee . . . Thomas R. Vohs promoted to exec. v.p., Anderson & Cairns Adv. . . . Waldo H. Hunt, pres. of W. H. Hunt & Assoc., Los Angeles, becomes v.p. of Compton Adv., which has merged Hunt agency with its own Los Angeles TV production office; Alvin Kabaker, Compton v.p., continues to head TV operations . . . Robert Bergmann resigns as TV-radio production director, Norman, Craig & Kummel, to join Transfilm Inc. as production supervisor . . . L. O. Holmberg, Compton v.p., Chicago, elected central region

chairman of AAAA, replacing Vincent R. Bliss, pres. of Earle Ludgin & Co.; Arthur G. Rippey, of Rippey, Henderson, Kostka & Co., Denver, elected vice-chairman . . . S. Ramsey Lees, ex-Ruthrauff & Ryan, named TV-radio director of BBDO's new Toronto office; Ralph G. Draper, ex-All Canada TV & Leo Burnett Co. of Canada, named print media mgr.; Ronald N. Cross, ex-MacManus, John & Adams, named production mgr. . . . Donald S. Hillman & Robert Wilbor, both ex-NBC-TV, join TV-radio production dept., N. W. Ayer, N. Y., along with Ronald L. Buebendorf, ex-Sullivan, Stauffer, Colwell & Bayles and Wallace R. Magill, free-lance director.

Colin Bednall, managing dir. of General TV Corp., one of 2 licensees for commercial TV stations in Melbourne, Australia, was due to arrive in San Francisco April 1 for 3-month visit to U. S. to study transmitting equipment and telecasting techniques. His tentative itinerary: San Francisco, April 1-7; Los Angeles, April 7-14; New York, April 14-June 15. He may be contacted through U. S. Commerce Dept. field offices in those cities.

Willis H. Pratt Jr., film mgr. of AT&T, named chairman of films committee, Assn. of National Advertisers, succeeding John Flory, Eastman Kodak, who continues as committee member.



**Telecasting Notes:** Networks are looking for new movies to give the "U. S. premiere" treatment a la NBC-TV's "Richard III" (Vol. 12:11). Seeking an American picture, it's understood NBC has made offer to MGM for one-time "first performance" presentation of "Invitation to the Dance," all-dancing picture starring Gene Kelly and Tamara Toumanova. Meanwhile, British producer Harry Alan Towers is now in New York talking with networks for possible TV premiere of his forthcoming "Capt. Horatio Hornblower," to be shot this summer with Michael Redgrave slated to star . . . "Feature-length" TV films are coming into their own, March 28 *Variety* estimating 190-244 of the 60 & 90-min. film shows projected by networks for next season, breaking down to 143-182 hour-long films and 47-62 of the 90-min. shows. This will bring Hollywood's full-length-for-TV production within spitting distance of its current 250-a-year production rate of theatrical movies . . . Partial breakdown of *Variety's* census of full-length TV pictures (total doesn't include 100 filmed 60-min. *Mickey Mouse Club* episodes): ABC, one series of 90-min. filmed dramas, 2 hour-long series plus possibly one 60-min. western, in addition to 60-min. *Disneyland & Warner Bros. Presents*. CBS will put 13 of its projected *Playhouse 90* dramas on film, 8 of them to be produced by Columbia Pictures' Screen Gems, plus a 60-min. *Perry Mason* mystery series. NBC is discussing series of 8 or 10 filmed 90-min. spectacles with 20th Century-Fox . . . Situation comedy still reigns as king of ratings, *Billboard* finds on basis of perusal of Niensens for second half of Jan. In March 31 issue it analyzes ratings by show format and reports the 21 evening network situation comedies pulled average rating of 28.7, the 7 westerns 28.4, the 23 "general dramas" 25.8, the 4 mysteries 25.3, the 18 quiz and audience participation shows 25.1, the 11 general variety shows 22.7, and 17 non-categorized other shows 18.1. Average half-hour network evening show earned 24.8 rating . . . First local telecast of complete opera direct from theatre will be made April 5 by Westinghouse's

KDKA-TV, Pittsburgh, when it picks up entire performance of "Madame Butterfly" by Pittsburgh Opera Society from stage of Syria Mosque during regular performance, 8:15-11 p.m. at cost of \$10,000, included preempted commercial shows and production cost, as station's contribution to Society's public relations and fund-raising campaign. Radio KDKA will carry audio . . . RKO oldie "King Kong" did so well on WOR-TV's *Million Dollar Movie*—drawing a claimed 9,386,000 viewers on cumulative basis—that parent RKO Teleradio is reported planning to withdraw it from TV use and rerun it in theatres for umpteenth time . . . Social work is next field to be dramatized in TV film series. Worthington Miner (*Medic, Frontier*) plans *Angel of Hell's Kitchen* for NBC-TV, based on career of N. Y. welfare worker Mrs. Bernice Tepper . . . Celluloid should burn in new TV film series being offered by MCA-TV; it features series of unheard debates between commentator Fulton Lewis Jr. and columnist Drew Pearson . . . Moviemaker Pine-Thomas Productions sets up TV dept. under TV writer Paul Monash, to produce 2 series of 30-min. TV films . . . Another ABC-Disney promotion: Nationwide juvenile "Talent Round-Up" for *Mickey Mouse Club*, beginning this spring, featuring local auditions at dept. stores, movie theatres, public schools, with regional winners starring in "junior spectaculars," top winners appearing on *Mickey Mouse Club* . . . Leaving the studio, WRCA-TV, N. Y., plans to use remotes in most of its local shows, using Cadillac limousine mobile unit which covered President Eisenhower's inauguration parade for NBC-TV and now belongs to the station . . . British TV—both BBC & ITA—has spent nearly \$4,000,000 on filmed U. S. TV shows since July 1954, House of Commons was told last week . . . Another new overnight national rating service, the third now available, is Pulse's 22-city personal coincidental interview survey for special programs, giving program ratings and composition of audience for minimum of 1500 homes across the country.

**Network Accounts:** Ten ad agencies buy more than 50% of evening network TV time, reports April 5 *Sponsor Magazine*, based on special study of network time purchases for week of March 5. Of those 10 agencies, 7 bought time on all 3 networks, 3 bought 2 networks, says Sponsor. Young & Rubicam was CBS-TV's biggest customer, J. Walter Thompson was tops on NBC-TV, Biow on ABC-TV. The top 10 agencies, in order of total time purchases: Young & Rubicam, J. Walter Thompson, BBDO, Wm. Esty, Biow, Benton & Bowles, Kenyon & Eckhardt, Compton, McCann-Erickson and Sullivan, Stauffer, Colwell & Bayles . . . Top-flight bowling, big TV hit in Chicago and other midwestern cities, achieves network status April 8 when weekly Chicago-originated *National Bowling Champions* starts on NBC-TV, Sun. 10:30-11 p.m., with General Cigar as alt. sponsor, thru Young & Rubicam . . . Procter & Gamble to sponsor *As the World Turns* on CBS-TV Mon.-thru-Fri. 1:30-2 p.m., and *Edge of Night* on CBS-TV Mon.-thru-Fri. 4:30-5 p.m., both starting April 2, thru Benton & Bowles . . . Procter & Gamble, in \$5,000,000 annual gross package, renews Mon.-thru-Fri. 3:45-4 p.m. segment of *Matinee Theatre* colorcasts on NBC-TV for 52 weeks starting July 2 . . . Bulova & Mennen to be co-sponsors of new quiz show, *High Finance*, on CBS-TV starting in latter April, Sat. 10:30-11 p.m., thru McCann-Erickson . . . Hazel Bishop to be alt. sponsor (with Toni) of *Arthur Murray Party* on CBS-TV starting April 12, Thu. 10-10:30 p.m., thru Raymond Spector Co. . . Whitehall Pharmacal to cancel *Quiz Kids* on CBS-TV effective April 12, Thu. 10:30-11 p.m. . . Olympic tryouts from Los Angeles will be televised on NBC-TV Sat. June 30, 4-6 p.m.

Asserting jurisdiction over "electronically filmed" and taped TV and movie programs, Screen Actors Guild this week issued "definition" of motion pictures which will become part of its contracts with TV and theatrical film producers. SAG's definition of motion pictures includes "motion pictures whether made on or by film, tape or otherwise, and whether produced by means of motion-picture cameras, electronic cameras or devices, or any combination of the foregoing, or any other means, methods or devices now used or which may hereafter be adopted." AFTRA, which has jurisdiction over live and kinescoped TV shows, has been disputing with SAG over which union should represent actors in films made by such "electronic" methods as DuMont's Electronicam.

President Eisenhower congratulated Dr. Lee de Forest last week on 50th anniversary of his invention of grid audion, writing him: "In this 50th anniversary year of a great invention, I congratulate you on your many contributions to scientific progress. Through your long and distinguished career you must have experienced many moments of pride that your imagination and talent furthered the development of modern radio, television and radar. You must also feel great satisfaction in remembering your past decades of service and in anticipating future achievements that your handiwork has made possible. May you enjoy many more years in which to witness the fruit of your labors."

Complaint of too-loud commercials, by Rep. Craig Hosmer (R-Cal.), has brought response from neither FCC nor networks, he stated this week, adding he'd continue "campaign."



**Station Accounts:** Douglas Fir Plywood Assn., Tacoma (W. E. Difford, managing director) plans to spend \$150,000 on TV as part of \$435,000 all-media campaign to move fir plywood through nation's lumber yards this summer—a season when building supply business is normally slow. Big campaign is keyed to new series of ideas for home improvement contained in merchandise kit being mailed to 30,000 retail lumber dealers. Agency is Condon Co., Tacoma . . . Hotpoint Co., which recently announced plans to start marketing own-brand TV sets in July (Vol. 12:7-8), to use TV-radio spots in intensive 90-day "Swing Into Spring" promotion campaign for its appliances, thru Maxon Inc., Chicago . . . Swift & Co., pleased with tests of new pre-packaged frozen cooked & "red" meat line, plans big spot campaign backing extension of tests to other major markets, thru McCann-Erickson, Chicago . . . Lever Bros. to use TV spots for extension of market tests of its Imperial margarine starting April 2, thru Foote, Cone & Belding, N. Y. . . . Western Conference of Teamsters to be co-sponsor of 108 Seattle Rainier baseball games this season on KTVW, Seattle-Tacoma, thru Ryan Adv., Seattle . . . Among advertisers currently reported using or preparing to use TV station time: Blue Coal Corp., Newark, N. J., thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Leed's Travelwear Corp., N. Y. (luggage), thru Hoffman-Manning, N. Y.; National-U. S. Radiator Co., Johnstown, Pa. (heating equipment), thru Ketchum, MacLeod & Grove, Pittsburgh; Kelly Food Products, Decatur, Ill. (po-

tato chips, pretzels), thru Grubb & Peterson Adv., Champaign, Ill.; W. O. Washburn Co., St. Louis (Balm Argenta hand lotion), thru Bozell & Jacobs, Indianapolis; Irwin-Willert Co., St. Louis (Flush-Clean tank tablets), thru Wesley K. Nash Co., St. Louis; Wilson & George Meyers & Co., San Francisco (agricultural & industrial chemicals), thru Foote, Cone & Belding, S. F.; Apex Electrical Mfg. Co., Cleveland, O. (washers, dryers, dishwashers), thru Meldrum & Fewsmith, Cleveland; Trio Chemical Works, Brooklyn, N. Y. (Amazon floor wax), thru Monroe Greenthal Co., N. Y.; Louis Aisenstein & Bros., N. Y. (Medana-Roamer-Hever watches), thru Marks-Aiken Co., N. Y.; Foley & Co., Chicago (honey & tar cough syrup), thru Olian & Bronner, Chicago; Health-Mor Inc., Chicago (Filter Queen vacuum cleaners), thru Westen Adv. Agency, Chicago; Wilson Sporting Goods Co., Chicago, thru Needham, Louis & Brorby, Chicago; Hancock Corp., Philadelphia (Quickie Speedway automatic mops), thru Gresh & Kramer, Philadelphia.

Transcontinental missive: KING-TV & KING, Seattle, in direct pitch for national advertisers, has purchased series of spots on *Klavan & Finch Show* on radio WNEW, N. Y., starting April 2, Mon.-thru-Fri. 6-9:30 a.m. "To our knowledge, this will be the first time a radio & TV operation has purchased broadcasting time to tell its story in the N. Y. market," commented KING v.p.-gen. mgr. Otto Brandt.

FCC'S GRANTS this week were heaviest in months—4 being awarded and initial decision issued for another. The CPs: Redding, Cal., Ch. 7, to Shasta Telecasters; Philadelphia, Ch. 29, to Philadelphia Broadcasting Co. and educational Ch. 35 to Metropolitan Philadelphia Educational Radio & TV Corp.; Agana, Guam, Ch. 8, to KUAM.

Redding group is partnership headed by attorney Laurence W. Carr and Mayor George C. Fleharty. Commercial Philadelphia grantee's pres. and major stockholder is Wm. L. Jones, who operates coal business. Garnering initial decision, shortly to be finalized, was WAGM, Presque Isle, Me., due for Ch. 8 grant now that competitor Thomas Friedman has withdrawn.

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Difficulty of bucking FCC's decisions was well illustrated this week, as Supreme Court declined to review Commission and Court of Appeals decisions awarding Ch. 8, Petersburg, Va., to WXEX-TV. Loser WSSV had appealed.

Economic protest of KIVA, Yuma, Ariz. (Ch. 11) against Ch. 13 grant there to Wrather-Alvarez Broadcasting Co. was set for hearing May 23 by FCC, but Commission declined to stay effectiveness of grant and it expressed doubt KIVA would win the hearing. KIVA had charged that Wrather-Alvarez was interested solely in financial gain; that Yuma couldn't support 2 stations. In meantime, Commission said, town needs a second service to meet "needs which remain unsatisfied in single-station communities."

"First major improvement on a motion picture camera since the Mitchell camera introduced the rack-over." That's description of DuMont's Electronicam TV-film system by pres. Arthur Miller of American Society of Cinematographers in current issue of *American Cinematographer*. "In general," says Miller, "this is a motion picture camera which has added all advantages electronics can provide."

DuMont Broadcasting Co. signs 2-year contract with matchmaker Teddy Brenner's new New York Boxing Club for Monday night fights from St. Nick's Arena, N. Y.

Foreign TV's increasing value in battle for ideas has keyed U. S. Information Agency's request for a greatly increased TV budget for year beginning July 1, 1956, USIA director Theodore Streibert told House Appropriations subcommittee in testimony made public this week. For all its services, USIA is asking Congress for \$135,000,000 for fiscal 1957, compared to \$85,336,000 appropriated for current fiscal year. Of \$24,148,000 requested for TV-radio, \$5,902,000 is for placement of programs on foreign TV stations—compared to \$376,000 in fiscal 1955, and about \$1,046,000 for fiscal 1956. Original USIA-produced TV film shows should cost about \$4,603,000 for next fiscal year, Streibert said. He added that in free world there are now 134 TV stations outside U. S. and about 7,000,000 TVs in use—increase of more than 2,000,000 in a year.

Bill to permit televising of all public committee meetings of House of Representatives was introduced this week by Rep. Martha W. Griffiths (D-Mich.). Her H. Res. 449 provides that "all public proceedings of committees of the House may be broadcast, live or delayed, by radio and TV, subject to such reasonable rules as the committee may prescribe to prevent such broadcasting from interfering unnecessarily with the business of the committee." House Speaker Rayburn (D-Tex.) has long-standing rule against TV-radio at committee hearings.

Fourth radio station owned by Plough drug firm will be *Boston Post's* independent WCOP (5-kw, 1150 kc), Harold Krelstein, v.p. in charge of radio operations for Plough, having announced purchase this week; price is said to be approximately \$500,000. Sale is subject to FCC approval, as is Plough's purchase earlier this month of WCAO, Baltimore (5-kw, 600 kc, CBS) from J. Walter Milbourne and associates for figure near \$600,000. Plough also owns WMPS, Memphis, and WJJD, Chicago, and reportedly plans to buy 3 more in markets over 500,000.

ABC-TV reports \$19,000,000 billings already signed for 1956-57 through renewal of all *Disneyland* sponsors and several on *Mickey Mouse Club*. Also this week, AB-PT's phono record subsidiary Ampar bought 93 partic. on *Mickey Mouse Club* starting in April.



**UNIQUE LOW-POWER KSHO-TV, Las Vegas (Ch. 13)** was all set to begin test patterns over weekend, aiming for April 15 start with round-the-clock film operation to buck conventional programming by KLRJ-TV (Ch. 2) and KLAS-TV (Ch. 8). Stations on air now number 465 (99 uhf). KSHO-TV has 150-watt Adler transmitter and Prodelin antenna atop new 13-story Hotel Fremont. Aimed at tourist trade, its programming is designed around 6-hour periods which will be duplicated 4 times each 48 hours. Owner is Moritz Zenoff, publisher of Nevada weeklies *Boulder City News* and *Henderson Home News* (KBMI)—application by Wilbur Clark (Desert Inn, Las Vegas) to acquire interest having been returned earlier this year by FCC for more information (Vol. 12:7). Unusual rate card is for spots only, highest one-time rate being \$200 for spot once an hour, 24 times daily—lowest being spot once weekly at \$15. Rep is Forjoe.

Equipment shipments reported this week: By DuMont—50-kw transmitter March 29 to upcoming WRVA-TV, Richmond (Ch. 12), due in April. By RCA—6-section superturnstile antenna March 22 to upcoming WRGP-TV, Chattanooga (Ch. 3), due in mid-April.

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

WAIQ, Andalusia, Ala. (Ch. 2, educational) Alabama Educational Television Commission's oft delayed 3rd outlet, has changed test pattern target to June 1, programming to June 15, writes R. D. Hurlbert, pres. Contract to build house for 35-kw GE transmitter is to be let early in April. Work on 500-ft. tower from Tower Structures Inc. hasn't begun yet, but 4-bay GE antenna is scheduled for installation May 1. Other Alabama educational outlets are WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10).

WRGP-TV, Chattanooga, Tenn. (Ch. 3) has transmitter house ready for 100-kw RCA unit due March 25, plans April 20 test patterns, April 29 programming with NBC, reports Helen Patterson, v.p. & program director. It's working on foundation for 300-ft. Ideco tower, has 6-bay RCA antenna scheduled for installation April 15. It's owned equally by Ramon G. Patterson, who also is gen. mgr. & owns 20% of Chattanooga radio WAPO, and Judge Will Cummings. Harry S. Stone, ex-gen. mgr. of WSM, Nashville, will be station mgr. Base hour will be \$400. Rep will be H-R Television.

KAVE-TV, Carlsbad, N. M. (Ch. 6) plans start next June, has DuMont transmitter due 30-60 days before that, reports gen. mgr. John Battison, whose wife heads group which acquired CP and radio KAVE for \$150,000 (Vol. 11:39). RCA 3-bay antenna will be installed in May on existing 301-ft. Liberty tower. It's signed with CBS under Extended Market Plan. Base hour will be \$135. Rep will be Branham.

KWGB-TV, Goodland, Kan. (Ch. 10) hopes to be in operation by late spring, writes owner-mgr. Jim Blair. Orders for equipment haven't been finalized, pending FCC approval of application for 780-ft. tower and power increase to 316-kw. It has new building ready for TV at 17th & Broadway, where radio KWGB has been installed. Base rate not set. Rep not chosen.

KICA-TV, Clovis, N. M. (Ch. 12) has ordered 5-kw GE transmitter but hasn't set target, construction plans still being in drawing board stage, reports 1/3 owner & gen. mgr. Garfield C. Packard, ex-gen. mgr. of Raymer rep firm. It will use 200-ft. guyed Stainless tower with GE antenna. Promoted from radio KICA are James W. Richardson, sales mgr.; James C. Self, program mgr.; M. S. O'Dell Jr., chief engineer. Rep not chosen.

WRVA-TV, Richmond, Va. (Ch. 12) has April 16 test pattern target, plans April 29 start as CBS basic, reports v.p.-gen. mgr. Barron Howard. Installation of DuMont 50-kw transmitter begins week of April 2. Pending construction of 790-ft. Truscon tower with 12-bay RCA superturnstile antenna, it will use 6-bay superturnstile which has been installed on 460-ft. FM tower of WRVB. Larus & Bro. Co. Inc., big tobacco firm, owns 60% of WRVA-TV and operates radio WRVA & WRVB and Norfolk's WRVC (FM). Other major stockholder is Neighborhood Theatres Inc. (Thalheimer) holding 14.32%. Base hour will be \$650. Rep will be Harrington, Righter & Parsons.

KVSO-TV, Ardmore, Okla. (Ch. 12) has ordered 5-kw DuMont transmitter for April 15 delivery, plans May 20 test patterns, programming 15-30 days later, writes gen. mgr. John Easley Riesen. Transmitter house and 317-ft. Ideco tower are ready and RCA 6-bay antenna will be installed in May. Downtown studios are 3/4 ready. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Barbara Winkler will be sales mgr.; Galy Varnell, production mgr. & film buyer; Bill Kolb, from KVSO, chief engineer. Base hour will be \$150. Rep not chosen.

Newly affiliated with ABC-TV, WTRI, Albany, N. Y. (Ch. 35) aims to get back on air by July 1—one of the very few uhfs to make comeback. At same time, 50% owner Stanley Warner theatre interests moved to take over full ownership by buying out Col. Harry Wilder group. WTRI's outlook brightened when it got Court of Appeals to block utilization of Ch. 10 drop-in. It seeks to keep channel out permanently but will compete for it if efforts fail. WTRI had CBS-TV affiliation originally, lost it to WROW-TV (Ch. 41) which also had ABC-TV, quit air Jan. 31, 1955. Stanley Warner Corp. filed with FCC this week to obtain the 50% ownership held in escrow by National City Bank of Troy for Wilder group, proposing to pay \$74,000 for notes and claims amounting to \$350,000, plus \$1000 for stock.

**Triumph of research:** Checking on audience of competitive British commercial station, gov't.-owned BBC's London street interviews recently asked viewers if they had seen program called *Around the Town* at 7:15-7:45 p.m. Of those interviewed, 3.7% said they saw the show Oct. 8, and 2.2% Oct. 15 & 22. Actually there's no such program, the show on the commercial channel at that time being (appropriately) British version of *People Are Funny*.

Annual meeting of CBS-TV affiliates, to be addressed by network executives headed by pres. Frank Stanton, is scheduled April 13-14 at Chicago's Conrad Hilton Hotel immediately preceding NARTB convention.

Spot increase: WRCV-TV, Philadelphia, April 1 added Class AAA 20 sec. rate (7:59-10:30 p.m. Mon.-Sat. & 7:30-10:30 p.m. Sun.) at \$825, Class AA 20 sec. going from \$650 to \$500.

No start of color in Canada this year is planned by CBC, National Revenue Minister J. J. McCann stated recently in Commons. Canadian RETMA has been urging start, pointing out that beginning may be made inexpensively simply through conversion of transmitters to handle color originated in U. S. (Vol. 12:10).

Go slow on color, Britain was advised recently by *London Times* editorial which stated: "Neither the engineers nor the public are ready for it. Any system introduced in the near future would be likely to be outdated in 10 years' time. And Britain will not be able to afford 2 color systems in one generation."

ABC and Walt Disney Productions have circulated 189,000 copies thus far of Disney of Television kit to elementary & junior high schools; included with guidebooks is special classroom material title "Tele-digests."



**T**OP 100 NATIONAL advertisers, of which 88 are using TV, accounted for \$343,926,118 (87%) of \$406,899,059 total network TV billings during 1955, according to latest Publishers Information Bureau tabulation. Data on network radio expenditures is eliminated for first time, PIB having discontinued release of monthly radio billings last Aug. (Vol.11:41). For full 1954 rankings, see *TV Factbook No. 21*, p. 24.

PIB figures are based on one-time gross rates, hence are discountable by at least 25% to arrive at more realistic estimate of outlays for TV time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time.

Note: Monthly advertising index of *Printers' Ink*, based on McCann-Erickson research data, showed network TV billings in Jan. up 15% from Jan. 1955 but no gain over Dec. 1955. Network radio billings in Jan. were down 6% from Dec. 1955, down 31% from Jan. 1955.

Here are PIB rankings of top 100 advertisers in 1955, with their total expenditures for network TV-magazine-newspaper supplements, and for network TV alone:

| Company                            | Total Expenditures | Network Television |
|------------------------------------|--------------------|--------------------|
| 1. General Motors Corp.            | \$44,459,367       | \$14,077,573       |
| 2. Procter & Gamble Co.            | 42,192,313         | 33,822,228         |
| 3. General Foods Corp.             | 30,236,642         | 13,839,211         |
| 4. Chrysler Corp.                  | 27,794,038         | 17,272,769         |
| 5. Colgate-Palmolive Co.           | 25,507,021         | 18,698,318         |
| 6. General Electric Co.            | 19,866,586         | 7,402,582          |
| 7. Gillette Co.                    | 19,073,085         | 15,740,246         |
| 8. Ford Motor Co.                  | 18,615,968         | 8,648,800          |
| 9. American Tobacco Co.            | 17,318,843         | 10,703,825         |
| 10. R. J. Reynolds Tobacco Co.     | 15,254,201         | 12,230,666         |
| 11. Lever Brothers Co.             | 14,487,142         | 9,444,752          |
| 12. General Mills Inc.             | 14,321,807         | 9,456,259          |
| 13. American Home Products Corp.   | 11,914,669         | 9,249,054          |
| 14. Campbell Soup Co.              | 10,643,850         | 3,885,385          |
| 15. National Dairy Products Corp.  | 10,012,631         | 5,917,999          |
| 16. Bristol-Myers Co.              | 9,865,382          | 5,023,135          |
| 17. Liggett & Myers Tobacco Co.    | 9,358,157          | 7,430,797          |
| 18. P. Lorillard Co.               | 9,073,973          | 6,446,082          |
| 19. Distillers Corp.-Seagrams Ltd. | 8,039,124          |                    |
| 20. Pillsbury Mills Inc.           | 7,729,511          | 5,291,324          |
| 21. Goodyear Tire & Rubber Co.     | 7,304,332          | 2,195,411          |
| 22. American Tel. & Tel. Co.       | 7,057,170          |                    |
| 23. Swift & Co.                    | 6,530,844          | 3,910,214          |
| 24. Borden Co.                     | 6,443,576          | 4,255,206          |
| 25. Kellogg Co.                    | 6,416,384          | 4,669,869          |
| 26. Westinghouse Electric Corp.    | 6,389,597          | 4,392,870          |
| 27. Radio Corp. of America         | 6,349,987          | 1,734,456          |
| 28. E. I. du Pont de Nemours       | 6,349,687          | 790,609            |
| 29. S. C. Johnson & Son Inc.       | 5,657,231          | 3,524,450          |
| 30. Quaker Oats Co.                | 5,629,446          | 1,674,104          |

| Company                                | Total Expenditures | Network Television |
|--|--------------------|--------------------|
| 31. Standard Brands Inc.               | 5,570,036          | 1,551,016          |
| 32. Coca-Cola Co.                      | 5,330,817          | 3,012,362          |
| 33. Johnson & Johnson                  | 5,240,564          | 1,133,907          |
| 34. National Distillers Products Corp. | 5,239,759          |                    |
| 35. Scott Paper Co.                    | 5,194,408          | 3,573,004          |
| 36. Philip Morris Inc.                 | 5,149,104          | 1,256,250          |
| 37. American Motors Corp.              | 5,086,044          | 3,030,253          |
| 38. Sterling Drug Inc.                 | 4,860,010          | 1,414,613          |
| 39. Armour & Co.                       | 4,713,816          | 1,609,374          |
| 40. Eastman Kodak Co.                  | 4,713,315          | 2,056,147          |
| 41. Carnation Co.                      | 4,665,080          | 1,749,928          |
| 42. National Biscuit Co.               | 4,467,330          | 2,548,322          |
| 43. Helene Curtis Industries Inc.      | 4,414,962          | 2,129,197          |
| 44. International Cellucotton Prod.    | 4,364,365          | 914,648            |
| 45. Studebaker-Packard Corp.           | 4,331,765          | 1,547,854          |
| 46. Texas Co.                          | 4,139,046          | 1,777,203          |
| 47. Serutan Co.                        | 4,117,649          | 3,860,070          |
| 48. Nestle Co. Inc.                    | 4,116,048          | 1,760,274          |
| 49. Warner-Lambert Pharm. Co.          | 4,058,123          | 2,102,590          |
| 50. Sperry Rand Corp.                  | 3,959,909          | 1,910,957          |
| 51. Revlon Products Corp.              | 3,943,899          | 2,884,825          |
| 52. Miles Labs. Inc.                   | 3,921,333          | 3,039,440          |
| 53. Firestone Tire & Rubber Co.        | 3,852,962          | 1,561,750          |
| 54. H. J. Heinz Co.                    | 3,675,901          | 2,098,569          |
| 55. Avco Manufacturing Corp.           | 3,562,904          | 1,582,420          |
| 56. Schenley Industries Inc.           | 3,545,505          |                    |
| 57. Dow Chemical Co.                   | 3,442,652          | 2,542,192          |
| 58. Joseph Schlitz Brewing Co.         | 3,348,831          | 2,272,776          |
| 59. Sylvania Electric Products Inc.    | 3,335,204          | 2,142,450          |
| 60. Philco Corp.                       | 3,263,497          | 1,758,955          |
| 61. U. S. Steel Corp.                  | 3,254,489          | 1,800,440          |
| 62. British-American Tobacco Co.       | 3,252,806          | 2,171,911          |
| 63. Armstrong Cork Co.                 | 3,220,355          | 1,374,555          |
| 64. Best Foods Inc.                    | 3,072,109          | 1,660,916          |
| 65. Andrew Jergens Co.                 | 3,016,677          | 1,261,895          |
| 66. Rexall Drug Co.                    | 2,840,865          | 43,284             |
| 67. Aluminum Co. of America            | 2,832,621          | 1,746,930          |
| 68. Corn Products Refining Co.         | 2,795,054          | 793,977            |
| 69. Lehn & Fink Products Corp.         | 2,787,975          | 2,111,419          |
| 70. Reynolds Metals Co.                | 2,764,911          | 1,805,609          |
| 71. B. F. Goodrich Co.                 | 2,749,418          | 966,903            |
| 72. Hazel Bishop Inc.                  | 2,733,680          | 2,733,680          |
| 73. Simoniz Co.                        | 2,694,338          | 2,180,458          |
| 74. Chesebrough-Pond's Inc.            | 2,687,716          | 1,186,365          |
| 75. American Dairy Assn.               | 2,631,972          | 1,733,702          |
| 76. Hunt Foods Inc.                    | 2,624,454          |                    |
| 77. Sunbeam Corp.                      | 2,607,642          | 1,389,141          |
| 78. Gulf Oil Corp.                     | 2,559,503          | 2,162,585          |
| 79. W. A. Sheaffer Pen Co.             | 2,531,270          | 2,284,582          |
| 80. Cluett, Peabody & Co. Inc.         | 2,453,116          | 216,203            |
| 81. Great Atl. & Pac. Tea Co.          | 2,436,497          |                    |
| 82. Admiral Corp.                      | 2,410,503          | 1,403,989          |
| 83. California Packing Corp.           | 2,407,698          | 391,654            |
| 84. Pepsi-Cola Co.                     | 2,381,776          | 518,775            |
| 85. Columbia Bcstg. System Inc.        | 2,368,010          | 1,718,527          |
| 86. Hiram Walker-Goodham & Worts       | 2,358,725          |                    |
| 87. Olin Mathieson Chemical Corp.      | 2,310,486          | 604,611            |
| 88. Schick Inc.                        | 2,286,905          | 1,694,843          |
| 89. Stanley Warner Corp.               | 2,151,734          |                    |
| 90. Prudential Insurance Co.           | 2,119,630          | 1,361,832          |
| 91. Pet Milk Co.                       | 2,084,619          | 2,081,475          |
| 92. Doubleday & Co. Inc.               | 2,033,609          |                    |
| 93. Safeway Stores Inc.                | 2,030,288          |                    |
| 94. Monsanto Chemical Co.              | 1,988,440          | 489,894            |
| 95. Borg-Warner Corp.                  | 1,931,079          |                    |
| 96. Simmons Co.                        | 1,920,733          | 322,170            |
| 97. Atlantis Sales Corp.               | 1,891,824          | 526,325            |
| 98. Singer Manufacturing Co.           | 1,858,911          | 1,201,275          |
| 99. New York Life Insurance Co.        | 1,838,674          |                    |
| 100. Maytag Co.                        | 1,818,464          | 1,472,680          |

“TELEDUCATION”—large-scale technical education via nationwide closed-circuit TV—can help end critical engineer shortage. So says veteran publisher-editor-inventor Hugo Gernsback, who has been plumping for large-screen classroom technical instruction for last 10 years. Along with letter prompted by our survey of closed-circuit potential in education (Vol.12:10), Gernsback sends us advance proof of editorial to appear in May edition of his *Radio-Electronics Magazine*, giving his formula for overcoming bottleneck of technical teachers.

“Paradoxically, we have more good teachers than we actually need if we only will use their talents intelligently to fit present-day technical growth,” editorial states. “Why use an outstanding teacher to teach 100 students in a single instruction if the same teacher can instruct 500,000 or more simultaneously? We have the technical facilities today to achieve this via closed-circuit TV.”

Gernsback's program for immediate action to establish widespread TV teaching: “During the present educational emergency, only the Federal Govt. has the means to finance a National Teleducation Network. The Govt. would build the network just as it has built roads in the past, the cost to be pro-rated to the states over a span of years. The Govt. would not be in the teaching business, however, and would have no voice in any educational program. To guard against abuse, the teleducation closed-

circuit network could be supervised through a special commission or similar agency . . . Teleducation via the national closed-circuit network does not do away with the teacher in the classroom—supervision will still be needed. But why waste an Einstein type of educator on a 50-pupil class when a secondary teacher or qualified supervisor can do the paper work and all other necessary classroom routine?”

Motion Picture Assn. should pass on Hollywood-produced TV films for its production code seal just as it does for theatrical movies, Sen. Kefauver's Judiciary subcommittee on juvenile delinquency urged this week in report on motion pictures. NARTB's Code Review Board last Jan. was directed by TV Board to work with film producers to see that TV films comply with its code (Vol.12:5).

Unique display at NARTB convention in Chicago will be Bell System's closed-circuit “see yourself” exhibit featuring 2 monitors—one showing picture that traveled 25 ft., other 2000 mi. Also to be shown: map indicating color-equipped routes, TD2 radio relay and L3 coaxial cable equipment.

Rep name change: The Meeker Co. Inc. is name of merged Meeker TV Inc. and affiliated radio rep Robert Meeker Associates Inc., effective April 1.



**HOME RADIOS BOOM AS TV MARKET SOFTENS:** Retail sales of TV sets declined in first quarter of 1956 by about 10% from first 3 months of 1955, according to preliminary estimates -- but home radio sales increased by nearly 30% in same period. The total radio sales were diminished, however, by a decline in auto radio sets.

TV sales in first quarter were estimated at 1,760,000, as against 1,950,000 in first 3 months year ago. Home radio sales were placed at approximately 1,600,000 compared to 1,246,000 in first quarter of 1955.

Softness in TV market apparently developed in last week of Feb. and continued generally throughout March, despite spirited promotions by nearly all manufacturers. Bad weather in many northern metropolitan centers in March played havoc with retail sales -- though TV obviously suffered far more than radio.

TV thus followed pattern of 1954, in which retail sales declined in first 5 months. Last year, by contrast, they picked up in March but decreased in April. It should also be noted that TV sales decline this year coincides with auto sales lag. Claims are often made, but never quite proven, that the 2 industries are parallel.

Radio sales boom continues apace, despite all the publicity surrounding more glamorous portable TVs. With average retail price of home radio down to about \$25, with high demand for portable & clock sets, radio trade continues to defy those who predict TV will make it a sick industry.

\* \* \* \*

RCA started "modest" shipments of its 8½-in. portables this week, even as GE continues to release information piecemeal about its projected 9-in. receiver shown to press last week (Vol. 12:12). An RCA spokesman stated emphatically that company saw no reason to change its portable production plans in the light of GE's announcement but declined to comment on reports that it would make 150,000 of the 8½-in. receivers this year. It weighs 22 lb., will retail for \$125 (Vol. 12:9).

J.M. Lang, gen. mgr. of GE tube dept., this week released further details on 9-in. tube, saying GE is now in pilot production and plans to make samples available to other manufacturers in early summer. He said no price will be disclosed before costs are determined by actual production experience. He added:

"One of the most interesting aspects of the 9-in. tube development, which has extended over about a year, is that we have found a way to use a one-piece funnel and face plate assembly made with high-speed glass-blowing machines similar to those used in manufacturing glass containers. This has resulted in a bulb design offering minimum weight and maximum viewing area for any given diagonal.

"A considerable amount of engineering time and effort has been required to adapt the process to TV picture tube manufacturing. One problem has been that the type of glass adaptable to this process does not have good electrical insulation characteristics. This was solved by using electrical grade lead glass in the neck and yoke region of the tube and taking the anode lead through the base -- a procedure made possible by the relatively low design center anode voltage of 6800 volts."

Tube has several other design innovations which Lang said couldn't be revealed at this time, but which "are important in that they could lead to radical changes in the methods used in making tubes of other sizes."

Anchor Hocking Glass Corp., Lancaster, O., which is supplying glass bulbs, has received requests from other manufacturers for bulbs but spokesman said GE is the only company sampled thus far. He said the procedure for making 9-in. bulbs has not been perfected to the point where mass production is now possible.

Raytheon meanwhile started production of 8½-in. tube, though brief announcement did not indicate whether it will produce its own set of that size. TV-radio v.p. Henry F. Argento likewise declined comment on all details.



**Tube Measurement Hassle:** "I've never seen so much confusion over any rule or regulation by the Government in my business career." That was one major set maker's comment to us on still-raging controversy with Federal Trade Commission over its Rule 9 prohibiting "deception as to size of picture" designation in ads. The rule specifies that horizontal measure of viewable area can be given, or diagonal measure if it's clearly stated that diagonal measurement is used, or in square inches. To date, industry hasn't been able to come up with any designation completely acceptable to FTC attorney H. Paul Butz. Many receiver manufacturers are holding up spring promotional ads pending clarification.

**Economic Outlook:** Leveling-off of 1955's record business boom was reported this week by Commerce Dept.'s March "Survey of Current Business" but Commerce Secy. Weeks told press conference that chances are "a little better than even" that 1956 will top last year in economic activity. He predicted an economic pickup in 2 or 3 months when construction contracts for new plant & equipment start operating, and said indications are that record 62,600,000 were employed in first quarter of 1956. The Commerce survey was somewhat less optimistic, declaring that in most major industries, production and sales have tended to level off, in contrast to last year, when most major industries showed gains.

**Production:** TV output totaled 131,224 for week ended March 23, compared to 131,963 preceding week and 144,566 week ended March 9. It was year's 12th week and brought production to that date to about 1,700,000, as against 1,750,000 in first 12 weeks of 1955. Radio production totaled 258,394 (84,845 auto) week ended March 23, compared to 276,983 preceding week and 310,026 week before. Radio production for 12 weeks was about 3,380,000, compared to about 3,200,000 in corresponding 1955 period.

**1956--THE YEAR OF THE TRANSISTOR':** The long awaited "transistor revolution" has now arrived, with production likely to reach 12,000,000 in 1956 as compared to about 3,647,000 last year and 1,317,000 in 1954. Originally hailed as an electronics miracle, transistor's progress was disappointing for several years -- but with the gestation period about over, it now bids to fulfill much of its early promise.

"Market potential for semiconductor diodes in 1956 and beyond verges on the spectacular," says this week's annual report of Texas Instruments Inc., a leading maker of transistors and diodes. "Transistor prices now approach those of vacuum tubes. Increasing familiarity of engineers with advantages of transistorization bids fair to break down the last major barrier to common acceptance."

In the military and commercial fields -- missiles, computers, aviation electronics, etc. -- transistor has already made healthy progress. In consumer field, one product -- the hearing aid -- is now completely transistorized, with prices of aids starting at \$50, as cheap or cheaper than old vacuum tube hearing aids.

Next household product due for complete transistorization is the radio -- starting with portables and soon including all but the cheapest table models. Auto radios are sure to follow, most to be transistorized within 2 years.

More than 25% of portable battery radios now being made are wholly or partly transistorized. Some 2 dozen manufacturers are producing -- or getting ready to produce -- transistorized radios. Two manufacturers are making transistorized auto radios for 6 makes of cars, and every car radio maker has model under development.

TV is another matter. Advantages of transistorization are minimal so long as TV set is tied down to size and power limitations imposed by cathode-ray picture tube (though experiments are even under way to replace CR tube by bank of tiny photo-transistors). Even with CR tube, partially transistorized "portable" TVs aren't ruled out. Start in this direction was discernable last week when GE announced new line of TV portables using 5 germanium diodes -- kissing cousins to the transistor.

January factory sales of transistors totaled 979,880 -- nearly twice as high as next highest monthly figure available from RETMA (530,756 in Oct. 1955).

Who makes transistors? Virtually all the tube makers, plus some newcomers to electronics like Texas Instruments. More than a score of companies are now in the field, with some others due to start output soon. They're listed on page 15.



**Topics & Trends of TV Trade:** New industry attack, led by RETMA, will be waged on 2 bills introduced this week designed to overturn so-called "Frigidaire decision" giving warranty refunds to manufacturers of TV-radio-appliances (Vol. 12:4). The bills were introduced by Rep. Mills (D-Ark.) & Reed (R-N. Y.), both members of House Ways & Means Committee.

In Frigidaire decision, which was handed down by U. S. Court of Claims in June 1954, and which Supreme Court refused to review, it was held that a manufacturer paying an excise tax on an article sold with a repair or replacement warranty is entitled to a tax refund on any amount he later spends to provide parts or service under the warranty. Since decision, many refund suits have been filed by TV-radio manufacturers.

Bills by Mills (HR-10173) and Reed (HR-10174) state that any amount paid for a compulsory warranty—one that must be bought with the product or that is automatically included in selling price of product—is subject to excise tax if product itself is taxable. Mills said he plans to include in Ways & Means committee report on his bill a declaration that bill merely reiterates what law has been all along—a move designed to void refund suits.

Treasury supports new bills, contending Frigidaire decision might result in loss of \$500,000,000 a year to Govt. in revenue. RETMA had joined several of its members in previously protesting Treasury's contention before Ways & Means subcommittee headed by Rep. Forand (D-R. I.). The Forand group did not include proposal to overturn Frigidaire decision in its recent recommendations on tax legislation to full committee.

\* \* \* \*

Distributor has no right to interfere with business of a discount house not authorized to sell his products, Federal Judge Letts ruled this week in important Washington decision dismissing suit by local air conditioner distributor. Wilson Supply Co., distributor for Chrysler Airtemp room air conditioners, sued Frank's of D. C., a discount house, for \$100,000 on charge that latter's sale of units at below authorized list had injured distributor's business. Frank's filed counter-suit charging "unlawful interference of business," saying firm had bought the air conditioners outside Washington. Frank's suit charged that 2 Wilson employes purchased 4 air conditioners from Frank's to determine whether Frank's fraudulently represented that sale included distributor warranty on parts. Units were paid for by check, payment was stopped following day and units themselves were returned 5 or 6 days later. This, ruled Judge Letts, "tortuously interfered" with Frank's business, calling distributor "clearly wrong."

Sentinel Radio stockholders voted overwhelmingly this week to approve sale of company to Magnavox (Vol. 12:8) for \$5,152,035, of which \$4,784,615 is in cash, \$367,419 in assumption of first-mortgage 4 3/4% sinking fund bonds. Current TV-radio inventory will be sold under Sentinel label, but company officials will announce shortly whether brand will be continued. In proxy statement to stockholders, Sentinel directors said: "The corporation has met substantial difficulty in distributing its products in competition with larger companies manufacturing full lines of household appliances, such as stoves and refrigerators, as well as radio & TV equipment. Both at wholesale and retail levels, many potential customers prefer to handle the merchandise of manufacturers having such complete lines." Sentinel had net loss of \$100,132 on sales of \$9,683,527 in 9 months ended Dec. 31, compared to profit of \$83,421 on sales of \$12,415,184 in fiscal year ended March 31, 1955.

RCA introduced new hi-fi tape recorder consolette, with 3 speakers in roll-around cabinet, priced at \$280 in mahogany, \$290 in light oak.

**Trade Personals:** Emanuel Sacks, v.p. of RCA-NBC, to devote full time to corporate staff matters, with Lawrence W. Kanaga promoted to succeed him as v.p.-gen. mgr. of RCA Victor record div., reporting to Robert A. Seidel, exec. v.p. for consumer products . . . E. P. Vanderwicken, Motorola v.p.-treas., named pres. & treas. of Motorola Finance Corp., new subsidiary created to administer distributor & dealer sales financing for consumer products under Motorola Bank Plan; E. J. McGowan, asst. treas. of Motorola, named v.p.-gen. mgr. of new subsidiary . . . Dr. Allen B. DuMont sailed March 29 for 2-month European visit to attend series of meetings on electronics . . . Robert C. Tait, pres. of Stromberg-Carlson, elected a director of Bausch & Lomb Optical Co. . . . Don G. Mitchell, Sylvania chairman-pres., elected a director of Corn Products Refining Co. . . . Matthew W. Cinelli, ex-Sylvania & DuMont, named Westinghouse TV-radio quality control mgr.; Kenneth H. Brown, ex-Bendix Radio & Raytheon, named service mgr., succeeding Al Kuttruff, who remains with div. . . . Austin R. Rising, gen. mgr. of Whirlpool-Seeger range & air conditioner divs. & ex-gen. mgr. of old RCA air conditioning dept., promoted to new position of Whirlpool-Seeger director of consumer relations . . . Richard R. Averill promoted to merchandising mgr. of Crosley-Bendix freezers & air conditioners . . . Leonard F. Cramer, v.p.-gen. mgr. of Magnavox TV-radio div., due to return to desk April 2 after suffering broken ribs & dislocated shoulder when thrown from horse . . . R. W. Reniers promoted to asst. sales mgr. of Standard Coil, headquartering in Los Angeles . . . John C. Wolke named to new post of DuMont asst. mgr. for CR tube replacement sales, reporting to replacement sales mgr. Edwin B. Hinck . . . Leonard M. Murchison, ex-Standard Coil, named CBS-Hytron west coast equipment sales mgr., Los Angeles . . . E. N. Phillips promoted to Los Angeles district sales mgr. for GE tube equipment sales . . . Dale Kelly named Magnavox district merchandiser for newly acquired Spartan line in No. Cal. & western Nev.; J. C. Nash to handle So. Cal. . . . Dave Van Winkle, from Los Angeles distribution subsidiary, named sales promotion mgr. of Hoffman Radio div., reporting to corporate adv. director E. A. Tischler; Wm. Baldwin promoted to adv. mgr. of Hoffman Radio div. . . . R. E. Carlson, mgr. of high-fidelity div., Fairchild Recording Equipment Co., appointed v.p.-gen. mgr. of parent company; Ray F. Crews resigns as exec. v.p. . . . Sol Goldin promoted to gen. mgr. of Whirlpool-Seeger range div., Lincoln M. Larkin to gen. mgr. of air conditioner div. . . . Ray S. Guichard, ex-Capehart-Farnsworth, joins Magnavox as asst. service mgr. . . . Oliver Read promoted to editorial director & asst. publisher of Ziff-Davis' electronics group, succeeded by Wm. Stocklin as editor of *Radio & Television News*.

GE's improved position in consumer products, notably TV, is reflected in 47% increase in 1955 sales financing by GE Credit Corp. over preceding year. The GE subsidiary, which provides financing for distributor & dealer time sales and inventory of GE products, last year had record volume of \$446,963,000, compared to \$305,081,000 in 1954. Pres. George F. Mosher said increase "is in line with GE growth in the consumer goods market and with the national growth in population and disposable income . . ."

Mitchell Mfg. Co. sold its radio-phono business this week to Esco Electronics Inc., which will continue to produce radio-phonos under Mitchell label. J. W. Alsdorf, pres. of Mitchell, said firm will concentrate exclusively on air conditioners, which it markets competitively with Cory Co., its parent company.

NARDA schedules 1957 convention Jan. 13-15 at Chicago's Conrad Hilton Hotel.



**Financial & Trade Notes:** ABC div. of American Broadcasting-Paramount Theatres operated at a profit last year for the first time since 1953 merger, increasing gross operating income to new high of \$81,116,634 from \$70,423,348 in 1954.

Annual AB-PT report released this week does not break down ABC profit-&-loss, but it notes that TV billings last year increased 53% over 1954 and that TV-radio operations last year accounted for all of company's increase in total income and most of the gain in profit.

Over-all, AB-PT showed consolidated net profit last year of \$8,373,000 (\$1.93 per share), including \$8,218,000 (\$1.89) from operations, \$155,000 (4¢) from capital gains. This was 74% increase over the \$4,932,000 (\$1.11) earned in 1954, when \$4,722,000 (\$1.06) were derived from operations, \$210,000 (5¢) from capital gains. Total income rose to record \$194,662,000 (\$110,503,000 from theatres) vs. \$188,796,000 (\$115,916,000 from theatres) in 1954.

Pres. Leonard Goldenson said ABC div. "made substantial progress during 1955 in forging a solid position for itself in the highly competitive broadcasting field . . . with the TV network in particular showing a marked improvement in billings, program ratings and advertiser acceptance." He said TV program schedule is being further strengthened and broadened, particularly in daytime, and should continue to show further improvement. He added:

"These very commendable results to date have been achieved despite ABC's inability to get full clearances for its programs in a number of large cities which still are limited to one or 2 TV stations. The clearance problem has been improving each year and the network now comprises about 215 affiliates. However, when the FCC does approve additional stations and ABC is able to get consistent program clearances and basic affiliations in such major markets as Boston, Miami, Pittsburgh and St. Louis, the network will be better able to compete on an equal basis with the other networks; revenues should show a corresponding increase; advertisers' needs will be better served; and the public will benefit by being given an opportunity to enjoy a greater selection of programs."

AB-PT had whole or partial interest in 605 theatres at year's end, down from 639 at end of 1954. Company has until June 3, 1956 to complete divestiture of additional 28.

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**General Precision Equipment Corp.** earned \$2,530,758 (\$2.05 per share) on sales of \$133,337,819 in 1955, compared to \$5,488,090 (\$5.54) on \$123,332,634 in 1954. Pres. Hermann G. Place said earnings in 1955 were adversely affected by sharp decline in sales of motion picture equipment and strikes at International Projector plant in Bloomfield, N. J., and Hertner Electric factory in Cleveland. He also noted that 1955 sales included those of subsidiaries Link Aviation & Griscom-Russell Co., whereas 1954 total included no sales of Griscom-Russell and only 7-month sales of Link.

**Hoffman Electronics** earned \$1,560,596 (\$2.15 per share) in 1955, up 5% from 1954 profit of \$1,485,513 (\$2.08) and second only to 1952's record \$1,756,272 (\$2.42). Sales last year were \$44,416,673, up from \$42,647,008 in 1954 and second to 1953's record \$50,415,146. In annual report, pres. H. Leslie Hoffman said increases in profits & sales were realized primarily in last half of year, compensating for reduced military volume in first 6 months. Expenditures for research & development were \$1,864,052, said Hoffman, adding that further expansion in electronics is anticipated in 1956. "The increase in dollar volume of the TV division indicates that the company obtained a good percentage of middle and higher priced units," he said. He predicted big expansion in color market on west coast in 1956, but said it would have no effect on black-&-white sales. "Each medium has its own special requirements and it is no more logical to expect color TV to replace black-&-white TV than it would be to expect color film to replace black-&-white snapshots," he said.

**Teleprompter Corp.** reports 1955 net earnings of \$96,743 (81¢ per share) on gross revenue of \$1,215,559. In 1954, earnings were \$38,583 (38¢) on revenue of \$533,661—but pres. Irving B. Kahn noted that 2 years are not totally comparable because of consolidation of parent corporation with Teleprompter Sales Corp. in 1955 and elimination of inter-company transactions. He attributed increase in earnings to company's entry into "multi-product and multi-service fields" such as Telemation service for industrial meetings, Telexecutive portable versions of Teleprompter, etc.

**Standard Coil Products** had net loss of \$320,313 after tax refund of \$202,000 on sales of \$60,472,454 in 1955, compared to profit of \$2,871,290 (\$1.95 per share) on sales of \$72,862,113 in 1954. Pres. Glen E. Swanson attributed loss to increased production costs of "inexpensive" TV tuners. He said "substantial" orders had been received for its new "Neutrode" tuner, which employs printed circuit wiring technique.

**Oak Mfg. Co.** earned record \$1,688,483 (\$2.57 per share) on peak sales of \$22,783,785 in 1955, compared to \$1,321,155 (\$2.01) on \$18,788,317 in 1954. Taxes were \$1,900,000 vs \$1,480,000 in 1954. Pres. Robert A. O'Reilly said Jan. 1956 shipments were "well ahead" of Jan. 1955.

**Servomechanisms Inc.** earned \$441,637 on sales of \$12,412,756 vs. \$503,926 on \$12,509,024 in 1954. Pres. Wm. W. Shannon told stockholders that additional contracts received in first 2 months of 1956 raised backlog of orders to \$21,000,000 on March 1, from \$14,000,000 at year's end.

**Trav-Ler Radio** earned \$222,982 (29¢ per share) on sales of \$17,497,351 in 1955, compared to \$241,349 (32¢) on \$16,347,813 in 1954. In 1955, company had no govt. business, which accounted for 11% of its 1954 billings.

**Sprague Electric** earned \$3,003,128 (\$2.42 per share) on sales of \$44,353,042 in 1955, compared to \$3,333,408 (\$2.68) on \$42,355,361 in 1954.

**DISTRIBUTOR NOTES:** DuMont appoints Fred Mayhew, ex-Moto Radio Distributing Co. Inc., Pittsburgh, as mgr. of its DuMont National Distributors Inc., new subsidiary formed recently to control factory distribution in markets where it's not currently represented or where independent distribution is regarded as inadequate . . . Olympic Radio appoints Cardinal Distributors Inc., as its St. Louis factory branch under new name of Olympic Television of Missouri Inc. . . . Hotpoint Appliance Sales Co. establishes branch in Grand Rapids, replacing B&W Distributing Co. . . . Bendix Radio appoints F. P. Pursell Inc., 1221 N. Washington Ave., Scranton . . . Kenrow Inc., Atlanta (Motorola) promotes R. B. Woodcox to sales v.p. . . .

Marshall-Wells Co., Duluth (Arvin) elects Gordon V. Mead, ex-Firestone Tire, as pres., succeeding John H. Moore, resigned . . . RCA Victor Distributing Corp., Chicago, appoints Erwin Arendt, ex-Deepfreeze, as sales mgr. of white goods . . . GE Appliances, Cincinnati, appoints Harold Burdekin dealer sales mgr., succeeding R. H. Nelson, transferred to Louisville headquarters of parent company . . . Lincoln Sales Corp., Baltimore (Bendix Radio) names Donald Mowen western Md. regional mgr. . . . Emerson Radio of Washington reports resignation of sales mgr. Murray Kantor . . . Raymond Rosen & Co., Philadelphia (RCA) reports resignation of sales promotion mgr. Cary Austin.



**Color Trends & Briefs:** AT&T certainly has been no slouch as far as expanding color is concerned—equipping its facilities to transmit color about as fast as NBC-TV and CBS-TV order it. As of this week, 52,000 out of AT&T's 73,000 channel miles of TV facilities are equipped for color, and 197 stations in 137 cities can now get color from Bell System facilities. In addition, handful of stations get color via their own private links. Total stations now getting network service—Bell or private, color or monochrome—is 392 in 265 cities.

Latest stations to which AT&T has extended color: KFDM-TV, Beaumont, Tex. Feb. 10; KWTX-TV, Waco, Tex., March 15; WDSM-TV, Duluth-Superior, and WTVO, Rockford, Ill., April 1. Next are WBAY-TV, Green Bay, and WMBV-TV, Marinette, Wis.

Next in line for black-&-white AT&T service, all in April: WRVA-TV, Richmond; KRIS-TV, Corpus Christi; WJDM, Panama City, Fla.; KPIC, Roseburg, Ore.

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Growth of color "can be even more spectacular than the growth that took place in black-&-white," Jules Herbeveaux, mgr. of WNBQ, Chicago, told meeting of Edison Electric Institute at Chicago's Edgewater Beach Hotel March 27. Previewing WNBQ's switch to all-color programming April 15, he told group: "If anybody doesn't think that color TV is here and ready, he ought to get back to cranking his automobile—or try to buy into a good harness shop."

Raytheon is miffed, and rightly so, because we neglected to include it among current producers of color tubes in last week's report (Vol. 12:12). Spokesman points out that company has been in pilot production of 21-in. since last fall; that it has produced 1000 of the 15-in.

**T**RANSISTORS are now being manufactured and sold on open market by 21 manufacturers (see p. 12), with several more companies planning to begin production and sales soon, according to Western Electric, which holds basic transistor patents. Another group of companies has taken transistor patent licenses to produce for their own use, to keep abreast of transistor technology for purposes of developing associated components or transistor materials. The following manufacturers are now making and selling transistors (though some are still in extremely limited production):

Amperex Electronic Corp. (North American Philips), 230 Duffy Ave., Hicksville, N. Y.; CBS-Hytron, Danvers, Mass.; Clevite Transistor Products Inc., Waltham, Mass.; GE, Syracuse; General Transistor Corp., 95-18 Sutphin Blvd., Jamaica, N. Y.; Germanium Products Corp., 26 Cornelison Ave., Jersey City; Hughes Aircraft Co., Culver City, Cal.; Lansdale Tube Co. (Phileo), Lancaster, Pa.; Minneapolis-Honeywell Regulator Co., 2600 Ridgway Rd., Minneapolis; National Union Electric Co., Hatboro, Pa.; RCA, Camden, N. J.; Raytheon, Waltham, Mass.; Semiconductor Electronics Corp., Jamaica, N. Y.; Sprague Electric Co., North Adams, Mass.; Sylvania, Emporium, Pa.; Texas Instruments Inc., 6000 Lemmon Ave., Dallas; Transitron Electronic Corp., Melrose, Mass.; Tung-Sol Electric, Newark; Western Electric (AT&T), 195 Broadway, N. Y.; Westinghouse, Pittsburgh.

These other companies are transistor licensees of Western Electric; some plan to produce for the market, some are making them for own use only; others make diodes or associated transistor components, circuits or materials:

Allen-Bradley Co., 136 W. Greenfield Ave., Milwaukee; Arnold Engineering Corp. (Allegheny Ludlum), Marengo,

## Network Color Schedules

(April 2-15, 1956)

- April 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "The Barretts of Wimpole Street," 8-9:30 p.m.
- April 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- April 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 7—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "Twentieth Century," 9:30-11 p.m.
- April 8—NBC: *Zoo Parade*, 3:30-4 p.m.; *NBC-TV Opera Theatre*, "The Trial at Rouen," 4-5:30 p.m.
- April 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6.
- April 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- April 13—NBC: *Howdy Doody*, 5:30-6 p.m.
- April 14—NBC: *Max Liebman Presents*, "Marco Polo," 9-10:30 p.m. CBS: *Gene Autry Show*, 7-7:30.
- April 15—NBC: *The Sunday Spectacular*, "Salute to Baseball," 7:30-9 p.m.

Color promotion at NBC's WRCV-TV, Philadelphia, includes April 7 inauguration of 4:45-5 p.m. *Color TV Digest*, in which Norman Brooks will review and preview color programs, discuss color generally.

Gauging color interest among dealers & distributors, *Retailing Daily* asked subscribers to tell whether they want program listings continued, reported it had been "deluged with requests to continue."

Live color schedule of KJEO, Fresno (Ch. 47) is being expanded to 8¾ hours weekly starting April 2, pres. J. E. O'Neill adding he plans eventually to extend schedule to 15 hours weekly.

Ill.; Automatic Electric (General Telephone), 1033 W. Van Buren St., Chicago; Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati; Beckman Instruments Inc., Fullerton, Cal.; Bogue Electric Mfg. Co., 52 Iowa Ave., Paterson, N. J.; Bomac Labs Inc., Beverly, Mass.; Elgin National Watch Co., Elgin, Ill.; Federal Telephone & Radio Co. (IT&T), Clifton, N. J.; Gahagan Inc., 11 W. 4th St., Bethlehem, Pa.; Globe-Union Inc. (Centralab div.), 900 E. Keefe Ave., Milwaukee; Hanovia Chemical & Mfg. Co., 100 Chestnut St., Newark; International Business Machines Corp., 590 Madison Ave., N. Y.; International Rectifier Corp., El Segundo, Cal.; International Resistance Co., 401 N. Broad St., Philadelphia; Kemtron Electron Products Inc., 14 Prince Pl., Newburyport, Mass.; P. R. Mallory & Co., 3029 E. Washington St., Indianapolis; Microwave Associates Inc. (Western Union & AB-PT), 22 Cunningham St., Boston; Motorola, 4501 Augusta Blvd., Chicago; National Aircraft Co. (MarVelco div.), Burbank, Cal.; National Cash Register Co., Dayton; National Semiconductor Products, Evanston, Ill.; Pacific Semi Conductors Inc. (Ramo-Wooldridge Corp.), 6316 W. 92nd St., Los Angeles; Radio Receptor Co., Camden, N. J.

Storm warning radar system is proposed by Crosley Broadcasting Corp. which this week filed application with FCC for permission to install "Decca" equipment on 9320-9500-mc at studios of its TV stations in Cincinnati, Dayton & Columbus.

New line of receiving tubes for portable TV sets with series-string filaments was announced by GE. Drawing 450 milliamperes of heater current, they reduce heater power 50%, easing design problems for lightweight compact sets.

Eger V. Murphree, pres. of Esso Research & Engineering Co., was appointed special asst. to Secy. of Defense for guided missiles.



**"LINCOLN-DOUGLAS"** debates on TV probably won't materialize this year—at least not in form proposed last year by CBS pres. Frank Stanton (Vol. 11:22). Chairman Harris (D-Ark.) of House Commerce subcommittee on communications & transportation, who had previously authored bill to amend Sec. 315 of Communications Act along Stanton's recommendations (Vol. 12:5-6), this week introduced substitute measure (HR-10217), wording of which is identical to broadcasting proposals in Senate Majority Leader Johnson's over-all political spending bill (Vol. 12:8).

Significance is that all equal-time bills other than Johnson's appear dead for this session—despite network objections to his bill. Though his bill would permit debates between leading presidential candidates without letting minority parties in, networks see it as a wedge for virtually unlimited free time requests.

In other political developments, Sen. Neuberger (D-Ore.) proposed that Federal Govt. allot \$1,000,000 to each of the major political parties to buy TV-radio campaign time. He said he would offer his proposal as amendment to Johnson bill.

Also this week, CBS-TV announced it was cutting 5-min. rate for political broadcasts in evening to 1/6 of 30-min. cost instead of 30% of hour rate. It's estimated to save national committees of political parties \$20,000 per 5-min. broadcast. NBC-TV indicated it would follow suit with similar program.

NARTB's Freedom of Information Committee, meeting in N. Y. this week under chairmanship of Robert D. Swezey, WDSU-TV, New Orleans: (1) Voted to make state-by-state survey of TV-radio access to proceedings of public bodies. (2) Authorized NARTB to prepare brochure on techniques of covering court trials. (3) Moved to cooperate with other journalistic groups in achieving greater access. (4) Heard descriptions of efforts to increase freedom of coverage in Pennsylvania, Maryland & Tennessee.

**The power of TV:** In Bismarck, N. D., delegates to Nonpartisan League convention this week agreed to post-pone vote on switching from Republican to Democratic affiliation until KFYZ-TV, Bismarck, could get equipment there to telecast proceedings. In Barnesley, England, management of Wharnclyffe coal mines agreed to start late shift an hour earlier "so the men can get home in time to have a glass of beer, watch TV and see their children before they go to bed." British TV signs off about 11 p.m.

**Who wants to watch educational TV?** Ford Foundation's Educational TV & Radio Center would like to know, and has awarded 3 grants-in-aid totaling \$6675 to 3 universities for audience research to find out. The grants, to U of No. Carolina, Michigan State & Houston U (all 3 operating stations), will help finance research to determine who watches educational stations, who wants to watch them and what can be done to attract more viewers.

Radio WGTH, Hartford (5 kw, 1410 kc, MBS, ABC) is being sold for \$240,000 by General Teleradio to Tele-Broadcasters Inc., headed by H. Scott Killgore. Purchaser, which recently placed 200,000 shares on market (Vol. 12:9), owns WKXV, Knoxville; WKXL, Concord, N. H.; WARE, Ware, Mass. and is buying KDUL, Kansas City. General Teleradio is also reportedly buying WGMS, Washington (5 kw, 570 kc, MBS) for \$450,000.

Single application filed this week was for Casper, Wyo. Ch. 6, by KSPR, which once held Ch. 2 grant but dropped it July 16, 1954. Community antenna system in town has since built circulation to about 4000 receivers (see p. 3). [For details of application, see *TV Addenda 22-L* herewith.]

**Quiz shows, Italian style:** Program known as *Double It or Leave It or Leave It or Double It* (depending on which interpreter you patronize), has the unphlegmatic Italians in a substantial frenzy. Beautiful blonde 18-year-old Paola Bolognani came to final part in 5,000,000 lire (\$8300) question, couldn't recall name of one reserve player on championship soccer team of 20 years ago, but master of ceremonies threw up his hands and cried: "You've done well enough without that last name. Everyone wants you to win. You're too pretty to lose." And all Italy beamed. Not so, however, in the case of the contra-fagotto. Mathematics professor Lando Degoli had reached \$4096 plateau when he was asked name of opera in which Verdi used the controfagotto (double bassoon). Prof. Degoli guessed "Falstaff," was called wrong and informed answer was "Don Carlos." Mt. Vesuvius re-erupted overnight when opera experts pointed out that Verdi also employed the controfagotto in "Macbeth." TV network then appointed committee which ruled question misleading, gave Prof. Degoli option of retiring with \$2048 or facing new \$4096 question. "I am no hero," he said. "I'm quitting."

**The critics:** Reviewing movie version of "Patterns," Rod Serling's hit TV drama of last year, *N. Y. Times'* A. H. Weiler saw a film triumph which "proves strikingly that fine drama is universal." But *Herald Tribune's* Wm. Zinsser said: "Its characters and story don't seem quite real . . . It still has a TV look about it—something slightly makeshift." Reviewing March 25 NBC-TV spectacular, "Heaven Will Protect the Working Girl," *Herald Tribune's* John Crosby found it "one of [Max Liebman's] most successful efforts for this year." On other hand, *N. Y. Times'* Jack Gould said: "Mr. Liebman raised the curtain at 7:30, but was most circumspect about not letting any appreciable amount of entertainment appear until 8:55 . . . The commercial interruptions were numerous, fortunately." Crosby and Gould were virtually at loggerheads again over *Studio One* play, "The Tale of St. Emergency." Said Gould: "Not quite great, but oddly effective . . . If it missed, it was not by very much." Said Crosby: "About all I can say of the whole bloody mess is that it was a serious mistake."

**Inroads of TV on radio audiences in Britain** have caused BBC to consider shutting down one of its 3 radio networks, *London News Chronicle* reported this week. According to the plan, "Home" and "Light" programs would be merged, the highbrow "Third Program" continuing full-time under another name. Dropping of one radio service may help pave way for long-anticipated second BBC-TV network.

**Sale of religious air time** was definitely finalized this week by NBC Radio. Billy Graham Evangelistic Assn., thru Walter F. Bennett Adv., Chicago, has bought Sun. 10-10:30 p.m. time period starting April 22 for Billy Graham's *Hour of Decision*. It's first time network religious series has been sold commercially on regular basis.

**Real down-to-earth programming** should be specialty of new AM station in Savannah, Tenn.—which this week was assigned call letters WORM. That call wasn't first choice of CP-holder Florence Broadcasting Co. Apparently a group of animal lovers, it first asked FCC for WCAT, then WBEE, then WCOW, before turning to WORM.

**Critic of commercial practices on TV-radio,** Federal Trade Commission member Lowell Mason speaks at luncheon of Federal Communications Bar Assn., at Washington's Willard Hotel April 3. He'll be introduced by another outspoken critic, FCC Comr. Robert E. Lee.

**Call letter changes:** On April 2, WROW-TV, Albany (Ch. 41) changes to WCDA, and satellite WAST, Haganman, N. Y. (Ch. 29) changes to WCDB, starting regular repeater schedule that day.