

# Television Digest

with **ELECTRONICS REPORTS**

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

**FINANCIAL DATA** on 86 firms engaged in TV-radio and/or electronics, whose stock is publicly marketed, set forth in handy 1950-56 tables (p. 1 & Supplement).

**\$3,250,000 PAID** by NBC, Gillette annually for TV-radio rights to World Series and All-Star games for 5 years — more than price of Athletics' franchise (p. 1).

**ALLOCATIONS PROPOSAL** expected to be endorsed in Senate Committee report. Congress to ask FCC if it means business. More deintermixture sought (p. 2).

**NEWS SCOOP VIA TV** arouses newspaper resentment, but some newsmen defend Attorney General Brownell's right to choose time and media for release (pp. 3 & 4).

**FCC's ANTENNA FARM PROPOSAL** lambasted by broadcasters as surrender to aviation interests, too vague, unduly restrictive to stations (p. 4).

**DECISION-MAKING** process continues, FCC instructing staff to draft decisions favoring Florida-Georgia TV in Jacksonville, WWL in New Orleans (p. 5).

**SMALLER SET MAKERS** dispute Galvin on chances for survival, and tell how they are doing it. CBS-Columbia readying to quit TV-radio manufacture (pp. 9-10).

**BATTERY-OPERATED PORTABLE TV**, with FM radio, now on sale in Britain for use with 12-volt auto or boat battery or AC house current (p. 11).

**AFFILIATES' COLOR STATUS**, as reported by NBC & CBS, shows broad color coverage; 30 can originate local live color, 69 film-&-slide (p. 12).

**NEW STACKED CERAMIC TUBES**, tiny and long-lived, announced by Eimac as it enters receiving tube field; first developed for Air Force (p. 13).

**COMMENTS ON "SCATTER"** allocations filed by 5 companies, though deadline is extended. Attitudes range from caution to all-out enthusiasm (p. 14).

**POLITICAL TIME LAWS** due to remain unchanged for another election campaign, despite batch of bills and strong drive to amend equal time section (p. 7).

**FINANCIAL DATA ON TV-ELECTRONICS FIRMS:** There was so much demand for extra copies of the tabulation of "Financial Data on Major TV-Electronics Companies," published as a Special Report just 6 months ago and then in our last TV Factbook, that we've decided to print the updated version and supply it herewith to our subscribers once again in advance of publication in the next Factbook. Chicago financial consultant Edgar N. Greenebaum Jr., who compiled the tabulation, has added 15 companies to the list, making total of 86, and has set them out in new and handier format which makes it possible to pencil in latest quarterly figures as reported.

Capitalization, sales, pre-tax earnings, net profit, dividends, total assets and price ranges are given for each year since 1950, from which we date the commercial upsurge of electronics -- notably TV, its keystone. Such part of 1956 as has been reported up to July 1 is shown; later figures can be written in.

Note the heterogeneous array of companies, many of them not generally identified in the public mind with TV-radio-electronics or with TV-radio broadcasting. Mr. Greenebaum selected the leading ones whose stock is owned by the public and traded on the exchanges. No effort was made to include the aircraft companies, even though some are more heavily in electronics than in aircraft.

It's our intention to update this list at least as regularly as our Factbooks and to add more companies as warranted. The additions since our Special Report of Jan. 14: American Electronics Inc., American Machine & Foundry Co., Belock Instrument Co., Craig Systems Inc., Eitel-McCullough Inc., General Telephone Co., G.M. Giannini & Co., Litton Industries Inc., Machlett Laboratories, Norden-Ketay Corp., N.V. Philips Gloeilampenfabrieken, Pyramid Electric Co., Siegler Corp., Telecomputing Corp. and Varian Associates.

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

**TV-RADIO RIGHTS SELL AS HIGH AS BALL TEAMS:** Extraordinary \$3,250,000 per year being paid by NBC and Gillette for TV-radio rights to World Series and All-Star baseball game for 5 years starting in 1957 is even more extraordinary when measured against

(1) the \$1,150,000 a year that was paid by NBC-TV, Mutual and Gillette under 6-year contract starting in 1951, and (2) fact that Philadelphia Athletics fetched only \$3,000,000 when sold 2 years ago and that the Detroit Tigers franchise is currently up for sale in neighborhood of \$4,000,000.

Importance of TV to future of baseball itself is further emphasized by new contract, for about 60% of TV-radio revenue is earmarked for players' pension fund. J. Norman Lewis, counsel for major league players, estimates that added take means pensions will be doubled and could mean as much as \$400 per month to each player for life, after reaching retirement-eligibility age of 50.

"The new contract is of tremendous importance to the major leagues because it makes a baseball career one of top security for retirement years," he said. "Where else could a youngster find the protection of a pension of something like \$300 per month at so early an age as 50?"

To club owners, new contract means continuance of high profits derived from TV rights in last few years. It's well-known that TV revenues have propped up some major league franchises beset by falling attendance. To illustrate, the price that Chesterfields pays for sponsoring N.Y. Giants games reportedly exceeds annual payroll of team. Same situation exists in Washington, where National Bohemian Beer's outlay for TV-radio rights exceeds Senators' payroll. It's estimated that the World Series-All Star rights would have commanded even higher price, incidentally, if beer and tobacco sponsors had been permitted to bid.

The high price fetched by new contract reflects, of course, the vast growth of TV audience since first contract was negotiated in 1951. At that time, there were about 10,000,000 TV sets-in-use; by time of 1957 series, sets-in-use should total at least 42,000,000. First contract, incidentally, cost then Baseball Commissioner A.B. (Happy) Chandler his \$50,000-a-year job following protests by players that rights were sold too cheaply in view of impending increases in TV sets-in-use.

Note: Though 5-year price of rights is \$16,250,000, NBC spokesman estimates Gillette actually would pay out minimum of \$21,000,000, including time & production costs, which vary from year to year depending on station lineup, location of games, number of games in series, etc. It's expected series will again be carried in color.

**AFTERMATH OF TV ALLOCATIONS ACTION:** FCC's issuance of allocations rule-making proposal last week (Vol. 12:26) brought in its wake industry jockeying which will continue from now on. Next important development will be the appearance of Commission before 2 Congressional committees for explanation of what its proposal means.

It's pretty clear that Senate Commerce Committee is going to ask Commission to say it really means what it has said -- that it truly intends to deintermix certain markets and promote move of all or most stations to uhf -- when FCC members appear before it July 17-18 at windup of Committee's TV investigation.

It's significant that the Committee's ranking minority member Sen. Bricker (R-Ohio), before FCC acted, had circulated report recommending that Commission move almost precisely as it did. Even more significant is fact his report had approval of majority of Committee -- 8 out of 15. Commission's action made his report moot, in effect, and on July 6 majority & minority staff members drafted a report that is expected to get unanimous approval of Committee when it meets July 11. Essence of report is expected to be a pat on back for Commission, with "keep up the good work" motif. Report may not be issued until week of July 16.

Parallel between Bricker's report and what FCC finally proposed is striking. He said Committee should urge FCC to: (1) Provide for "orderly transfer" of all or most TV to uhf -- "but only after formally finding that uhf technology is mature." (2) Sponsor uhf "crash program of research & development." (3) Increase uhf power ceiling to 5000 kw. (4) "Grant temporary, stop-gap deintermixture." (5) Continue to grant uhf and vhf licenses "consistent with any deintermixture plan adopted." Report also notes great demand for vhf space from industrial users, and concludes: "The undersigned have been advised that the vhf frequencies freed by a mass shift to uhf operation would satisfy needs of such [industrial users] for years to come."

House anti-trust & monopoly subcommittee, headed by Rep. Celler (D-N.Y.), gets into allocations act when Commission comes before it again July 11-13, with at least one day due to be devoted to allocations. Committee got started on subject last week, and one piece of FCC testimony is particularly worth noting -- Chairman McConnaughey's remarks about getting manufacturers to make all-channel sets:

"I believe, Mr. Chairman, and speaking personally, that very likely, come January, we are going to have to come to you gentlemen in the Congress for some assistance in helping implement this problem of transference from the V to the U... As to what type of legislation can be passed, one thing that has gone through my mind has been that the Congress pass legislation that receivers cannot be shipped in interstate commerce unless they are all-channel receivers..." Celler then asked:

"That would be pretty drastic, would it not?" McConnaughey: "That would be pretty drastic." Celler: "I do not know. Perhaps I used the wrong word. I withdraw that." McConnaughey: "It may take pretty definite action. That is all I am pointing out." Thereafter, colloquy revolved around proper use of word "drastic."

Such legislation was first proposed to Congress by ex-Comr. Frieda Hennock in 1954 (Vol. 10:26), but was generally considered impractical or unconstitutional.

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FCC finalized several long-pending allocations proposals, meanwhile, making no mention of last week's deintermixture action, apparently finding no interrelation among them. Several other rule-making proposals were denied, and rule-making was begun on still others. (For details, see p. 5.)

Two uhf stations, meanwhile, asked the Commission to give them deintermixture relief similar to the kind proposed for several areas last week. WKOW-TV, Madison (Ch. 27) asked that the just-started WISC-TV (Ch. 3) be suspended or shifted to uhf pending completion of rule-making. KVDO-TV, Corpus Christi (Ch. 22) requested the removal of Ch. 6 or Ch. 10 -- or that one of them be reserved for educators.

**MAKING NEWS ON TV--THE BROWNELL STORY:** Martha Rountree's new "Press Conference" (on NBC-TV, Wed. 8-8:30 p.m., sponsored by Corn Products Refining Co., thru C. L. Miller agency, N.Y.) got off to a tumultuous start this week -- Attorney General Brownell's announcement of Dept. of Justice plan to file anti-trust suit against General Motors cracking front pages of newspapers.

Fact that a cabinet officer chose the TV vehicle to break such top-hole news -- a story with implicit political overtones, considering that the election campaign is really already under way and the Democrats are accusing Republicans of favoritism toward big business -- released such a flood of editorial indignation as to make the many mentions of Miss Rountree's show look like a press agent's dream.

Main point of editorial offense seems to be that "Press Conference" was used, and may be used again, for the release of exclusive stories "saved up" for it by key govt. officials -- and on a sponsored program, no less. Ironically, the show's main props, as on "Meet the Press," which Miss Rountree sold several years ago, are Washington newspaper correspondents. She invites 16 to participate each week, selected on basis of their specialties, paying each a fee of \$125.

Only the Washington Post, very indignant, has indicated thus far that it may bar its reporters from further participation. Associated Press and New York Times have policy of not permitting their newsmen to take part during a campaign period in broadcasts that "might help make political news." UP imposes no such interdiction.

It remains to be seen whether the newspaper fraternity, with so many of its people identified not only with ownerships of TV-radio stations but with round table and panel shows, will really seek to make this a cause celebre -- and, if they do, what they can do about it. Miss Rountree's next interviewee, as yet unannounced, though she's known to be seeking Gen. Nathan Twining for the first public report on his aero inspection trip to Russia, may be the tipoff as to whether she can continue to break top news and exclusive news with any degree of consistency.

For further details of this story, see p. 4.

**Personal Notes:** Ross H. Snyder, sales mgr. for theatre stereophonic & custom audio products, adds duties of sales mgr. of Ampex Corp.'s new video equipment sales dept., handling videotape recorder; Walter Goldsmith named mgr. of video customer relations, Charles P. Ginzberg chief video engineer, Charles E. Anderson senior video product engineer . . . Jack Poppele, deputy director of USIA in charge of Voice of America, whose resignation becomes effective July 15, will be honored by colleagues at cocktail party July 12 in Hotel Willard, Washington . . . David S. Stevens becomes partner in Washington law firm of McKenna & Wilkinson . . . Robert Schlinkert, commercial mgr., acting as station mgr. of WKRC-TV, Cincinnati, during hospitalization of exec. v.p. David G. Taft . . . J. R. Malloy named supervisor of TV sales, CBC commercial div., Toronto, replacing W. H. Clark, resigned; T. B. J. Atkins and J. R. Kennedy appointed senior TV sales reps; G. Regendanz appointed sales rep in charge of TV sales & service; R. S. Joynt named senior sales rep for radio . . . Jack S. Petrik, ex-WJMR-TV, New Orleans, appointed chief engineer of upcoming KETV, Omaha . . . Vincent Melzac elected v.p. of TPA, continuing as head of international div. . . . John Kelly, ex-mgr., KRBC-TV, Abilene & KTXL-TV, San Angelo, appointed head of Official Films' Dallas office . . . Joe Wohlander named v.p. of Rogers & Cowan, public relations firm handling TV, movie & industrial accounts . . . E. E. (Jim) Eshleman Jr. promoted by Petry to eastern radio sales mgr. . . . Mrs. Helen Murray Hall, mgr. of adv. & promotion, NBC western div., elected pres. of Los Angeles Advertising Women . . . G. B. Gordon, asst. program director of WICS, Springfield, Ill., and v.p. of National Assn. of Christian Broadcasters, appointed production adviser to Christian Telefilm Productions on upcoming TV film series . . . Arnold Alpert returns to *Sponsor Magazine* as adv. director . . . Bill Stinson, news director of WFAA-TV, Dallas, elected first state pres. of newly formed UP Broadcasters Assn. of Texas . . . Carl Zimmerman promoted to asst. mgr. of WISN, Milwaukee, Don O'Connor succeeding him as news director of WISN-TV . . . Charles J. Curran appointed Canadian rep of BBC, succeeding Gordon Winter, returning to London.

**ANTENNA FARM** proposal was thoroughly lambasted by broadcasters representing about 150 TV, AM & FM stations in score of comments filed by week's end on FCC's proposed rule-making to help solve broadcasting-aviation airspace problems. The antenna farm rule was one of recommendations made by Joint Industry-Govt. Tall Structures Committee (JIGSTC), composed of representatives of TV & aviation industries and govt. agencies concerned with tower problem (Vol. 11.41; 12:13).

Commission proposed that all new antennas higher than 500 ft.—erected by new grantees or by existing stations changing antenna sites—should use common structure or antenna farm area approved by Airspace Panel unless they can satisfy FCC that compliance is impossible. While many of the comments generally approved antenna farm concept, just about everybody found something wrong with FCC's proposal. Among principal objections:

(1) It would place aviation interests above broadcasting, permit aeronautic-dominated Airspace Panel to usurp FCC's power to approve antenna sites and heights. (2) It would put burden of proof on the applicant to show that his proposed tower isn't air hazard, reversing traditional procedure. (3) Proposal is premature—JIGTSC hasn't yet worked out criteria to determine what is an air hazard. (3) Proposal is too vague, doesn't define size, location, etc. of antenna farms. (4) Grouping of towers would diminish service—location requirements being different for AM, vhf & uhf. (5) Interaction and interference between antennas on same farm might be intolerable in many cases. (6) All TV-radio communication with citizens of a particular area could be wiped out by one hurricane or enemy bomb.

Among those commenting, and objecting to part or all of current proposal: NARTB, Storer, CBS, NBC, A. Earl Cullum Jr., numerous individual stations. More comments are due, deadline having been extended to Sept. 3.

Ted Estabrook, TV-radio director of Product Services Inc., N. Y. agency handling Longines, among other accounts, is disclosed as purchaser, for undisclosed sum, of WERI, Westerly, R. I. (250-w, 1230 kc) from Wm. Malo.

**SOME EDITORIAL COMMENT** on Attorney General Brownell's release of news of the General Motors anti-trust suit on Martha Rountree's first NBC-TV *Press Conference* July 4, was quite bitter—and stress was laid on fact that the show is commercially sponsored, albeit the advertising copy is institutional rather than hard-sell. July 6 editorial in *Washington Post* bore caption "Sponsored News Leaks" and referred sarcastically to news furnished through the "enterprising magnanimity" of sponsor Corn Products Refining Co.

Some newsmen, especially those covering the Dept. of Justice beat, are especially miffed because the Attorney General has not held a full-dress press conference in Washington since last Oct. The *Washington Post* asserted: "When the Attorney General delays announcement of an anti-trust action to present it under select conditions on a sponsored program, he is manipulating public property to serve a private interest."

The *New York Times'* Arthur Krock called Brownell's telecast an "unabashed and open use of his official position to save an item of vital news, to which all the people were simultaneously entitled, to aid one company to sell its products and to favor a friend." Editorial in the *Times* called it "obviously saved-up news" and posed these questions:

"Is it proper for an official to withhold, until it can benefit and extend the future audience of a sponsored program, a news announcement of such impact as to make Page 1? Will this example of reserving and nurturing a startling news-break for an advertiser's program be contagious? Will it prompt other officials of Cabinet or lesser rank to be sure they are ready with something good for the advertiser's program, so they guarantee a welcome or a return invitation to the program?"

"These are questions that would not apply to a non-sponsored press conference to which all media were invited. . . ."

\* \* \* \*

Washington correspondents seemed less disturbed than their editorialists—some perhaps recalling the ill-starred efforts of their bosses to keep straight news off the upstart radio in the '20s & '30s, only to capitulate when UP began selling its wire service to stations to beat the competition of a then up-&-coming radio news wire.

One correspondent observed to us that it's common practice for govt. officials to release their news to media and at times that seem most advantageous—citing as examples the news breaks consistently coming out of *Meet the Press* and *Face the Nation*, Franklin D. Roosevelt's use of radio for "fireside chats" that were highly newsworthy, President Eisenhower's choice of a filmed press conference to announce his intention to run again—to say nothing of newspaper scoops such as the Yalta Papers released to the *New York Times* and the Truman-

MacArthur Wake Island exclusive in the same newspaper. Currently, there's also a lot of to-do about release of White House documents to *New York Herald Tribune's* Robert Donovan for a newspaper series and the best selling book "Eisenhower: The Inside Story."

"There is nothing in the Constitution that assures newspapers any God-given right to be first with the story," said a top Washington correspondent who is often seen on TV and who works for publishers deeply involved in TV—Richard Wilson, of the Cowles newspapers. "It has been standard practice to save up stories for Monday morning release or for the best timing and placing possible. The timed announcement is a familiar govt. practice. If it weren't Brownell, there wouldn't be all the fuss and bother."

It was *New York Times'* chief correspondent James (Scotty) Reston's conviction that sponsors themselves and the networks won't go for deliberate antagonizing of newspapermen, especially those covering regular beats. He saw danger in any one media being "used" by govt. people for deliberately planting scoops on a regular basis and he was doubtful that the present Administration, enjoying such an overwhelmingly friendly press, will go out of its way to make that press hostile.

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Fact is that Brownell himself decided on the release, telling Miss Rountree about it shortly before the show. Sensing its importance, according to Miss Rountree, she passed around the Brownell statement a half hour before he went on the air, so that the press wires could release it upon delivery. She said she had invited the entire Washington press corps, including rival network newsmen, to be present and made working facilities available to them at the Sheraton-Carlton Hotel. The pre-interview device used by Brownell, she said, was his own—and isn't necessarily standard procedure for future shows.

"What's all the shouting about anyway?" she retorted by telegram to the trade journal *Editor & Publisher*. In planning *Press Conference*, she stated "we have gone to limits which no other press interview on either radio or TV has gone to cooperate with all media. . . ."

"We obtained an understanding in advance with our guest to be interviewed on the show that he remain after the show goes off the air for a continuing press conference to be conducted without cameras. Any correspondent coming to cover the show is free to interview our guest after the show on any points not covered during the show or amplifying subjects discussed. In effect, we are thereby creating a second news-making press conference for the convenience of the press generally. Attorney General Brownell held such an off-air press conference following the first telecast.

"There is no insistence on the part of the producers that the guest interviewed on *Press Conference* open the show by announcing a news story not previously revealed. We invite our guest to take advantage of our vast network coverage and the press on hand at the show and to make such an announcement only if he chooses. The decision is entirely up to him. We are confident *Press Conference* will be interesting and make news whether or not such an announcement is made at the opening of our show, because of the outstanding reportorial astuteness of our press corps. Incidentally, the news correspondents are after news, not necks, and our program is aimed at public service in building a dynamic democracy through an informed America."

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Note: As for the program itself, the critics were quick to point out, as *New York Times'* Jack Gould put it, "that no potentially important subject was pursued in sufficient detail to give the viewer a comprehensive idea of the sig-

ONLY ONE CP emerged from FCC this week—grant of Ch. 58 in Greenfield, Mass. to WWLP, Springfield (Ch. 22)—while decision-making process continues on hard-fought vhf cases. For example, Commission this week instructed staff to prepare decision favoring Florida-Georgia TV Co. for Jacksonville's Ch. 12; examiner had chosen WPDQ. Another recent vote was to draft decision giving New Orleans' Ch. 4 to WWL, reversing examiner who had picked WTPS.

There's many a slip, of course, between these instructions and publicly announced final decisions—for Commission frequently changes its mind.

Fight over Pittsburgh's Ch. 11 progressed another notch this week when examiner Hugh B. Hutchison recommended that Commission reaffirm grant to WWSW Inc. He had conducted hearing on protest of WENS (Ch. 16) which alleged that grantee violated rules on transfer of control, premature construction, change of studio location, etc.

Temporary use of Oklahoma City's educational Ch. 11 was again denied off-air KTVQ (Ch. 25). Channel has been granted to Okla. Educational TV Authority.

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Cleaning up backlog of allocations rule-making and pending petitions, FCC took following actions: (1) Assigned Ch. 6 to Nashaquitsa, Mass. (Martha's Vineyard). (2) Shifted Ch. 3 from Pueblo to Alamosa, Colo. (3) Shifted Ch. 6 from Clarksdale to Greenwood, Miss. (4) Shifted Ch. 13 from Calumet to Marquette, Mich., replacing it with Ch. 5. (5) Added Ch. 34 & 40 to Clarkston, Wash.

It denied petitions to shift Ch. 10 from Roswell to Artesia, N. M., noting that application for it has been filed in Roswell. It also turned down request to add Ch. 11 to Houma, La., stating that petitioners may participate in rule-making which contemplates moving New Orleans' Ch. 4 to Mobile.

Rule-making was begun on these proposals: (1) Add Ch. 33 and/or Ch. 45 to Youngstown or to Youngstown-New Castle. (2) Shift Ch. 8 from Woodward to Elk City, Okla., replacing it with Ch. 35. (3) Substitute Ch. 26 for Ch. 61 in Anderson, Ind., replacing Ch. 26 in Indianapolis with Ch. 77.



First applications for translator stations were filed this week with FCC by James R. Oliver, owner of radio KBIS, for Bishop, Cal. He is seeking Ch. 70 & 72, to be built at total cost of \$10,100 with Adler equipment, operated at yearly cost of \$11,550, relaying programs of KNXT & KRCA, Los Angeles. Total applications now on file with FCC: 128 for stations (including 24 uhf), 2 for uhf translators. [For details see *Addenda 22-Z* herewith.]

nificance of the issue." He said the show had spontaneity and informality, but was rather awkwardly handled in that cameras weren't always on the right spot at the proper time. Brownell's own lack of composure—his shaky hands, toying continually with some object—was quite manifest, but that would seem to add to the personality factor so far as the viewer is concerned.

Lawrence Laurent, *Washington Post*, called show "large and unwieldy" and "a nightmare of technical problems"—pointing out that the guest decides which newsman he'll choose, that audience rarely got name of reporter, that Miss Rountree (appearing only to introduce the guest and the commercials and to close with a headline-type summary) possesses "probably the worst speaking voice in the history of network TV." Laurent's main gripe was that she fails to fulfill the proper function of a moderator, who he thinks should represent viewer—breaking in to see that answers aren't avoided. Brownell was singularly adept on that score.

**Network Accounts:** Industrial giants are moving steadily into network "prestige programs" under influences of intensive personalized selling by networks, reports July 7 *Billboard*, citing as examples Union Carbide & Carbon's purchase of 20 min. on *Omnibus* (ABC-TV), Minneapolis-Honeywell's co-sponsorship of eastern football schedule (NBC-TV). Even more significant, it notes, is fact that such companies as General Dynamics, American Machine & Foundry, Anaconda Copper, Phelps-Dodge, Kennecott and leading airplane manufacturers have asked NBC-TV for pilot prints and details of upcoming *Telescope* film documentary on current events, proposed for this fall, alt. Sun. 4-5:30 p.m. . . Prudential buys *Air Power* documentary on CBS-TV starting Nov. 11, Sun. 6:30-7 p.m., thru Calkins & Holden, N. Y. . . Jello to sponsor Screen Gems' *Tales of the 77th Bengal Lancers* on NBC-TV starting in fall, Sun. 7-7:30 p.m., thru Young & Rubicam . . . Pharma-Craft (cosmetics) to sponsor *Beat the Clock* on CBS-TV starting Sept. 22, when it shifts to Sat. 7-7:30 p.m., thru J. Walter Thompson . . . Toni to be alt. sponsor (with Simoniz) of *Big Story* on NBC-TV starting July 13, Fri. 9-9:30 p.m., thru North Adv., Chicago . . . Tums buys Tue. 7:30-7:45 p.m. period on NBC-TV next fall for undetermined musical show, thru Dancer-Fitzgerald-Sample, N. Y. . . Luden's Cough Drops buys one-fourth of *Captain Kangaroo* on CBS-TV starting July 14, Sat. 9:30-10:30 a.m., thru J. M. Mathes Inc., N. Y. . . Alberto Culver of Hollywood (VO-5 hair dressing) buys alt. Tue. for 13 weeks of *It Could Happen to You* and *Modern Romances* on NBC-TV starting Oct. 9, Mon.-thru-Fri. 4:45-5 p.m., thru Geoffrey Wade Adv., Chicago . . . Peter Pan Foundations to sponsor one-shot *Paris Fashion Preview*, films of Paris fashion openings, on ABC-TV Aug. 29, Wed. 3:30-4 p.m., thru Ben Sackheim Inc., N. Y.

TV's effectiveness in selling autos is pointed up anew in NBC survey of auto dealers and customers in 10 major east & midwest cities, released this week. It reveals that 59% of dealers interviewed said TV was most effective medium for getting people to visit showrooms, 43% preferred newspapers; 59% also said TV does best job of pre-selling prospect, 36% newspapers; 51% indicated TV advertising should be increased, 42% believed it should be kept at present levels; 71% of customers recalled seeing ad for one of top 3 auto brands on TV, 42% of customers recalled seeing ad in magazines; 61% of customers replied that TV ads stood out "most strongly." Advertest Research conducted field research for NBC. Note: Trendex survey of auto dealers in 16 major cities, conducted for ABC-TV and released last week, also reflected TV's strong impact in auto field (Vol. 12:26).

Highest Canadian TV rates now are the \$1000 Class A hour (6-11 p.m. Mon.-Sat. & 5-11 p.m. Sun) of CBC's CBLT, Toronto, Ont. and French-language CBFT, Montreal, Que.—CBLT increasing from \$950 July 1, CBFT from \$900. Other July 1 increases: CBMT, Montreal (English language) base hour from \$680 to \$750; CFCM-TV, Quebec City, Que., from \$400 to \$460; CFPL-TV, London, Ont., \$370 to \$450; CKCO-TV, Kitchener, Ont., \$350 to \$400; CBOT, Ottawa, \$320 to \$400; CFRN-TV, Edmonton, Alta., \$260 to \$325; CBOFT, Ottawa, \$230 to \$300; CBHT, Halifax, N. S., \$200 to \$300; CHSJ-TV, Saint John, N. B., \$250 to \$300; CHCH-TV, Calgary, Alta., \$250 to \$280; CKCW-TV, Moncton, N. B., \$200 to \$250; CJBR-TV, Rimouski, Que., \$200 to \$240; CKSO-TV, Sudbury, Ont., \$200 to \$220.

Rate changes: WGBS-TV, Miami, July 30 cuts base hour from \$500 to \$350, min. from \$100 to \$70, when it loses NBC affiliation to upcoming WCKT (Ch. 7); KOSA-TV, Odessa, Tex. Aug. 1 raises base hour from \$225 to \$250.

**ADVERTISING AGENCIES:** Wm. Wilgus, from TV-radio dept., appointed v.p., J. Walter Thompson Co., Los Angeles . . . W. H. Clerk, ex-CBC, succeeds Wm. D. Byles as TV-radio supervisor, Young & Rubicam Ltd., Toronto, Byles becoming exec. v.p. of Stovin rep firm, Toronto . . . Joel Weisman, ex-WABD, N. Y., named TV-radio producer, Norman, Craig & Kummel; James M. Shivas, ex-Carter Products, joins account group in charge of newly acquired Warner-Lambert Pharmaceutical account . . . Robert Lehman, ex-KNXT, Los Angeles, in charge of *Horace Heidt Show*, joins TV-radio dept., Guild, Bascom & Bonfigli, Hollywood.

Advertising Age survey of advertising conditions in 29 countries, basis of special international advertising section, shows ad expenditures on upswing everywhere, agency structure in many countries undergoing radical changes, TV-radio introduced as new media, admen in short supply nearly everywhere. "Rich market overseas" is theme of information-packed edition. Reflecting growth of field is increase in membership of Export Advertising Assn. to 725 members; its pres. is George E. Kendall, adv. mgr. of International GE, with James L. Gilbert as exec. v.p. with headquarters in New York's Roosevelt Hotel.

Advertising Assn. of the West elects these officers: pres., Earl J. Glade, Salt Lake City consultant, succeeding John Kemp, John Kemp Co., Hollywood; senior v.p., John Hoefler, of Hoefler, Dieterich & Brown, San Francisco; v.p.-at-large, Mrs. Ella Breazeal, Valley National Bank, Tucson; secy., Eugene N. McKim, Western Farm Life, Denver; treas., Burt Oliver, of Foote, Cone & Belding.

Assn. of National Advertisers has published *Newspaper Circulation and Rate Trends*, which it describes as most comprehensive report ever made on subject, designed to determine extent expenditures in the medium go for increased costs and/or increased coverage. It's available to non-members at \$10 from ANA, 155 W. 44th St., N. Y.

Brand Names Foundation Inc., 437 Fifth Ave., N. Y. has released 2 new TV spots, 1-min. & 20-sec., prepared by Dancer-Fitzgerald-Sample Inc. and keyed to Foundation's 1957 theme: "You're Satisfied Most With a Brand That's Made a Name for Itself."

Television Age estimates national spot revenues from TV time sales will aggregate \$317,000,000 this year, which would compare with probable gross network time sales of more than \$500,000,000 (net of about \$375,000,000) indicated by latest PIB figures (Vol. 12:26).

Too small for daily newspapers, 625 U. S. towns have radio stations, according to Radio Advertising Bureau. Concentration is highest in South: 56 in Texas, 44 in North Carolina, 40 in Alabama, 38 in Georgia, 32 in Tennessee, 29 in Florida, 25 each in South Carolina and Virginia.

American Assn. of Advertising Agencies upcoming annual meetings: central region, Blackstone Hotel, Chicago, Oct. 4-5; western, Hotel Del Coronado, Coronado, Cal., Oct. 7-10; eastern, Hotel Roosevelt, N. Y., Nov. 27-28.

ABC-TV Affiliates Assn. board of governors (Friederick C. Houwink, WMAL-TV, Washington, chairman) schedules first meeting at Pocono Manor, Pa., July 16-18, to be joined by ABC executives final day.

June edition of *TV Film Program Directory*, 398 pp. listing of "free" TV film by titles and sources, has just been released by Judy Dupuy's Broadcast Information Bureau, 535 Fifth Ave., N. Y.

Educational TV & Radio Center, Ann Arbor, has released brochure on survey of programs offered by 19 educational TV stations, titled *Educational TV Programming*.

New reps: WNCT, Greenville, N. C. to Hollingbery (from Pearson); WPTZ, Plattsburgh, N. Y. to Hoag-Blair (from McGillvra).

**Telecasting Notes:** Viewing public is offered 4169 feature films a week on TV, and some 73,000,000 home-hours are spent weekly in watching them. These figures were projected by Columbia Pictures' Screen Gems from study of 190 TV markets. In terms of hours, some 5212 are devoted weekly to features, with average TV home offered 20 hours a week of theatrical pictures. Of 4169 total, 782 features were westerns. New York & Los Angeles alone accounted for 270 features a week, including 59 westerns, but not including repeat showings, which weren't considered in the survey. New York's total was 142 (63 westerns), Los Angeles 128 (26 westerns). According to the study, made in April, feature films account for 13% of total U. S. TV programming . . . Clark Gable speaks out on feature releases to TV: "I know the release of some of the pictures I made at Metro years ago will hurt my box-office; I think the industry made and is making a great mistake in selling and leasing its pictures to TV" . . . MGM studio production chief Dore Schary speaks out on movies & TV: "Both movies and TV went in the wrong direction by carelessness in terms of cost and an inclination to go to bigness for bigness' sake. We're always inclined to forget TV has its problems, too. They also face a competitive market for time, also from the movies and other forms of leisure. They can't go on spending all kinds of money for spectaculars forever. They face exactly the same problems we do. And the top creators in TV still prefer to work in the movies" . . . Squabbling honey-mooners: TV and the movies insist on "exposing" one another, the result generally being good entertainment. NBC-TV's *Goodyear Playhouse* July 1 presented "The Film Maker," fictionalized treatment of movie industry's TV problems, complete with eastern banker-stockholder who wants to sell all of the studio's pre-1948 features to TV for \$30,000,000. And moviemaker Elia Kazan plans to make film version of Budd Schulberg's "A Face in the

Crowd," starring Andy Griffith (who got his big-time start on TV). Plot concerns "hillbilly singer who soars to TV fame on his wholesome appeal until he gets the big head" . . . United Artists reportedly offering 150 features, mostly post-1948, for TV distribution, with bidding by NTA, Lou Chesler's Ridgeway Corp., et al. . . . Universal Pictures has ruled out outright sale to TV for its remaining backlog, plans to distribute them itself a la MGM & Columbia—"when the time is right"—though it may sell its shorts . . . Allied Artists, parent of TV film distributor Interstate TV, returns to active TV film production with several pilots in works, including comedy western starring Eddie Bracken . . . Screen Gems has earmarked \$1,000,000 for development of 20 new programs for 1957-58 season; company will have 9 of its shows on networks next season, record for an independent film distributor . . . Trend among syndicators is direct sale to sponsors, if Ziv's sales pattern is any indication. Company reports its sales to sponsors are up more than 20% over last year—52% of its total sales being to advertisers, 48% to stations . . . Truth-in-advertising dept.: Frigicor Corp., makers of auto air conditioners and sponsor of news show on Dallas' WFAA-TV, arranged to hook announcer George Milner to lie detector when he delivers July 7 commercial . . . Steve Allen did it—thanks to guest singer (?) Elvis Presley: July 1 Trendex 8-9 p.m.: *Steve Allen Show* (NBC-TV) 20.2, *Ed Sullivan Show* (CBS-TV) 14.8. Only other NBC stars to break Sullivan's 8-9 p.m. ratings stranglehold were Martin & Lewis.

Westinghouse stations, along with CBS-TV's *See It Now* presentation of "Ballots at Bear Creek," received 1956 School Bell Awards of 7 national groups representing parents, teachers & school boards at National Education Assn. convention this week. Westinghouse was cited for its coverage of White House Conference on Education.

**POLITICAL BROADCASTING LAW** won't be changed before election time—despite flood of bills, most of them aimed at relieving broadcasters of obligation to offer equal time to all sorts of minority and splinter candidates if they give or sell time to major office-seekers. That much is clear as 84th Congress wanes.

The Johnson-Knowland election-law revision bill (S-3308), though sponsored by sizeable majority of 84 Senators, is no longer given much chance of passage. Its provisions include equal-time waiver under certain circumstances. On House side, where hearings have been held on large number of political broadcasting bills, it's doubtful whether any will even see action by Interstate Commerce Committee, much less the full House.

The real drive to amend equal time law in this session of Congress started at May, 1955 NARTB convention in Washington, when CBS pres. Frank Stanton urged changes to present "electronic Lincoln-Douglas debates" between major party presidential candidates (Vol. 11:22). The persistent Stanton was heard from again this week on political broadcasting legislation. In response to recent request by Chairman Magnuson (D-Wash.), he forwarded to Senate Commerce Committee his analysis of all pending Senate political broadcasting legislation. Stanton concluded that he still favors S-2306, introduced in June, 1955 at his request to exempt stations from equal-time provisions when political candidates are presented on news, panel discussion or debate programs.

Facing the reality that equal time law is still unchanged, meanwhile, stations are formulating political time policies for coming election campaign. WTOP-TV, Washington & WMBR-TV, Jacksonville, both owned by *Washington Post*, announced these rules:

No time will be sold to candidates for state & local

offices after primary election. Time will be made available free to such candidates as public service, the amount to be determined by "the degree and extent of local interest and the necessity of providing equal time facilities." Paid political time will be made available for campaigns of presidential candidates, on both announcement and program basis. "The sale of such announcements will be restricted in number to insure equal treatment of qualified candidates. The commercial rate to be charged for such announcements shall be the most favored weekly rates consistent with the maximum purchase a candidate is permitted to make even though the actual purchase is less than the maximum permitted."

Unusual political broadcasting question answered by FCC: If station offers 2 candidates free time and one declines, can it give other one free time without violating equal-time provisions of law? Question was posed for unnamed client by law firm of Cohn & Marks, and Commission responded: "The refusal of one candidate to accept an offer of sustaining time should not foreclose an opposing candidate to whom equal time has been offered from expressing his views. However, whether the candidate who has refused to accept the time offered him would later be entitled to equal time under Sec. 315 in the event he demands it is a matter which would have to be determined in the light of all the facts and circumstances then obtaining."

Canada's 1956-57 federal budget estimates include \$12,000,000 deficit grant for Canadian Broadcasting Corp., which boosts its revenues to \$35,000,000. Deficit grant is for TV only, its operations cost going up to \$40,000,000 from \$30,000,000 last year. Expected yield of \$17,000,000 from 15% excise on TV-radio sets looks doubtful now. CBC-radio gets statutory grant of \$6,250,000.

WACH-TV, NEWPORT NEWS, VA. (Ch. 33) will return to air shortly after FCC approves transfer to United Broadcasting Co., headed by Richard Eaton, the operator of AMs WOOK, Washington; WSID, Baltimore; WANT, Richmond; WARK, Hagerstown, Md.; WINX, Rockville, Md.; WJMO, Cleveland; also holder of uhf CPs for Washington & Baltimore. United recently purchased assets of the twice shut-down Norfolk area station, one of first uhfs on air after freeze, at bankruptcy sale for \$54,000. Included was radio WACH (1-kw D, 1270 kc), also shut down. According to United exec. v.p. Arthur Snowberger, TV outlet will resume with live shows as well as films. It has 1-kw Federal transmitter with Workshop antenna, may later be boosted to 400-kw with GE transmitter on hand in Washington. Rates and management have not yet been announced.

WAIQ, Andalusia, Ala. (Ch. 2, educational) has postponed test patterns to Aug. 1, reports gen. mgr. Raymond D. Hurlbert, for Alabama Educational Television Commission. It has 35-kw GE transmitter on hand, and 4-bay antenna has been installed on 500-ft. tower from Tower Structures Inc. Aug. 15 it's due to join Commission's WTIQ, Munford (Ch. 7) and WBIQ, Birmingham (Ch. 10), operating as part of state educational network.

Sarkes Tarzian's growing broadcast equipment div. reports following equipment sales: vidicon film chain—KAVE-TV, Carlsbad, N. M.; vidicon film chain & dual slide projector—U of Iowa, Iowa City; complete studio package—KFJM, Grand Forks & KDIX-TV, Dickinson, N. D.; 100-slide automatic slide projector—KVIP, Redding, Cal.; KEYT, Santa Barbara, Cal.; KCKT-TV, Great Bend, Kan.; WBAL-TV, Baltimore; KSWM-TV, Joplin, Mo.; KLRJ-TV, Las Vegas, Nev.; WDAY-TV, Fargo, N. D.; WKBN-TV, Youngstown; WLAC-TV, Nashville; KSL-TV, Salt Lake City; WTAZ-TV, Norfolk; KBET-TV, Sacramento; KZTV, Reno.

Equipment shipments and orders reported this week: By Standard Electronics—order for 5-kw air-cooled transmitter from upcoming KILT, El Paso (Ch. 13), due on air this summer; also for 25-kw transmitter for KSWB-TV, Roswell, N. M. (Ch. 8), and 25-kw amplifier for WWTW, Cadillac, Mich. (Ch. 13), planning boosts to 316-kw. By DuMont—5-kw transmitter & studio equipment to be shipped July 11 to upcoming KAVE-TV, Carlsbad, N. M. (Ch. 6), planning start this summer. By RCA—25-kw transmitter July 3 to WBUF-TV, Buffalo (Ch. 17).

Five new Electronicam units have been delivered to DuMont Electronicam Production Services at Adelphi Theatre studio in New York, doubling DuMont's film recording capacity. Mgr. John Auld announced these Electronicam users: Agencies—McCann-Erickson, Campbell-Ewald, Kenyon & Eckhardt, C. L. Miller, Lambert & Feasley. Sponsors—Westinghouse, Chevrolet, CIT, Beech-Nut, Schick, Ronson, Revlon, Charles Antell, Karo, Mazola. Shows—Guy Lombardo, Les Paul, George Jessel.

Keen competitors WFAA-TV (*Dallas News*) and KRDL-TV (*Dallas Times-Herald*) joined forces at Dallas Salesmanship Club luncheon last week to tell story of their joint Hill Tower Corp. enterprise—operating from same tower with candelabra design that enables their antennas to have equal height of 1521-ft. above ground. They call it the "second tallest man-made structure in the world," tallest being 1572-ft. tower of KWTW, Oklahoma City.

Closed-circuit TV system was bought by BBDO as "a logical part of the agency's TV equipment." The GPL equipment will be used for preliminary checks on art work, photographs & package designs to see how they register on black-&-white TV, and for auditioning models and actors to test their "TV looks."

Billboard's annual TV program & talent awards: best network program, *Phil Silvers Show* (CBS-TV); actor, Phil Silvers; actress, Loretta Young, *Loretta Young Show* (NBC-TV); public service & cultural, *Omnibus* (CBS-TV); best network adventure program & performer, *Dragnet* and Jack Webb (NBC-TV); children's, *Disneyland* (ABC-TV) and Bob Keeshan, *Captain Kangaroo* (CBS-TV); quiz or audience participation, *\$64,000 Question* (CBS-TV) and Groucho Marx, *You Bet Your Life* (NBC-TV); comedy-variety, *Ed Sullivan Show* (CBS-TV) and Sid Caesar, *Caesar's Hour* (NBC-TV); best 90-min. show, *Wide World* and Dave Garroway (NBC-TV); musical, *Your Hit Parade* (NBC-TV) and Dinah Shore, *Dinah Shore Show* (NBC-TV); drama, *Climax* (CBS-TV) and Loretta Young, *Loretta Young Show* (NBC-TV); situation comedy, *Phil Silvers Show* and Phil Silvers (CBS-TV); daytime, *Matinee Theatre* (NBC-TV); best syndicated film series, *Highway Patrol* (Ziv); actor, Broderick Crawford, *Highway Patrol*; actress, Ann Sothern, *Susie* (TPA); public service & cultural, *Confidential File* (Guild); best 30-min. syndicated adventure series & performer, *Highway Patrol* (Ziv) and Richard Carlson, *I Led Three Lives* (Ziv); comedy, *Life of Riley* and Wm. Bendix (NBC Film); western, *Wild Bill Hickok* (Flamingo) and Gail Davis, *Annie Oakley* (CBS Film); mystery, *Badge 714* and Jack Webb (NBC Film); drama, *Star Performance* and Dick Powell (Official Films); musical, *Rosemary Clooney Show* (MCA-TV) and Patti Page, *Patti Page Show* (Screen Gems); sports, *Championship Bowling* (Schwimmer); documentary, commentary or instructional, *Victory at Sea* (NBC Film); news, CBS Newscast.

Radio sales approved this week by FCC: (1) WGTH, Hartford, Conn., for \$240,000 (Vol. 12:13) by RKO Tele-radio Pictures Inc. to Tele-Broadcasters Inc., headed by H. Scott Killgore, which also operates WKXL, Concord, N. H.; WARE, Ware, Mass.; WKXV, Knoxville, Tenn.; KUDL, Kansas City. RKO Teleradio's sale of WGTH-TV to CBS (Vol. 12:8, 18) still awaits decision on protest hearings. (2) WATW, Ashland, Wis., for \$55,000 (Vol. 12:24) by owners of WJMS, headed by gen. mgr. Wm. L. Johnson, who also plan to dispose of their 55% of WIBK, Iron River, Mich., before proceeding with construction of WJMS-TV (Ch. 12). Buying WATW are Eugene A. Halker & Gordon F. Schluter, 33.3% each; Norman C. Hoeffler, 20%; Terry E. Trott, 13.4%. They also own WFPF, Park Falls, Wis.

Correction: In story on projected \$3,500,000 sale of WTVT, Tampa (Ch. 13) to *Daily Oklahoman* interests (Vol. 12:26), there was incorrect statement as to the WTVT deficit. According to management, sentence should have read: "Station's deficit was \$54,021; for the 8 months to May 31, 1956 the net profit before taxes was \$162,583." We regret the error.

Educational WQED, Pittsburgh (Ch. 13), which supports itself by funds solicited from public, has set goal of \$200,000 for campaign it will launch Sept. 4 with Edward J. Magee, management consultant, heading council including some of city's most prominent citizens.

GE's WRGB & WGY, Schenectady, should be in new home on Balltown Rd. by mid-1957; ground-breaking ceremonies for big \$2,000,000 TV broadcasting center with 54,000-sq. ft. building and 9000 ft. of studio area were held recently.

Request to start pay-TV on grantee WCAN-TV, Milwaukee (Ch. 25), filed by Lou Poller, was opposed this week by NARTB which told FCC that approval would constitute prejudgment of pending subscription-TV case.

Another radio station enters community antenna business, pres. G. Don Thompson of KAMO, Rogers, Ark., reporting he plans to begin in Aug.



**IS THERE A PLACE FOR SMALL TV MAKER?** Paul V. Galvin's recent prediction that mere 6 or 8 top manufacturers will survive when TV industry is finally "shaken down" has stirred up lively comment from all levels of the trade. Whether or not you agree with the veteran founder-president of Motorola, generally ranked as 4th largest TV manufacturer and very important also in auto radio, communications equipment and electronics production, there's no getting around the fact that the number of TV manufacturers has been reduced in last 6 years from 100 to about 50. Quite a few went out of TV business last year and during first half of 1956, and it would seem that prospects for many smaller manufacturers are anything but encouraging.

Is TV therefore following pattern of auto industry, dominated by handful of industrial giants? And if so, what impact will it have on distributors and dealers? Finally, is there a pattern of survival at hand for the marginal TV producer?

We checked several set makers, large and small, for reaction to the Galvin thesis -- and found general agreement that the industry is certainly due for further attrition. Beyond that generalization, opinions varied. A few of the "very big" were inclined to agree with Galvin, but most said they thought his figures far too low, others felt them reasonable. Few wanted to be quoted on so touchy a subject.

Many little-publicized set makers -- depending largely on private-label trade -- admitted that their future in TV is far less encouraging than, say, 3 years ago, but were optimistic about their chances of sticking it out, provided they can contain their TV production in a narrow range and not try to slug it out with majors.

Most preferred not to be quoted, though their answers followed same general pattern. Trav-Ler Radio pres. Joe Friedman, typifying reaction of many, said the independent producer can stay in business and make a profit by keeping production costs low, making prices competitive and working more closely with key dealers on special market requirements. He stressed necessity of concentrating on efficient operations, reducing number of sets in line if necessary to cut down inventories.

Several others added other angles. Said one: "The key to our survival lies in specialized selling. We are not in any sense competitors with big, full-line manufacturers." Said another: "We must produce something that need not meet a specific price range. Ours is a custom business designed to meet specific needs and we must keep it that way if we are to last in TV."

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Some of industry conditions unfavorable to smaller TV makers are self-evident. Trend to full-line production by big manufacturers, and the fierce competition which has resulted, has siphoned off best distributors in many markets, leaving very slim pickings for smaller manufacturers. There's increasing importance of brand names, as evidenced by fact that top 10 manufacturers account for estimated 80-85% of all sets produced. There's the high cost of a hard-hitting advertising program designed to keep brand names constantly before trade and public. And there's also the cost of keeping abreast of latest engineering developments.

Note: Fall-winter edition of our TV Factbook, due about Aug. 1, includes Directory of U.S. and Canadian TV manufacturers and assemblers, listing addresses, phone numbers, brands, executive personnel. We list 54 TV manufacturers in U.S., 20 in Canada. Among significant absentees from our last Factbook 6 months ago are Sentinel and Sparton, both bought by Magnavox; Raytheon TV-radio div., purchased by Admiral; Stromberg-Carlson, which quit TV production. Only addition is Hotpoint. For first time, too, we list all foreign manufacturers and assemblers of TV receiving equipment -- 248 in 13 countries.

**CBS-Columbia Status:** There seems to be little doubt, though formal statement hasn't yet been issued, that CBS-Columbia is quitting TV-radio production -- for all distributor franchises were cancelled this week, effective Aug. 2, all tools & dies

and some components have been sold to Trav-Ler, and there have been more reductions in personnel and inventories. Many production employes got notices of indefinite leaves of absence instead of customary 2 weeks when Long Island City plant shut down for "vacation" July 1. Pres. H.C. Bonfig said military backlog is being worked off. Rumors of mergers continue, none verifiable -- and inquiries about them elicited the information only that CBS-Columbia has not figured in proposals involving Philips, Hoffman and the Paramount holdings in DuMont. It develops that Borge Hanson-Moller, of Los Angeles investment house of Wm. R. Staats, first tried to promote a Chromatic Labs-DuMont-Hoffman merger, which got nowhere, though Hoffman has long wanted eastern manufacturing facilities and had talked with Paramount about acquiring interest in DuMont (but only for its TV stations, says Hoffman). Philips does not enter into picture in any way, so far as we can learn. And DuMont pres. David T. Schultz says: "DuMont is not involved in any discussion or negotiation with respect to a merger."

**Production:** TV output totaled 98,597 week ended June 29, bringing unofficial production for first 6 months to about 3,400,000, compared to 3,828,793 in first 6 months of 1955. Radio production totaled 199,017 (58,491 auto) week ended June 29, bringing 6-month output to about 6,900,000, as against 7,058,889 in first half year ago. RETMA this week placed official 5-month TV production at 2,862,177, radio output at 5,585,390 (2,017,395 auto), as against 3,238,820 TVs & 5,853,954 radios in first 5 months of 1955. Of the 467,913 TV sets produced in May alone, 58,116 were equipped for uhf at factory -- in addition to unspecified number in field.

**Retail Sales:** Though RETMA reported a 13% decline in retail sales of TV sets in first 5 months from corresponding period of year ago, it's encouraging to note that sales in May exceeded May 1955 -- first month this year that 1955 level has been exceeded. Sales in first 5 months totaled 2,428,888, compared to 2,772,648 in first 5 months year ago. May sales were 392,080, as against 347,630 in May 1955. Radio sales in first 5 months of 1956, excluding auto sets, totaled 2,551,272, compared to 2,007,631 in same period year ago.

**Trade Personals:** Martin S. Bennett, director of RCA regional operations since Oct. 1954, elected to new post of corporate merchandising v.p., in charge of distribution and of regional offices, adv. & sales promotion, and economic planning . . . Herman F. Lehman named gen. mgr. of Frigidaire div., serving also as v.p. of parent General Motors, succeeding Mason M. Roberts, retired; C. H. Menge resigns as exec. v.p. of Eljer Co., Pittsburgh (kitchen cabinets) to become Frigidaire gen. sales mgr. . . . C. F. Worthington appointed sales mgr. of Whirlpool-Seeger's upcoming refrigerator line . . . Jack Haizen, ex-pres. of Olympic Appliances Inc., N. Y., appointed exec. v.p.-gen. mgr. of Masters Inc., N. Y., reputedly nation's largest TV-radio-appliance discount chain . . . J. Albert Stobbe, N. Y. consulting engineer, attorney & radio amateur, elected to board of Staver Co., Bayshore, L. I., maker of tube shields, etc., succeeding the late Marshall R. Germond . . . Dr. W. R. G. Baker, newly elected RETMA pres. who retires from GE next year at mandatory age of 65, subject of highly laudatory article in business section of Sun. July 1 *New York Times* . . . Henry Schmalz, mgr. of color development, Thomas Electronics, promoted to chief engineer . . . Robert S. Windt resigns as CBS-Columbia public relations director to join Bernard Relin Assoc., N. Y. public relations firm . . . Robert R. Payne, ex-Sylvania, promoted to adv. mgr. of Bell Aircraft . . . Gregory W. Eleock named Motorola regional mgr., Pittsburgh . . . Willis Wardlow, ex-Capitol Records, named branch operations mgr., Columbia Records . . . Wm. F. Sharkey promoted to adv. mgr., I.D.E.A.

Joseph R. Pernice, chief of electronics section of NATO production & logistics div., appointed managing director of Collins Radio Co. of England Ltd., organized in London last year as subsidiary of big Cedar Rapids firm.

Harold W. Schaefer, engineering v.p. of Philco appliance div., promoted to v.p. in charge of all operating depts. of appliance div., reporting to v.p.-gen. mgr. Raymond A. Rich. Other Philco executive changes announced this week: Albert J. Rosebraugh, appliance div. sales v.p., named mgr. of refrigerator & freezer dept.; Jack Cherry, mgr. of air conditioning & electric range dept.; W. L. Schubert, mgr. of home laundry dept.; Owen Klepper, merchandising mgr., appliance div.; H. W. Schulze, mgr. of engineering services; Robert Houtz, mgr. of builder & kitchen sales; E. G. Lipski, mgr. of laundry equipment engineering; J. Earl Harris, mgr. of electric range engineering.

Raytheon is reimbursing employes of one-year or more standing for tuition, fees, books, etc. if they attend evening college classes for scientific training. Program to encourage professional advancement is under guidance of Dr. I. A. Getting, v.p. for engineering research. Currently, about 200 employes with engineering classifications are enrolled, in addition to which about 30 professional employes are taking courses in their own fields and several are studying for masters degrees at Harvard & MIT.

Memorial to Nikola Tesla, in form of copper-plated death mask mounted on a marble pedestal, was unveiled June 25 in N. Y. offices of *Radio-Electronics*, whose publisher Hugo Gernsback was an intimate friend; centennial of the inventor's birth will be celebrated July 9.

M. Barry Carlton, 36, gen. mgr. of Magnavox govt. products div., was among 128 killed in mid-air collision of 2 airliners over Grand Canyon June 30. He was en route from west coast to Chicago. Carlton joined Magnavox in 1954 after serving as exec. director & coordinator of reliability in office of Secy. of Defense. Survivors are his wife, daughter, mother, 2 brothers.

**Topics & Trends of TV Trade:** The British have gone us one better in TV portability—E. K. Cole Ltd. (Ekco) having put its long-heralded AC-battery TV-radio on the market at price slightly under \$200. New Ekco set, with 9-in. aluminized round picture tube, is designed for plug-in operation on British 220-volt line current or to any 12-volt battery source; latter gives about 12 hours of picture before necessity of recharging.

Battery is not contained in set, which is designed for indoor-outdoor use wherever 220 or 12-volt source is available. Ekco recommends it for trailers, boats, picnics—plugged into auto's electrical system—as well as for the week end cottage, etc., and claims picture is bright enough for outdoor viewing. Set has carrying handle, pull-out antenna, FM radio, 7x4-in. elliptical speaker, battery consumption of 7 amps at 12 volts. Dimensions are 13½-in. high, 10½-in. wide, 15½-in. deep. Weight is about 35 lb. It's finished in grey & green leatherette.

Connecting TVs to 6 or 12-volt battery source is idea explored by several manufacturers here. American TV & Radio Co., St. Paul, is marketing series of inverters to permit portable TV sets to be plugged into auto cigarette lighter outlets. In recent publicity stunt, Emerson demonstrated how well its new portable works in auto—but no set especially designed for battery operation has yet been introduced here.

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Olympic Radio, which has asked stockholders to vote Aug. 1 on change of name to Unitronics Corp. to reflect broader electronics base, this week purchased Presto Recording Corp., Paramus, N. J., maker of recording & playback equipment, for undisclosed cash price. It will be operated as subsidiary, with George J. Saliba remaining as v.p.-gen. mgr. Earlier this year, Olympic purchased David Bogen Co., maker of hi-fi equipment (Vol. 12:4), part of whose manufacturing will be transferred to 80,000-sq. ft. plant adjoining Presto factory. Also to be announced shortly is acquisition of a west coast electronics firm.

How Crescent Industries Inc., which sales mgr. James F. White asserts is well on the way toward rebuilding as one of the nation's leading manufacturers of recording equipment, was rescued from near bankruptcy after Warwick Mfg. Co. took over last year, is recounted in interview with White in May 20 *Sales Management*—reprints of which are being distributed by Crescent's agency, Gourfain-Cobb Assoc., Chicago. Besides Warwick and Pacific Mercury, prime suppliers of Sears Roebuck, customers for Crescent automatic record changers now include Columbia Records, Motorola, DuMont.

Magnavox's plans for Sentinel TV-radio-phono brand, which it purchased in Feb. (Vol. 12:8), will be revealed at meeting of Sentinel distributors at Chicago's Edgewater Beach Hotel, Aug. 1-2. New Sentinel line will be shown, along with details of merchandising program and "a newly developed distributor's franchise . . . which will guarantee the distributors a clean-cut operating formula and insure satisfactory profits." Note: Magnavox also scheduled meeting of Spartan div. merchandisers at Edgewater Beach, July 6-11, to discuss fall programming.

Govt. "freeze" on steel uses during current strike does not apply to "cover" sheet steel used in production of TV sets, air conditioners and other appliances, according to Wm. C. Trupner, director of Commerce Dept. industrial mobilization. Only steel in finished or semi-finished form is affected, he said.

Trav-Ler Radio's new line of 7 basic TV models, introduced this week, starts with 17-in. portable at \$100, goes up to 21-in. 3-way combination at \$350. Other models are 21-in. tables, \$150, \$160, \$170; 21-in. console, \$170; 21-in. combination, \$280.

Hotpoint's new "Hi-Vi" TV line will be promoted in newspapers, radios & magazines starting in Sept., thru Needham, Louis & Brorby, Chicago.

Sylvania's Fullerton, Cal. picture tube plant has been doubled in size to 101,000 sq. ft. with completion of 50,000 sq. ft. addition this week.

**DISTRIBUTOR NOTES:** Motorola appoints newly formed Joe L. Pleasants Inc., Charlotte, succeeding McClain & Pleasants Inc.; Lehigh Valley Distributors Inc., Hazleton, Pa. (Oscar Mannon, pres.), replacing Big Boy Auto Parts Co.; City Electric Co., Syracuse (Jack Isaacs, pres.), replacing B. H. Spinney Co. . . . Sylvania establishes factory branch in Boston (Harley T. Litteral, gen. mgr.) . . . Whirlpool-Seeger appoints RCA Victor Distributing Corp., Los Angeles (H. C. Chapman, v.p. in charge); Jerry Achtenhagen & Sons Inc., San Diego (O. F. Achtenhagen, pres.); Ohio Appliances Inc., Cincinnati (R. C. Euchenhofer, pres.) . . . Hoffman Electronics appoints Western Supply Co., Salt Lake City (G. Lamont Richards, pres.) and Midland Distributing Co., Milwaukee (A. E. Bramucci, pres.) . . . Motorola-Chicago appoints Jerome A. McCann, ex-Zenith Radio, as sales mgr. . . . Buhl Sons Co., Detroit (Philco) appoints R. B. Lambert gen. sales mgr., Larry London electronics sales mgr. . . . Peirce-Phelps, Philadelphia (Admiral) promotes Everett L. Peirce to major appliances sales mgr. . . . Bimel Co., Cincinnati (Admiral) names Robert Helmick, ex-Griffith Distributing Co., as sales mgr., replacing Charles Heitz, resigned . . . GE Appliance Co., Pittsburgh, promotes Robert F. Patterson to TV sales mgr., succeeding Howard Doolittle, now merchandising mgr. of Hotpoint appliances; Paul Burgis transferred to GE Supply Co., Philadelphia, as merchandising mgr. of appliances . . . GE Appliance Co., Bridgeport, named Ralph B. Knapp mgr. of TV dept. . . . Allied Appliance Distributors, Baltimore (Emerson) promotes Wally McGregor to sales mgr. . . . Washington Wholesalers, Washington (Sylvania) appoints Henry Berwanger, ex-Raytheon district mgr., as administrative director in charge of operations.

Thorium explosions at Sylvania Bayside, N. Y. plant July 2 created temporary scare, sending some 300 employees, firemen and policemen for blood tests for fear of radioactive contamination—but Sylvania and govt. officials were quick to point out that the radiation wasn't dangerous. Nine employees were injured by the 2 explosions, 4 critically. Windows of second-floor laboratory were blown out and 10x20-ft. hole blasted in floor.

Popular song written by an electronic brain will be premiered July 15 on *Adventure Tomorrow* over KABC-TV, Los Angeles. ElectroData div. of Burroughs Corp. claims its songwriting Datatron computer can turn out more than 1000 melodies an hour based upon a mathematical expression of melody-writing laws that date to Bach and Mozart. Tin Pan Alley note: Experiment is deemed of mathematical importance only.

First police microwave TV operation (Vol. 12:5, 7) received green light this week from FCC with authorization for State of Ohio Dept. of Highway Safety to install station in Bureau of Automobile Licensing & Records Bldg., Columbus. Circuit will be used to transmit auto registration data to State Highway Patrol headquarters in that city. CP was granted subject to filing of equipment data.

Indiana Steel Products Co., prime supplier of permanent magnets for TV-communications equipment, has purchased Stearns Magnetic Inc., Milwaukee; earlier this year, it bought out Hayward Tyler Foundries Ltd., Canadian maker of stainless steel castings.

Nippon TV Network celebrates its 3rd anniversary week of Aug. 27, which will be occasion for salute by Voice of America.

**Color Trends & Briefs:** Analysis of color status of CBS-TV & NBC-TV affiliates, as reported to us by the networks, shows why virtually everyone who can receive TV is also in range of color signals. With more than 90% of population in range of TV, it's good guess that 85% or more could also get color—despite fact ABC-TV doesn't yet offer color and hasn't set definite target date for start.

Tabulation of color capabilities of CBS & NBC affiliates, to be included in our forthcoming Fall-Winter *TV Factbook*, discloses: (1) All basic affiliates of both can re-broadcast network color. (2) Of each network's interconnected non-basics, 58 are also equipped to take network color. (3) Local live originations can be produced by 18 NBC-TV affiliates, 12 CBS-TV. (4) Local film-&-slide colorcasts can be offered by 38 NBC-TV affiliates, 31 CBS-TV.

Stations' plans for acquiring local color equipment remain quite fluid, a study of past target dates shows. However, reports from networks currently show 12 NBC and 4 CBS affiliates indicating intentions of acquiring live color cameras this year, 10 NBC and 7 CBS planning to install film-&-slide gear.

\* \* \* \*

To ease color set purchases, 10%-down-&-36-months-to-pay financing has been established by First Pennsylvania Banking & Trust Co., Philadelphia. In Feb. (Vol. 12:6), bank had relaxed financing to 10%-&-24 months from black-&-white's 15%-&-24 months. Other banks with 10%-&-36 months arrangements: First National City Bank of N. Y.; Equitable Trust Co. of Wilmington; First Camden National Bank, Camden, N. J. In announcing new terms, Philadelphia bank wrote dealers: "There is ample evidence to support the contention in some quarters that color TV will soon attain the prominence originally predicted for it . . . It now remains for us to provide financing on terms which your customer will find most attractive, acting both as a sales stimulant and a good profit factor."

Orders for 880 color sets have been placed with Raymond Rosen & Co., Philadelphia RCA distributor, by 220 dealers signing new franchise agreements. Franchise terms require dealers to stock 3-4 color sets, 2 portable black-&-white sets, 11 others. The 220 dealers constitute about 2/3 of Rosen's dealers. Reporting the color orders, v.p.-sales mgr. Jack Rosen added: "Color TV is big business with us and we expect to do more on color this fall than a lot of our competitors will do with black-&-white."

Avco consolidated net income for first half of fiscal year to May 31 fell to \$28,716 after income tax credit of \$347,000, so that loss from operations was \$318,284 compared to net profit of \$447,983 after tax deduction of \$106,000 in same 1955 period—this despite fact sales went up to \$167,884,606 in first half vs. \$136,708,269 in same 1955 period. Chairman-pres. Victor Emanuel said competitive conditions in TV-appliance field and increased costs were chiefly responsible for adverse profit picture and indicated third quarter outlook isn't much better.

Consolidated TV & Radio Broadcasters Inc. (Bitner group), being sold to Crowell-Collier as soon as stock transfers are arranged (Vol. 12:21), in first half of 1956 fiscal year ended May 31, earned net profit of \$517,659 (85¢ per share on 607,200 shares outstanding), on revenues of \$4,304,541. This compares with \$490,149 (81¢) on sales of \$3,531,375 in the same 1955 period. Profit before taxes was \$1,094,490 vs. \$1,032,436 in 1955 period.

Very bullish reports on Sylvania were issued by Walston & Co., 120 Broadway, N.Y. June 22 and again in market letter of June 28.

## Network Color Schedules

(July 9-22, 1956)

July 9—NBC: *Matinee Theatre*, 3-4 p.m.

July 10—NBC: *Matinee Theatre*, 3-4 p.m. (standby basis due to All-Star baseball game).

July 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.

July 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

July 13—NBC: *Matinee Theatre*, 3-4 p.m.

July 14—CBS: *Gene Autry Show*, 7-7:30 p.m.

July 15—NBC: *Zoo Parade*, 5-5:30 p.m.; *The Sunday Spectacular*, "The Bachelor," 7:30-9 p.m.

July 16—NBC: *Matinee Theatre*, 3-4 p.m.

July 17—NBC: *Matinee Theatre*, 3-4 p.m.

July 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.

July 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

July 20—NBC: *Matinee Theatre*, 3-4 p.m.

July 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.

July 22—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.

Color time sales reported by NBC's all-color WNBQ, Chicago, daily 30-min. afternoon film series, for 8 weeks beginning July 9, to Kingston Distributors-Rodney Inc., thru Ray Freedman & Assoc.; Sun. 30-min. afternoon feature film program, for 52 weeks beginning July 1, to Community Surplus Stores, thru Olian & Bronner Inc.; 5-min. Wed. night *Dorsey Connors* program, for 9 weeks beginning Aug. 1, to Slenderella International, through Management Assoc. of Conn.

Exhibit showing how color TV works has been set up by NBC outside Studio 8H viewing room. Produced by Bertell Inc., it comprises 8 illustrations showing how color image flows from studio to receiver.

"Bicolorimeter" is device developed by KVOO-TV, Tulsa, for transmission of black-&-white slides in color. It produces any of the 3 basic primary colors with its complementary color.

Color lab for N. W. Ayer & Son will be provided by SRT Television Studios under contract announced this week. SRT will test color-TV material and train personnel for Ayer.

RCA shipped three 3-V color film cameras to CBS, Los Angeles, and one live studio color camera to KOMO-TV, Seattle.

A 400-sq. ft. "color TV theatre" for display of RCA sets will be opened in about 3 weeks by Gimbel's, N. Y.

Dixie electronics boom: Southern Assn. for Science & Industry reports some 200 electronics plants have been built in the South in recent years. Employment in Dixie electronics and related industries is now close to 100,000. GE with 20 scattered plants and Western Electric with 5 in N. C. are among biggest. Fla., Tex., N. C., Ky. & Md. are reported to be fastest growing southern states in electronics. Movement is in line with govt. shift of military aviation facilities southward.

Second-half 1956 outlook for electronics is "very favorable," Commerce Secy. Weeks predicted this week in his midway business survey. His forecasts: Factory output to hit \$6.8 billion for full year, 8% above 1955. "The TV receiver market is highly competitive, but factory sales for 1956 are expected to pass the \$1 billion mark. Portable TV receivers are in demand and color TV sales are going up."

Prospectus covering proposed sale of 210,000 shares of newly formed open end investment fund, Nucleonics, Chemistry & Electronics Shares Inc. (Vol. 12:23), was issued last week by Lee Higginson Corp. Price to public would be \$10 per share of \$1 par stock, of which 5,000,000 shares are authorized.

## 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 to July 1, 1956 by*

EDGAR N. GREENEBAUM JR., Financial Consultant in Electronics,  
135 So. LaSalle St., Chicago, Ill., Financial 6-2137

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

### ADMIRAL CORP. (NYSE)

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

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$230,397,662	\$37,775,281	\$18,767,554	\$9.73	\$1.00	\$ 67,960,665	39¼ - 17¼
1951.....	185,925,058	18,725,621	9,586,833	4.97	.88	68,756,734	29¾ - 20¼
1952.....	190,724,326	18,942,133	8,711,133	4.43	.83	87,530,549	32¾ - 24¾
1953.....	250,951,605	21,340,565	8,213,165	3.48	1.00 + 20% stk.	107,642,418	32¾ - 18¾
1954.....	219,565,089	15,581,974	6,547,974	2.78	1.00	109,126,766	29¼ - 18¼
1955.....	202,361,797	5,896,866	2,426,866	1.03	1.00	104,823,433	30¼ - 20¼
1956 (1st qu.).....	48,663,959	2,655,990	1,310,336	.55	.50	.....	22½ - 17½

### AEROVOX CORP. (Unlisted)

Capitalization  
Debt: \$4,091,590  
Common: \$1 par, 870,851 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$23,751,172	\$3,428,572	\$1,749,418	\$2.51	\$ .30	\$11,682,140	12¼ - 4½
1951.....	22,574,370	1,610,182	779,353	1.11	.60	12,640,361	10½ - 6½
1952.....	22,460,917	1,987,215	940,440	1.35	.60	12,633,317	10½ - 6½
1953.....	27,064,814	2,185,824	1,074,582	1.54	.60	14,314,803	12¾ - 9
1954.....	28,016,539	1,520,120	860,828	1.04	.45	15,266,982	12 - 8¾
1955.....	25,480,214	994,003	480,956	.55	5% stk.	15,896,999	13¾ - 8
1956.....	.....	.....	.....	.....	none	.....	8¾ - 6

### AIRCRAFT RADIO CORP. (Unlisted)

Capitalization  
Common: \$1 par, 291,646 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,360,292	\$ 596,214	\$296,414	\$1.06	\$ .60	\$2,852,417	6¾ - 5
1951.....	7,444,324	1,731,828	348,856	1.25	.70	6,364,882	9 - 6½
1952.....	8,995,835	1,464,897	389,897	1.39	.75	6,094,349	8¾ - 7¾
1953.....	9,424,869	1,590,611	390,611	1.40	.75	6,510,587	10 - 8
1954.....	8,460,347	1,551,127	576,127	2.05	1.05	5,507,435	17 - 7¼
1955.....	7,479,731	888,994	434,994	1.49	.90	6,176,995	21 - 12½
1956.....	.....	.....	.....	.....	.40	.....	19 - 14¼

### AMERICAN BOSCH ARMA CORP. (NYSE)

Capitalization  
Debentures: \$2,014,000, 3¼s, due Nov. 1964  
Preferred: 5% cumulative serial preferred Series A & B, \$100 par, 21,200 shares.  
Common: \$2 par, 1,740,037 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$35,643,481	\$5,200,242	\$2,545,242	\$1.88	\$1.05	\$22,135,487	20 - 10¼
1951.....	75,898,047	7,894,820	2,607,820	1.91	1.20 + 20% stk.	45,580,299	17½ - 12¾
1952.....	90,539,243	846,048(d)	509,708(d)	.54(d)	.90 + 2% stk.	48,983,258	15¾ - 10¾
1953.....	79,367,771	3,648,439	1,678,439	1.02	none	43,783,734	12¾ - 6¼
1954.....	74,416,211	4,938,370	2,570,370	1.58	4% stk.	39,951,806	15¼ - 9
1955.....	73,805,025	6,533,568	3,383,568	1.86	1.00 + 2% stk.	44,290,499	22¼ - 14¼
1956 (1st qu.).....	25,170,749	1,734,790	1,039,860	.58	.50	.....	22¾ - 16½

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

Year ending Jan. 1  
Capitalization  
Debt: \$38,722,944  
Preferred: 5% cumulative preferred, \$20 par, 372,851 shares  
Common: \$1 par, 4,140,750 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$ 45,879,660	\$ 132,605	\$ 84,605	\$ .05	none	\$ 26,491,261	14¼ - 7¾
1951*.....	58,983,129	741,943	368,943	.22	none	31,025,927	14½ - 10½
1952.....	167,136,730	10,783,273	6,961,113	1.34	\$1.25	141,124,092	21¼ - 11½
1953.....	172,018,661	8,793,363	4,376,626	2.14	1.00	137,754,108	15¾ - 12¾
1954.....	188,693,663	8,641,511	4,721,787	1.11	1.00	138,376,649	25¼ - 14½
1955.....	194,153,757	16,011,623	8,218,017	1.91	1.20	138,593,905	33½ - 22½
1956 (1st qu.).....	N. A.	5,475,000	2,570,000	.60	.50	.....	32½ - 24¾

Merger of ABC and United Paramount Theatres, Inc. effective Feb. 1953. \* 1950 and 1951 figures for ABC only. N.A. not available.

### AMERICAN ELECTRONICS, INC. (ASE)

Capitalization  
Debentures: \$1,170,000 convertible 5s, 1967  
Common: \$1 par, 517,860 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 340,000	.....	.....	.....	none	.....	.....
1951.....	1,510,000	.....	.....	.....	none	.....	.....
1952.....	2,518,964	\$245,118	\$ 62,774	\$0.12	none	.....	.....
1953.....	3,900,300	452,489	180,879	.36	none	.....	.....
1954.....	6,109,380	583,957	297,783	.59	\$0.22½	\$3,204,561	15¼ - 4
1955.....	5,935,104	519,013	265,013	.51	.50	4,110,513	17 - 10½
1956 (1st qu.).....	1,705,723	164,016	82,216	.16	.25	.....	13¾ - 11

# Financial Data

## AMERICAN MACHINE & FOUNDRY CO. (NYSE)

### Capitalization

Debt: \$38,413,750

Preferred: 3.90% cumulative, \$100 par, 70,000 shares

5% cumulative, \$100 par, 18,956 shares

Common: \$7 par, 2,723,398 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 27,577,242	\$3,405,846	\$2,015,846	\$1.53	\$0.80	\$ 30,470,533	17 1/4 - 12 3/4
1951.....	54,203,434	5,989,962	3,352,962	2.31	.80 + 2 1/2% stk.	53,855,489	20 3/8 - 14 1/8
1952.....	105,821,447	8,647,077	4,167,077	2.05	.80 + 5% stk.	78,872,791	24 3/8 - 16 3/4
1953.....	139,200,765	9,790,611	5,275,611	2.44	1.00 + 5% stk.	89,541,324	24 7/8 - 19 1/8
1954.....	126,507,387	7,868,022	4,023,022	1.64	1.00 + 2 1/2% stk.	105,826,171	28 3/8 - 21 3/8
1955.....	145,000,977	9,789,616	4,774,016	1.66	1.00 + 2% stk.	132,788,863	35 7/8 - 23 1/4
1956 (1st qu.).....	43,488,721	5,238,650	2,427,650	.86	.50	144,094,592	32 1/8 - 24 1/8

## AMERICAN TELEPHONE AND TELEGRAPH CO. (NYSE)

### Capitalization

Debt: \$4,030,000,000

Subsidiary preferred: \$17,904,300

Common: \$100 par, 54,971,976 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,261,528,032	\$ 587,720,864	\$346,962,051	\$12.12	\$9.00	\$11,575,966,607	161 3/4 - 146 1/4
1951.....	3,639,462,365	704,221,388	364,874,176	11.00	9.00	12,774,216,000	161 1/8 - 150
1952.....	4,039,644,218	798,087,900	406,661,306	10.43	9.00	13,997,345,000	161 3/8 - 150 7/8
1953.....	4,416,729,614	937,599,573	478,512,265	11.32	9.00	15,434,549,000	161 1/4 - 152 1/8
1954.....	4,781,500,427	1,058,836,919	549,931,223	11.42	9.00	16,515,526,000	178 1/4 - 156
1955.....	5,297,043,174	1,291,183,107	664,243,416	12.27	9.00	14,479,641,983	187 3/8 - 172 3/4
1956(a).....	.....	.....	181,842,998	3.28	4.50	.....	187 1/8 - 178 3/8

(a) Quarter ended Feb. 29.

## AMPHENOL ELECTRONICS CORP. (Unlisted)

### Capitalization

Debt: \$1,550,000

Common: \$1 par, 400,560 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$12,944,833	\$2,020,833	\$ 920,833	\$2.30	\$0.70	\$ 7,757,607	10 3/8 - 6 1/8
1951.....	25,495,624	3,441,866	941,868	2.35	.80	14,621,200	12 1/4 - 9
1952.....	36,406,697	5,687,347	1,279,290	3.19	.90	16,065,195	17 3/8 - 10 3/4
1953.....	32,023,107	1,963,272	801,223	2.00	1.00	16,637,597	19 - 13
1954.....	25,584,049	1,269,491	679,491	1.70	.75	15,066,063	15 1/8 - 9
1955.....	23,263,702	1,669,687	952,687	2.38	.57 1/2	13,540,996	19 - 12 3/8
1956 (1st qu.).....	5,957,968	513,985	262,985	.66	.45	13,687,890	18 3/4 - 15 1/4

## ARVIN INDUSTRIES INC. (NYSE)

### Capitalization

Debt: \$2,000,000

Common: \$2.50 par, 890,625 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$53,684,138	\$6,940,369	\$3,605,126	\$4.05	\$1.67	\$23,565,630	30 3/4 - 18 1/8
1951.....	63,997,212	7,482,755	2,691,063	3.02	2.00	26,578,148	28 3/8 - 22 3/4
1952.....	64,289,781	5,310,512	2,209,733	2.48	2.00	27,364,995	32 3/4 - 25 1/8
1953.....	73,395,197	5,311,720	2,255,001	2.53	2.00	27,135,716	32 3/4 - 25 1/2
1954.....	53,372,759	4,630,593	2,231,198	2.50	1.60	27,978,690	27 - 21
1955.....	67,421,583	8,445,322	4,052,091	4.55	1.70	32,033,832	34 - 24
1956 (1st qu.).....	15,337,721	1,408,262	677,698	.76	1.00	.....	31 3/8 - 26 7/8

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

### Year ending Nov. 30

### Capitalization

Debt: \$28,543,500

Preferred: No par cumulative conv. 132,934 shares.

Common: \$3 par, 9,065,754 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$256,966,971	\$28,735,633	\$12,635,633	\$1.47	\$0.50	\$222,980,159	9 1/8 - 5 3/4
1951.....	286,598,113	22,089,214	10,089,214	1.10	.60	186,877,718	8 5/8 - 6 7/8
1952.....	326,585,641	21,578,927	11,028,927	1.20	.60	167,434,839	8 1/4 - 6 7/8
1953.....	414,783,527	5,868,598	3,368,598	.34	.30	143,787,065	8 3/4 - 4 1/2
1954.....	375,405,820	7,509,436	3,639,436	.37	.10	200,878,864	7 - 4 5/8
1955.....	299,332,434	2,168,311	758,311	.05	.20	198,417,760	8 1/4 - 5 1/2
1956 (2 qu.).....	167,844,606	.....	28,716	.....	none	.....	7 5/8 - 5 3/8

## BECKMAN INSTRUMENTS, INC. (NYSE)

### Year ending June 30

### Capitalization

Debt: 4 1/2% note: \$2,500,000

4% note: \$900,000

Common: \$1 par; 1,249,735 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$ 5,207,856	\$1,431,353	\$ 694,853	\$.69	\$.13	.....	(b)
1951*.....	8,215,712	1,918,190	628,090	.58	none	\$ 5,990,000	(b)
1952(a).....	5,785,740	1,326,848	326,848	.30	none	7,148,028	17 3/4 - 10 1/2
1953.....	16,447,382	1,991,089	756,089	.70	none	10,247,769	17 - 11 5/8
1954.....	18,652,870	2,320,280	920,280	.85	none	12,726,495	27 1/2 - 13 3/4
1955.....	21,330,598	2,539,050	1,322,050	1.06	none	16,930,012	29 3/8 - 19 3/8
1956 (3 qu.).....	20,361,622	2,262,888	1,144,888	.92	3% stk.	.....	31 1/2 - 25 1/8

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

## BELOCK INSTRUMENT CORP. (ASE)

### Year ending Oct. 31

### Capitalization

Debt: \$1,125,000

Preferred: 6% cumulative, \$100 par, 1,870 shares

Common: \$0.50 par, 774,457 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	Incorporated Nov. 14, 1950	.....	.....	.....	.....	.....	.....
1951(a).....	\$ 907,308	.....	\$196,062(d)	\$0.27(d)	none	.....	(e)
1952.....	3,542,365	.....	78,319	.09	none	.....	(e)
1953.....	8,154,821	\$ 289,371	155,251	.19	none	.....	(e)
1954.....	10,259,380	745,810	348,375	.45	none	\$4,746,583	(e)
1955.....	14,896,878	1,426,310	679,443	.89	none	7,423,344	27 1/8 - 11 1/8
1956 (2 qu.).....	6,780,657	532,262	258,112	.33	3% stk.	.....	19 3/8 - 14 3/8

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

## BENDIX AVIATION CORP. (NYSE)

### Year ending Sept. 30

### Capitalization

Common: \$5 par, 4,808,507 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$219,419,794	\$30,599,434	\$16,954,116	\$4.00	\$2.37 1/2	\$143,366,391	26 3/4 - 17 1/4
1951.....	340,540,415	32,037,957	11,818,601	2.79	1.50	209,534,918	30 - 23 1/4
1952.....	508,701,892	50,660,972	15,295,159	3.61	1.50	259,320,862	32 - 22 5/8
1953.....	638,244,637	61,758,844	17,352,710	4.10	1.50	328,746,687	34 1/8 - 25
1954.....	607,711,607	61,796,575	25,537,771	5.62	2.00	285,430,724	52 3/4 - 20
1955.....	567,294,823	58,717,287	25,888,599	5.66	2.40 + 5% stk.	278,064,860	59 1/2 - 45
1956 (2 qu.).....	288,182,912	20,400,761	10,291,395	2.14	1.20 + 5% stk.	300,847,379	63 - 48 1/2

**CLAROSTAT MFG. CO. INC. (ASE)**
**Capitalization**

Common: \$1 par, 417,993 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$5,985,241	\$772,999	\$406,780	\$.99	\$.16	\$2,199,374	6 1/8 - 2 1/4
1951.....	5,914,310	968,763	316,265	.76	.30	2,336,293	6 5/8 - 4 1/8
1952.....	5,584,513	506,115	235,282	.56	.30	2,468,194	6 1/4 - 4 1/2
1953.....	7,255,606	625,345	247,556	.59	.10	2,452,220	7 - 4 3/8
1954.....	5,682,093	107,823	57,920	.14	.25	2,309,990	7 1/2 - 5 3/8
1955.....	6,415,740	338,315	164,235	.39	none	2,680,205	8 - 4 1/8
1956.....	.....	.....	.....	....	.10	.....	5 - 4

**COLLINS RADIO CO. (Unlisted)**

Year ending July 31.

**Capitalization**

Preferred: 4% Convertible preferred, \$50 par, 122,500 shares

Common: \$1 par, Class A, 735,555 shares

Common: \$1 par, Class B, 768,705 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$12,613,821	\$1,143,877	\$ 543,877	\$.36	\$.17	\$ 8,523,681	3 7/8 - 1
1951.....	19,330,319	1,098,186	737,683	.48	none	19,125,921	4 3/8 - 3
1952.....	64,130,371	5,834,073	1,685,651	1.04	.17+25% stk.	31,116,050	6 3/4 - 3 7/8
1953.....	60,028,767	6,686,078	1,953,613	1.20	.17+10% stk.	34,398,396	7 5/8 - 5 1/4
1954.....	90,300,464	7,385,729	3,390,306	1.77	.17+15% stk.	42,794,136	23 - 6 3/8
1955.....	108,164,689	7,194,942	3,474,942	2.32	.35	47,558,771	28 1/2 - 17 3/4
1956 (2 qu.).....	67,103,794	4,579,271	2,197,271	1.38	none	59,077,620	30 1/2 - 23 1/4

**COLUMBIA BROADCASTING SYSTEM, INC. (NYSE)**
**Capitalization**

Debt: \$54,208,215

Class A: \$2.50 par, 4,117,464 shares

Class B: \$2.50 par, 3,368,373 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$124,105,408	\$ 9,555,329	\$ 4,105,329	\$.80	\$.53	\$ 53,833,265	13 3/8 - 8 3/8
1951.....	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809	11 3/4 - 5 5/8
1952.....	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900	13 3/8 - 11
1953.....	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997	16 7/8 - 12 3/4
1954.....	373,380,139	23,214,645	11,414,645	1.59	.63	169,298,915	29 1/2 - 13 3/8
1955.....	316,572,766	29,897,427	13,397,427	1.83	.77+2% stk.	180,089,502	32 - 22 1/2
1956 (1st qu.).....	88,406,663	9,822,783	4,462,783	.60	.40	.....	28 3/8 - 23

**CONSOLIDATED ELECTRODYNAMICS CORP. (ASE)**

(Formerly Consolidated Engineering Corp.)

**Capitalization**

Debt: \$4,029,973

Common: \$0.50 par, 943,559 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 2,808,571	\$ 654,801	\$364,604	\$.72	\$0.30+15% stk.	.....	13 1/4 - 9 1/8
1951.....	5,614,550	1,062,591	437,591	.67	.40	\$ 5,081,798	14 5/8 - 13 1/8
1952.....	8,000,841	1,028,512	501,512	.56	.40	12,201,268	17 1/2 - 10 3/4
1953.....	14,074,064	919,906	510,406	.57	.40	11,796,346	15 1/4 - 10 5/8
1954.....	15,644,520	1,633,363	842,863	.94	.40	13,096,930	31 1/2 - 13 1/2
1955.....	17,124,429	1,489,912	803,696	.85	.40	15,885,633	31 1/4 - 20
1956.....	.....	.....	.....	....	.20	.....	27 7/8 - 21

**CONSOLIDATED ELECTRONICS INDUSTRIES CORP. (NYSE)**

Year ending September 30

**Capitalization**

Debt: \$650,000

Common: \$1 par, 691,500 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950*.....	\$14,759,568	.....	\$ 716,365	\$2.45	\$.50	.....	13 1/2 - 8 3/4
1951*.....	12,432,733	\$ 517,208	222,208	.78	.90	\$ 4,460,578	11 1/2 - 7 7/8
1952*.....	7,203,564	299,035 (d)	299,035 (d)	1.06 (d)	.15	3,373,604	10 1/2 - 6 1/8
1953*.....	7,581,023	486,953 (d)	486,953 (d)	1.74 (d)	none	3,380,371	9 7/8 - 4 5/8
1954.....	6,824,076	202,190 (d)	202,190 (d)	.72 (d)	none	2,913,557	26 7/8 - 5
1955.....	11,018,537	1,755,488	861,989	1.30	none	10,074,593	44 1/8 - 23 7/8
1956 (2 qu.).....	13,722,497	2,446,441	1,174,441	1.70	none	13,108,620	36 1/2 - 27 1/2

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

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

Year ending November 30

**Capitalization**

Debt: \$3,151,474

Preferred: 5% Cumulative; \$100 par, 5,060 shares

Common: 5 cents par, 182,550 shares

Class B Common: 5 cents par, 424,650 shares

Note: Transfer to Crowell-Collier Publishing Co. pends FCC approval.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$1,924,880	.....	\$ 305,845	\$.46	none	.....	(b)
1951.....	3,189,405	.....	444,735	.69	none	.....	(b)
1952.....	5,118,261	.....	622,453	.93	none	.....	(b)
1953.....	6,480,208	\$1,718,921	824,254	1.32	none	\$6,514,703	(b)
1954.....	6,677,195	2,626,125	1,253,661	2.02	none	6,869,505	20 1/4 - 12 5/8
1955.....	7,299,973	1,674,197	701,940	1.11	\$1.02	9,912,916	28 1/4 - 15
1956 (1st qu.).....	2,154,941	580,577	281,482	.45	.84	.....	19 1/2 - 14 5/8

(b) Privately owned.

**CORNELL-DUBILIER ELECTRIC CORP. (NYSE)**

Year ending September 30

**Capitalization**

Debentures: \$3,650,000, 3 7/8s 1972

Cumulative Pfd: \$5.25 (no par) 11,119 shares

Common: \$1.00 par, 512,390 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$23,927,117	\$2,888,524	\$1,747,524	\$3.07	\$.78	\$13,664,008	14 1/4 - 8 3/4
1951.....	33,082,683	4,986,023	1,649,163	3.06	.83	17,514,482	16 7/8 - 10 7/8
1952.....	35,496,041	5,078,616	1,539,831	2.86	1.04	21,581,027	18 3/4 - 15 1/2
1953.....	43,630,816	5,578,491	1,666,696	3.12	1.35+10% stk.	23,049,255	26 5/8 - 18 1/4
1954.....	37,149,778	3,799,640	1,729,640	3.25	1.90	21,456,505	36 - 21 1/2
1955.....	34,955,172	3,909,002	1,809,002	3.41	2.10	21,769,804	37 3/8 - 29
1956 (2 qu.).....	17,480,107	.....	529,849	.98	.80	.....	40 1/8 - 27 1/4

# Financial Data

## CRAIG SYSTEMS, INC. (Unlisted)

Year ending November 30

Capitalization

Debt: \$43,000

Common: \$1, par, 730,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range (c)
1950(a)	\$ 802,207	\$ 91,835	\$ 56,573	\$0.11	none	.....	.....
1951(a)	1,952,471	187,197	69,559	.14	none	.....	.....
1952(a)	4,192,332	386,402	111,616	.22	none	.....	.....
1953(a)	4,591,654	354,323	104,989	.21	none	.....	.....
1954(a)	4,887,828	512,081	209,435	.42	none	.....	.....
1955(b)	11,506,053	1,431,113	696,913	.95	none	\$5,835,985	.....
1956	.....	.....	.....	....	\$0.20	.....	9 - 7

(a) Year ending July 31 (Craig Machine Co. only). (b) Pro-Forma. (c) Privately owned until Feb. 7, 1956.

## DAYSTROM, INC. (NYSE)

Year ending March 31.

Capitalization

Debt: \$2,940,000, 3½% installment note, due 1959

Common: \$10 par, 886,687 shares

1950	\$32,763,201	\$1,829,136	\$1,174,136	\$1.88	\$1.25	\$21,800,160	16½ - 10¾
1951	42,397,508	5,432,331	2,436,331	3.90	1.50	25,487,642	20¼ - 15
1952	38,592,157	1,779,854	770,854	2.03	1.00	38,198,973	16¾ - 13½
1953	46,155,154	2,946,154	1,405,300	2.25	1.00	45,821,250	16½ - 11½
1954	62,472,896	3,106,924	1,458,924	2.33	1.00	44,156,237	23¼ - 11½
1955(a)	73,816,645	3,581,216	1,716,216	2.61	1.35	32,120,760	32½ - 23
1956	63,192,498	3,544,181	1,784,181	2.01	.60	40,244,242	27½ - 22

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

## 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	\$2,830,742	\$834,525(d)	\$834,525(d)	\$0.88(d)	none	.....	.....
1953	4,534,401	84,433(d)	84,433(d)	.09(d)	none	.....	.....
1954	5,384,053	161,386(d)	161,386(d)	.17(d)	none	.....	.....
1955(a)	2,697,185	222,359(d)	222,359(d)	.24(d)	none	\$2,732,416	7¾ - 5¾
1956	.....	.....	.....	.....	none	.....	7¾ - 6½

(a) 27 weeks to July 17. (d) Deficit.

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

(Officially separated from DuMont Broadcasting Corp. Oct. 10, 1955 and recapitalized at that time.)

Capitalization

Mortgages Payable: \$1,011,269

Preferred: 5% cumulative convertible; \$20 par, 122,016 shares

Common: \$1 par, 2,361,092 shares

1950	N.A.	N.A.	.....	.....	\$1.00	.....	27 - 13½
1951	N.A.	N.A.	.....	.....	.25	.....	19 - 14¼
1952	\$7,997,620	\$3,732,428	.....	\$.72	.25	.....	19¾ - 15
1953	72,305,000	3,177,795	\$1,544,000	.62	none	.....	17¾ - 8½
1954	71,457,950	1,739,102	870,273	.35	none	\$63,251,041	16¾ - 9½
1955	57,826,809	3,674,397(d)	3,674,397(d)	1.56(d)	none	45,103,385	17½ - 9½*
1956 (1st qu.)	11,645,000	228,000(d)	79,000(d)	.09(d)	none	.....	10 - 6

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

## DYNAMICS CORP. OF AMERICA (ASE)

Capitalization

Debt: \$8,724,000

Preferred: \$1 cumulative convertible, \$2 par, 400,584 shares

Common: \$1 par, 2,651,139 shares

1950	\$14,780,757	\$1,287,895	\$1,287,895	\$.51	none	\$13,721,583	7½ - 17½
1951	20,876,762	1,938,851	1,938,851	.77	none	19,549,402	5¾ - 3¾
1952	35,660,419	4,005,285	2,559,285	1.02	none	24,983,569	6 - 4¼
1953	40,719,686	4,402,468	1,402,468	.54	\$.20+5% stk.	27,089,811	5¾ - 3
1954	36,440,014	3,289,575	1,451,575	.55	.40	28,457,912	8¾ - 4
1955(a)	41,894,958	4,038,398	2,012,071	.61	.40	29,714,532	9¾ - 6½
1956 (2 qu.)	22,036,032	.....	947,771	.28	.20	.....	8¾ - 6¾

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

## EITEL-McCULLOUGH, INC. (Unlisted)

Capitalization

Common: \$1 par, 748,546 shares

1950	\$7,944,472	\$2,408,717	\$1,170,925	\$1.55	none	.....	.....
1951	7,099,430	748,021	378,680	.50	none	.....	.....
1952	10,137,692	1,531,646	613,094	.81	none	\$5,597,669	.....
1953	11,576,674	1,132,166	596,871	.79	none	5,511,877	.....
1954	9,452,689	1,263,099	622,761	.75	\$0.18	5,562,560	.....
1955	8,950,179	1,351,810	645,844	.86	none	6,553,905	.....
1956 (1st qu.)	3,500,000	.....	400,000	.53	.25	.....	21½ - 15½

## ELECTRONICS CORPORATION OF AMERICA (ASE)

Capitalization

Debt: \$2,950,000, 5% notes

Preferred: \$100 par 6% non-cumulative 4,586 shares

Common: \$1 par, 707,428 shares

1950	\$ 1,536,217	\$ 41,379	\$ 36,520	\$0.05	none	.....	(b)
1951	1,836,768	85,283	36,207	.05	none	.....	(b)
1952	3,627,215	191,342	76,884	.11	none	.....	(b)
1953	4,636,565	349,031	190,906	.27	none	\$2,943,858	(b)
1954	5,590,209	375,956	159,899	.19	none	4,749,828	16¼ - 11
1955	11,302,456	876,840	446,840	.59	none	7,487,253	23 - 11½
1956	.....	.....	.....	.....	none	.....	24¼ - 13¾

(b) Privately owned.



# Financial Data

## EMERSON RADIO & PHONOGRAPH CORP. (NYSE)

Year ending October 31

Capitalization  
Debt: \$7,500,000  
Common: \$5 par, 1,935,717 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$74,188,297	\$11,969,778	\$6,514,716	\$3.70	\$1.10	\$27,320,398	18 <sup>3</sup> / <sub>8</sub> - 7 <sup>7</sup> / <sub>8</sub>
1951.....	55,797,963	6,875,877	3,592,397	1.86	1.00	36,527,980	16 <sup>1</sup> / <sub>8</sub> - 12 <sup>3</sup> / <sub>4</sub>
1952.....	57,664,201	4,651,625	2,262,556	1.17	.70	26,148,595	15 <sup>3</sup> / <sub>4</sub> - 11 <sup>1</sup> / <sub>2</sub>
1953.....	75,926,546	6,499,485	2,988,432	1.54	.50	38,344,638	14 - 10
1954.....	80,559,994	3,449,209	1,884,976	.97	.60	40,971,196	15 <sup>1</sup> / <sub>8</sub> - 9 <sup>1</sup> / <sub>2</sub>
1955.....	87,383,028	4,770,140	2,468,063	1.28	.60	43,559,520	16 <sup>3</sup> / <sub>8</sub> - 11 <sup>3</sup> / <sub>4</sub>
1956 (2 qu.).....	.....	766,671	317,666	.16	.30	.....	13 <sup>1</sup> / <sub>4</sub> - 8 <sup>3</sup> / <sub>8</sub>

## ERIE RESISTOR CORP. (Unlisted)

Capitalization  
Debt: \$1,023,500, 4<sup>1</sup>/<sub>2</sub>% notes, due 1969  
Preferred: \$1.20 convertible \$20 par, 62,475 shares  
Common: \$5 par, 277,249 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$10,490,919	\$1,715,272	\$826,104	\$2.98	(b)	\$5,303,827	(b)
1951.....	9,317,724	660,989	363,292	1.31	\$0.625	4,989,653	12 <sup>3</sup> / <sub>4</sub> - 11
1952.....	10,750,936	845,476	450,333	1.62	.80	5,356,564	14 - 10 <sup>3</sup> / <sub>4</sub>
1953.....	12,845,735	1,160,239	595,511	2.02	.80	6,531,130	15 <sup>1</sup> / <sub>2</sub> - 13 <sup>1</sup> / <sub>2</sub>
1954.....	14,866,836	700,418	317,767	.88	.80	9,951,069	17 - 13
1955.....	22,358,644	1,771,490	959,433	3.19	.40	11,609,028	17 <sup>3</sup> / <sub>4</sub> - 10 <sup>1</sup> / <sub>2</sub>
1956.....	.....	.....	.....	....	.40	.....	22 <sup>1</sup> / <sub>4</sub> - 17

(b) Privately owned.

## FEDERAL MANUFACTURING & ENGINEERING CORP. (Unlisted)

Year ending May 31

Capitalization  
Common: \$1 par, 234,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 897,647	\$142,018(d)	\$142,018(d)	\$0.68(d)	none	\$ 735,453	1 <sup>1</sup> / <sub>2</sub> - 3 <sup>4</sup> / <sub>8</sub>
1951.....	1,148,617	140,234(d)	140,234(d)	.60(d)	none	1,775,887	3 - 1 <sup>5</sup> / <sub>8</sub>
1952.....	3,890,409	281,266	212,696	.91	none	2,902,092	3 - 2
1953.....	10,246,366	561,265	176,783	.76	\$0.05	1,719,229	3 <sup>1</sup> / <sub>4</sub> - 2 <sup>1</sup> / <sub>4</sub>
1954.....	7,268,968	188,210	83,968	.36	.10	1,705,576	3 <sup>1</sup> / <sub>2</sub> - 1 <sup>1</sup> / <sub>2</sub>
1955.....	4,308,032	224,754(d)	111,666(d)	.48(d)	none	1,247,679	2 - 1 <sup>3</sup> / <sub>8</sub>
1956.....	.....	.....	.....	.....	none	.....	2 <sup>3</sup> / <sub>8</sub> - 1 <sup>1</sup> / <sub>4</sub>

(d) Deficit.

## GABRIEL CO. (NYSE)

Capitalization  
Debt: \$658,777, 4<sup>1</sup>/<sub>4</sub>% 5-year notes, due 1956  
Preferred: \$5 cumulative pfd. \$10, par, 56,494 shares  
Common: \$1 par, 520,540 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$12,670,521	\$1,591,672	\$824,272	\$2.20	\$.55+10% stk	\$ 6,331,749	8 <sup>5</sup> / <sub>8</sub> - 7 <sup>3</sup> / <sub>8</sub>
1951.....	15,795,488	1,009,112	591,992	1.07	.45	10,382,992	9 <sup>1</sup> / <sub>8</sub> - 7 <sup>3</sup> / <sub>8</sub>
1952.....	17,888,893	21,127	13,927	.04(d)	.50	11,165,324	8 - 6
1953.....	21,976,182	376,642	214,642	.35	none	9,974,912	7 <sup>1</sup> / <sub>8</sub> - 4 <sup>1</sup> / <sub>2</sub>
1954.....	18,310,269	51,291(d)	23,891(d)	.11(d)	.30	8,486,682	7 <sup>3</sup> / <sub>8</sub> - 4 <sup>3</sup> / <sub>4</sub>
1955.....	15,295,612	531,923	262,923	.45	.15	8,808,983	9 <sup>5</sup> / <sub>8</sub> - 5 <sup>5</sup> / <sub>8</sub>
1956 (1st qu.).....	4,173,198	156,042	74,901	.13	.30	8,839,974	9 <sup>1</sup> / <sub>8</sub> - 6 <sup>3</sup> / <sub>8</sub>

(d) Deficit.

## GENERAL DYNAMICS CORP. (NYSE)

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

Capitalization  
Debt: \$50,750,233  
Common: \$1 par, 5,059,625 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 78,947,256	\$ 4,141,672	\$ 2,370,672	\$0.76	\$0.62 <sup>1</sup> / <sub>2</sub>	\$ 5,196,327	10 <sup>5</sup> / <sub>8</sub> - 8
1951.....	116,270,550	9,284,381	4,557,980	2.27	.50	62,917,034	13 <sup>7</sup> / <sub>8</sub> - 8 <sup>7</sup> / <sub>8</sub>
1952.....	182,649,610	14,083,176	6,157,922	2.86	1.12 <sup>1</sup> / <sub>2</sub>	94,715,067	22 <sup>7</sup> / <sub>8</sub> - 12 <sup>1</sup> / <sub>4</sub>
1953.....	271,886,140	17,801,111	7,886,111	3.51	1.12 <sup>1</sup> / <sub>2</sub>	110,690,126	23 <sup>1</sup> / <sub>8</sub> - 15 <sup>1</sup> / <sub>2</sub>
1954.....	712,150,670	48,027,226	22,777,226	4.60	1.62 <sup>1</sup> / <sub>2</sub>	234,446,340	41 <sup>1</sup> / <sub>8</sub> - 18
1955.....	687,274,182	44,254,386	21,254,386	4.23	2.15	294,816,011	80 - 37 <sup>1</sup> / <sub>4</sub>
1956 (1st qu.).....	173,473,284	9,022,699	4,322,699	.86	1.10	.....	66 <sup>3</sup> / <sub>4</sub> - 56 <sup>5</sup> / <sub>8</sub>

## GENERAL ELECTRIC CO. (NYSE)

Capitalization  
Debtenture 3<sup>1</sup>/<sub>2</sub>s, \$300,000,000, due May 1, 1976.  
Common: No par, 87,241,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$2,232,899,000	\$399,405,000	\$173,423,702	\$2.02	\$1.27	\$1,335,415,000	16 <sup>3</sup> / <sub>4</sub> - 13 <sup>3</sup> / <sub>4</sub>
1951.....	2,319,347,956	415,616,527	138,116,527	1.60	.95	1,588,070,000	21 <sup>1</sup> / <sub>2</sub> - 16 <sup>1</sup> / <sub>2</sub>
1952.....	2,623,887,509	415,954,808	151,719,905	1.75	1.00	1,579,523,878	24 <sup>1</sup> / <sub>4</sub> - 18 <sup>1</sup> / <sub>8</sub>
1953.....	3,128,127,301	474,227,889	165,727,889	1.93	1.33	1,696,588,736	30 <sup>3</sup> / <sub>4</sub> - 22 <sup>1</sup> / <sub>8</sub>
1954.....	2,959,077,548	390,613,221	212,613,221	2.47	1.47	1,691,979,938	48 <sup>1</sup> / <sub>2</sub> - 37 <sup>7</sup> / <sub>8</sub>
1955.....	3,095,352,063	368,923,835	200,923,835	2.33	1.60	1,727,553,319	57 <sup>3</sup> / <sub>4</sub> - 46 <sup>1</sup> / <sub>4</sub>
1956 (1st qu.).....	946,458,000	112,962,000	54,962,000	.63	1.50	.....	65 - 52 <sup>3</sup> / <sub>4</sub>

## GENERAL INSTRUMENT CORP. (NYSE)

Year ending February 28.

Capitalization  
Debt: \$1,992,000, 4% notes, Mar. 1, 1958-Mar. 1, 1962  
Common: \$1 par, 1,373,273 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	13,634,582	\$ 107,184(d)	\$ 107,184(d)	\$0.22(d)	\$0.40	\$ 8,749,655	13 <sup>1</sup> / <sub>2</sub> - 8 <sup>1</sup> / <sub>4</sub>
1951.....	25,850,231	2,639,099	1,229,099	2.02	.25	9,093,442	11 <sup>5</sup> / <sub>8</sub> - 7 <sup>1</sup> / <sub>4</sub>
1952.....	18,527,974	1,158,558(d)	993,558(d)	1.63(d)	.20	8,349,061	11 <sup>1</sup> / <sub>8</sub> - 6 <sup>1</sup> / <sub>4</sub>
1953.....	30,407,530	1,986,332	1,275,864	2.10	.25	10,185,345	14 <sup>1</sup> / <sub>2</sub> - 9 <sup>3</sup> / <sub>4</sub>
1954.....	32,502,305	1,695,559	926,903	1.13	.25	11,278,619	12 <sup>1</sup> / <sub>4</sub> - 8 <sup>1</sup> / <sub>8</sub>
1955.....	22,795,029	839,140(d)	412,220(d)	.50(d)	3 <sup>7</sup> / <sub>12</sub>	8,749,655	13 - 7 <sup>5</sup> / <sub>8</sub>
1956.....	28,928,604	570,127	285,474	.21	.25	12,386,859	10 <sup>1</sup> / <sub>8</sub> - 7 <sup>5</sup> / <sub>8</sub>

(d) Deficit.

## GENERAL PRECISION EQUIPMENT CORP. (NYSE)

Capitalization  
Debt: \$23,204,161  
Preferred: \$4.75 Cum. Pfd., no par, 100,000 shares  
Common: \$1 par, 1,065,329 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 27,072,360	\$ 1,591,899	\$1,141,098	\$1.45	\$1.00	\$ 26,371,314	21 <sup>3</sup> / <sub>8</sub> - 12 <sup>1</sup> / <sub>8</sub>
1951.....	29,872,429	1,056,546	1,010,042	.99	1.00	33,671,209	27 <sup>3</sup> / <sub>8</sub> - 17 <sup>1</sup> / <sub>2</sub>
1952.....	54,326,849	2,955,278	1,255,278	1.88	1.00	47,620,429	24 <sup>1</sup> / <sub>2</sub> - 16 <sup>7</sup> / <sub>8</sub>
1953.....	87,763,925	7,840,349	3,436,349	5.09	1.00	57,101,143	27 <sup>3</sup> / <sub>8</sub> - 21 <sup>1</sup> / <sub>8</sub>
1954.....	123,332,634	11,725,090	5,488,089	5.54	1.90	91,357,754	52 <sup>1</sup> / <sub>4</sub> - 25
1955.....	133,337,819	5,363,758	2,530,758	2.05	2.40	100,887,108	71 <sup>1</sup> / <sub>2</sub> - 36 <sup>1</sup> / <sub>2</sub>
1956 (1st qu.).....	32,678,823	.....	346,973	.20	1.20	.....	53 <sup>1</sup> / <sub>2</sub> - 40

# Financial Data

## GENERAL TELEPHONE CORP. (NYSE)

### Capitalization

Debentures: \$53,000,000, convertible, due 1971  
 Funded debt: \$245,193,000  
 Preferred: \$2.20 convertible, \$50 par, 13,694 shares.  
           \$2.37½ convertible, \$50 par, 21,413 shares.  
           \$2.12½ convertible, \$50 par, 299,775 shares  
 Subsidiary preferred: \$122,278,900  
 Common: \$10 par, 11,703,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$70,080,262	\$12,961,343	\$ 4,135,727	\$1.17	\$0.89	\$306,606,171	13¾ - 107½
1951.....	84,796,003	18,478,234	5,528,812	1.17	.89	373,751,529	14¼ - 12
1952.....	102,004,210	26,168,493	8,763,425	1.45	.89	369,288,813	157½ - 13½
1953.....	127,946,088	38,753,190	13,952,116	1.77	.98	419,646,338	20¼ - 15½
1954.....	188,517,000	59,964,000	24,052,000	2.09	1.07	613,075,000	24¾ - 19¾
1955.....	209,813,000	76,178,000	31,007,000	2.63	1.31	692,919,000	45¾ - 23½
1956(a).....	74,783,000	26,627,000	11,425,000	.96	.40	.....	46 - 38

(a) 4 months to April 30.

## GENERAL TIRE & RUBBER COMPANY (NYSE)

Year ending November 30

### Capitalization

Debt: \$46,435,217  
 Preferred: 4¼% cumulative; par \$100, 52,488 shares.  
           3¾% cumulative; par \$100, 18,605 shares.  
           5½% cumulative; par \$100, 98,653 shares.  
           4½% cumulative, convertible; par \$100, 100,000 shares  
           5% cumulative; par \$100, 21,632 shares.  
 Common: Par \$2.50, 1,378,316 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$125,375,837	\$15,718,416	\$8,557,616	\$6.31	\$1.36	\$ 75,027,859	15½ - 8½
1951.....	170,771,522	19,992,236	7,016,641	5.08	1.59	98,452,324	27¾ - 15½
1952.....	185,914,247	12,378,477	6,147,918	4.38	1.80	113,206,476	30 - 22½
1953.....	205,371,098	10,010,134	6,275,158	4.46	1.80	120,241,084	31½ - 20½
1954.....	216,986,110	7,542,980	4,502,645	2.89	1.80	150,811,696	427½ - 26½
1955.....	295,731,096	19,738,731	9,704,731	6.29	2.00 + 10% stk.	183,243,797	64¾ - 41½
1956 (1st qu.).....	83,523,606	4,748,240	2,273,240	1.40	1.00	.....	66¾ - 51½

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

### Capitalization

Preferred: Cumulative Convertible \$20 par, 50,000 shares.  
 Common: \$1 par, 100,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 952,418	.....	\$ 83,990(d)	\$2.66(d)	none	.....	.....
1951.....	2,571,379	.....	194,619	4.39	none	.....	.....
1952.....	4,704,034	\$827,909	263,726	5.72	none	\$2,191,793	.....
1953.....	4,334,195	328,247	103,247	1.18	none	1,873,305	.....
1954.....	4,308,467	222,617(d)	52,617(d)	.82(d)	none	2,138,192	.....
1955.....	6,436,330	620,787	290,787	2.83	none	2,845,110	29 - 14
1956(a).....	2,537,703	235,249	112,749	1.13	\$0.25	3,090,163	42 - 28

(a) 16 weeks to April 22. (d) Deficit.

## GLOBE-UNION INC. (ASE)

### Capitalization

Debt: \$4,922,184.  
 Common: \$5 par, 822,149 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$41,348,440	\$5,399,747	\$2,699,747	\$4.22	\$1.90	\$22,531,771	25¾ - 11
1951.....	40,686,581	2,743,136	1,508,136	2.25	1.00	20,864,200	30¼ - 20½
1952.....	45,877,113	3,254,071	1,608,071	2.40	1.25	22,921,907	27 - 19¾
1953.....	48,180,147	3,392,276	1,682,276	2.35	1.10 + 2½% stk.	23,359,305	27¾ - 22
1954.....	44,106,364	1,209,280	569,280	.79	1.20	20,125,253	24 - 19½
1955.....	50,865,805	2,749,733	1,289,733	1.80	1.20	23,595,716	24¾ - 20
1956 (1st qu.).....	9,893,890	.....	194,384	.27	.60	.....	22 - 17

## HAZELTINE CORP. (ASE)

### Capitalization

Common: No par, 700,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 4,078,000	\$2,783,741	\$1,428,431	\$2.04	\$0.87½	.....	12½ - 8
1951.....	6,957,344	5,090,090	1,610,790	2.30	.87½	\$25,090,342	23¾ - 117½
1952.....	9,237,190	6,742,132	2,170,190	3.10	1.50	25,862,549	26½ - 17¾
1953.....	10,057,032	7,403,306	2,232,106	3.19	1.50	26,266,608	30 - 19
1954.....	8,525,768	5,862,264	2,795,264	3.98	2.00	25,560,204	59¾ - 26½
1955.....	5,947,166	3,609,225	1,682,225	2.29	2.00	22,798,931	59¾ - 36½
1956.....	.....	.....	.....	....	.70	.....	48 - 39¾

## HOFFMAN ELECTRONICS CORP. (NYSE)

### Capitalization

Debt: \$2,950,000  
 Common: \$0.50 par, 726,542 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$29,580,510	\$3,804,053	\$1,923,053	\$3.37	\$0.80	\$10,720,620	21¾ - 7½
1951.....	20,487,258	318,266	340,066	.60	.50	11,936,215	14 - 7½
1952.....	34,769,201	3,820,386	1,623,768	2.84	.25	16,543,902	15½ - 10½
1953.....	50,415,146	3,247,594	1,199,655	2.07	1.00	15,657,392	16¾ - 13
1954.....	42,647,008	3,202,513	1,485,513	2.08	1.00	16,272,669	24 - 13¾
1955.....	44,416,673	3,241,596	1,560,596	2.15	1.00	22,472,037	31¾ - 20½
1956 (1st qu.).....	12,155,019	964,726	467,994	.64	.50	19,754,883	25¼ - 20¾

## HYCON MANUFACTURING CO. (Unlisted)

Year ending Jan. 31

### Capitalization

Debt: \$475,000 Debentures 5s 1965  
 Preferred: 5½% Cum. conv. pfd., \$10 par, 120,000 shares  
 Common: \$0.10 par, 2,329,990 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$1,880,906	\$ 30,768	.....	\$0.10	none	.....	.....
1952.....	4,154,039	203,196	.....	.02	none	.....	.....
1953.....	3,953,000	192,282	\$ 82,282	.07	none	\$2,115,124	2 - 7½
1954.....	12,115,300	124,433	67,733	.03	none	4,829,717	7¾ - 1¾
1955.....	11,943,793	982,592	443,592	2.15	none	6,806,110	10¾ - 6¾
1956.....	8,946,386	190,217	80,217	.01	none	6,622,694	7½ - 4¾

## INDIANA STEEL PRODUCTS CO. (Midwest)

### Capitalization

Debt: \$215,000, Debenture 5s due 1957  
Common: \$1 par, 288,298 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$6,071,293	\$1,075,740	\$500,740	\$1.76	\$0.40	\$3,115,307	5 - 3 <sup>3</sup> / <sub>8</sub>
1951.....	7,840,671	1,836,326	586,326	2.06	.62 <sup>1</sup> / <sub>2</sub>	3,365,448	9 <sup>1</sup> / <sub>4</sub> - 9 <sup>1</sup> / <sub>8</sub>
1952.....	6,385,912	888,565	306,565	1.08	.55	3,666,359	8 <sup>3</sup> / <sub>8</sub> - 6
1953.....	8,092,637	1,463,866	335,925	1.18	.68 <sup>3</sup> / <sub>4</sub>	3,806,534	12 <sup>1</sup> / <sub>4</sub> - 7 <sup>1</sup> / <sub>4</sub>
1954.....	7,055,158	1,307,854	587,854	2.07	.75	4,129,037	19 <sup>5</sup> / <sub>8</sub> - 9
1955.....	9,400,000	1,711,945	766,945	2.70	.95	4,744,532	23 - 18 <sup>1</sup> / <sub>2</sub>
1956(a).....	.....	572,424	270,424	.94	.60	.....	25 <sup>1</sup> / <sub>4</sub> - 19 <sup>1</sup> / <sub>2</sub>

(a) 4 Months ended April 30.

## INTERNATIONAL BUSINESS MACHINES CORP. (NYSE)

### Capitalization

Debentures: 2<sup>1</sup>/<sub>4</sub>%, due 1958, \$30,000,000  
2<sup>3</sup>/<sub>8</sub>%, due 1965, \$20,000,000  
Debt: 3<sup>1</sup>/<sub>2</sub>% note, due 1971, \$50,000,000  
3% note, due 1968, \$35,000,000  
3<sup>3</sup>/<sub>4</sub>% notes payable, \$160,000,000  
Common: No par, 5,251,118 shares

1950.....	\$214,916,717	\$61,101,309	\$33,301,309	\$6.50	\$3.20+4% stk.	\$299,952,591	192 - 148
1951.....	266,798,483	77,292,090	27,892,090	5.44	3.20+4% stk.	394,119,472	184 <sup>5</sup> / <sub>8</sub> - 159 <sup>5</sup> / <sub>8</sub>
1952.....	333,728,245	78,474,541	29,374,541	5.83	3.20+4% stk.	428,228,982	197 <sup>1</sup> / <sub>4</sub> - 148 <sup>3</sup> / <sub>4</sub>
1953.....	409,989,104	92,319,210	34,119,210	6.82	3.20+4% stk.	520,438,451	203 <sup>3</sup> / <sub>4</sub> - 187 <sup>1</sup> / <sub>4</sub>
1954.....	461,350,278	98,336,625	46,536,625	9.08	3.20+4% stk.	565,475,154	300 - 156 <sup>3</sup> / <sub>4</sub>
1955.....	563,548,792	148,672,633	55,872,633	10.90	3.20	629,510,998	360 - 279 <sup>1</sup> / <sub>8</sub>
1956 (1st qu.).....	.....	32,725,060	15,323,060	2.92	1.60+2% stk.	.....	510 - 298

## INTERNATIONAL RESISTANCE CO. (ASE)

### Capitalization

Debt: \$1,680,450  
Common: 10¢ par, 1,350,598

1950.....	\$11,085,109	\$2,209,584	\$1,056,638	\$1.01	\$0.30	\$7,550,975	6 - 2 <sup>1</sup> / <sub>8</sub>
1951.....	12,973,170	2,134,675	754,675	.71	.40	6,465,078	6 <sup>5</sup> / <sub>8</sub> - 4 <sup>5</sup> / <sub>8</sub>
1952.....	11,778,836	1,372,017	577,877	.44	.30	6,394,361	5 <sup>3</sup> / <sub>4</sub> - 4
1953.....	12,755,041	1,083,348	508,058	.38	.20	7,438,253	5 <sup>1</sup> / <sub>8</sub> - 3 <sup>3</sup> / <sub>8</sub>
1954.....	13,207,649	1,254,817	603,320	.45	.30	7,750,524	5 <sup>1</sup> / <sub>8</sub> - 3 <sup>3</sup> / <sub>4</sub>
1955.....	15,684,722	1,043,138	533,296	.40	.20	9,131,582	12 <sup>3</sup> / <sub>8</sub> - 5
1956.....	.....	.....	.....	....	.10	.....	8 <sup>1</sup> / <sub>4</sub> - 6

## INTERNATIONAL TELEPHONE & TELEGRAPH CO. (NYSE)

### Capitalization

Debt: \$20,000,000, 15-yr. 3% debentures, due May 15, 1961.  
Subsidiary preferred: \$10,730,254  
Common: No par, 7,176,677 shares

1950.....	\$253,100,000	.....	.....	\$2.38	none	.....	16 - 9 <sup>1</sup> / <sub>4</sub>
1951.....	298,000,000	.....	.....	2.60	\$0.60	.....	19 <sup>1</sup> / <sub>8</sub> - 13 <sup>1</sup> / <sub>8</sub>
1952.....	397,562,175	.....	\$22,147,753	3.09	.80	\$579,705,657	20 <sup>3</sup> / <sub>4</sub> - 15
1953.....	408,029,558	.....	22,377,611	3.12	1.00	602,761,430	20 <sup>1</sup> / <sub>4</sub> - 13 <sup>5</sup> / <sub>8</sub>
1954.....	372,638,805	51,863,576	20,068,525	2.80	1.00	636,969,623	26 <sup>3</sup> / <sub>4</sub> - 17 <sup>7</sup> / <sub>8</sub>
1955.....	448,378,128	62,851,571	23,070,327	3.21	1.30	687,451,677	31 <sup>1</sup> / <sub>8</sub> - 23 <sup>3</sup> / <sub>4</sub>
1956 (1st qu.).....	108,749,136	.....	5,514,548	.77	.80	.....	37 <sup>3</sup> / <sub>8</sub> - 29 <sup>1</sup> / <sub>4</sub>

## JEFFERSON ELECTRIC CO. (Unlisted)

### Capitalization

Debt: \$2,340,000, 3<sup>7</sup>/<sub>8</sub>% promissory note, due Aug. 1, 1968  
Common: \$5 par, 397,125 shares

1950.....	\$12,444,850	\$1,468,730	\$718,730	\$6.05	\$2.00	\$7,016,500	23 <sup>3</sup> / <sub>4</sub> - 16 <sup>1</sup> / <sub>2</sub>
1951.....	13,947,432	1,426,516	459,516	3.87	2.50	7,198,125	27 <sup>1</sup> / <sub>2</sub> - 20 <sup>3</sup> / <sub>4</sub>
1952.....	11,438,103	551,475	370,475	.93	1.50	8,052,106	11 - 10
1953.....	14,666,906	120,736	71,222	.18	.60	9,533,434	10 <sup>3</sup> / <sub>8</sub> - 5 <sup>3</sup> / <sub>4</sub>
1954.....	14,298,178	155,878	93,878	.24	.40	8,487,076	8 <sup>1</sup> / <sub>4</sub> - 5 <sup>1</sup> / <sub>4</sub>
1955.....	15,761,194	698,750	348,750	.88	.20	9,079,994	7 <sup>1</sup> / <sub>4</sub> - 5
1956 (1st qu.).....	4,288,961	363,442	179,952	.45	none	.....	10 <sup>3</sup> / <sub>4</sub> - 7

## LEAR, INC. (ASE)

### Capitalization

Debt: \$3,000,000, 4<sup>1</sup>/<sub>4</sub>% subordinated debentures, due 1970  
Common: \$.50 par, 2,285,797 shares

1950.....	\$ 7,952,666	\$ 22,132(d)	\$ 22,132(d)	\$0.01(d)	none	\$ 7,617,298	4 <sup>5</sup> / <sub>8</sub> - 1 13/16
1951.....	21,227,093	1,703,631	803,631	.40	none	10,978,105	6 <sup>3</sup> / <sub>8</sub> - 3 <sup>1</sup> / <sub>4</sub>
1952.....	44,065,980	3,873,543	1,097,543	.53	none	16,455,709	4 <sup>1</sup> / <sub>8</sub> - 2 <sup>1</sup> / <sub>2</sub>
1953.....	49,120,910	4,450,373	1,193,373	.56	none	28,179,410	5 <sup>1</sup> / <sub>4</sub> - 2 <sup>3</sup> / <sub>4</sub>
1954.....	54,435,637	5,002,227	2,305,727	1.05	\$0.30	24,395,795	9 <sup>3</sup> / <sub>4</sub> - 3 <sup>7</sup> / <sub>8</sub>
1955.....	54,600,273	4,360,811	2,115,811	.93	.30	27,109,187	13 <sup>3</sup> / <sub>8</sub> - 7 <sup>1</sup> / <sub>4</sub>
1956.....	.....	.....	.....	....	.30	.....	10 <sup>1</sup> / <sub>4</sub> - 7 <sup>1</sup> / <sub>2</sub>

(d) Deficit

## LITON INDUSTRIES, INC. (Unlisted)

Year ending July 31

### Capitalization

Debentures: \$1,500,000, 5% 10-year subordinated income, due 1968  
\$230,000, 5% subordinated income, due 1959  
Debt: \$632,122, mainly 4<sup>1</sup>/<sub>2</sub>% notes, due 1964  
Preferred: 5% cumulative convertible, \$100 par, 1,262 shares  
Common: \$0.10 par, 966,595 shares

1953.....	Incorporated Nov. 2, 1953	.....	.....	.....	.....	.....	.....
1954(a).....	\$2,980,051	\$347,420	\$154,420	\$0.28	none	\$4,200,176	.....
1955.....	8,774,273	679,413	436,413	.44	none	7,647,918	15 - 9 <sup>1</sup> / <sub>2</sub>
1956 (3 qu.).....	10,732,000	1,274,000	687,000	.67	none	9,842,000	24 - 14 <sup>1</sup> / <sub>2</sub>

(a) 9 months to July 31

## MACHLETT LABORATORIES, INC. (Unlisted)

### Capitalization

Debenture: \$62,600, 6%, due Jan. 1, 1974  
Notes: \$900,000, 4%, due May 1, 1963  
Common: \$5 par, 571,170 shares

1950.....	\$4,580,318	\$496,179	\$275,727	\$0.48	.....	.....	.....
1951.....	6,623,384	594,794	272,399	.48	.....	.....	.....
1952.....	7,742,553	561,843	282,602	.49	.....	.....	.....
1953.....	9,408,651	892,535	341,968	.60	.....	.....	.....
1954.....	8,103,270	510,312	209,735	.37	.....	.....	.....
1955.....	8,195,572	786,142	460,502	.81	.....	\$6,530,673	15 <sup>1</sup> / <sub>2</sub> - 11
1956.....	.....	.....	.....	.....	\$0.10	.....	16 <sup>1</sup> / <sub>2</sub> - 14

# Financial Data

## MAGNAVOX CO. (NYSE) Year ending June 30

### Capitalization

Debt: \$2,865,000, 4% installment notes, due 1966.  
Preferred: 4¾% cumulative convertible, \$50 par, 120,000 shares  
Common: \$1 par, 836,445 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$31,716,630	\$3,207,982	\$2,007,982	\$2.55	\$0.46	\$12,625,236	24¼- 107½
1951.....	44,177,645	5,624,883	2,233,237	2.73	1.13	17,256,171	18¼- 12½
1952.....	36,837,503	2,638,775	1,343,760	1.62	1.36	18,854,075	22½- 15½
1953.....	57,959,669	4,548,337	2,238,337	2.65	1.36	29,824,144	22¼- 15½
1954.....	62,974,430	5,332,530	2,102,530	2.51	1.36	28,543,292	24¼- 16½
1955.....	55,071,765	4,571,087	2,426,087	2.90	1.38	31,728,825	41½- 23
1956 (3 qu.).....	52,063,296	5,475,283	2,639,283	3.07	.75+5% stk.	.....	41 - 34

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

### Capitalization

Debt: \$9,316,000  
Preferred: 5% cumulative convertible, series A, par \$50, 90,465 shares  
4½% cumulative convertible, \$50 par, 135,841 shares  
Common: No par, 935,736 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$39,158,150	\$5,403,758	\$2,553,758	\$2.82	\$0.63	\$19,079,931	157½- 85½
1951.....	45,286,925	4,758,314	1,923,314	2.13	.80	23,531,305	20½- 137½
1952.....	53,443,117	4,607,773	1,897,773	2.08	.67	29,166,043	28½- 173½
1953.....	70,874,347	7,897,813	2,547,813	2.50	1.13	33,084,094	31 - 26
1954.....	54,630,091	2,396,803	1,071,803	.80	1.34	33,032,115	32¾- 25½
1955.....	63,931,811	4,960,649	2,225,649	2.04	1.13	38,467,453	39 - 28¾
1956 (1st qu.).....	14,303,648	.....	354,506	.30	.70	.....	36½- 31

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

Year ending September 30

### Capitalization

Debt: \$358,371  
Common: \$3 par, 737,985 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$3,229,917	.....	\$ 211,364	\$0.41	\$0.20	.....	4¼- 1¾
1951.....	7,453,985	\$ 770,496	614,012	.96	.125+4% stk.	5,742,010	57½- 33½
1952.....	15,923,380	1,351,494	526,494	.91	.06 stk.	11,168,817	7 - 4
1953.....	34,377,128	2,160,502	1,085,502	1.78	.10 +6% stk.	13,755,827	9¾- 6¾
1954.....	37,143,323	3,246,353	1,496,353	2.27	.40 +8% stk.	16,161,773	17½- 9¾
1955.....	24,625,281	2,068,120	930,120	2.09	.375+2% stk.	12,070,505	22¼- 11
1956 (2 qu.).....	7,190,240	740,423(d)	390,423(d)	.53(d)	.10 +2% stk.	.....	16¼- 6¾

(d) Deficit.

## MINNEAPOLIS HONEYWELL REGULATOR CO. (NYSE)

### Capitalization

Debentures: \$5,300,000, 2¾s, due Dec. 15, 1965  
\$6,500,000, 3/10s, due April 1, 1972  
Preferred: 3.30% cumulative convertible, \$100 par 160,000 shares  
Common: \$1.50 par 6,359,499 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$109,281,673	\$25,866,656	\$12,500,656	\$2.39	\$1.25	\$ 82,696,070	21¼- 15½
1951.....	135,150,517	26,877,210	9,277,510	1.58	1.12½	112,963,041	28¾- 205½
1952.....	165,710,384	20,605,003	9,081,003	1.50	1.12½	123,910,675	31¼- 26¾
1953.....	214,018,825	28,687,825	10,329,825	1.65	1.12½	133,127,715	34¼- 26¾
1954.....	229,401,837	32,713,703	15,345,203	2.42	1.30	145,710,134	54¾- 33½
1955.....	244,482,068	40,512,648	19,278,648	2.98	1.50	164,333,867	70 - 48½
1956 (1st qu.).....	58,166,724	9,560,604	4,536,064	.69	.80	169,039,388	78¾- 58

## MOTOROLA INC. (NYSE)

### Capitalization

Debt: \$9,565,803  
Common: \$3 par, 1,935,131 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$177,104,670	\$26,669,569	\$12,809,247	\$7.28	\$2.05	\$ 55,008,726	257½- 105½
1951.....	135,285,087	14,689,231	7,289,102	4.12	.98	61,818,769	57¾- 40¼
1952.....	168,734,653	15,576,165	7,012,700	3.62	1.50	81,162,847	44¾- 36
1953.....	217,964,074	15,512,489	7,076,335	3.66	1.50	86,871,213	43½- 29¼
1954.....	205,226,977	16,523,889	7,572,024	3.91	1.50	94,531,084	53¾- 30¼
1955.....	226,653,593	18,740,426	8,490,539	4.39	1.50	104,431,218	60¾- 44¼
1956 (1st qu.).....	53,197,541	4,405,790	2,012,876	1.04	.75	.....	51¾- 40½

## THE MUTER CO. (ASE)

### Capitalization

Debt: \$1,080,000  
Common: \$0.50 par 727,000 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$14,389,725	\$2,034,200	\$1,034,200	\$1.59	\$0.45	\$5,234,673	10½- 4¾
1951.....	12,387,390	1,243,423	595,423	.91	.60	5,281,531	9½- 7½
1952.....	12,653,060	778,018	345,573	.52	.60	5,371,762	9½- 7½
1953.....	15,190,004	912,255	447,463	.66	.45+3% stk.	5,254,404	87½- 5½
1954.....	12,175,971	468,595	280,436	.39	.15+2% stk.	5,144,773	73½- 4¾
1955.....	12,722,297	53,375(d)	84,422(d)	.12(d)	.15	5,742,279	7 - 4½
1956 (1st qu.).....	2,801,968	22,854	346	.....	none	.....	47½- 35½

(d) Deficit.

## NATIONAL COMPANY, INC. (Unlisted)

### Capitalization

Debt: \$1,110,000 debenture 5s due 1965  
Preferred: \$3.60 cumulative preferred; no par, 3,180 shares  
Common: \$1 par, 272,987 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$4,175,229	\$ 17,476	\$ 17,354	\$0.02	\$0.05	\$2,823,320	57½- 1¾
1951.....	4,525,219	46,859(d)	42,957(d)	.22(d)	none	4,228,097	4¾- 3½
1952.....	9,261,000	232,578	172,578	.65	.10	4,861,352	5¼- 3¾
1953.....	7,095,593	486,718	228,218	.87	.10	4,850,767	7 - 5
1954.....	7,298,055	518,834	230,334	.84	.20+4% stk.	3,819,795	127½- 5
1955.....	5,125,607	780,965(d)	380,965(d)	1.44(d)	.20+4% stk.	5,414,524	18½- 9¾
1956.....	.....	.....	.....	.....	none	.....	11½- 8

(d) Deficit.

**NORDEN-KETAY CORP. (ASE)**
**Capitalization**

Debt: \$157,404

Debentures: \$1,000,000, 5% convertible subordinate, due April 1, 1966

Common: \$0.10 par, 1,291,386 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1953(a)(b).....	\$ 8,624,383	\$ 960,292	\$ 960,292	\$1.22	none	\$5,238,140	.....
1954(b).....	9,086,453	1,002,922	1,002,922	1.01	none	5,434,530	15 <sup>3</sup> / <sub>8</sub> - 10
1955.....	13,480,752	236,203(d)	196,913(d)	.18(d)	none	12,872,064	19 <sup>1</sup> / <sub>8</sub> - 11 <sup>3</sup> / <sub>8</sub>
1956.....	.....	.....	.....	.....	none	.....	14 <sup>7</sup> / <sub>8</sub> - 9 <sup>5</sup> / <sub>8</sub>

(a) April 18 to Dec. 31, 1953. (b) Excluding Norden Laboratories Corp. (d) Deficit.

**N. V. PHILIPS' GLOEILAMPENFABRIEKEN (Unlisted)**

(Phillips' Incandescent Lamp Works, Ltd.)

**Capitalization**

 Debentures: 3<sup>1</sup>/<sub>2</sub>% 25-years' unsecured dollar debentures, due 1973}

 3<sup>1</sup>/<sub>2</sub>% 20-years' unsecured dollar debentures, due 1969} Fl. 175,442,000

4% 25-years' unsecured dollar debentures, due 1976}

Preferred: 6% cumulative participating preference, par Fl. 1,000, Fl. 144,000,000 (36,000 shares)

Ordinary: Par Fl. 1,000 Fl. 488,181,000 (77,364 shares); also shares of Fl. 100

All figures shown in Florins. Current equivalent: one Florin = 26¢

1950.....	982,000,000	102,000,000	48,000,000	....	12%	.....	.....
1951.....	1,242,000,000	144,000,000	63,000,000	....	12%	.....	.....
1952.....	1,384,000,000	143,433,000	64,150,000	....	12%	1,819,627,000	.....
1953.....	1,601,000,000	171,735,000	87,547,000	....	12%	1,945,638,000	.....
1954.....	1,936,000,000	230,747,000	119,265,000	....	14% + 33 <sup>1</sup> / <sub>3</sub> % stk.	2,135,409,000	.....
1955.....	2,280,000,000	269,138,000	148,129,000	....	14%	2,755,691,000	.....
1956 (1st qu.).....	564,000,000	59,000,000	32,000,000	....	14%	.....	.....

**OAK MANUFACTURING CO. (Midwest)**
**Capitalization**

Common: \$1 par, 655,894 shares

1950(a).....	\$13,145,807	\$2,713,088	\$1,188,037	\$1.81	\$1.12	\$ 7,102,958	14 <sup>3</sup> / <sub>8</sub> - 8 <sup>3</sup> / <sub>8</sub>
1951(c).....	7,644,627	1,608,939	598,939	.91	.84	6,972,048	12 <sup>7</sup> / <sub>8</sub> - 10 <sup>7</sup> / <sub>8</sub>
1952.....	15,925,959	3,073,109	1,103,109	1.68	1.12	7,927,814	15 - 12
1953.....	20,680,957	3,529,017	1,239,017	1.89	1.12	8,666,478	14 <sup>1</sup> / <sub>2</sub> - 12 <sup>1</sup> / <sub>2</sub>
1954.....	18,788,318	2,801,155	1,321,155	2.02	1.12	9,274,030	19 <sup>1</sup> / <sub>8</sub> - 13 <sup>1</sup> / <sub>4</sub>
1955.....	22,783,785	3,588,483	1,688,483	2.57	1.26 + 25% stk.	10,140,303	24 <sup>3</sup> / <sub>8</sub> - 16 <sup>1</sup> / <sub>8</sub>
1956 (1st qu.).....	6,439,286	.....	526,314	.80	.70	.....	24 <sup>1</sup> / <sub>4</sub> - 22 <sup>1</sup> / <sub>8</sub>

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

**OLYMPIC RADIO & TELEVISION, INC. (ASE)**
**Capitalization**

 Debenture: Convertible debenture 5<sup>1</sup>/<sub>2</sub>%, due April 1, 1966, \$1,400,000

Debt: \$600,000

Common: \$1 par, 453,552 shares

1950.....	\$21,937,175	\$3,181,984	\$1,577,481	\$4.66	\$0.80	\$ 7,237,256	12 <sup>1</sup> / <sub>2</sub> - 6 <sup>5</sup> / <sub>8</sub>
1951.....	14,467,072	369,811	425,534	1.11	.75	5,451,159	11 <sup>3</sup> / <sub>8</sub> - 7 <sup>5</sup> / <sub>8</sub>
1952.....	12,765,709	210,758	84,747	.20	none	8,261,713	9 - 6 <sup>5</sup> / <sub>8</sub>
1953.....	17,667,486	115,758	62,158	.14	none	8,048,154	9 <sup>1</sup> / <sub>8</sub> - 3 <sup>1</sup> / <sub>2</sub>
1954.....	18,350,454	461,132	256,836	.59	none	7,463,799	6 - 3 <sup>1</sup> / <sub>2</sub>
1955.....	23,068,420	1,158,839	593,642	1.31	5% stk.	12,186,219	8 <sup>5</sup> / <sub>8</sub> - 4 <sup>5</sup> / <sub>8</sub>
1956 (1st qu.).....	6,676,565	296,155	159,464	.35	none	.....	10 - 6 <sup>5</sup> / <sub>8</sub>

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

Year ending March 31.

**Capitalization**

Debt: \$738,750

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

1950.....	\$ 4,713,620	.....	.....	.....	\$0.05	.....	3 4/5 - 2
1951.....	5,947,096	115,635	72,135	\$0.14	none	\$2,414,365	3 <sup>1</sup> / <sub>8</sub> - 1 <sup>1</sup> / <sub>2</sub>
1952.....	7,057,514	31,866	5,866	.01	none	3,972,312	5 - 1 <sup>5</sup> / <sub>8</sub>
1953.....	16,983,669	1,108,297	426,297	.61	none	6,637,000	5 <sup>3</sup> / <sub>4</sub> - 2 <sup>1</sup> / <sub>2</sub>
1954.....	15,065,490	366,515	196,015	.28	none	5,032,151	4 <sup>7</sup> / <sub>8</sub> - 2 <sup>3</sup> / <sub>8</sub>
1955.....	12,214,539	598,817	255,817	.37	none	3,550,171	8 - 4
1956.....	.....	.....	.....	.....	none	.....	7 <sup>7</sup> / <sub>8</sub> - 5 <sup>1</sup> / <sub>2</sub>

**PACKARD-BELL CO. (Unlisted)**

Year ending September 30.

**Capitalization**

Debt: \$497,583

Common: \$0.50 par, 688,000 shares

					(b)		(b)
1950.....	\$13,894,713	\$2,168,510	\$1,308,510	\$2.61	\$1.50	\$ 4,378,079	8 <sup>3</sup> / <sub>4</sub> - 4
1951.....	18,772,528	2,814,750	1,014,751	1.73	1.00	5,492,521	10 <sup>3</sup> / <sub>4</sub> - 7 <sup>1</sup> / <sub>8</sub>
1952.....	22,724,273	3,089,295	968,051	1.65	1.00	9,394,702	15 <sup>1</sup> / <sub>4</sub> - 10 <sup>1</sup> / <sub>2</sub>
1953.....	32,152,750	3,545,503	1,139,642	1.66	1.00	14,028,133	13 <sup>1</sup> / <sub>4</sub> - 11
1954.....	17,744,136	365,086(a)	164,296	.24	.80	9,358,050	12 - 7
1955.....	21,641,690	1,241,242	638,933	.92	.32 <sup>1</sup> / <sub>2</sub>	10,525,383	13 - 8
1956 (2 qu.).....	14,512,363	866,274	421,274	.61	.25	9,488,455	10 <sup>1</sup> / <sub>2</sub> - 8 <sup>1</sup> / <sub>2</sub>

(a) Operating loss.

**PARAMOUNT PICTURES CORP. (NYSE)**
**Capitalization**

Debt: \$25,327,960

Common: \$1 par, 2,141,000 shares

1950.....	\$ 81,825,286	\$10,311,275	\$6,565,041	\$2.67	\$2.00	\$117,929,986	22 <sup>1</sup> / <sub>8</sub> - 17 <sup>1</sup> / <sub>2</sub>
1951.....	94,628,572	11,034,665	5,459,273	2.33	2.00	114,479,795	33 <sup>1</sup> / <sub>2</sub> - 21
1952.....	104,811,289	10,837,159	5,899,871	2.52	2.00	116,464,094	30 <sup>7</sup> / <sub>8</sub> - 21 <sup>1</sup> / <sub>4</sub>
1953.....	110,254,081	13,304,563	6,779,563	3.06	2.00	118,430,121	30 <sup>3</sup> / <sub>8</sub> - 24 <sup>1</sup> / <sub>2</sub>
1954.....	106,920,798	15,651,802	9,003,802	4.10	2.00	128,583,495	40 <sup>3</sup> / <sub>8</sub> - 26
1955.....	112,474,967	16,516,929	9,707,929	4.49	2.00	138,924,838	44 <sup>5</sup> / <sub>8</sub> - 36
1956 (1st qu.).....	.....	.....	1,722,000	.80	1.00	.....	36 <sup>1</sup> / <sub>2</sub> - 30 <sup>1</sup> / <sub>4</sub>

# Financial Data

## PHILCO CORP. (NYSE)

### Capitalization

Debt: \$15,000,000, 3½% Notes, due Aug. 15, 1980  
 Preferred: Series A \$3.75 cumulative, \$100 par, 100,000 shares  
 Common: \$3 par, 3,772,229 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$335,318,054	\$33,703,616	\$15,483,616	\$4.50	\$2.55	\$121,294,609	23¼- 20
1951.....	305,328,670	22,012,646	12,168,046	3.35	1.60	119,476,461	27½- 20½
1952.....	366,963,850	25,631,457	11,491,207	3.15	1.60	144,400,293	36¾- 26½
1953.....	430,419,858	35,316,077	18,350,577	4.86(a)	1.60+5% stk.	168,468,430	36½- 26½
1954.....	349,276,998	10,543,965	6,768,965	1.69	1.60	164,587,570	29½- 28
1955.....	373,359,297	17,286,329	8,423,329	2.13	1.60	178,146,894	43¾- 30
1956 (1st qu.).....	92,476,000	3,185,000	1,517,000	.38	.60	.....	36½- 20½

(a) Including \$1.33 from sale of TV station.

## PYRAMID ELECTRIC CO. (Unlisted)

### Capitalization

Debt: \$291,094  
 Preferred: 5% cumulative convertible, \$10 par, 75,000 shares.  
 Common: \$1 par, 744,460 shares.

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1951.....	\$3,010,531	.....	\$ 80,087	\$0.10	.....	.....	.....
1952.....	4,731,810	\$ 370,916	136,617	.18	\$0.05	\$1,512,880	.....
1953.....	5,768,876	385,869	138,922	.23	.05	1,552,576	.....
1954.....	7,773,882	1,109,282	529,645	.71	.05	2,768,502	10 - 3¼
1955.....	9,631,956	262,202	126,236	.15	.20	3,827,672	12½- 6½
1956.....	.....	.....	.....	.....	none	.....	6¾- 3¾

## RADIO CONDENSER CO. (Unlisted)

### Capitalization

Debt: \$1,457,000  
 Common: \$1 par, 435,815

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 9,535,998	\$ 932,843	\$534,575	\$1.31	.....	.....	.....
1951.....	9,718,912	908,611	464,406	1.15	.....	\$5,220,423	.....
1952.....	14,743,068	1,262,106	521,837	1.25	.....	6,569,694	.....
1953.....	21,465,247	693,405	384,002	.92	\$0.15+4% stk.	8,400,209	15¼- 11
1954.....	13,039,972	294,890 (d)	138,082 (d)	.33(d)	.10	7,952,391	12 - 10
1955.....	17,547,956	1,022,072	560,472	1.29	.20+4% stk.	8,772,481	11 - 8
1956.....	.....	.....	.....	.....	.10	.....	9 - 6¾

(d) Deficit.

## RADIO CORPORATION OF AMERICA (NYSE)

### Capitalization

Debt: \$100,000,000—3% notes due 1970-74, \$50,000,000—3¾% notes due 1973-77, \$99,999,700—  
 Conv. subordinated debentures 3½s due 1980  
 Preferred: \$3.50 cumulative, no par, 900,824 shares  
 Common: No par, 14,031,022 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 584,425,121	\$ 96,992,865	\$46,249,865	\$3.10	\$1.50	\$311,846,886	24¼- 12¼
1951.....	598,955,077	62,032,732	31,192,732	2.02	1.00	370,202,025	25¼- 16¾
1952.....	693,940,522	67,362,399	32,325,399	2.10	1.00	432,252,051	29¾- 23¼
1953.....	853,054,003	72,436,778	35,021,778	2.27	1.00	493,624,720	29¾- 21
1954.....	940,950,220	83,501,459	40,525,459	2.66	1.20	548,325,244	39¼- 22½
1955.....	1,055,265,655	100,107,465	47,525,465	3.16	1.35	676,506,187	55¾- 36¾
1956 (1st qu.).....	274,848,000	23,395,000	12,727,000	.85	1.00	.....	50¾- 41¾

## RAYTHEON MANUFACTURING CO. (NYSE)

Year ending May 31.

### Capitalization

Debt: \$15,000,000, 4%, 4½%, 4¾% Promissory Notes  
 Common: \$5 par, 2,794,505 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 59,533,260	\$ 1,610,413	\$ 935,413	\$0.49	none	\$32,331,492	13½- 6½
1951.....	89,662,122	6,029,063	2,179,063	1.12	none	52,120,396	12¾- 8¼
1952.....	111,286,879	5,947,898	2,047,898	.84	none	75,196,765	12¾- 9½
1953.....	179,179,379	13,009,672	3,859,672	1.68	none	91,238,649	14½- 8
1954.....	177,099,790	10,023,316	3,523,316	1.53	10% stk.	93,640,690	14½- 7¾
1955.....	182,304,693	9,166,561	4,521,561	1.72	5% stk.	82,532,511	25¾- 18
1956 (3 qu.).....	126,128,000	4,380,000	2,110,000	.75	none	.....	19½- 14¾

## SIEGLER CORP. (Unlisted)

Year ending June 30.

### Capitalization

Debt: \$625,000, 4% Installment notes, due 1960  
 Common: \$1 par, 707,696 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$ 2,540,018	\$ 343,932	\$204,286	\$0.39	none	.....	.....
1951(a).....	3,532,564	754,312	379,568	.73	none	.....	.....
1952(c).....	3,698,466	282,530	140,530	.27	none	.....	.....
1953(c).....	5,572,382	697,643	344,643	.66	none	.....	.....
1954(c).....	6,580,870	1,007,730	481,545	.92	none	.....	.....
1955(c).....	10,471,144	1,631,525	774,571	1.53	\$0.15	\$ 5,881,884	14 - 10½
1956 (3 qu.).....	13,738,031	.....	896,276	1.45	.45	10,190,180	22 - 12½

(a) Year ending Dec. 31. (b) Privately owned until July 12, 1955. (c) Year ending June 30.

## SPEER CARBON CO. (Unlisted)

### Capitalization

Debt: \$4,813,056  
 Preferred: \$7 cumulative pfd. \$100 par, 4,565 shares  
 Common: \$2.50 par, 440,000 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$13,818,516	\$3,685,784	\$1,760,759	\$6.62	\$1.20	\$12,938,802	27¼- 13¼
1951.....	13,951,563	2,691,023	1,076,023	2.37	1.20	22,963,723	33 - 20¼
1952.....	13,642,634	1,409,311	718,311	1.56	1.00	22,060,894	24¼- 19¼
1953.....	15,609,779	1,385,217	611,217	1.31	1.00	22,316,798	21½- 13
1954.....	13,064,675	1,223,474	508,474	1.08	.60	22,254,568	15¼- 11¾
1955.....	17,734,512	3,019,694	1,461,694	3.25	1.00	24,331,167	19¾- 15½
1956 (1st qu.).....	4,843,198	1,118,192	517,192	1.15	.50	24,611,255	29¼- 19

**SPERRY RAND CORP. (NYSE)**

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

**Capitalization**

Debt: \$115,561,955  
Preferred: \$4.50 cumulative; par \$25, 102,267 shares  
Common: Par 50 cents, 25,496,132 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950 (a)	\$349,942,000	\$49,600,000	\$23,626,000	\$0.92	.....	.....	.....
1951 (a)	468,359,000	68,000,000	26,023,000	1.02	.....	.....	.....
1952 (a)	631,720,000	75,500,000	28,081,000	1.10	.....	.....	.....
1953 (a)	689,565,000	73,900,000	28,012,000	1.09	.....	.....	.....
1954 (a)	696,206,000	85,500,000	44,851,000	1.75	.....	\$483,922,636	.....
1955 (c)	353,943,880	45,519,563	23,585,563	.92	\$0.36	.....	29 <sup>5</sup> / <sub>8</sub> - 21
1956	710,696,087	83,598,878	46,348,878	1.80	.40	557,492,756	29 <sup>1</sup> / <sub>8</sub> - 23 <sup>5</sup> / <sub>8</sub>

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

**SPRAGUE ELECTRIC CO. (Unlisted)**
**Capitalization**

Debt: \$2,131,000  
Common: \$2.50 par, 1,241,712 shares

1950	\$28,614,860	\$ 6,725,904	\$3,345,404	\$2.69	\$0.60	\$15,350,554	15 <sup>1</sup> / <sub>4</sub> - 6 <sup>5</sup> / <sub>8</sub>
1951	38,491,215	8,500,534	2,720,334	2.19	.89	21,096,487	18 <sup>1</sup> / <sub>4</sub> - 13 <sup>5</sup> / <sub>8</sub>
1952	44,449,891	10,169,353	3,136,853	2.53	.93	21,866,421	37 <sup>3</sup> / <sub>8</sub> - 17 <sup>3</sup> / <sub>8</sub>
1953	46,778,633	9,604,981	2,888,081	2.33	1.07	24,424,669	38 <sup>3</sup> / <sub>8</sub> - 29
1954	42,355,361	6,668,908	3,333,408	2.68	1.10	26,835,820	60 <sup>1</sup> / <sub>2</sub> - 36
1955	44,353,042	6,040,828	3,003,128	2.42	1.20	28,945,483	61 - 47
1956	.....	.....	.....	....	.60	.....	55 - 38

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

Debenture: Convertible subordinated debenture 5s, Due Dec. 1, 1967, \$4,501,228

Debt: \$224,597  
Common: \$1 par, 1,470,000 shares

1950	\$35,632,396	\$10,464,265	\$5,266,442	\$3.58	\$0.25	\$10,133,662	11 <sup>3</sup> / <sub>4</sub> - 9
1951	40,302,526	5,037,944	2,487,944	1.69	1.00	20,239,292	14 <sup>3</sup> / <sub>4</sub> - 10
1952	65,990,177	7,136,290	2,861,290	1.95	1.00	28,401,496	18 <sup>7</sup> / <sub>8</sub> - 12 <sup>5</sup> / <sub>8</sub>
1953	89,270,964	7,762,481	2,972,481	2.25	1.00	30,644,696	17 <sup>1</sup> / <sub>4</sub> - 12 <sup>1</sup> / <sub>2</sub>
1954	72,862,113	5,136,407	2,871,290	1.95	1.00	29,351,477	17 <sup>7</sup> / <sub>8</sub> - 12 <sup>5</sup> / <sub>8</sub>
1955	60,472,454	522,313 (d)	320,313 (d)	.22 (d)	.85	27,253,490	20 <sup>1</sup> / <sub>4</sub> - 10 <sup>1</sup> / <sub>4</sub>
1956 (1st qu.)	13,663,531	.....	615,285	.....	none	.....	12 <sup>3</sup> / <sub>4</sub> - 9 <sup>1</sup> / <sub>4</sub>

(d) Deficit

**STORER BROADCASTING CO. (NYSE)**
**Capitalization**

Debt: \$4,867,960  
Common: \$1 par, 788,250 shares; \$1 par Class B, 1,686,500 shares

1950	\$ 6,657,114	\$1,895,085	\$ 926,475	\$0.39	\$0.06	.....	(b)
1951	9,560,086	3,406,327	1,391,935	.63	.10	.....	(b)
1952	11,475,618	3,963,304	1,594,956	.69	.10	\$11,923,761	(b)
1953	14,901,078	5,980,494	1,985,678	.94	.24	17,446,319	7 <sup>3</sup> / <sub>8</sub> - 7
1954	17,736,531	7,105,103	3,680,779	1.62	.81	27,872,630	19 <sup>3</sup> / <sub>8</sub> - 7 <sup>3</sup> / <sub>8</sub>
1955	.....	8,792,878	4,330,429	1.73	1.37 <sup>1</sup> / <sub>2</sub>	28,152,046	29 <sup>1</sup> / <sub>8</sub> - 20 <sup>3</sup> / <sub>4</sub>
1956 (1st qu.)	.....	3,038,415	1,450,242	.59	.75	.....	26 <sup>1</sup> / <sub>4</sub> - 22 <sup>1</sup> / <sub>8</sub>

(b) Privately owned.

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

Debt: \$38,850,509  
Preferred: \$4 cumulative no par pfd, 95,381 shares \$4.40 convertible no par pfd, 86,145 shares  
Common: \$7.50 par, 3,290,888 shares

1950	\$162,514,814	\$19,221,185	\$ 8,221,185	\$5.37	\$2.00	\$ 92,880,534	26 <sup>5</sup> / <sub>8</sub> - 18 <sup>1</sup> / <sub>4</sub>
1951	202,806,387	26,153,973	8,253,973	4.17	2.00	150,968,617	39 - 23 <sup>3</sup> / <sub>4</sub>
1952	235,023,437	17,660,625	6,960,625	3.04	2.00	176,418,658	41 <sup>7</sup> / <sub>8</sub> - 32 <sup>1</sup> / <sub>4</sub>
1953	293,267,408	24,486,181	9,536,181	3.10	2.00+10% stk.	204,433,298	40 - 29 <sup>1</sup> / <sub>4</sub>
1954	281,641,987	18,380,941	9,480,941	2.92	2.00	191,379,534	48 <sup>7</sup> / <sub>8</sub> - 31 <sup>7</sup> / <sub>8</sub>
1955	307,371,315	27,912,970	13,812,970	4.29	2.00	203,163,659	49 <sup>7</sup> / <sub>8</sub> - 41
1956 (1st qu.)	83,288,726	8,673,086	4,323,086	1.28	1.00	.....	55 <sup>7</sup> / <sub>8</sub> - 42

**TELECOMPUTING CORP. (Unlisted)**
**Capitalization**

Debt: \$429,886  
Common: \$1 par, 1,403,920 shares

1950 (a)	\$ 441,620	\$ 66,915	\$ 37,243	\$0.31	none	.....	(c)
1951 (a)	780,779	44,451	31,451	.12	none	\$ 817,605	23 <sup>1</sup> / <sub>4</sub> - 17 <sup>5</sup> / <sub>8</sub>
1952 (a)	1,664,840	126,844	56,844	.20	none	828,522	11 <sup>1</sup> / <sub>2</sub> - 2 <sup>1</sup> / <sub>2</sub>
1953 (a)	2,022,854	71,622	43,622	.13	none	1,006,510	17 <sup>1</sup> / <sub>4</sub> - 7
1954 (a)	1,786,728	896,734 (d)	798,887 (d)	1.60 (d)	none	1,368,689	14 - 9 <sup>1</sup> / <sub>2</sub>
1955 (a)	1,771,162	414,791 (d)	414,791 (d)	.83 (d)	none	4,089,716 (b)	11 <sup>1</sup> / <sub>2</sub> - 6 <sup>1</sup> / <sub>8</sub>
1956 (1st qu.) (b)	2,463,834	224,995	190,995	.14	none	.....	8 <sup>3</sup> / <sub>4</sub> - 6 <sup>1</sup> / <sub>2</sub>

(a) Prior to merger with Whittaker Gyro, Inc. (b) After merger with Whittaker Gyro, Jan. 27, 1956. (c) Privately owned. (d) Deficit.

**TEXAS INSTRUMENTS, INC. (NYSE)**
**Capitalization**

Debt: \$1,250,000  
Preferred: 4.48% Series A convertible pfd., 165,945 shares  
Common: \$1 par, 2,987,013 shares

1950	.....	.....	.....	.....	.....	.....	.....
1951	.....	.....	.....	.....	.....	.....	.....
1952	\$20,431,452	\$2,289,738	\$ 909,975	\$0.30	none	\$13,396,944	.....
1953	27,007,957	3,219,162	1,270,125	.42	none	14,900,024	5 <sup>3</sup> / <sub>4</sub> - 5 <sup>1</sup> / <sub>8</sub>
1954	24,387,334	2,380,718	1,200,995	.40	none	15,123,336	14 - 5 <sup>1</sup> / <sub>4</sub>
1955	28,684,653	2,502,041	1,581,790	.49	none	19,591,604	16 <sup>7</sup> / <sub>8</sub> - 10 <sup>1</sup> / <sub>8</sub>
1956 (1st qu.)	8,853,000	1,011,000	540,000	.17	none	.....	14 - 11 <sup>5</sup> / <sub>8</sub>

# Financial Data

## TRAV-LER RADIO CORP. (Midwest)

### Capitalization

Debentures: 6s, due May 15, 1967, \$1,156,250  
Common: \$1 par, 761,995 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$13,892,485	\$2,309,275	\$1,156,851	\$1.52	\$0.30+20% stk.	\$6,484,714	5½- 3¾
1951.....	8,015,622	1,256,162(d)	577,950(d)	.76(d)	.10	3,971,516	4½- 2¾
1952.....	11,860,387	388,565	291,565	.38	none	4,224,853	3½- 2½
1953.....	14,470,145	735,847	316,641	.42	.10	4,602,709	3½- 2½
1954.....	16,347,813	459,657	241,349	.32	.22½	5,339,934	3 - 2
1955.....	17,497,351	264,275	222,982	.29	.07½	6,380,841	4¼- 178
1956.....	.....	.....	.....	.....	none	.....	2½- 1¾

(d) Deficit

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

### Capitalization

Debt: \$1,650,000  
Preferred: 4.3% cumulative convertible, \$50 par, 99,830 shares  
Common: \$1 par, 655,536 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$29,425,022	\$6,280,786	\$3,058,151	\$6.61	\$2.00	\$14,881,402	20½- 858
1951.....	31,484,760	5,713,572	2,049,458	4.24	1.25	17,115,034	24¼- 16¼
1952.....	35,489,558	5,432,713	2,007,713	3.75	1.25	20,702,033	2178- 16¼
1953.....	40,017,549	4,030,882	1,780,882	3.07	1.25	20,314,487	2478- 16½
1954.....	39,052,458	4,302,062	2,077,062	3.15	1.25	26,728,555	30¼- 16¼
1955.....	51,114,000	6,854,393	3,239,393	4.65	1.60	30,561,228	33½- 25
1956 (1st qu.).....	12,935,227	.....	715,035	1.00	.60	.....	36¾- 28¾

## VARIAN ASSOCIATES (Unlisted)

Year ending Sept. 30

### Capitalization

Debentures: \$1,960,000, 5% convertible subordinate, due Dec. 1, 1970  
Debt: \$709,867, notes  
Preferred: 6% cumulative convertible, \$100 par, 2,500 shares  
Common: \$1 par, 1,020,122 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$ 460,035	\$ 48,478	\$ 35,980	\$0.16	none	.....	.....
1951.....	1,756,879	88,935	24,734	.08	20% stk.	.....	.....
1952.....	3,826,702	151,540	76,336	.16	none	.....	.....
1953.....	5,023,272	172,299	86,255	.12	none	\$4,172,546	.....
1954.....	5,902,640	458,837	224,669	.32	none	4,451,641	.....
1955.....	7,162,350	912,896	432,896	.41	none	6,101,128	.....
1956 (2nd qu.).....	4,749,579	322,021	153,970	.14	none	7,671,158	16 - 12

## WEBCOR, INC. (Midwest)

### Capitalization

Common: \$1 par, 619,750 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$19,086,151	\$2,324,494	\$1,212,050	\$2.69	\$1.50+20% stk.	\$ 8,713,877	20¼- 10¾
1951.....	17,971,469	677,596	457,635	1.01	1.00	7,878,317	1658- 11¼
1952.....	19,580,636	707,800(d)	408,951(d)	.91(d)	.50	10,406,339	13½- 7½
1953.....	27,757,899	1,947,162	927,162	1.87	10% stk.	11,827,337	9½- 7
1954.....	31,741,046	1,139,198	564,198	1.09	.15+ 5% stk.	12,940,996	11½- 778
1955.....	31,984,539	1,339,574	589,524	.95	.40	16,566,990	15¾- 8½
1956.....	.....	.....	.....	.....	.25	.....	15 - 13

(d) Deficit

## WELLS-GARDNER & CO. (Unlisted)

### Capitalization

Common: \$1 par, 411,800 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$17,825,098	\$1,674,235	\$ 954,235	\$2.33	\$0.75	\$5,643,428	12½- 5½
1951.....	12,758,749	588,099	451,447	1.10	.60	4,462,000	8¾- 6¼
1952.....	16,301,043	969,976	459,976	1.12	.60	6,385,335	8¼- 6½
1953.....	22,572,069	1,969,939	772,939	1.88	.75	7,224,465	8¼- 658
1954.....	21,200,318	2,031,340	911,340	2.22	.75	8,076,027	10 - 5¾
1955.....	26,646,745	2,725,857	1,221,857	2.97	.85	9,784,984	13¾- 978
1956.....	.....	.....	.....	.....	.40	.....	14½- 1158

## WESTINGHOUSE ELECTRIC CORP. (NYSE)

### Capitalization

Debentures: 2½s, due Sept. 1, 1971, \$22,300,000  
3½s, due Dec. 15, 1981, \$300,000,000  
Preferred: \$3.80 Class B, \$100 par, 500,000 shares  
Common: \$12.50 par, 16,647,166 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950.....	\$1,019,923,051	\$159,664,532	\$77,922,944	\$5.36	\$2.00	\$ 800,461,178	36 - 29½
1951.....	1,240,801,296	174,578,362	64,578,202	4.03	2.00	1,004,378,037	42½- 3458
1952.....	1,454,272,698	173,014,835	68,581,603	4.23	2.00	1,195,292,040	48¾- 35½
1953.....	1,582,047,141	152,893,486	74,322,925	4.53	2.00	1,265,353,717	52½- 39½
1954.....	1,631,045,480	168,241,939	84,594,367	5.06	2.50	1,329,120,140	79 - 50½
1955.....	1,440,976,985	84,102,747	42,802,747	2.46	2.00	1,287,685,975	83¼- 53¼
1956 (1st qu.).....	225,366,000	41,675,000(d)	18,575,000(d)	1.14(d)	1.00	.....	6578- 51½

(d) Deficit

## ZENITH RADIO CORP. (NYSE)

### Capitalization

Common: No par, 492,464 shares

Year	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets	Price Range
1950(a).....	\$ 87,704,071	\$11,527,903	\$5,627,003	\$11.43	\$1.50	\$51,971,284	70¼- 31½
1951.....	110,022,780	11,771,940	5,370,740	10.91	3.00	50,275,866	71½- 47½
1952.....	137,637,697	13,222,133	5,845,933	11.87	3.00	54,416,548	88 - 68
1953.....	166,733,276	13,157,701	5,631,701	11.44	3.00	52,042,451	84 - 63¼
1954.....	138,608,360	12,056,264	5,676,264	11.53	3.00	62,604,970	96 - 63½
1955.....	152,905,005	17,104,491	8,034,491	16.31	5.00	.....	141¼-107
1956 (1st qu.).....	37,915,318	3,939,700	1,831,165	3.72	1.50	67,604,887	142½- 86

(a) Year ending March 31



**Electronics Reports:** Entering receiving tube business with line of stacked ceramic tubes representing "a completely new concept in receiving tube manufacture," Eitel-McCullough Inc. (Eimac) has announced initial line of 4 designed primarily for military uses. Eimac, which calls itself world's largest manufacturer of transmitting tubes, plans to develop "complete line of tubes which will meet most receiving requirements with a minimum number of tube types."

New stacked ceramic tubes were developed under Air Force contract to provide small tube which would withstand environments found in airborne and missile applications. "The life of the new tubes," says Eimac, "is so long that they will be wired directly into electronic equipments, eliminating the need for tube sockets." Tiniest of the tubes is 7/8-in. high, 1 1/32-in. in diameter. The others are 1-in. x 1 1/16-in. Current production model tubes are twin-triode amplifier (33C3A2) and sharp-cutoff pentode (5C2A); developmental types are medium-mutritode (CD-19) and beam power amplifier (CD-22).

Stacked ceramic tubes have been announced and demonstrated in the past by GE (whose micro-miniature 6BY4 has been offered as uhf TV amplifier; see Vol. 11:42) and by Sylvania, among others.

\* \* \* \*

New image orthicons with 750-line "Micro-Mesh" screens, replacing current tubes using 500 lines, are now in quantity production at RCA. Noting improved quality possible with new tube, tube div. general marketing mgr. Lee F. Holleran said: "The 750 mesh eliminates all traces of bothersome moire patterns. Although mesh up to 1000 lines-per-inch has been produced by RCA, requirements of the present 525-line TV system are exceeded with camera tubes employing the new 750 mesh." Grid is so fine that mesh openings comprise more than 60% of screen area. Two types are offered—No. 5820 for black-&-white, No. 6474 for color.

"Important new type of tube"—the voltage-tuned magnetron—has been developed by GE scientists Philip H. Peters & Donald A. Wilbur, making it possible to tune the wartime-developed radar tube almost instantaneously over relatively wide frequency range, along with new design concepts that permit new magnetron to be housed in copper-ceramic package the size of cube of sugar. GE's power tube dept. is now preparing for production on first types, covering uhf range. Among applications for the new tube, GE lists countermeasures, altimeters, FM communications, test equipment.

New Blonder-Tongue TV camera TVC-1 is now being supplied to electronic distributors. The industrial system, including vidicon, f1.9 lens, cable and control generator is priced at \$1995. Optional equipment now under development includes video amplifier, device to increase resolution to 700 lines, and large-screen TV projector.

Stromberg-Carlson announces commercial version of charactron shaped-beam tube, used in military surveillance, to help prevent aircraft collisions. Designed for use in air terminal radar systems, device shows relative positions of air craft and their movements across a map-diagram. Number of planes, speed and altitude are also indicated.

First production order for newly-developed Radar Data Transmission System (RADAT) was announced by Skiatron Electronics & Television Corp. System permits transmission of radar signals over existing telephone lines from outlying screens to central control location. U. S. Navy order (\$129,000) calls for delivery of 2 units by March.

Consolidated Electrodynamics Corp., Pasadena, Cal., has acquired Electronic Industries Inc., Burbank, Cal., specialist in etched circuitry.

**ELECTRONICS PERSONALS:** Wm. O. Hoverman, from special products marketing section, named sales mgr., GE semiconductor products dept., Syracuse . . . Dr. Herbert Bandes, former engineering mgr.-semiconductors, named to the new post of chief engineer-semiconductors, Sylvania electronics div. . . George T. Scharffenberger named v.p.-gen. mgr., Kellogg Switchboard & Supply Co. (IT&T subsidiary), replacing ex-pres. James H. Kellogg, who becomes IT&T consultant . . . Lt. Gen. Elwood R. Quesada, USAF ret., named chairman & chief executive officer of Topp Industries Inc., with plants in Los Angeles and State College, Pa. for research, development & manufacture of electronics apparatus; he formerly headed Lockheed missile systems div. . . Harry R. Wege, operations mgr., RCA missile & surface radar dept., named dept. mgr. . . Frederick B. Llewellyn, ex-pres. of IRE, now Bell Labs communications consultant, elected pres. of Alumni Assn. of Stevens Institute, Hoboken . . . Robert Hodges appointed engineering v.p., Frederick J. Harrison manufacturing v.p., Daystrom Pacific div. . . John F. Morten appointed Raytheon product planning mgr., medical equipment sales.



Excellent article on underwater TV is reprint in June *Journal of the SMPTE* of paper delivered at SMPTE's May convention by Douglas Allanson, Pye Ltd., Cambridge, England. He points out, among other things, that TV techniques permit greater visibility than possible with naked eye under conditions of bad "light scatter" caused by fine particles in the water. He also states: "There seems to be no practical reason why a TV camera should not one day explore the most profound ocean depths and present to the eyes of man the floor of the Philippine Trench 8 miles down."

Two new weeklies for electronics industry are due to start within next 6 months. Tabloid-size *Electronic News* is set for early 1957 debut by Fairchild Publications Inc., publisher of *Retailing Daily*, *Daily News Record*, *Women's Wear Daily* and the weekly *Footwear News*, *Supermarket News*, *Men's Wear*. Wade Fairchild will be publisher, Alfred D. Cook editor. It's also understood that Hayden Publishing Co., publisher of semi-monthly *Electronic Design*, plans to start new *Electronics Week* this summer or fall, with Edward Grazda as editor.

Research group of Ross Bateman, Dana K. Bailey & Richard C. Kirby of Bureau of Standards ionosphere research section, Boulder, Colo., awarded Dept. of Commerce gold medal for major contributions to advancement of science of radio wave propagation, notably "forward scatter." Edwin F. Florman, of same section, onetime Philco scientist, awarded silver medal for "outstanding contribution to a more precise knowledge of the velocity of propagation of radio waves at very high frequencies."

International Scientific Radio Union (URSI) fall meeting Oct. 11-12 at U of California, Berkeley, will devote sessions to radio & troposphere, ionospheric radio, radio noise of terrestrial origin. Deadline for 100-200 word abstracts of papers is July 20.

La Electronica Venezuela, Caracas, began production of CR picture tubes in May, expects to increase output gradually to 100 a day which it feels will satisfy replacements for country's estimated 80,000 sets.

Philco is revealed, in June 28 AP dispatch from Seoul, as holding \$300,000 contract with South Korean Govt. for reorganization of its telephone, telegraph & radio systems and has assigned 9 men to job.

Directories of key military procurement personnel and guided missiles are features of July *Tele-Tech & Electronic Industries Magazine*.

GE reduces prices average of 10% on 48 medium power germanium rectifiers.

**"FORWARD SCATTER"** allocations rule-making proposed by FCC brought comments from 6 companies, even though Commission extended deadline from July 1 to Jan. 2, 1957 (Vol. 12:26). Though TV figured only slightly in comments, it's apparent that TV transmission via scatter is expected sooner or later. Meanwhile, the companies showed they're mighty concerned about future of scatter:

AT&T urged that scatter be employed only where conventional line-of-sight microwave can't—such as over water—and to cross some sparsely settled areas. It said that assignments should be made carefully to limit possibility of interference with line-of-sight transmissions; that more experience is needed before "sound recommendations" regarding allocations can be made. It stated that cost-per-mile is about same as line-of-sight but that latter produces many more circuits; that it's unknown whether color TV can be transmitted over 100-200-mi. scatter links.

Western Union said scatter looks attractive for jumps across Lake Michigan and Lake Erie and along Gulf Coast. It suggested possibility that scatter could share frequencies above 940 mc with conventional circuits, said it's not practical to suballocate for exclusive use of scatter. It also suggested scatter be given space in 3500-3700 mc now allocated to mobile services.

Collins Radio, a pioneer scatter experimenter, expressed great enthusiasm over possibilities, stating: "The communications industry has long awaited the development of a technique whereby high-quality multi-channel voice may be transmitted well beyond the optical horizon by radio. Tropospheric scatter now has been proved to provide this long-awaited communications means. Certainly the utilization of systems possessing the unique characteristics possible through tropospheric scatter propagation should not be delayed." It said scatter is ideal for communications along gas pipelines, for offshore oil-drilling operations which will go out 100 mi. or more, and for international use.

Hycon Eastern proposed that scatter be permitted to use any band currently assigned to fixed stations, each case considered on own merits.

Lenkurt Electric Co. stated, in essence, that more experimentation should be carried on before allocations are made. All submitted technical data on state of the scatter art.

Shopping via TV continues to offer intriguing possibilities (Vol. 12:23-24)—and it was further explored last week by N. Y. industrial designer Gordon Lippincott, addressing International Design Conference at Aspen, Colo. He pictured housewife of the future shopping from her home via closed-circuit TV equipped with special telephone, asking to see specific item—such as an electric mixer—and being shown videotapes of several brands in action. When she selects make and model desired, order is transmitted directly to factory, where it is manufactured, shipped by air, delivered within 24 hours.

Ultra-modern TV-radio city for Bogota, Colombia, including separate buildings for TV studios, radio studios, offices, concert hall, theatre and garage & storage, are described in June issue of RCA's *Broadcast News* by Dr. Walter J. Duschinsky, v.p. of telecommunications management consultants Wm. J. Scripps Assoc., who currently is setting up telecommunications projects div. of Victor Gruen Assoc., planners, architects & engineers. Drawings and explanations in article show proposed design of project, now pending govt. approval.

Power increases: WTTG, Washington (Ch. 5) July 4 to 50-kw; WQED, Pittsburgh (Ch. 13) plans to be first educational station to boost power when it goes to 138-kw ERP Aug. 30.

Dummy TV sets and antennas have become popular in Australia, as TV set manufacturers fail to keep up with demand for sets in advance of TV's debut in Sydney & Melbourne this summer. The dummy sets, as reported by Reuters, are elaborate, highly polished cabinets, with everything but the chassis. In place of picture tube, screen is made of celluloid "that looks like the real thing." Presumably, manufacturers will supply chassis later—but, for the time being, nobody can tell difference because no TV stations are on air. Meanwhile, Australia's first 6 stations are racing to get on air—2 private & one govt.-owned each, in Sydney and Melbourne. *Herald-Sun's* Melbourne station has announced it will begin test patterns July 26. All will be on air before Olympic games begin in Nov.

AWARE Inc., sued by CBS commentator John Henry Faulk, who is also v.p. of N. Y. chapter of AFTRA (Vol. 12:25), pleads truth in reply filed this week to \$500,000 libel case in N. Y. Supreme Court—its counsel Godfrey P. Schmidt taking position that "anyone who lends his name, prestige, talents or service to a Communist front, whether deliberately or thoughtlessly, aids Communism and collaborates with Communists or pro-Communists and is, therefore, fair game for public criticism and censure." Louis Nizer represents Faulk, who charges AWARE with losing him many radio opportunities and rendering him unemployable on TV.

Catholic religious broadcasting survey, completed by Archdiocese of N. Y., 453 Madison Ave., shows these trends, according to Rev. Timothy J. Flynn, director of radio & TV communications: (1) Catholic broadcasting is on the increase, such programs being carried by 224 of 263 TV stations responding, by 1172 of 1520 radio stations responding. (2) Stations prefer network and syndicated programs to local by substantial margin. (3) Catholic radio programming has shown "a surprising vitality"—12% of stations reporting increases in last 5 years, 5% noting decreases, balance reporting no change.

Small French TV camera-transmitter will be used by CBS-TV for pickups from floor of Democratic & Republican national conventions next month. Network requested temporary authority from FCC this week to operate prototype model on Ch. 12. Power output is 100 milliwatts, effective range 200-300 ft. Camera-transmitter was manufactured by big Compagnie Generale de TSF for Intercontinental Electronics Corp., new Mineola, L. I. firm owned jointly by CSF & Airborne Instruments Lab.

Grants-in-aid to support audience research projects now under way were announced this week by Educational TV & Radio Center, Ann Arbor. The grants: \$1920 to U of Wisconsin, for audience reaction researches and techniques for predicting audience response; \$1400 to U of Washington, for pilot study of role of TV in politics in KCTS coverage area; \$850 to WGBH-TV, Boston, for data on educational & general TV viewing habits.

Sweden will have govt.-operated TV service, Parliament has decided after years of contention, voting down private semi-commercial system. Programming initially will be confined to Stockholm area. Sweden has had TV on experimental basis since 1951.

Anti-fraud bill to plug loophole in law, permit prosecution of fraudulent stock promoters operating from foreign countries by TV or radio (S-3674, see Vol. 12:15-16, 18), was passed by House this week and sent to President.

Licensed TV sets in Great Britain totaled 5,863,472 at end of May, increase of 51,294 during month. In London area, TV circulation passed radio, with total of 1,315,921 TV licenses, 1,301,508 radio.

Boston Post, applicant for city's Ch. 5, suspended publication July 6; publisher John Fox recently sold radio WCOP to Plough Inc.

# Television Digest

with **ELECTRONICS REPORTS**

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

**TELECASTING GROSSED \$745,000,000** in 1955, according to FCC figures released by Rep. Celler, revealing individual network finances & station profits (p. 1).

**COMMUNITY ANTENNA** total jumps almost 100 in year, Pacific Northwest leading gainer. Subscriber totals and averages continue to rise (p. 2).

**ANTI-TRUST VIOLATIONS** seen by Celler in network practices, as hearings recess until fall. Stanton & Comr. Lee quizzed in separate closed sessions (p. 3).

**FCC ALLOCATIONS PLAN** criticized by Senators & Congressmen; anti-deintermixture group blocks Senate interim report praising Commission action (p. 4).

**STORER BUYS WMUR-TV**, Manchester, N. H. (Ch. 9) for about \$850,000; plans to move it nearer Boston, sell one of present 5 vhf's if FCC requires (p. 5).

**LOEW'S OFFERING SWAP** of MGM films for stock interest in stations. WATV says it isn't interested. Talk of sale deals for WABD; also WGBI-TV, Scranton (p. 6).

**PHILCO ANTI-TRUST SUIT** involving distributor franchises and transshipping settled. Philco denies more rumors. CBS-Columbia quits (pp. 10-11).

**CLOSED-CIRCUIT TV** program service to hotel rooms begins in Sept. with pilot telecasts utilizing master antenna systems of 2 N. Y. hotels (p. 14).

**RADIO GOING LOCAL**, says Westinghouse's Don McGannon, pulling 4 stations off NBC. Sarnoff replies sharply, says WBS affiliates will be replaced (p. 7).

**NEW ORLEANS & CORPUS CHRISTI** get vhf grants; effort started to hasten Ch. 4 in Pittsburgh area; FCC proposes more allocations changes (p. 8).

**SPURIOUS RADIATION LIMITS** for community antenna systems established by FCC, which accepts essence of industry's recommendations (p. 8).

**MIAMI'S WCKT TESTING**, replaces uhf as NBC outlet July 29. Headed by Niles Trammell, ownership group includes rival Cox-Knight newspaper interests (p. 9).

**TELECASTING'S '55 GROSS: \$745,000,000:** Rep. Celler's rampaging TV investigation scooped the FCC on its own 1955 TV financial figures this week. Brushing aside a secrecy plea by Chairman McConnaughey, it went far beyond usual FCC practice and made public 1955 financial record of each network -- and, for the first time, profits of each network-owned station for 1953, 1954 & 1955 (see page 2).

Revenues of all TV stations and networks totaled nearly \$745,000,000 in 1955, up 27% from the \$593,000,000 reported by FCC for 1954, the figures indicate. Their earnings before taxes come to about \$150,000,000, or 67% above 1954's \$90,000,000.

These aggregates were not specifically enumerated in the tabulations placed in hearing record by Chairman Celler -- but we derived them mathematically from the FCC-prepared tables showing that 1955 network revenues (including owned stations) totaled \$374,040,762 or 50.23% of entire industry revenues, and that the networks' before-tax earnings were \$68,069,020, or 45.4% of TV industry total.

Celler was entirely specific about network financial figures, updating the 1953-54 tables released by Sen. Bricker (R-O.) in his April report, "The Network Monopoly" (Vol. 12:17). Among disclosures in tabulation was fact that NBC in 1955 regained lead over CBS in total TV revenues, which it had lost in 1954, and was close to CBS in TV earnings before taxes. The 1955 TV figures, compared to 1954:

All networks, exclusive of o-&o stations: Revenues, \$282,404,930 in 1955, up from \$221,117,717 in 1954; earnings before Federal income taxes, \$33,927,467, up from \$5,115,919. Including o-&o operations: Revenues, \$374,040,762, up from 1954's \$306,676,653; earnings before taxes, \$68,069,020, up from \$36,622,374.

NBC network operations, not including its 5 o-&o's: Revenues, \$124,353,526, up from \$90,671,284; before-tax earnings, \$14,602,816, up from \$4,017,896. Counting owned stations: Revenues, \$159,044,153, up from \$120,385,255; earnings before U.S. taxes, \$30,179,349, up from \$16,036,290.

CBS network operations, exclusive of its 4 o-&o's: Revenues, \$121,953,917, up from \$97,394,599; before-tax earnings, \$20,365,378, up from \$13,101,169. With

o-&o stations included: Revenues, \$153,614,317, up from \$123,203,847; before-tax earnings, \$34,870,837, up from \$25,377,612.

ABC network operations, exclusive of its 5 o-&o's: Revenues, \$33,234,630, up from \$24,750,893; before-tax earnings, \$481,138, as against loss of \$6,823,085 in 1954. Including owned stations: Revenues, \$53,906,480, against \$44,519,058 in 1954; earnings, \$5,589,452, compared to loss of \$2,504,262 in 1954.

DuMont operations up to Sept. 15, when network was dissolved, and excluding owned stations; showed 1955 revenues of \$2,862,857, down from \$8,300,941 in 1954. It lost \$1,521,865 in 1955 vs. loss of \$5,140,061 the preceding year. With o-&o stations included, revenues were \$7,475,812 (2 stations) in 1955, down from 1954's \$18,568,493 (3 stations); losses were \$2,570,618 in 1955 and \$2,287,266 in 1954.

\* \* \* \*

TV time sales in 1955 by networks and all stations totaled \$572,400,000 after commissions, according to the FCC figures compiled for Celler. Networks' share was \$263,600,000, of which \$122,800,000 went to CBS, \$109,600,000 to NBC.

Networks paid \$83,500,000 to affiliates last year -- \$42,400,000 being paid by CBS-TV, \$30,900,000 by NBC-TV -- not counting payments to network-owned stations. The 4 networks paid \$21,600,000 to their owned stations -- \$10,000,000 by NBC and \$8,700,000 by CBS. Foreign networks and stations were paid \$1,300,000 by networks. The networks thus retained \$157,200,000 from TV time sales last year, CBS keeping \$71,200,000 and NBC \$68,100,000.

\* \* \* \*

Profits of the network-owned TV stations, before Federal income taxes, tell 3-year story of TV's rise in major markets. Most profitable is CBS-TV's N.Y. flagship WCBS-TV, which reported \$9,375,339 income in 1955; second is the NBC-TV key WRCA-TV, with \$7,260,255; third is NBC-TV's WNBQ, Chicago, with \$3,329,656.

## PRE-TAX PROFITS OF NETWORK-OWNED TV STATIONS: 1953-55

As Disclosed in FCC Tables Prepared for House Judiciary Subcommittee

(Figures in parentheses denote losses)

ABC-OWNED TELEVISION STATIONS				NBC-OWNED TELEVISION STATIONS			
	1953	1954	1955		1953	1954	1955
KABC-TV, Los Angeles (formerly KECA-TV)	\$ (615,571)	\$ 109,373	\$ 534,766	KRCA-TV, Los Angeles (formerly KNBH)	\$ 260,088	\$ 1,040,864	\$ 1,817,767
KGO-TV, San Francisco	490,137	474,044	624,368	WNBK, Cleveland	738,866	1,339,924	1,948,434
WABC-TV, New York	(478,478)	642,379	740,590	WNBQ, Chicago	2,230,414	2,790,696	3,329,656
WBKB, Chicago	1,636,459	1,849,441	1,668,516	WRCA-TV, New York (formerly WNBT)	4,898,047	6,086,613	7,260,255
WXYZ-TV, Detroit	1,445,531	1,243,586	1,540,074	WRC-TV, Washington (formerly WNBW)	336,807	760,297	1,220,421
<b>TOTAL</b>	<b>\$2,478,078</b>	<b>\$4,318,823</b>	<b>\$5,108,314</b>	<b>TOTAL</b>	<b>\$8,464,222</b>	<b>\$12,018,394</b>	<b>\$15,576,533</b>
CBS-OWNED TELEVISION STATIONS				DuMONT-OWNED TELEVISION STATIONS			
	1953	1954	1955		1953	1954	1955
KNXT, Los Angeles	\$ 569,081	\$ 1,589,813	\$ 2,324,091	WABD, New York	\$ 34,246	\$ (56,897)	\$ (797,716)
WCBS-TV, New York	5,571,777	8,206,416	9,375,339	WDTV, Pittsburgh	2,978,342	3,025,875	—
WBWM-TV, Chicago	867,172	2,480,214	2,935,671	WTTG, Washington	(23,648)	(116,183)	(251,037)
WXIX, Milwaukee	—	—	(129,642)	<b>TOTAL</b>	<b>\$2,988,940</b>	<b>\$2,852,795</b>	<b>\$(1,048,753)</b>
<b>TOTAL</b>	<b>\$7,008,030</b>	<b>\$12,276,443</b>	<b>\$14,505,459</b>				

**MID-YEAR STATUS OF COMMUNITY SYSTEMS:** Legal and regulatory headaches, which it has in abundance, don't seem to inhibit growth of community antenna industry one whit. That's apparent from study of galley proofs of complete directory of systems to be included in our new Fall-Winter TV Factbook, due off presses about Aug. 1. Start of new TV stations seems to spawn new systems instead of killing off old ones. Here are some revelatory figures we've gleaned from the directory:

- (1) Systems in operation -- 480 vs. 392 year ago (Vol. 11:28).
- (2) Average number of subscribers per system -- 912 vs. 772.
- (3) Average potential subscribers, estimated by operators -- 1770.
- (4) Total homes reached by the 320 operators reporting figures -- 292,000.

Total potential, as judged by the 358 supplying estimates -- 634,000.

One salient fact disclosed in tabulation is tremendous development in Pacific Northwest. Oregon is the star performer, number of systems rising from 15 to 44 in

year. Washington is no slouch, either, though it showed smaller gain -- going from 26 to 33. Pennsylvania remains "the CATV state," leading with 88, a gain of 4 in year. West Virginia held steady at 38. Equipment manufacturers tell us there are plenty of others -- mostly very small, however -- the locations of which not even they are sure of. More accurate data should become available, gradually, as more state and regional CATV associations are formed.

**CONGRESSMEN BLAST FCC IN TRUST PROBE:** FCC went through 3 rough days before House Judiciary anti-trust subcommittee this week, coming under Congressional fire for policies which Chairman Celler (D-N.Y.) thinks may be contrary to anti-trust laws.

Incisive questioning was keyed to network profits, affiliation contracts, option time, must-buys, allocations -- all leaving strong impression subcommittee was putting commissioners on notice that they better get busy and take some action to bring more competitive outlets and networks into the TV structure.

At Dept. of Justice, meanwhile, former Los Angeles Judge Victor R. Hansen was being sworn in as chief trust-buster, succeeding Stanley N. Barnes who has had his men watching all the Capitol Hill proceedings relating to TV -- and Wall Street Journal, which has unusually accurate pipeline to anti-trust division, predicted: "Possible payoff of [Dept.'s] TV study: an autumn suit against all 3 big networks."

Mysterious sidelight on Judiciary subcommittee's public hearings was closed-door quizzing of CBS pres. Frank Stanton July 12-13 for total of 5 hours, followed by 2-hour secret session for questioning of Comr. Lee. Subcommittee clamped maximum security tag on subject of executive sessions, and neither Stanton, Lee nor any of the Congressmen would talk. But Lee emerged with broad smile, and high praise for Celler's conduct of hearings and for Congressional investigations in general.

Secret sessions provoked speculation that lawmakers thought they smelled a "scandal" -- but it would seem that none was uncovered.

Praise for conduct of hearings wasn't confined to Comr. Lee. Other commissioners and FCC personnel felt that, despite the sharp and sometimes leading questioning, Celler's inclinations were to be fair and to respect FCC viewpoints. But that didn't stop him from lambasting Commission actions which he said are leading to monopolistic concentration. Subcommittee Republicans, however -- notably Keating (N.Y.) and McCulloch (O.) -- generally defended networks, FCC and the status quo.

\* \* \* \*

Network finances occupied July 11 open hearing as Celler reeled off 1955 FCC figures on earnings & revenues of networks and their owned stations (see pp. 1-2) -- using same ratio-of-earnings-to-investment formula as Senator Bricker, which networks maintain is false yardstick of profitability. Celler said, for example, that before-tax profits of WCBS-TV in 1955 (\$9,375,339, probably highest of any station) constituted 2290% return on investment; that of WRCA-TV (\$7,260,255) an 857% return --drawing from McConnaughey remark that, yes, some of profits were "extremely high."

It was Celler's thesis that "only wealthy industries can get the opportunity to use these services" for advertising -- and he urged FCC "to direct itself to the proposition of these high charges." He thought FCC ought to determine whether such profits are proper, but FCC general counsel Warren Baker insisted it didn't have statutory authority to consider profits in connection with license renewals.

"I don't object to them making money," snapped Celler, "but it gets to the point where the Commission should stop, look and listen."

\* \* \* \*

Anti-trust implications in network-station relations occupied second day of hearing, as subcommittee counsel probed into these practices as possible law violations: (1) Fixing of stations' network rates by networks. (2) Discrimination in terms offered by networks to different affiliates.

Most questions about network practices were parried by McConnaughey with the comment that Roscoe Barrow's FCC network study committee is now making a thorough investigation. Barrow himself submitted report on study's techniques and goals.

Must-buy practice was called illegal by Celler. "Tie-in sales are in violation of the anti-trust laws," he said. "The situation in regard to must-buy is

analogous." Referring to network rate cards for their affiliates, he asserted: "Fixing prices is an anti-trust violation which goes back for many years."

Why FCC chain broadcasting rules haven't been updated for TV, occupied much of hearing -- counsel trying to establish that networks welcomed application of radio rules to TV because they thought it extended them immunity from anti-trust prosecution. Celler proposed to look for "evidence of dereliction" by FCC.

Chairman McConnaughey appeared calm and thoughtful during his long stint on stand, other members sitting by and being called upon for interpolations. Only at one point did McConnaughey raise his voice -- when counsel was hammering away on CBS & NBC television network "dominance." He exclaimed:

"Use all 70 uhf channels -- that's the answer to the whole problem. If you can utilize the uhf stations, I'm convinced we'll have several more networks." (For other allocations angles to this week's hearings, see below.)

Public hearings were recessed until fall -- date unannounced -- when they resume in Federal Courthouse, New York City, with testimony by advertising people, talent, network officials, film distributors, uhf telecasters.

**S**ENATE COMMERCE Committee's pat-on-the-back interim report praising FCC for its deintermixture proposal and all-uhf study (Vol. 12:27 & Special Report) failed to come to a vote at Committee's July 11 meeting following week of extensive lobbying by telecasters opposed to deintermixture and/or shift to all-uhf.

Report is due to be considered again July 17, probably will get majority approval, though it will have more opponents than was generally believed week ago. One proposed minority report has already been circulated--by Committee's newest member, Sen. Wofford (D) of Greenville, S. C. Gist of his report:

"The hearing record has failed to produce an allocation plan superior to or as good as the existing one. We believe the current allocation plan should be maintained and all possible steps should be taken to promote the growth of uhf stations in intermixed markets."

Another strong foe of deintermixture on Committee is Sen. Purtell (R-Conn.), who spoke out at meeting against FCC's proposal to move Ch. 3 from Hartford to Providence. (That deintermixture is even more of a regional than political issue is demonstrated by resolution passed unanimously this week by Conn. Democratic State Convention urging retention of Hartford's Ch. 3.)

Other Senators who may finally oppose staff-prepared interim report are Ervin (D-N.C.) & Daniel (D-Tex.). At any rate, closed meeting this week produced enough anti-report sentiment to block vote for a week--but even Sen. Wofford conceded to us that Committee majority will approve deintermixture report.

Committee's stand in its allocations report is considered very important, because of the influence it can exert over FCC's future actions; extent and shape of Commission's allocations rule-making (Vol. 12:26) undoubtedly was result of the pressures built up in Sen. Magnuson's hearings. Among groups and individuals contacting Senators this week was new Assn. of Maximum Service Telecasters, which wired each Committee member protesting FCC's proposal as "significant first step toward an allocations plan based primarily on pressures for a commercial competitive system rather than on statutory requirements for a system designed to provide the best possible service for all the people."

\* \* \* \*

Chairman McConnaughey defended new allocations proposals at July 13 hearing of Celler Judiciary subcommittee (see p. 3). Said he: "We will have to utilize

the uhf portion of the band to get a truly competitive TV situation." As an interim step, he felt "deintermixture of certain markets is the most progressive proposal yet made."

Violently disagreeing, Rep. Quigley (R-Pa.) interjected that the proposal "isn't worth the paper it's written on." Citing uhf difficulties and station shutdowns, he shouted that Commission's record "is the best argument against socialism" and an excellent example of evils of govt. regulation. He lambasted Commission for permitting vhf stations to increase power and to move sites to blanket uhf areas.

Rep. Keating (R-N.Y.) defended Commission, challenging anyone with better plan to come forward and offer it.

McConnaughey repeated his plea for legislation to prohibit vhf-only receivers in interstate commerce--"or some other impetus." But Quigley retorted that his district (Harrisburg-York) represents largest all-channel-set area in U. S., and the big number of uhf sets there apparently hasn't helped uhf situation.

Commissioners will appear before Senate Commerce Committee Tue., July 17, (possibly running over to next day) to explain allocations proposals.

TV stations are bracing themselves for flood of phone calls from irate viewers next Fri., July 20, when every TV & FM station in nation is scheduled to go off air 4:10-4:25 p.m. as part of first nationwide Conelrad drill. Some 1250-1300 AM stations will participate actively by broadcasting, in rotating sequence within each area, on Conelrad frequencies of 640 & 1240 kc. All other AM stations will leave air for the 15-min. period. Civil Defense Administration has furnished recorded announcements to Conelrad stations for use during drill. All stations will announce drill immediately before leaving air or switching to Conelrad frequencies. Purpose of Conelrad is to prevent enemy planes from using TV-radio transmitters as navigational aids, and at same time permit use of nation's radio stations to provide emergency information to public.

BBC has 3 new governors, appointed as of July 1: Earl of Balfour, national governor for Scotland, replacing Thomas Johnston; Mrs. Thelma Cazelet-Kerr, chairman of council of Equal Pay Campaign Committee, replacing Lady Rhys-Williams; Dame Florence Hancock, chief woman officer of Transport & General Workers' Union, replacing Mrs. Barbara Wootten. Sir Philip Robert Morris was reappointed governor & vice chairman until June 30, 1958.

**Personal Notes:** Jack Poppele, feted at Willard Hotel party by colleagues and friends July 12, on occasion of departure from post of deputy USIA director in charge of Voice of America, announced he will become TV-radio management consultant, headquartering until fall at home, 9 Crest Circle, So. Orange, N. J. . . . **Eric Jensen**, ex-J. Walter Thompson, N. Y., named mgr. of WLWD, Dayton, succeeding H. Peter Lasker, transferred to N. Y. as v.p. for sales of Crosley stations . . . **Harry J. Ockershausen**, of law firm of Dempsey & Koplovitz, returned to desk July 11 following appendectomy . . . **Donald A. Pels**, from accounting firm of Arthur Young & Co., named business mgr. of WABC-TV, N. Y., succeeding **Grady E. Jensen** . . . **Frank Conrad** promoted to gen. mgr. of KNTV, San Jose, Cal., succeeding **Douglas D. Kahle**, who recently acquired radio KWIN, Ashland, Ore. . . . **Glenn B. Lau** promoted to commercial mgr. of WPFH, Wilmington-Philadelphia . . . **Seymour Eaton** promoted to north central sales supervisor, NBC-TV Films; **Richard A. Baldwin** promoted to south central sales supervisor, **Robert B. Bersbach** to Chicago sales supervisor . . . **John J. Moffitt** promoted to director of newly formed public service bureau, WEWS, Cleveland, combining all community service, public information & promotional activities . . . **H. Wynn Bussmann** promoted to public relations director, Nielsen broadcast div., Chicago . . . **Joseph F. Greene** promoted to asst. to **Don L. Kearney**, sales v.p. of ABC Film Syndication . . . **Harris L. Katleman**, west coast operations director, Goodson-Todman Enterprises, elected a v.p. . . . **George Bilson**, ex-RKO & Screen Gems, joins Briskin Productions Inc., Hollywood, in charge of developing new TV series for Columbia Pictures' subsidiary Screen Gems . . . **Albert Odeal**, ex-KYW-TV, Cleveland, named film director, WRCA-TV, N. Y. . . . **Jack Wiley** promoted to adv. & promotion mgr. of WRCV-TV, Philadelphia, succeeding **Morris Wattenberg** . . . **Donald H. Edgemon**, ex-WKRC-TV, Cincinnati, named asst. sales promotion mgr., WBZ-TV, Boston . . . **Charles King**, one-time gen. mgr. of WKAL, Rome, N. Y. (same ownership as WKTU, Utica), promoted to Mutual director of station relations . . . **George S. Dietrich** promoted to national director of NBC Radio Spot Sales, **Fred Lyons** to mgr. of central div., **Larry Surles** to mgr. of eastern div., **Mort Gaffin** to director of new business & promotion.

**RKO TELERADIO'S** Thomas F. O'Neil, whose purchase of Howard Hughes' Hollywood "white elephant" and release of its movie backlog "broke the psychological barrier that has gripped Hollywood since TV first flickered," is subject of cover story in July 16 *Newsweek*—best roundup yet on the business operations and personality of the son of founder-pres. Wm. O'Neil of highly diversified General Tire & Rubber Co. Steeped in big business, 1937 graduate of Holy Cross where he played football and was known as "Ox" because of his heft, O'Neil became a salesman in his father's business after 4½-year hitch in Coast Guard. Now, at 41, he's described as "a shrewd dealer with a keen eye for costs and profits" who carries a slide rule in his pocket. In last 2 years he has doubled General Tire's entertainment investments (in movies, TV & radio stations, radio networks, recording company & 2 music publishing houses)—and "this year, helped by fat tax writeoff from the RKO investment, they will probably clear at least \$6,000,000." O'Neil sees the General Tire package "as the kind of integrated operation designed for maximum efficiency and minimum costs." He's quoted: "We're in the manufacturing business, making films. We're in the wholesaling business, renting films to TV stations [and] theatres. And we're in the retailing business with our own TV stations." And—"If vaudeville comes back, we'll probably get in that too."

**STORER BROADCASTING CO.** purchase of WMUR-TV, Manchester, N. H. (Ch. 9), contingent upon sale of one of its present 5 vhf stations, was disclosed July 13 when counsel Robert F. Jones, ex-FCC member, and Edward O'Brien, Worcester attorney & son-in-law of seller ex-Gov. Francis P. Murphy of New Hampshire, filed transfer papers with FCC. Storer proposes to pay \$300,000 for outstanding stock, assuming indebtedness of \$532,453, which includes \$120,000 bank loan and \$59,321 owed RCA.

It's also proposed, in separate application, to move transmitter 32 mi. southeast of Manchester, in Georgetown Township, Mass., or about 26 mi. north of Boston. Station gets service from all 3 networks, already claims big Boston and central New England coverage. Gov. Murphy recently sold radio WMUR for \$150,000 (Vol. 12:5, 9), so radio isn't involved in deal.

WMUR balance sheet for combined TV-radio as of May 31, 1956 shows \$640,349 total assets, of which \$538,275 are fixed. Last Jan. 1, operating deficit was \$250,426 but up to May 31 net gain from radio deal cut this by \$126,728 while TV losses ran \$35,916—cutting deficit to \$159,615 as of May 31.

Which of Storer's stations would be sold is conjectural, application stating it cannot designate one because it would be "forced sale." The Storer vhf's are WJBK-TV, Detroit; WSPD-TV, Toledo; WAGA-TV, Atlanta; WJW-TV, Cleveland; WBRC-TV, Birmingham.

The \$4,250,000 sale of KGUL-TV, Galveston-Houston (Ch. 11) to newly formed Lone Star TV Corp., 90% owned by J. H. Whitney & Co., N. Y. investment firm (Vol. 12:19, 24), was approved by FCC this week. Other 10% is held by founder Paul E. Taft, who continues as pres.-gen. mgr. Actually, Lone Star acquires 90% interest in station, purchasing Taft's 40.5% and the various holdings of Jimmy Stewart, actor; F. Kirk Johnson, Fort Worth oilman; R. Lee Kempner, Galveston banker; V. W. McLeod, Galveston attorney; and other minority stockholders (see *TV Factbook No. 22*). It has option to acquire other 10% from Wesley West. Whitney firm also owns KOTV (Ch. 6) and several community antenna systems.

H. & E. Balaban Corp. is buying 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23), paying \$7500 for 75 shares, according to application filed with FCC this week. Two of original owners retaining interest are theatremen John D. Loeks, 33⅓%, and Howard W. Frech, 16%. Balabans also own 50% of WTVO, Rockford, Ill. (Ch. 39) and WICS, Springfield, Ill. (Ch. 20)—refuted to be successful vhf's—and are applicants for Ch. 42, Birmingham, Ala.

**Memorial plaque to Paul W. White**, founder of the CBS news dept. and one of the great pioneers of radio news-casting, was unveiled in San Diego's Balboa Park July 8 in presence of his widow, his former colleagues at KFMB-TV & KFMB and others. Speakers were Howard Chernoff, ex-mgr. of the stations, and Hugh Baillie, recently retired pres. of UP, who stated: "Radio and TV news coverage would not be what it is today if it had not been for the hard work and farsightedness of Mr. White."

**Practicing what it preaches:** *Philadelphia Inquirer* and its WFIL-TV & WFIL have been crusading vigorously against drinking drivers—so when WFIL-TV daytime disc jockey Bob Harne was arrested last week on drunken driving charge it suspended him forthwith.

**Edward Blake Blair**, 84, father of John Blair, the rep, and a veteran Chicago adman himself, died in Chicago July 12. Survivors are his wife and 2 sons.

**Telecasting Notes:** Acid pen of George Jean Nathan, the veteran dramatic critic, pours its vitriol on TV in Aug. *Esquire Magazine* with such observations as these: That TV is no threat to stage, offering as much competition to the legitimate theatre "as that offered the N. Y. Philharmonic by a Trinidad calypso band." That TV has failed to develop a single dramatic actress with any drawing power. That its leading playwrights and comedians have all been failures on the stage . . . Nathan goes on: "When you come right down to it, TV as we get it today is essentially just the movies without the popcorn, and its threat to the theatre is just about what some people once said the movies would be, which of course turned out to be negligible." And he concludes with this barb: "Let it [TV] go on for exactly what it is, a money-making invention for the pleasure, delight and enthusiasm of boobs with boob tastes and no one will complain, except maybe the boobs when they are surfeited with old western films in a state of flickering decay, crooners with overworked, rusty larynges and dramatic classics performed by actors who never got beyond *Three Men on a Horse* and *Charley's Aunt*" . . . "Nine production companies will turn out better than 80% of all TV film made this year," reports July 14 *Billboard*, listing these as the 9 "majors": Desilu, 4-Star Productions, Hal Roach Studios, Kagan-NBC Film, McCadden Productions, Revue Productions, Screen Gems, TCF-TV (20th Century-Fox), Ziv-TV . . . "Largest TV film project in Canadian history," as announced by CBC, begins soon with filming of 39 half-hour episodes of *Last of the Mohicans* by Normandie Productions Ltd., Toronto; CBC series will be distributed elsewhere in world by TPA . . . Hal Roach Studios' commercial div. reports first 6 months billings 58.8% over same period last year, 12 new major advertisers joining list of customers . . . Universal Pictures sells 31 serials produced in 1936-47 to Hygo TV Films for about \$1,500,000 . . . RKO Teleradio reported ready to enter TV film syndication field on major scale . . . Stepping up use of feature films, NBC flagship WRCA-TV, N. Y., plans daily 5:30-6:45 p.m. first-run series and Sat. & Sun. night movies next fall.

Martha Rountree's second *Press Conference* program on NBC-TV went virtually unnoticed by press this week because of lack of news—in sharp contrast to last week's tumultuous debut featuring Attorney General's scoop announcement of anti-trust suit against General Motors (Vol. 12:27). Guest July 11 was Sen. Mansfield (D-Mont.), who had no prepared "story," gave inquiring newsmen very little news. The Senator had defended Miss Rountree and her show against criticism of some newsmen who contended Brownell saved up big news to assure largest possible audience on commercially-sponsored program (Corn Products Refining Co.), and took crack at Brownell for not holding more press conferences on or off TV. Note: *Newark News'* Washington correspondent Arthur Sylvester reported that Brownell's old N.Y. law firm, Lord, Day & Lord, represents Corn Products Refining Co., but quoted those associated with program as saying that had nothing to do with getting Brownell on first show.

High school credit course in freshman English will be offered on WNBQ, Chicago, 10:30-11 a.m. for 40 weeks from Sept. 16, by arrangements this week between Jules Herbeveaux, NBC v.p. & WNBQ gen. mgr., with Dr. Benjamin Willis, supt. of schools. Period has been occupied for last 5 years by award-winning *Live & Learn*, and new show will be carried in color.

President Eisenhower signed S-3674 this week, aimed at tightening laws relating to fraud by TV, radio or wire communications from abroad (Vol. 12:15-16, 18, 27).

**A**VOWEDLY OUT TO ACQUIRE stations of its own, as part of its proposed foray into the TV business with the important MGM backlog of films (Vol. 12:25), Loew's Inc. has suggested to certain stations that it will give them exclusive deals on the films in exchange for stock interests—but, as far as we can learn, it has had no takers as yet. That's behind flurry of reports in the theatrical trade press that Loew's has begun dickering with stations, notably WATV, Newark-New York (Ch. 13), with view to acquiring ownership interests.

Spokesman for WATV, heavy film user which recently signed for the NTA package of 20th Century-Fox films, said no deal with Loew's is in progress and, though many people have sought to buy the station, there is no plan to sell it or any part of it. At one time Storer made overtures to buy, he said. As for swap-for-film deal, he called it "unthinkable." Loew's new TV operations v.p. is Charles C. (Bud) Barry, reporting to pres. Arthur M. Loew.

There were reports again that unnamed principals had bid between \$5,000,000 & \$6,000,000 for WABD, New York (Ch. 5), owned by DuMont Broadcasting Co.—but no confirmation. Carl M. Loeb, Rhoads & Co., which engineered spinoff last Oct. of DuMont broadcasting stations from manufacturing firm (Vol. 11:33-34, 39, 42), indicated at time that more capital would be raised in order to acquire additional stations, both TV & radio, but nothing has yet been done. DBC also operates WTTG, Washington (Ch. 5).

Report was published this week that *Philadelphia Bulletin*, which owns WCAU-TV (Ch. 10), had purchased 50% of WGBI-TV, Scranton (Ch. 22) from estate of Frank Megargee—but checkup revealed that, though there have been some preliminary talks about possibility of purchase, nothing has been finalized. Three-year-old CBS-affiliated uhf station in all-uhf Scranton-Wilkes-Barre area (4 stations) is reputed to be substantial money-maker and purchase by big-time operator like *Bulletin* would give uhf big boost—at least, in non-intermixed areas.

"Cash giveaways" on radio appear to be in for further FCC scrutiny, for this week it sent McFarland letter to Todd Storz's Mid-Continent Bestg. Co. questioning whether its proposed \$850,000 purchase of WQAM, Miami from *Miami Herald* (Vol. 12:21) is in public interest. Letter indicates hearing may be necessary because FCC has information that the "largest single factor in [Mid-Continent's] pattern of operation is the giving away of sums of money to the listening audience; that, in effect, Mid-Continent appears to be 'purchasing' the listening audience for its stations; that this pattern of operation, with its apparent success, appears to be the inducement to other broadcasters to adopt similar methods; that this pattern of operation tends to limit the ability of station licensees to provide the service they consider necessary to meet the tastes and needs of their communities and results in a deterioration of the quality of the service previously rendered to the public." Storz operates radios KOWH, Omaha; WTIK, New Orleans; WHB, Kansas City; WDGY, Minneapolis. WQAM sale is required under duopoly rule, inasmuch as owners are among principals in new WCKT, Miami (Ch. 7) and its radio adjunct WCKR (formerly WIOD).

Action to extend hours of daytime-only radio stations was urged this week in statement by Daytime Broadcasters Assn. pres. Jack S. Younts, in answer to request for comments by House Small Business Committee, which once indicated desire to investigate daytimers' complaints. Younts scored Commission's long delay in case, telling Committee "the limits of patience are reached when a turn of the wheels [of Govt.] must be measured in terms of decades or generations." DBA's Washington counsel now is Benedict Cottone, group having switched from Frieda Hennock.



**Network Accounts:** Oldsmobile this week purchased one-third sponsorship of political conventions and election returns on NBC-TV & Radio, thru D. P. Brother & Co., Detroit; RCA and Sunbeam had previously purchased one-third each. Westinghouse will sponsor on CBS, Philco on ABC . . . Oldsmobile also will sponsor "Oscar" awards on NBC-TV next spring for 4th straight year . . . General Mills to sponsor *Giant Step*, a Louis G. Cowan live production described as a "juvenile \$64,000 Question" on CBS-TV starting in fall, Wed. 7:30-8 p.m., thru BBDO; contestants will be youngsters . . . Shaeffer Pen and Procter & Gamble to be alt. sponsors of *The Brothers* on CBS-TV starting Oct. 2, Tues. 8:30-9 p.m., thru Russel M. Seeds, Chicago, and Leo Burnett Co., Chicago . . . Instant Maxwell House Coffee to sponsor *Dick Powell-Zane Grey Theatre* on CBS-TV starting Oct. 5, Fri. 8:30-9 p.m., thru Benton & Bowles . . . Breck Co. (shampoo) buys 13 partic. on *Matinee Theatre* on NBC-TV starting July 19, Mon.-thru-Fri. 3-4 p.m., thru Humphrey, Alley & Richards, Boston . . . Cal. Walnut Growers Assn. buys 7 partic. on NBC-TV's *Home* starting Nov. 8, Mon.-thru-Fri. 11-noon, thru McCann-Erickson, San Francisco . . . New quiz program, *Tic Tac Dough*, debuts on NBC-TV July 30, Mon.-thru-Fri. noon-12:30 p.m., with Jack Barry as m.c. and open to partic. sponsors.

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**ADVERTISING AGENCIES:** Louis L. Ergmann elected TV-radio v.p., Robert W. Orr & Assoc., N. Y. . . John T. Shannon, Kenyon & Eckhardt v.p. on Ford-Mercury account, to head agency's new Atlanta office (795 Peachtree St. NE) opening in mid-Sept., servicing RCA among other accounts . . . Vern Eastman elected v.p. & mgr. of Los Angeles office, D'Arcy Adv. . . Sherman Slade, mgr. of Hoffman Electronics account for Dan B. Miner Co., Los Angeles, elected a v.p. . . Joseph Forest, exec. producer in Wm. Esty Co. TV commercial dept., elected v.p. in charge of TV commercials . . . Robert L. Weber, ex-KPTV, Portland, Ore., joins McCann-Erickson, Portland . . . Robert J. McCarthy, ex-D'Arcy, named mgr. of new Houston office, MacManus, John & Adams.

There were 290 "advertising millionaires" in 1955—i.e., companies which spent at least \$1,000,000 in national advertising—with network TV taking largest share of the \$1.5 billion they invested in 8 major media, reports July 16 *Printers' Ink* on basis of own study. "Millionaire" group spent \$386,425,155 on network TV last year, compared to \$296,266,957 in 1954; newspapers received \$356,745,172 vs. \$294,438,714 in 1954; magazines, \$355,570,739 vs. \$316,425,542; network radio, \$96,593,121 vs. \$119,488,528.

**More Canadian rate increases** (see also Vol. 12:27): CHCH-TV, Hamilton, Ont. Sept. 1 raises base hour from \$450 to \$500. CKCK-TV, Regina, Sask. Sept. 1 raises hour from \$235 to \$260. CKNX-TV, Wingham, Ont. has raised hour from \$200 to \$235. CKRS-TV, Jonquiere, Que. has raised hour from \$160 to \$200.

**Rate increases:** WLWA, Atlanta, July 1 raised base hour from \$800 to \$900, min. \$130 to \$175. WCDA, Albany, N. Y. has raised hour from \$400 to \$500, min. \$80 to \$100. WPTZ, Plattsburgh, N. Y. has raised hour from \$250 to \$300, min. \$50 to \$60.

**Network affiliations:** KBAK-TV, Bakersfield, Cal. (Ch. 29) joins CBS-TV as secondary, becoming primary CBS Jan. 9, 1957, replacing KERO-TV (Ch. 10), latter retaining NBC. Upcoming KDIX-TV, Dickinson, N. D. (Ch. 2) joins CBS about Oct. 1 under Extended Market Plan.

**Clorox Chemical Co.**, one of last non-users of TV among detergent makers (who have been special targets of TvB presentations), will spend \$2,000,000 this fall in national spot TV, thru Honig-Cooper Co., San Francisco.

**"RADIO MUST BE PRIMARILY LOCAL,"** said Westinghouse Broadcasting Co. pres. Donald H. McGannon in announcing July 11 that Westinghouse was withdrawing its Boston, Cleveland, Ft. Wayne & Pittsburgh radio stations from NBC daytime schedules, Mon.-thru-Fri., effective July 16. He pointed to upward trend in local time sales, downward in network, claimed network is underpricing radio and its compensation to stations—despite fact "we feel that radio is a more vigorous medium than ever."

The Westinghouse action, pointing up dissatisfaction of many network stations with present schedules and declining network compensation, may or may not trigger faster pace to an apparent trend away from all of the AM networks—which CBS countered recently by increasing payments to its radio affiliates by 6½% following the several reductions of last few years. Common talk in the industry is that the 3 major networks are able to hold their AM affiliates, since the "TV revolution" began, primarily by reason of the more prized and more profitable TV affiliations. Three of Westinghouse's 4 TV stations continue their NBC affiliations, however.

McGannon's action provoked sharp response from NBC pres. Robert W. Sarnoff, in effect cutting off radio relations entirely and indicating new affiliates will be signed. In letter to McGannon, Sarnoff charged him with demanding special treatment for his stations not accorded other NBC affiliates, asserting that in the quest for ways and means of strengthening the network services "the only affirmative proposal you have made is that we convert to a program syndication service in radio, under which stations would buy programs from us for local sale."

NBC has no intention, said Sarnoff, of abandoning present system of network and intends to "continue to search for and adopt every means that will make radio network more productive. . . . Your action indicates that you have no interest in the maintenance for the public of the national radio service which the networks provide. You are unwilling to continue furnishing your radio audiences with network programs such as the political conventions, the World Series, the world-wide news presentations and special event coverages [because] the revenue you obtain from the network has declined in recent years."

Obviously recalling Westinghouse's onetime ownership interest in NBC (it had joined with GE to set up RCA in 1919 and NBC in 1926), Sarnoff said Westinghouse stations developed their important standing and have realized millions of dollars in profit as result of NBC radio affiliations going back 30 years. "Your decision," he said, "seems to me to be based on a short-sighted policy which is not typical of the policy followed by the Westinghouse broadcasting management which helped pioneer radio with NBC. I am sorry to see you take this decision [but] since you have resolved on your course of action, we will abide by it and proceed to act on it."

**Note:** NBC Radio's *Weekday*, having failed to click, goes off air July 27 and new *Bandstand*, featuring live music by popular orchestras, is due to start July 30. Meanwhile, spot radio is enjoying noteworthy upsurge, gaining 17.8% in first 5 months of 1956, according to Price Waterhouse survey for Station Representatives Assn. Many individual radio stations, too, are reporting overall gains—Detroit's WWJ, for example, announcing sales for first 6 months were 46.5% ahead of same 1955 period.

**Radio Advertising Bureau**, 460 Park Ave., N. Y., has issued binder containing co-op advertising information on 1600 products manufactured by 450 producers.

**CPs WERE AWARDED in 2 long-contested cases this week**—New Orleans' Ch. 4 going to WWL (Loyola U) and Corpus Christi's Ch. 10 to KSIX (Vann Kennedy). Future of WWL grant is clouded, however, by fact that FCC has proposed to move Ch. 4 to Mobile and no construction can be started until allocations rule-making is completed.

FCC reversed hearing examiner in WWL grant; he had favored WTPS (*New Orleans Times-Picayune*). Deciding factors in choice of WWL over WTPS and ex-Gov. Noe's WNOE were past record in radio and diversification of communications interests. In grant to KSIX over KEYS and Superior TV Inc. (Helen Alvarez group), FCC overruled objections of local uhf KVDO (Ch. 22) and upheld initial decision, throwing weight to KSIX on issues of ownership-management integration and media diversification.

Novel petition was filed this week in attempt to get station on air in long-tangled 5-way competition for Ch. 4 in Irwin, Pa. (Pittsburgh area). One of 5 applicants, WLOA, Braddock, Pa. (Matta Enterprises) asked Commission for "declaratory ruling" in favor of interim trusteeship among the 5 to operate station jointly pending final grant, as was done in case of Shreveport's KSLA (now KSLA-TV). WLOA said it feels all or most of the Ch. 4 applicants would join in such an operation if FCC issued the ruling.

Commission summarily rejected a subscription-TV application, returning as "not acceptable" applications by Lou Poller to assign his CPs for WOPT, Chicago (Ch. 44) and WCAN-TV, Milwaukee (Ch. 25) to his 100%-owned TV Exhibitors of America Inc. and to devote 25% of their time to pay-TV programming (Vol. 12:26).

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On allocations front, FCC was active again this week. It began rule-making on these proposals: (1) Reserve Ch. 5 for educational use in Lubbock, Tex., instead of Ch. 20. (2) Reserve Ch. 12 instead of 18 in Lincoln, Neb. (3) Substitute reserved Ch. 49 for reserved Ch. 11 in Lexington, Tenn., shifting Ch. 11 to St. Joseph, Tenn. for commercial use. (4) Add Ch. 5 to Glendive, Mont. (5) Shift Ch. 6 from Pierre to Reliance, S. D. (6) Assign Ch. 19 or 23 to Bishop, Cal. (7) Add Ch. 17 & 39 to Bakersfield, Cal. Comments on these proposals are due Aug. 15.

These allocations petitions were filed this week: (1) Louisville's off-air WKLO-TV (Ch. 21) asked that Ch. 7 be shifted from Evansville, Ind. to Louisville, WKLO-TV to get Ch. 7. (2) Ky. Gov. Chandler & Sen. Humphreys (D) asked assignment of Ch. 7 to Louisville. (3) WNAO-TV, Raleigh (Ch. 28) filed alternative to its proposal of June 28 (Vol. 12:26), this time seeking addition of Ch. 22, 44 & educational 50 to Raleigh, switch of Ch. 5 from Raleigh to Rocky Mount, deletion of educational 22 from Raleigh and deletion of Ch. 50 from Rocky Mount. (4) WSEE, Erie (Ch. 35) requested shift of WICU's Ch. 12 from Erie to Cleveland, reservation of Erie's Ch. 66 for educational use instead of Ch. 41.

FCC's July 18 meeting will be last until Aug. 29, although "board of commissioners"—composed of whoever happens to be present at the time—will be empowered to conduct any necessary business during the vacation period.

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Cease-&desist order against another unlicensed booster station—FAO-TV, Entiat, Wash.—was recommended this week in initial decision by FCC examiner Hugh Hutchison.

**COMMUNITY ANTENNA system radiation limits** were formally established by FCC this week in first Commission rule specifically mentioning community systems. The long anticipated ruling is based principally on recommendations made by a RETMA committee of representatives of community equipment manufacturers and system operators.

Permissible limits for spurious radiations from the systems, as provided by new rule: Below Ch. 2, 15 uv/m at 100 ft.; Ch. 2-6, 20 uv/m at 10 ft. (400 uv/m in sparsely inhabited areas); Ch. 7-13, 50 uv/m at 10 ft. (1000 uv/m in sparsely inhabited areas); above Ch. 13, 15 uv/m at 100 ft.

National Community TV Assn. exec. secy. E. Stratford Smith said that, while some CATV operators may have to make modifications to meet the new limits, new rule is "quite satisfactory," shouldn't work undue hardship on anybody, particularly in view of fact that existing systems have until 1960 to comply. Effective date of new rules is Aug. 20, 1956; new systems whose construction is begun Oct. 1 or later must comply from the start; systems in existence Sept. 30 will have until Dec. 31, 1959 to meet limits.

New rule adds Subpart D to Part 15 of rules governing restricted radiation devices. It's Docket 9288, Mimeo 33320, FCC Document 56-691, available from Commission—or from us.

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"Hollywood's Future in Toll-TV Features" headlines July 11 *Film Daily* interview with RKO Radio production v.p. Wm. Dozier. He's quoted as saying film capital will be producing many times more pictures than ever before—but for subscription-TV, not theatres. Only about 16 theatrical pictures will be made yearly by all studios, for road-show engagements, but pay-as-you-see TV is "inevitable" in 5-10 years, in his view. He visualizes homes having toll-TV receivers with big screens—and eventually 30,000,000 pay-TV sets-in-use. He also said: "We are now making our theatrical films with a view to their ultimate use on TV"—explaining that RKO considers how each scene will reproduce on home TV screen during production of its current movies.

Opposition to subscription TV was voiced by Donald F. Conaway, AFTRA exec. secy., at Chicago convention July 13. He predicted FCC won't even authorize it on trial basis unless restricted to isolated areas. "Pay-as-you-see TV," he said, "would put too many of our people out of work. Showing of first-run movies would benefit members of the Screen Actors Guild, not ours." He reported to big TV-radio artists' union he hoped to start negotiating by mid-Sept. for network contracts that expire Nov. 15.

New 16mm test film suitable for precise alignment of monochrome & color TV film chains is now available from SMPTE, 55 W. 42nd St., N. Y. for \$27.50 per 100-ft. length. Test film measures registration, aperture size, resolution, shutter timing, centering of image, steadiness of its own test image with respect to perforation, also provides "thousandths scale" for measuring film movement in double-exposure testing of printer steadiness. Development work on the test strip was done over 2½-year period by George W. Colburn, of George W. Colburn Labs, Chicago.

Nationwide pre-convention closed-circuit telecasts will be aimed at Democratic & Republican delegates by CBS-TV July 23 & 25. Featuring party chairmen and CBS commentators, program will be viewed by delegates assembled at CBS-TV affiliates' studios, explain how network will cover convention.

Three new Antenaplex distribution amplifiers for small-to-medium distribution and closed-circuit systems in motels, hotels, showrooms, etc. were announced this week by RCA. They are MI-5301, covering high & low bands at \$150 list; MI-5302, low band, \$88; MI-5303, high band, \$110.

**M**IAAMI'S SECOND VHF commercial station, the long aborning WCKT (Ch. 7), headed by ex-NBC pres. Niles Trammell, is now running test patterns and is due to start July 29 as an NBC basic, replacing Storer's uhf WGBS-TV (Ch. 23) on the network. Miami area also has WTVJ (Ch. 4), educational vhf WTHS-TV (Ch. 2), and another uhf, WITV (Ch. 17).

New outlet uses 50-kw RCA transmitter with 12-section superturnstile antenna on 900-ft. Ideco tower located on antenna farm on Miami's outskirts. Studios are at site of affiliated radio WCKR (formerly WIOD) on North Bay Causeway. Owners are Mr. Trammell, pres., 15%; James M. Cox Jr., 30.5%; John S. Knight, 17.5%; James L. Knight, 10%; J. Leonard Reirsch, 5%; C. Blake McDowell, 5%; Lee Hills, 5%; Owen Uridge, 5%; James M. LeGate, station mgr., 3.5%; Milton C. Scott, 3.5%. Cox family publishes *Miami Herald*, John Knight the *Miami News*, and both have other TV-radio and publishing interests (see *TV Factbook No. 22*).

LeGate has been manager of Cox's WIOD, which was retained when the rival newspapers merged their TV-radio interests—selling Knights' WQAM (see p. 6). WCKT operations mgr. is Charles Kelly, ex-gen. mgr. of WSUN-TV, St. Petersburg, with Robert L. Fidler, from WCKR, sales mgr.; M. C. Scott Jr., also WCKR, chief engineer. Base hour is \$950. Rep is NBC Spot Sales.

Miami station is 478th on air (98 uhf). Due on air next are WBIR-TV, Knoxville (Ch. 10) and KUAM-TV, Agana, Guam (Ch. 8)—both expected week of July 15.

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

WSYE-TV, Elmira, N. Y. (Ch. 18), projected as satellite of WSYR-TV, Syracuse (Ch. 3), will be on air about

Sept. 15, according to WSYR-TV pres.-gen. mgr. E. R. Vadeboncoeur, speaking to dealer-distributor meeting in Elmira's Mark Twain Hotel. Equipment has been ordered from GE and installation on Hawley Hill will be under direction of chief engineer Albert Eicholzer. WSYE-TV will operate on 18-hour daily schedule, repeating NBC, some ABC and local WSYR-TV shows, picking up signal direct from mother station, 70 mi. away.

KVSO-TV, Ardmore, Okla. (Ch. 12), has changed target to Aug. 15, because of delay in delivery of 6-bay RCA antenna, reports station mgr. Douglas C. Dillard. It has 317-ft. Ideco tower on Mt. Arbutuckle ready and 5-kw DuMont transmitter has been installed. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Base hour will be \$150. Rep will be Pearson.

CHLT-TV, Sherbrooke, Que. (Ch. 7), has July 25 target for test patterns, reports owner Paul Desruisseaux, publisher of Montreal's French language daily *La Tribune*. It has 10-kw RCA transmitter installed and ready, with 18-slot antenna on hand for 150-ft. tower being built in Mont-Orford Provincial Park. Base hour will be \$400. Reps will be Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

CKGN-TV, North Bay, Ont. will be added to Canada's live TV network circuits early in Oct. when Bell Telephone Co. installs temporary relay route at time of completion of Toronto-Winnipeg section of transcontinental microwave system. A proposed interim network spur to CKSO-TV, Sudbury, Ont., has been deferred until Feb. 1957.

RCA shipped 2-kw transmitter July 10 to WMT-TV, Cedar Rapids, Ia. (Ch. 2); 6-section superturnstile antenna July 12 to upcoming KVSO-TV, Ardmore, Okla. (Ch. 12), due in Aug.; 102-ft. high-gain antenna July 13 to WTVH, Peoria, Ill. (Ch. 19).

**Color Trends & Briefs:** This is the RCA-NBC timetable for color set circulation, as officially set forth in an intra-company memo circulated this week and designed to answer inquiries from the industry, from newsmen and from ad agencies: Jan. 1, 1956—30,000 sets-in-use; Jan. 1, 1957, 300,000; 1958, 1,000,000; 1959, 3,000,000; 1960, 7,200,000; 1961, 12,500,000. As of July 1, this year, memo reckons 60,000 sets were in use, expected to go up to 100,000 by Oct. 1 and to 300,000 by year's end.

Figures begin somewhat more conservatively than the "guesstimates" of Sylvania research chief Frank W. Mansfield. He has calculated 40,000 color sets were in use at end of 1955, going up to 70,000 at end of first quarter of this year, 110,000 at end of second quarter—but says frankly that the figures are tentative.

\* \* \* \*

RCA's big color set promotion broke this week with 4-page spread in *Life Magazine*, followed by national ads in leading newspaper supplements July 15 and with distributor tie-in ads in many local newspapers same date. Kick-off will be followed by series of single-page color ads in *Saturday Evening Post*, *Collier's*, *Life*, *TV Guide*, *Ebony*, *Farm Journal* and others, along with extensive newspaper campaigns. R. H. Coffin, RCA v.p. for adv. & sales promotion, said 300,000,000 ad "impressions" are scheduled in newspapers & magazines between July-Sept. Each distributor also is empowered to run own local campaign with co-op funds. Agency for national campaign is Kenyon & Eckhardt.

RCA has shipped 3-V color film cameras to WDSU-TV, New Orleans, new live color camera to NBC, Hollywood; it also reports that WGN-TV, Chicago, has taken delivery of the 3-V color film camera and studio camera exhibited at last NARTB convention.

### Network Color Schedules (July 16-29, 1956)

- July 16—NBC: *Matinee Theatre*, 3-4 p.m.
- July 17—NBC: *Matinee Theatre*, 3-4 p.m.
- July 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- July 20—NBC: *Matinee Theatre*, 3-4 p.m.
- July 21—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.
- July 22—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.
- July 23—NBC: *Producers' Showcase*, "Rosalinda," 8-9:30 p.m.
- July 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- July 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- July 27—NBC: *Matinee Theatre*, 3-4 p.m.
- July 28—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa Show*, 8-9 p.m.
- July 29—NBC: *Zoo Parade*, 5-5:30 p.m.; *Goodyear Playhouse*, 9-10 p.m.

From standpoint of the advertiser, color TV today is where black-&-white was in 1949—on verge of transition from a novelty to a household necessity. By 1958, with possibly a million sets in use, it will assume importance as an advertising medium. This is nub of conclusions drawn by Gerald W. Tashker, Cunningham & Walsh research v.p., who directs that agency's "Videotown" surveys (using New Brunswick, N. J. as typical American community), in interview in July 9 *Broadcasting-Telecasting*—a very significant addition to the literature on color prospects, worthy of the attention of everyone concerned with that aspect of TV's future.

No excise tax overhaul is due this session of Congress, House Ways & Means Committee officially conceded this week, despite 9-month study of proposed revisions.

**PHILCO ANTI-TRUST SUIT SETTLED—WHO WON?** Both sides are claiming victory in Justice Dept. civil anti-trust suit attacking legality of Philco's distributor franchise agreements, which was settled by signing of consent decree in Philadelphia Federal Court July 13. Philco pres. James M. Skinner Jr. said "we regard the decision as satisfactory," while a Justice official who worked closely on case said "we believe we have gained our objectives in the decision."

Suit was originally filed Dec. 15, 1954 (Vol. 10:51 and Special Report therewith), charging that Philco's franchise agreements with 125 independent distributors instituted at Aug. 1954 convention (Vol. 10:32) illegally restrained competition on 3 major counts: (1) Distributors were required to agree not to sell any Philco products to retailers outside their assigned territories. (2) Distributors could not deal in any product competitive with Philco. (3) Retailers "approved" by distributors could sell only to consumers, never to other retailers.

Philco flatly denied all charges, asked for dismissal of suit and final judgment in its favor in reply filed March 2, 1955 in Philadelphia (Vol. 11:10 & Special Report). At that time, then pres. James H. Carmine contended that Philco franchise agreements stimulated rather than restricted competition.

Consent judgment reaffirms Philco's right to assign its distributors specific geographical territories "in which such distributors shall respectively be primarily responsible for wholesaling Philco products and to terminate the franchise of distributors who do not adequately represent Philco and promote the sale of all Philco products in areas so designated as their primary responsibility."

The flat ban on transshipping sought by Philco in its franchise agreements is not sanctioned by judgment -- for it forbids Philco from requiring its wholesalers to sell exclusively in their assigned territories. In other words, it permits a certain amount of transshipping -- but Skinner's comment seems to minimize the point:

"While the settlement will prevent any effort to curb the harmful practice of transshipping, that practice has become less widespread in recent years and is not the disrupting factor today that it was in the summer of 1954 when Philco decided to make strenuous efforts to stop transshipping."

Philco is also forbidden, under judgment's terms, from buying transshipped merchandise and charging it to distributor who transshipped it. This is one of the "penalty provisions" in Philco's franchise agreements which make them admittedly tougher than those of other TV-radio manufacturers. The judgment also permits a dealer to handle products competitive with Philco and places no restriction on the persons to whom a dealer may sell.

Feature of judgment that appears to be contradictory, at least on surface, is section prohibiting Philco from requiring its distributors to sell only products manufactured by Philco, whereas another section gives Philco the right to terminate franchise of distributors who do not promote sale of "all Philco products" in their assigned territories. Question thus arises whether Philco might use latter provision to require its distributors to take on its white goods as well as TV; some now handle Whirlpool-Seeger and Hotpoint appliances. On this point, Philco declined immediate comment pending further study.

Philco has 60 days to furnish all independent distributors with copies of consent judgment (its 6 factory branches are not affected). Then, presumably, the franchise agreements will have to be changed to reflect provisions of judgment.

**Philco Slaps Down Rumors:** Recent stock sales by ex-pres. James Carmine, et al (for latest sales-&-purchases reported, see p. 13), plus resignation this week of finance v.p. Courtney Pitt (p. 11), seem to have stimulated all sorts of speculation about Philco -- latest being that new shakeups are imminent at top echelons. There's

no such thing in wind, according to pres. James Skinner, who told us: "I indicated earlier that there may be some realignments, but there certainly will not be any widespread changes or anything resembling a shakeup." There was also scuttlebutt suggesting merger involving Philco, and we checked tip that it was carrying on discussions with Chrysler; that big motor firm wanted white goods and auto-radio facilities of own, presumably to strengthen its competitive position vis-a-vis giant General Motors (Frigidaire, Delco Radio). Skinner flatly squelched that one, too: "Philco is not involved in any merger discussions, period."

**CBS Quits Set Field:** It's official now -- CBS directors, meeting July 11 with Chairman Paley presiding, after delayed return from Europe, ended a 5-year venture into TV-radio receiver production & distribution -- a decision which CBS stated "in no way affects the future of the other CBS manufacturing divisions or its research laboratories." In fact, it was stated that Columbia Records, CBS-Hytron and CBS laboratories will expand activities.

Nobody in trade was much surprised in view of recent piecemeal liquidations and terminations of distributor franchises (Vol. 12:27). Old Air King plant in Long Island City, acquired with Hytron purchase in 1951, was admittedly inefficient, lacking even a rail spur; distribution was inadequate to meet competition of full-line manufacturers, which had already forced withdrawals of Raytheon, Sparton, Sentinel, Capehart-Farnsworth & Stromberg-Carlson from field so far this year; not even the tremendous prestige of the network and its great promotional facilities -- not even merchandising with an Arthur Godfrey -- could seem to get the CBS-Columbia brand accepted in face of old-line brands. Venture was never profitable, plugged along only under the steam of CBS Inc.'s other enormously prosperous operations.

The 58-year-old Henry C. Bonfig, who took over as pres. in May 1955, quitting Zenith post that was paying salary-bonus of nearly \$100,000, says he plans to remain with CBS Inc., of which he's a director. He was third to tackle the job, preceded by Seymour Mintz, ex-Admiral, who in Feb. 1954 had replaced David Cogan. Bonfig will work off military backlog, expected to take 3 months, and factory will be put up for sale. He said factory presently "hasn't a stick of TV-radio inventory."

**Production:** TV output totaled mere 48,115 sets week ended July 6, reflecting July 4 holiday and start of plant vacations, compared to 98,597 preceding week and 105,947 week ended June 29. It was year's 27th week and brought production for year to date to about 3,450,000, compared to 3,900,000 in corresponding period year ago. Radio production totaled 92,751 (35,937 auto) week ended July 6, compared to 199,017 preceding week and 229,041 week before. Output for 27 weeks was about 7,000,000.

**Trade Personals:** William H. Kelley, veteran of 35 years with RCA, Motorola & DuMont, resigns as v.p.-gen. mgr. of DuMont consumer products, effective Dec. 31, 1956, when he becomes pres. of Kelco Corp., Summit, N. J., national merchandising reps & consultants; he'll serve as asst. to DuMont pres. David T. Schultz on adv. & merchandising until he leaves. Francis P. (Fritz) Rice, mgr. of TV receiver div., and Alfred Y. Bentley, mgr. of CR tube div., assume Kelley's duties . . . Dr. Courtney Pitt resigns as Philco v.p. in charge of finance and as a Philco director to enter private economic and investment advisory field; Wm. R. Wilson, Philco treas. since 1941, assumes duties of chief financial officer . . . Walter H. Eichelberger, Philco merchandising v.p., transferred to technical rep div. on special assignment . . . Louis G. Pacent Jr., Emerson manufacturing v.p., assumes additional duties of engineering & manufacturing v.p. of TV-radio-phono div. . . Harold Murphy, ex-Motorola-Chicago, named N. Y. district sales mgr., Hot-point TV receiver dept. . . George F. Burley, ex-Motor Products Corp., Detroit, named director of purchases, Warwick Mfg. Corp.; Joseph R. Hofman promoted to purchasing mgr. . . Carroll M. White, ex-communications coordinator for city of Glendale, Cal., joins RETMA as mgr. of mobile radio communications; Charles Maechling Jr. resigns as RETMA staff mgr. of military relations dept. to

join Washington law firm of Shaw & Pittman, continuing RETMA functions on contractual basis . . . Allen E. Reed elected Raytheon treas., continuing duties as comptroller . . . Oliver J. Greenway, ex-v.p. of International Resistance Co., elected pres. of Prosperity Co., laundry-dry cleaning machinery div. of Ward Industries . . . Stanley E. Guzzy promoted to asst. sales mgr., Stromberg-Carlson hi-fi consumer products . . . Kenneth P. Geis named director of NARDA member services.

Westinghouse major appliance reorganization includes these changes at Mansfield, O. headquarters, as announced by div. mgr. J. J. Anderson: George H. Meilinger, sales mgr., named distribution mgr.; W. B. Creech, asst. div. mgr., named mgr. of major accounts; J. R. Clemens named mgr. of sales planning dept., reporting to Meilinger; R. R. Lynch appointed adv. mgr., reporting to Clemens; W. M. Kline Jr. named director of new customs kitchen dept., also reporting to Clemens.

Marconi's Wireless has appointed V. J. Cooper to newly created post of chief TV engineer, G. E. Partington deputy chief. In addition, it has set up 3 separate TV development groups and one audio under E. Davies, N. N. Parker-Smith, J. E. Nixon & S. J. Gooderham, respectively, each responsible to Cooper.

**Topics & Trends of TV Trade:** Foreign radios & phonos, notably German hi-fi makes, appear to be gaining in importance in U. S. domestic market. Though total dollar volume of imports is comparative peanuts when measured against the \$350,000,000 factory value of the 14,528,777 radios produced in U. S. last year, there's no doubt that the German radios and phonos are slowly gaining a foothold. Fact that German radios have stations printed on glass dials, the handsome "piano" finish of their cabinetry, plus natural attraction of any imported item for a "class" market, are said to be biggest factors in their success.

Latest entry in import field is Olympic Radio, which this week contracted with big Loewe Opta A.G. of West Berlin (Bruno Piper, pres.) to import its hi-fi AM-FM radio-phonos for marketing in U. S. under Olympic-Opta brand. Olympic pres. Morris Sobin signed contract in Berlin, cabling that his company expects to import \$3,000,000 worth of the receivers in next 12 months. Loewe Opta has manufactured precision equipment since 1923, has electronic factories in Kronach, Dusseldorf & West Berlin.

Among chief European brands of radios & phonos imported and heavily advertised here are Telefunken (German) and Philips (Dutch). German Embassy estimates that U. S. imports of German "wireless broadcast and receiver apparatus," which would include other such equipment as well as radios & phonos, totaled about \$4,000,000 last year. Wm. Brennan, sales mgr. of American Elite Inc., N. Y., exclusive U. S. sales agent for Telefunken, estimates its sales are currently running at \$3,000,000 a year at retail, predicts \$10,000,000 sales in Telefunken products in next 12 months. Among smaller importers is Majestic International, handling Grundig radios, and other German brands marketed in U. S. include Siemens and Metz. Handful of American firms is also importing Japanese radios.

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No visible knobs or controls feature TV sets introduced by Crosley at distributors convention in Cincinnati this week. Sets are activated by touching small on-off bar on top, second bar selecting channels automatically. All auxiliary and secondary controls are concealed under hinged lid on top of set. Another feature in what Crosley calls "the first fully automatic" TV sets is "picture monitor," a series of circuits with keyed automatic gain control, DC restoration and automatic focus. Four printed-circuit panels, making 95% of parts servicable from back of set, are used throughout line, which comprises 14-in. portable at \$120; 17-in. tables, \$150 & \$170; 21-in. tables, \$180, \$230, \$240, \$290; 21-in. consoles, \$250, \$280, \$290, \$300, \$340, \$350, \$430, \$440.

Traditional one-line-a-year policy has been abandoned by DuMont, which plans to add and delete models throughout year. Said Wm. C. Scales, receiver sales mgr.: "Distributors no longer need to be committed to the meaningless datelines of June and January for introduction of new merchandise." He also announced that 4-month ad campaign, emphasizing price maintenance, will begin later this month, thru Campbell-Ewald, N. Y.

Picture tube sales in first 5 months totaled 4,376,137, valued at \$81,132,537, compared to 4,207,069 at \$81,649,060 in first 5 months of 1955, reports RETMA. Receiving tube sales totaled 188,619,000, worth \$152,680,000, in first 5 months of 1956, as against 185,681,000 at \$137,426,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	892,385	\$17,016,391	40,141,000	\$ 31,314,000
Feb. ....	898,063	17,136,695	37,754,000	30,756,000
March (5 wk) ..	848,055	15,714,365	42,525,000	34,849,000
April .....	830,902	15,141,461	35,184,000	28,616,000
May .....	906,732	16,123,625	33,015,000	27,145,000
<b>TOTAL</b>	<b>4,376,137</b>	<b>\$81,132,537</b>	<b>188,619,000</b>	<b>\$152,680,000</b>

**DISTRIBUTOR NOTES:** Philco appoints John Hawkins as gen. mgr. of Philco Distributors Inc., in charge of all operations of Philco's 6 factory branches in N. Y., Newark, Philadelphia, Cleveland, Chicago & Los Angeles; Edward F. Berg, operations mgr. of Philco's Philadelphia branch, is promoted to succeed Hawkins as gen. mgr. of Philadelphia branch . . . Sylvania appoints Virginian Electric Inc., Charleston, W Va. (E. D. Knight Sr., pres.) . . . DuMont appoints Wall Distributing Co., 239 Pearl St., Ft. Wayne (H. C. Wall, pres.) and Vachco Inc., Louisville . . . Bendix Radio appoints Radio Parts Co., Pittsburgh . . . Sentinel appoints Keps Appliance Co., 5000 Baum Blvd., Pittsburgh (Joseph Elias, pres.) and Lappin Electric Co., 1022 N. 5th St., Milwaukee (Samuel Robbins, v.p.) . . . John E. Amberg Co., Seattle (Admiral) appoints Bernard Raved, ex-Hallicrafters, as TV-radio sales mgr.; Wayne Carter, ex-radio KTAC, Tacoma, named sales production mgr. . . GE Supply Co., Newark, names Richard C. Dahlman Hotpoint TV sales mgr. . . Motorola-Philadelphia appoints Robert Brody, ex-CBS-Columbia, as district mgr., replacing Henry Laird, resigned . . . Westinghouse Electric Supply Co., Atlanta, reports retirement of district mgr. W. A. Emerson . . . DuMont N. Y. appoints Paul Wieck operations & credit mgr. . . GE Supply Co., Newark, appoints R. C. Dahlman as mgr. of Hotpoint TV sets in N. J. . . Whirlpool-Seeger appoints Flint Distributing Co., Salt Lake City (Leland B. Flint, pres.) for home laundry appliances.

Canadian TV set sales by distributors to dealers totaled 189,059 in first 5 months, compared to 218,350 in first 5 months of 1955, reports RETMA of Canada. Production in first 5 months was 238,401, as against 301,309 in same period year ago, and projection is for 153,277 more sets in June-Aug. period. Combined factory-distributor inventories on June 1 were 173,415, compared to 130,843 on same date year ago. Montreal led in 5-month sales to dealers, with 34,460; Toronto second, 28,077; other Ontario, 18,917; British Columbia, 14,729; Alberta, 13,243; Quebec City, 12,508; Ottawa & eastern Ontario, 12,051; Manitoba, 11,983; Nova Scotia, 9766; Hamilton-Niagara, 8937; New Brunswick & Prince Edward Island, 6613; Saskatchewan, 5767; Windsor, 5336; other Quebec, 3733; Newfoundland, 2939.

NARDA is offering own detergent, called "Wash Well," to its members as a new service—but managing director A. W. Bernsohn emphasizes that big dealer association does not intend to distribute any private label TVs, radios or appliances on similar basis. He explained that NARDA contracted with Hewitt Soap Co., Dayton, a Proctor & Gamble subsidiary, to make the detergent especially for its members after complaints that Monsanto Chemical had transferred distribution of its "All" detergent from appliance stores to grocery and drug store outlets.

British TV-radio industry's next big exposition will be held in Earls Court, London, Aug. 22-Sept. 1, with special preview for overseas visitors Aug. 21. There will be 110 exhibitors, including all the 35 British TV-radio receiver manufacturers.

RCA Victor Co. Ltd. has completed transfer of distribution headquarters from Montreal to 44 Eglinton Ave. West, Toronto, with RCA pres. Frank Folsom attending dedication ceremonies July 10. Company headquarters continues at Montreal.

Rigo Enterprises Inc., 500 N. Dearborn St., Chicago, has been formed by Henry Goldsmith to operate hi-fi shows in various communities, with shows planned later this year in Columbus, Cincinnati, Atlanta, Miami, New Orleans, Dallas, St. Louis.

**Financial & Trade Notes:** More officers & directors' stock transactions reported by SEC for May: James M. Skinner Jr. bought 1000 Philco, holds 9670; James T. Buckley sold 1300 Philco, holds 9551; Raymond B. George sold 300 Philco, holds none; Joseph H. Gillies sold 900 Philco, holds 5827; Russell L. Heberling bought 1000 Philco, holds 25,515; John M. Otter bought 1000 Philco, holds 6577; R. A. Rich sold 500 Philco, holds 25; William R. Wilson bought 200 Philco, holds 15,200; Leslie J. Woods sold 200 Philco, holds 7373; Don G. Mitchell bought 3000 Sylvania, holds 5331; Percy M. Stewart sold 900 DuMont, holds 100; Harold C. Lang bought 100 CBS 'B', holds 100; Joseph S. Wright bought 100 Zenith Radio, holds 210; R. E. Carlson bought 400 Tung-Sol, holds 2172; Jean E. Witbeck bought 100 Tung-Sol, holds 3551; Alfred K. Wright bought 100 Tung-Sol, holds 700; Thomas B. McCabe bought 900 GE, holds 2500; Gerald L. Phillippe sold 400 GE, holds 3177; Charles K. Rieger bought 3450 GE, holds 3456; Frederick L. Ehrman sold 150 Beckman Instruments for trust, holds 6000 personally, none in trust; Charles G. Munn sold 2300 Consolidated Electronics Industries, holds 3000; Joel P. Dean bought 600 General Precision Equipment, holds 1700; Joseph A. Zock bought 1000 General Precision Equipment, holds 19,201; Gordon K. Teal sold 100 Texas Instruments, holds 1000; E. C. Cudmore bought 1200 Whirlpool-Seeger, holds 13,300; John A. Long sold 13,384 Electronics Corp. of America, holds 21,000 personally, 129,950 in trusts; Arthur G. B. Metcalf sold 13,384 ECA, holds 29,949 personally, 121,000 in trusts; Burton E. Shaw bought 5001 ECA, holds 5001; Laurance D. Sibley bought 2001 ECA, holds 2001.

Reported by New York and American stock exchanges: Roy W. Johnson acquired 2300 GE through stock option, holds 9026; Robert Paxton bought 9675 GE, holds 17,277; Richard A. Willson acquired 2756 Magnavox through stock option, holds 2976; Harold C. Mattes acquired 11,550 Raytheon, holds 18,877; A. Charles Schwartz bought 500 Consolidated Electrodynamics, holds 900; Thomas P. Tanis bought 4200 El-Tronics, holds 14,700.

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Raytheon sales for fiscal year ended May 31 were \$175,490,222 and net profit was \$1,254,633 (45¢ a share on 2,794,505 shares of common outstanding) as against \$182,504,693 & \$4,531,561 (\$1.62) in preceding year. Pres. C. F. Adams Jr. reported to board July 12 that reduced govt. business and higher costs incident to TV-radio business (recently sold to Admiral) were responsible for decline, but he foresaw improvement this fiscal year, mainly in second half. Backlog of govt. business was \$160,000,000 on May 31. Directors took no action on dividend payment; previous dividends were 5% in stock in July, 1955 and 10% in stock in 1954.

General Instrument Corp. reports net loss of \$84,355 on sales of \$5,668,079 in quarter ended May 31, compared to net income of \$60,996 on \$7,472,479 in 1955 period.

**ELECTRONICS PERSONALS:** Paul Wexler, ex-Columbia Records v.p. in charge of its electronics div., elected a director of Magnetics Corp. of America, holding company controlling 11 concerns in electronics and allied fields . . . R. Page Burr, ex-Hazeltine, & Thomas R. Brown Jr., former electronics instructor, form Burr-Brown Research Corp., with offices at Cold Spring Harbor, N. Y., & Tucson, Ariz., specializing in "design, development & manufacture of transistorized electronics circuits and equipment."

Philo T. Farnsworth, at 49, is called one of TV's "grand old men" in *New York Times* report July 14 on occasion of grant of another patent—on CR storage-type tube. He's currently technical v.p. of Farnsworth Electronics div., IT&T, will be 50 next Aug. 19.

Westinghouse expects profit for second quarter — though not big enough to wipe out loss of \$19,575,000 (\$1.14 per share) suffered in first quarter. But it should equal or top same 1955 quarter's net of \$16,635,000 (98¢) on volume of \$388,258,000 and will reflect comeback from effects of 156-day strike that ended March 20. Though last quarter 1955 deficit was \$1,037,000, year ended with net profit of \$42,802,747 (\$2.46) on sales of \$1,440,976,985, and there's expectation that \$2 billion sales rate will be achieved by this fall. "Watch Westinghouse" is slogan being used in big ad campaign about to start, which will include sponsorship of political conventions on CBS. Westinghouse is best known to public for its consumer products, but these actually account for only 30% of the company's business; apparatus & general industrial 55%, defense products 15%.

Group Securities Inc., in semi-annual report to stockholders, lists these common stockholdings in its "electronics & electrical equipment" classification as of May 31: 5600 shares of Admiral, 1700 Allis-Chalmers, 3000 Bendix, 3000 CBS "A", 5500 Cornell-Dubilier, 1500 Cutler-Hammer, 4500 GE, 6000 IT&T, 2500 McGraw Electric, 4000 Motorola, 10,000 Norden-Ketay, 6000 Philco, 3000 RCA, 3700 Raytheon, 6500 Sperry Rand, 2500 Square D, 4000 Sylvania, 1500 Westinghouse, 1700 Zenith—representing May 31 market value of \$2,830,300.

Audio Devices Inc., Stamford, Conn., manufacturer of Audiotape and Audiofilm magnetic sound recording tape & film, and of lacquer-coated Audiodiscs, was listed on American Stock Exchange July 10 (619,957 shares). It reports 1955 sales of \$3,472,871, net income after taxes \$219,955 (35½¢ per share), up from \$2,453,750 & \$58,906 (10½¢) in 1954.

General Transistor Corp. earned \$66,282 (36¢ per share) on \$364,143 sales for 6 months ended June 30, compared to \$17,935 (10¢ per share) on \$89,187 in second half of 1955. Firm has just completed offering of 100,000 shares of common at \$3 a share through Milton D. Blauner & Co., and will have new capitalization of 283,066 common and 250 cumulative 5% preferred.

Stanley-Warner theatre chain, for 39 weeks ended May 26, reports net profit of \$2,029,190 (94¢ a share) vs. \$2,222,053 (\$1.01) in corresponding 1955 period. Admissions & sales totaled \$70,758,100 vs. \$68,630,600.

Kay Labs public offering of 336,300 shares of Class A common at \$2.50 was oversubscribed, reports Shearson, Hammill & Co.; additional 63,700 shares are being sold to certain stockholders.

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Dividends: Storer Broadcasting Co., 45¢ (up from previous 37½¢ quarterly) payable Sept. 14 to stockholders of record Sept. 1—also 6¢ per share on Class "B" common, not listed on NYSE and mainly held by Storer & family (up from previous 5¢ quarterly); Howard W. Sams & Co., 10¢ July 25 to holders July 13.

Col. George P. Dixon, 67, USA ret., executive v.p. of Armed Forces Communications & Electronics Assn. and editor of its journal, *Signal*, died in Washington July 10 after a long illness. He served in both wars with Signal Corps, was chief signal officer for 8th Air Force and Army Air Force European communications center during World War II. After retirement from Army in 1949, he became an IT&T regional v.p. in Brazil, then staff v.p. in N. Y. Survivors are his wife, 2 daughters, a son.

Electronic Products Corp., Santa Barbara, Cal. (test equipment) elects Pierpont Morgan Hamilton, ex-Air Force general and holder of Congressional Medal of Honor, as chairman.

**C**LOSED-CIRCUIT TV program services into hotel rooms are envisioned in pilot telecasts to 2 unnamed N. Y. hotels, in Grand Central & Pennsylvania Station areas, due to be undertaken in Sept. by newly formed Hotel TV Broadcasting Corp. of America, 730 Fifth Ave., N. Y., in association with Wells Closed-Circuit TV Inc. Latter is part of Wells TV Inc., which claims to be country's largest installer & operator of master TV systems & receivers in hotels. Also participating is Audio-Video Recording Co., subsidiary of Magnetics Corp. of America, one of whose directors is Paul Wexler, ex-Columbia Records v.p.

Utilizing hotel master antenna systems, projected new service proposes to bring guests wide range of information about Manhattan, programming from 9 a.m. to 11 p.m. daily. Production has begun on a series of "What to See" films, including current attractions at legitimate & movie theatres, night clubs, sport centers, which will be televised on a regularly scheduled basis. System will use Ch. 6 on hotel receivers and will not affect reception of commercial programs on these sets.

Spot advertising announcements on the circuit will be sold to advertisers at less than rates of regular commercial TV stations. Arnold Wells, Wells TV exec. v.p., sees new service "opening a doorway for merchandising of a hotel's many facilities directly to guests in their rooms. It creates a new form of customer-management relationship in hotel operations that will stimulate greater hotel patronage." He envisions expansion into an intra-city hotel TV network, linking large numbers of hotel TV systems in a locality to bring specialized entertainment and sports not otherwise available to guests.

Concept of unique facility was developed by Will Baltin, who recently resigned from International Telemeter Corp., Los Angeles, Paramount subsidiary for development of subscription TV, and who was original mgr. of WABD, N. Y. and exec. secy. of old TV Broadcasters Assn. before its absorption into NARTB. He foresees expansion of the service to at least 25 more cities, with Washington next, within 2 years. Minimum of 50,000 hotel rooms is expected in "network."

Note: Into expanding closed-circuit TV field this week went Visual Electronics Corp., 11 W. 42nd St., N. Y. (James Tharpe, pres.) with Morris A. Meyers, ex-DuMont, appointed mgr. And Telestudios Inc., 1481 Broadway, N. Y. (George Gould, pres.), recently organized to provide independent studios, on July 16 is to begin what it calls "Closed Circuit Audience Research," engineered by Amplitel Inc.; programs designed especially for testing audience reactions are to be piped via Ch. 6 directly into home receivers of an audience panel whose responses will be analyzed for prospective sponsors and their agencies.

New owners of Detroit Tigers baseball team will be revealed July 16—and strong indications are buyer will be 11-man syndicate heavily in TV-radio. Heading syndicate, which reportedly bid \$5,000,000, is Fred Knorr, pres. of Knorr Bestg. Co., operator of radios WKMh, Dearborn; WKMF, Flint; WKHM, Jackson; WSAM, Saginaw. Knorr and 2 other members of syndicate, Detroit lumberman Harvey R. Hansen and Detroit insurance man Wm. H. McCoy, each own 1/3 of Jackson Bestg. & TV Corp., applicant for Ch. 10 in Parma-Onondaga. Syndicate also includes John E. Fetzer, pres. of WKZO-TV, Kalamazoo, and KOLN-TV, Lincoln, Neb.; Carl Lee, managing director of WKZO-TV; Kenyon Brown, pres. & 1/3 owner of KFEQ-TV & KFEQ, St. Joseph, Mo., with interests in 3 other AM stations; actor Bing Crosby and George L. Coleman, Miami, Okla. banker, each also owning 1/3 of KFEQ-TV & KFEQ; Paul A. O'Bryan, partner in Washington law firm of Dow, Lohnes & Albertson.

Three more applications for translator stations were filed this week with FCC, bringing total to 5. Manson Community TV Co. Inc. (Marion McFadden, mgr.) seeks Ch. 70 & 76 in Manson, Wash., to relay programs of Spokane's KHQ-TV (Ch. 6) & KREM-TV (Ch. 3). Also sought is Ch. 70 in Hawthorne, Nev., by Mt. Grant TV Booster Service Corp. (Allen Connelly, chairman), to relay programs of KRON-TV, San Francisco (Ch. 4). Filing this week for Ch. 10 in Vail Mills, N. Y. was Hudson Valley Bestg. Co., operators of WCDA, Albany (Ch. 41) and satellite WCDB, Haganan, N. Y. (Ch. 29); CBS commentator Lowell Thomas, with 21.11%, is largest stockholder. Applications on file now total 123, including 24 uhf. [For further details, see *TV Addenda 23-A* herewith.]

American Newspaper Publishers Assn.'s Bureau of Advertising, 570 Lexington Ave., N. Y., has published 40-p. booklet, *Expenditures of National Advertising in Newspapers*, giving detailed tabulations by advertisers and products of the record \$695,322,000 spent on national newspaper advertising last year. It reports that all but 5 of the 23 major product classifications showed gains last year over 1954, largest being automotive, up 42.6%. Automotive was biggest category of advertisers, followed by grocery products, toilet articles, transportation, housing equipment. Top 10 newspaper advertisers: General Motors, Ford, Chrysler, Seagram's, Colgate-Palmolive, General Foods, Procter & Gamble, Lever Bros., GE, National Distillers.

Radio-controlled traffic light system will be introduced in New York City next year. Following field tests by city's traffic dept., FCC & WNYC, traffic commissioner T. T. Wiley is requesting \$66,000 for installation of system over 60-block area in Brooklyn and Queens. Cost for conventional cable-connected system would be \$260,000. Plans call for the installation of a transmitter atop Manhattan's Municipal Bldg., 360 ft. above street. "Line-of-sight" radio beam to individual lights is expected to minimize interference.

Press Wireless Inc., cooperative service handling most of U. S. press traffic to-&-from foreign countries, has applied to FCC for approval of move from Hicksville to new \$750,000 higher-powered (1-megawatt) transmitting facilities at Centereach, Long Island, and for realignment of stockholder interest whereby *New York Times* would increase holdings to 35.87%, *Herald Tribune* to 27.57%, Time Inc. to 35.95%. According to pres. Wm. J. McCambridge, PWI handles about 964,000 words a day, or 70% of total foreign press traffic.

Philco will merchandise its "Audipage"—tiny wireless paging device (Vol. 12:16)—through its representatives and by national direct-mail campaign. The transistorized audio-magnetic receiver, smaller than cigarette lighter, gets first public use during Philco-sponsored ABC-TV political convention coverage. Designed for paging in hospitals, factories, etc., miniaturized receiver lists at \$79.50.

First Harvard TV lectureships have been set up with aid of Ford Foundation—Prof. Edwin G. Boring, psychologist, and Prof. Zachariah Chafee Jr., lawyer, to telecast for first year as "Lowell TV Lectures" on WGBH-TV, Boston (Ch. 2, educational). Two professors are to be selected each year for 3 years.

Power increases: KLAS-TV, Las Vegas (Ch. 8), July 13 to 57.7-kw ERP; KOAT-TV, Albuquerque (Ch. 7), July 13 began test patterns with 87-kw ERP from new site on Sandia Crest, begins programming from new site Aug. 1.

New call letters: KOLO-TV replaces KZTV Aug. 1 as call for Ch. 8 station in Reno, Nev.



# Television Digest

with **ELECTRONICS REPORTS**

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

**SENATE COMMITTEE ENDORSES FCC** allocations action in TV investigation interim report, puts Commission on spot to act quickly to preserve uhf band (pp. 1 & 6).

**SYNTHESIS OF VIEWS** of economic authorities indicates business, though clouded by steel strike, is good and bound to get even better (p. 1).

**INCLINATION TO SELL AMs** noted among TV operators, though some also buy. 330 of the 457 commercial TV stations on air have radio adjuncts (p. 3).

**6 TV OWNERSHIP CHANGES** approved by FCC, including 7-figure Rochester & Tampa deals. Radio station transfers involve some industry pioneers (p. 4).

**FCC GRANTS 4 CPs**, takes away first educational vhf, denies vhf drop-ins, liberalizes mileage separation rule, proposes new allocation changes (p. 4).

**UPSWING IN TV SALES** inspires new confidence. Steel strike's immediate impact on TV-radio trade minimized. Admiral won't make private-label (p. 10-11).

**SYLVANIA SETS RECORDS** in sales & earnings for half and quarter, everything ahead except TV set business. AB-PT, Storer also report gains (p. 13).

**INDEPENDENT STATION** operation faces bright future, in opinion of DuMont stations pres. Bernard Goodwin, denying rumors WABD is being sold (p. 7).

**EDUCATIONAL TV** research coordination project proposed by Health-Education-Welfare Dept.; increasing use of closed-circuit school teaching explored (p. 8).

**TRANSISTORIZED CAMERA** and transmitter for outside broadcast use weighs 19 lb., has 1-mi. range, will be used by NBC at conventions (p. 14).

**SENATORS BACK UP FCC ON ALLOCATIONS:** Any doubt that the FCC is firmly committed to its program of deintermixture and study of all-uhf allocation (Vol. 12:26) should be largely dispelled by interim report issued this week by watchdog Senate Commerce Committee -- first product of its long TV investigation.

Commission is now firmly on the spot to produce. In effect, Committee told FCC: "Good for you. You did exactly what we would have done. Now let's see you follow it up fast with plenty of deintermixture, and don't drag your feet on that all-uhf allocation. We'll be watching you closely."

Presumably 12 of the 15 Senators on Committee agree substantially with the long-awaited interim report. Three dissented. Sen. Ervin (D-N.C.), perhaps others, will issue separate statements differing with parts of the report. Sen. Daniel (D-Tex.) endorsed statement issued last week by Sen. Wofford (D-S.C.) opposing deintermixture and supporting allocations status quo (Vol. 12:28). Sen. Purtell (R-Conn.) issued own statement opposing deintermixture until FCC's "crash program" shows whether uhf channels will ever be comparable to vhf.

Report was issued late Fri. July 20 after lengthy and argumentative closed Committee session, which followed windup of the protracted TV investigation hearings. For highlights of report and of Commission's last appearance before Committee, see p. 6. For this week's FCC allocations actions, see p. 4.

**CURRENT & NEAR-FUTURE BUSINESS PICTURE:** The rash of headlines and expert opinion and crystal-balling about current and prospective business conditions impelled us to go over them all, cull them, digest the most significant -- and leave to you to decide for yourselves how they equate with your own thinking and planning. Remember, it's an election year, which may or may not color some of the appraisals and forecasts. Bear in mind, too, that these aren't necessarily our views -- for we humbly admit that the prophecy business is for wiser and more competent authorities.

All we know for sure is that the national economic picture has an inevitable effect on TV-radio, both the trade in equipment and the sale of advertising time, to say nothing of concomitant effects on the gigantic entertainment industry. We know, too, that TV set sales have been suffering something of a slump recently, lagging about 13% behind those of first half 1955, but that a pickup is currently evident

(see p. 10); that radio sales have been brisk all year, running about 30% ahead of first half 1955; that the business of telecasting is booming -- networks especially, stations generally; that the business of radio broadcasting is holding up remarkably well, though the bloom is obviously off its high pre-TV prosperity.

Steel strike casts shadow of uncertainty over all near-term forecasts. But consensus is that, unless strike lasts beyond a month, the national economy won't suffer too badly. Sharp dislocations are being felt, naturally, in steel and coal areas, just as the cuts in auto production have hurt local businesses. (For impact of steel strike on TV-radio trade, see p. 10.)

But govt. reports on the state of business as a whole, which have been capturing most headlines, are glowing: 66,500,000 civilians employed in June, a record; average weekly earnings of factory workers up to new high of \$74.90; construction in first 6 months up to record \$20 billion; profits of manufacturers up 15% in first quarter 1956. Secy. of Commerce Weeks says that, barring a prolonged steel strike, he expects business this year to be "excellent...a little better than last year."

Ours is a \$400 billion-a-year economy, says the Commerce Dept. -- and it's noteworthy that TV-radio manufacture, sales & servicing account for some \$3 billion of this; that electronics as a whole, including defense production, is estimated up to \$10 billion; that expenditures on TV advertising alone exceeded \$1 billion last year, will go higher this year; that radio advertising runs another \$500,000,000.

Real poverty in America is being wiped out, if we are to believe the govt. authorities, who say 1955 average family income of \$5520 will be slightly higher this year. This can be illusory, of course, for United Business Service cautions that, while total personal income of the American people rose some 400% from \$73 billion in 1939 to rate of \$313 billion in first quarter 1956, average person isn't actually 4 times better off than before World War II. You have to make adjustments for higher prices and taxes, but UBS still finds that "disposable income in real terms has...doubled during the 17-year period."

Consumers are in a buying mood, too. Says United States News & World Report: "They are spending more for food, clothing, goods, gasoline, nearly everything that goes into current use. Vacation business is booming. Air conditioners are selling much faster than they did last summer...People are buying bigger, more expensive houses this year." And here's what some of the others say:

Dun & Bradstreet: Quarterly survey of business men's expectations, based on interviews with cross section of 1499 manufacturers, wholesalers & retailers in latter June, showed 49% expect 4th quarter sales & earnings to better 1955 quarter, 43% expecting no change. Some, of course, hedged on then-threatened steel strike. And 61% anticipated no changes in prices of their products, 36% expected higher prices, 3% lower prices. Most (60%) said 4th quarter inventories would be little changed from last 1955 quarter; 97% expected employment to be as high or higher.

Prentice-Hall Inc.: "Underlying strength of the boom continues to confound the pessimists and amaze most of the optimists. Not even a one-month industry-wide steel strike, on top of a major slowdown in autos, is likely to make too much of a dent in our vast \$400 billion economy...Upsurge in activity after the steel strike will send almost all business indicators to new highs this fall and winter. Major auto model changes will help carry the boom into '57."

Standard & Poor's: "Third quarter letdown in business activity will be brief and will be followed by a good recovery, extending into the early months of 1957."

Alexander Hamilton Institute: "The business slowdown this summer, which will be accentuated by the steel strike, is expected to be followed by a moderate recovery in the fall."

Brookmire Service: "Steel strike impacts may accentuate the usual summer lull, although without depressing effects on consumer buying and business spending."

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There are too many other opinions for this space, the common note likewise optimistic. One long-range forecast by the former economic advisor to President Eisenhower, Dr. Neil H. Jacoby, is especially worthy of notice, however. He predicts

70% increase in average American family's income by 1981, which is the more significant when you consider natural increase of population and which of course means continually expanding consumer markets.

"Can Prosperity Be Sustained?" is title of new book by Dr. Jacoby, now dean of UCLA graduate school of business. As if in reply, United Business Service says:

"Think of the gains in output that can be made with automation, nuclear energy, and new discoveries in organic chemistry and other branches of science. The application of these discoveries to manufacturing, transportation, housing and agriculture practically guarantees an expanding economy for several decades."

**TV INTERESTS SELL AMs & BUY THEM, TOO:** You hear it said -- and rightly -- that radio enterprisers are largely responsible for the mushrooming of TV stations. And it's a fact that nearly 75% (all but 127) of the 457 commercial TV stations on the air have AM counterparts -- "one big tent" operations. But it's also a fact that quite a few TV operators in recent years have been disposing of their radio stations, preferring to devote complete attention to the bluer chip business of telecasting.

It's not exactly a trend, for some TV operators have bought AMs, too. But our study of the records indicates the sales have far exceeded the purchases.

Most recently, there are the examples of buyers of WHAM-TV, Rochester, paying \$5,000,000 for the TV station but selling the 50-kw radio WHAM for \$500,000 (see p. 4); ex-Gov. Murphy selling his WMUR, Manchester, N.H., for \$150,000, then proposing to sell WMUR-TV to Storer (Vol. 12:28); RKO Teleradio selling WGTH, Hartford, for \$240,000 while awaiting approval to sell WGTH-TV to CBS (Vol. 12:13,27). These are just a few; for list going back a few years, see below.

Purchases of AM affiliates by TV people are not quite so common. Record of recent years shows WEHT, Henderson, Ky., buying radio WEOA, across river in Evansville, for \$116,000; Southwest publisher Donald Reynolds buying KOLO, Reno & KORK, Las Vegas, as companions to his TV stations in those towns; Notre Dame U paying \$140,000 for WHOT, South Bend (now WNDU) before getting its WNDU-TV on air; Taft interests (Cincinnati Times-Star) paying \$258,000 for WHKC, Columbus (now WTVN) as counterpart for WTVN-TV, acquired in 1953; WGR, Buffalo, sold by Ike Lounsberry-Leo Fitzpatrick group for \$1,450,000 to the then Ch. 2 (WGR-TV) CP holder; Meredith paying \$200,000 for WAGE, Syracuse (now WHEN) to go with its WHEN-TV.

There have been numerous "forced sales" because of TV holdings and the multiple ownership rule. For example: Miami's WQAM is being sold for \$850,000 by Knight newspaper interests because of their ownership in new WCKT and its radio WIOD (soon to be WCKR). WALT, Tampa, was sold by W. Walter Tison for \$100,000 under commitment he made when his group got grant of television WTVT (later sold). KSO, Des Moines, was sold for \$125,000 by Kingsley Murphy family to enable it to exercise 40% option on Cowles' KRNT-TV. KJR, Seattle, was sold for \$150,000 by Ted Gamble & Howard Lane so they might exercise option on 1/3 of KOMO-TV there. KMBY, Monterey, Cal., sold for \$70,000 after merger of TV time-sharers which could retain only one AM. There are others, too; our records are open for your inspection.

**THE RECORD** of radio station sales by TV interests in recent years (see story above) discloses these among additional sales: KERO, Bakersfield, Cal. (now KGEE), sold for \$85,000 by Gene DeYoung, retaining control of KERO-TV (Vol. 12:2). KBAK, Bakersfield, Cal. (now KAFY) sold for \$85,000 by *San Francisco Chronicle*, retaining KBAK-TV (Vol. 11:41). WUSN, Charleston, S. C. (now WQSN), sold for \$110,000 by J. Drayton Hastie family and *Charleston Post*, keeping WUSN-TV (Vol. 11:39). KOLN, Lincoln, Neb. (now KLIN), sold for \$120,000 by John Fetzer, after acquiring KOLN-TV and radio adjunct (Vol. 11:16). KVOR, Colorado Springs, sold for \$120,000 by James D. Russell, retaining 50% of KKTU (Vol. 11:26). KFDX, Wichita Falls, Tex. (now KSYD), sold for \$100,000 by Darrold A. Cannan while retaining control of KFDX-TV (Vol. 11:13)—with purchasing S. A. Grayson group later buying KWFT-TV

there and changing call to KSYD-TV (Vol. 11:13). WMIN, St. Paul, sold for \$75,000 to permit merger of share-time TV stations into WTCN-TV (Vol. 10:40). KOAT, Albuquerque (now KQUE), sold with KRSN, Los Alamos, for \$160,000 by owners of KOAT-TV (Vol. 10:52). WGTC, Greenville, N. C., sold for \$65,000 by owners of WNCT (Vol. 10:46). WTRF, Bellaire, O. (now WTRX), sold for \$90,000 by owners of WTRF-TV, Wheeling (Vol. 10:45). WJBF, Augusta, Ga. (now WBIA), sold for \$125,000 by J. B. Fuqua, keeping WJBF-TV (Vol. 10:34). WGUY, Bangor, Me., sold for \$35,000 by Murray Carpenter, retaining WTWO (Vol. 10:33). KFEL, Denver (now KIMN), sold for \$300,000 by Eugene O'Fallon, retaining KFEL-TV (Vol. 10:17) which he later sold to J. Elroy McCaw. WTRY, Troy, N. Y., sold for \$500,000 by Col. Harry Wilder group, who retained 50% of WTRI (TV), which was later sold to Stanley Warner interests.

**T**HE EASY WAY to get TV stations—by purchase rather than the slow, costly and usually arduous process of competitive hearings—won FCC approvals in several more big-deal cases this week. Also approved were a few distress sales to enterprisers willing to take on station projects that haven't fared too well. Week's transfer approvals:

WHAM-TV, Rochester (Ch. 5) with radio WHAM to Transcontinent Television Corp. (Paul A. Schoellkopf, Buffalo investment banker, chairman) from Stromberg-Carlson div. of General Dynamics Corp. Buyer is controlled by General Railway Signal Co., price was slightly over \$5,000,000 (Vol. 12:14, 24). Also approved was Transcontinent's transfer of radio WHAM to attorney John S. Riggs and adman F. Robert Greene for \$500,000 (Vol. 12:25).

WTVT, Tampa (Ch. 13) to WKY Radiophone Co. (*Oklahoma Daily Oklahoman*) from group headed by ex-Gov. Doyle E. Carlton and W. Walter Tyson (Vol. 12:26). Purchase price was \$3,500,000 plus assumption of \$491,490 obligations.

WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) with radio WMAM to Guild Films Inc. (Reuben E. Kaufman, pres.) from group headed by Wm. E. Walker, 50% stockholder (Vol. 12:23). Price: \$287,000 plus assumption of about \$350,000 obligations. FCC turned down petition for hearing filed by competitor WFRV-TV, Green Bay (Ch. 5).

WFIE, Evansville, Ind. (Ch. 62) to WAVE Inc., Louisville (George W. Norton, pres.) from Jesse D. Fine theatre family (Vol. 12:25-26). Price: \$586,937, including assumption of obligations.

**F**CC's BUSIEST WEEK in many months saw it grind out 4 uncontested TV grants, adopt several allocations changes, propose many others and tie up a number of loose ends—in its last meeting until Aug. 29. In meantime, "board of commissioners" (Doerfer, Lee, Craven) was designated to function for FCC.

The CPs: Williston, N. D., Ch. 8, to Meyer Broadcasting Co., owner of KFYR-TV (Ch. 5) & KFYR, Bismarck and grantee of KMOT, Minot (Ch. 10); Kalispell, Mont., Ch. 8, to KGEZ (Frank Reardon, pres.); Baton Rouge, La., Ch. 40, to Bayou Broadcasting Co., owned by telecasters Henry G. Clay, Gilmore Nunn and Frank M. Smith; Oxford, O., educational Ch. 14, to Miami U.

Initial decision by examiner H. Gifford Irion favored KOOS (Sheldon F. Sackett) for Ch. 16 in Coos Bay, Ore., after opponent Pacific TV Inc. (owners of KVAL-TV, Eugene, Ore.) dropped application.

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Sanctity of reserved educational vhf channels was violated for first time this week when FCC shifted the educational reservation in College Station, Tex., from Ch. 3 to Ch. 48, opening up Ch. 3 for commercial use. Decision pointed out "there was no evidence that this channel would be utilized by educational interests in the foreseeable future" but commercial interests were anxious to apply for it. In another case, a bare 4-3 vote prevented Des Moines' educational Ch. 11 from being released for commercial telecasting. Comrs. Bartley, Doerfer & Lee voted for the change, the others voting to deny it.

Commission reiterated its determination to leave no stone unturned to help uhf, and not to let anything interfere with its deintermixture proceeding. It granted blanket extension of uhf CPs to Oct. 16, 1956 "where the

WACH-TV, Newport News, Va. (Ch. 33) with WACH to United Broadcasting Co. (Richard Eaton), operator of 6 independent AM stations—for \$54,000 in bankruptcy sale. Eaton has indicated he plans to put row off-air stations back in operation shortly (Vol. 12:27). He also holds CPs for uhfs in Washington & Baltimore.

CP for KBTM-TV, Jonesboro, Ark. (Ch. 8) to owners of KATV, Pine Bluff-Little Rock (John T. Griffin, James C. Leake, Bryan Mathes) from Harold E. King and wife (Vol. 12:19). Price: \$6500 out-of-pocket expenses incurred in getting grant. Plan is to use KBTM-TV as repeater of KATV programs, with some local originations.

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Radio station sales and transfers approved by FCC this week: WIOD, Miami (changing to WCKR) by *Miami News* (Cox) to owners of new WCKT (Ch. 7) for \$404,128—contingent on \$850,000 sale of WQAM by *Miami Herald* (Knight) to Todd Storz, held up while FCC determines whether Storz policy of "cash giveaways" is in public interest (Vol. 12:28). KSFO, San Francisco, by Wesley I. Dumm to Gene Austry and Robert O. Reynolds (KMPC, Hollywood) for \$1,000,000 (Vol. 12:24). KLAC, Los Angeles, by Dorothy Schiff Sonneborn to her son Mortimer W. Hall, station mgr., for \$850,000 (Vol. 12:23). WGMS, Washington, by M. Robert Rogers group to RKO Tele-radio Pictures (Tom O'Neil-Mutual) for approximately \$400,000 (Vol. 12:14). WDXB, Chattanooga, by Joseph Bloom group (Forjoe Inc.) for \$100,000 to French Inc., 90% owned by Carlin French, ex-Chicago v.p. of H-R Television, 10% by his son Stephen, who becomes pres.-gen. mgr. (Vol. 12:24). WERI, Westerly, R. I. by Wm. Malo group for \$69,000 to Ted Estabrook, TV-radio director, Product Services Inc., N. Y. agency (Vol. 12:27).

permittees of these stations indicate that construction or operation is being put off because of economic uncertainties facing uhf TV stations." FCC said it's granting extension to allow uhf grantees "an opportunity to re-evaluate their plans" in light of allocations proposals.

It also denied big batch of petitions for vhf drop-ins, either because they would compromise minimum mileage separations, or—as in the case of request to put Ch. 2 in Fairfield, N. Y.—because "this area is one which specially conduces to the growth of uhf service and the addition of a second vhf station in the area at this time would tend to inhibit such growth."

At same time, it finalized its rule to permit mileage measurements from transmitter to transmitter (Vol. 12:21), going even beyond its original proposal by eliminating requirement that current assignment spacings can be cut only 5 mi. "While this relaxation of the rule will provide no cure-all for TV's problems," Commission said, "it will provide needed flexibility in making channel assignments which will permit additional service and more effective competition among stations in some communities." Stations still must show that they meet all transmitter mileage spacing requirements. Comr. Doerfer dissented.

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Commission denied these vhf drop-in petitions: (1) Add Ch. 2 to Fairfield, N. Y. (2) Add Ch. 12 to Wenatchee, Wash.; (3) Substitute Ch. 8 for 55 at Mt. Airy, N. C.; (4) Add Ch. 8 to Winston-Salem, N. C. It dismissed deintermixture petitions for Peoria, Springfield, Ill. and Fresno, Cal. since the proposed changes are already covered in its deintermixture rule-making proceeding. It also denied petition by WSIL-TV, Harrisburg, Ill. (Ch. 22) to move Ch. 13 to Harrisburg from Bowling Green, inasmuch as 2 applications have been filed for the Bowling Green channel since petition was submitted.

It turned down proposals to move Ch. 8 to Moses

Lake from Walla Walla, Wash. and to deintermix Ephrata, Wash. area—but at the same time it assigned Ch. 61 to Moose Lake, effective Aug. 27 (Comr. Doerfer abstaining).

Rule-making was started on another big batch of allocations proposals. Among them, Commission proposed to add extra uhf channels to 2 cities which would become all-uhf under its deintermixture rule-making (Vol. 12:26)—Ch. 31 to Peoria and 26 to Springfield, Ill. Comments on these proposals are due Sept. 10.

It also asked comments Sept. 10 on these allocations changes: (1) Move Ch. 62 from Evansville, Ind. to Owensboro, Ky., 14 from Owensboro to Evansville, substitute 25 for 14 in Festus, Mo., 56 for 62 in Shelbyville, Tenn. (2) Shift Ch. 12 from Helena to Bozeman, Mont., or reserve 22 in Bozeman for education instead of 9. (3) Assign Ch. 5 to Columbia, S. C. by substituting 4 or 7 in Charleston, S. C., which would require WCSC-TV to move from 5.

These other proposals—some of them mutually exclusive—are due for comments Aug. 22:

Add Ch. 26 to Shinglehouse, Pa., 37 to Clymer, N. Y. and substitute 62 for 37 in Meadville, Pa., or (1) add 26 to Williamsport, or (2) switch 21 from Lancaster to York, Pa. and 49 from York to Lancaster, or (3) switch 21 from Lancaster to Harrisburg, 71 from Harrisburg to Lancaster and substitute 26 for 36 in Williamsport, or (4) switch 21 from Lancaster to York and 43 from York to Lancaster.

Assign Ch. 11 to Prineville, Ore., or to Coos Bay, Ore., the latter to be accomplished by substituting 19 for 11 in Yreka, Cal.

Allocate Ch. 19 to Nacogdoches, Tex. by deleting it from Tyler, Tex. and Lake Charles, La., substituting 61 in former and educational 66 in latter.

Move Ch. 9 from Monahans, Tex. to Nadine, N. M., putting 35 in Monahans.

Allocate Ch. 8 to Missoula, Mont., substituting 9 for 8 in Kalispell, 23 for 9 in Sandpoint, Ida. (Comrs. Hyde & Mack dissented.)

Move Ch. 15 (occupied by WINT) to Ft. Wayne from Angola, Ind., by substituting 77 at Angola.

Commission received these petitions for allocations rule-making: (1) Grantee WTVE, Ft. Pierce, Fla. (Ch. 19) asked that educational Ch. 3 be removed from Tampa-St. Petersburg and released for commercial use in Ft. Pierce. (2) Louisville Mayor Andrew Broaddus requested Ch. 7 be assigned to Louisville. (3) WTVK, Knoxville (Ch. 26) asked that Ch. 7 be allocated to Knoxville.

In other actions this week, the Commission: (1) Granted Ed Cranley's KXLF-TV, Butte, Mont., permission to change from Ch. 6 to 4 to avoid possible interference from other stations. (2) Denied petition by telecaster-manufacturer Sarkes Tarzian for immediate grant of Ch. 21, Roanoke, Ind., pointing out that order allocating the channel to Roanoke-Ft. Wayne area doesn't become effective until Aug. 27. (3) Sent McFarland letter to WROM-TV, Rome, Ga. (Ch. 9) questioning its financial ability to move to proposed new antenna site, and questioning suitability of site itself—pointing out that part of city of Rome may not be within line-of-sight of new location, 45 mi. from Rome, 9 mi. from Chattanooga.

New assignments of FCC members to govt. interagency boards and special duties, as announced this week: Telecommunications Coordinating Committee—McConaughy (Craven, alternate). Telecommunications Advisory Board—Hyde (Craven, alternate). Telecommunications Planning Committee—Craven (Hyde, alternate). Air Coordinating Committee—Bartley named as alternate to Lee. Radio Technical Commission for Marine Services (exec. board)—Craven. FCC Telephone & Telegraph Committees—Mack (other members are Hyde & Bartley). FCC defense commissioner—Lce (Bartley, alternate).

**Personal Notes:** Theodore C. Streibert, director of U. S. Information Agency, left July 17 on inspection of USIA posts in Scandinavia and British Isles, returns Aug. 22 . . . Theodore F. Grant promoted to asst. mgr., ABC-TV cooperative programming . . . Martin L. Nierman promoted to Petry eastern TV sales mgr., N. Y. . . . Frank Harms, ex-CBS-TV, N. Y., named program mgr. of NBC-owned WBUF-TV, Buffalo . . . James Fleming resigns as producer of NBC Radio's *Monitor* to rejoin CBS-TV as producer of *Good Morning with Will Rogers Jr.*, succeeding Michael Sklar, working on several upcoming program projects; Carl Beier promoted to producer of *Look Up and Live*, succeeding Ted Sack, now assoc. producer of *Adventure* . . . James M. Dolan, ex-DuMont sports director, joins CBS-TV sports dept. as producer of new *Sports Mirror* show, Sat. 7-7:30 p.m. . . . Kenneth MacKay, ex-Madison Square Garden, named publicity director of all CBS sports programs . . . Dr. R. L. Freeman, Nielsen chief engineer, elected v.p. & coordinator of field, inspection & engineering operations of broadcast div. . . . John W. Haigis Jr. named station mgr. of upcoming WRLP, Greenfield, Mass. (Ch. 58), to be satellite of WWLP, Springfield; John A. Fergie named chief engineer, Ralph L. Jay, asst. chief . . . Kenneth Beachboard promoted to mgr. of WFBC-TV, Greenville, S. C., succeeding late B. T. (Bevo) Whitmire; Bruce Buchanan succeeds him as mgr. of radio WFBC . . . Duff Browne, ex-WUNC-TV, Chapel Hill, N. C., named mgr. of upcoming WYES, New Orleans (Ch. 8, educational) . . . Gene Banks promoted from stage mgr. to asst. program director of KABC-TV, Los Angeles, succeeding Jack Reeves, resigned . . . Barrett Geohagen, ex-WPIX, named mgr. of political sales unit, WABC-TV, N. Y., succeeding Jack Kirk, who remains on sales staff . . . Charles Stone, v.p. of WMBR-TV, Jacksonville, elected pres. of Jacksonville Ad Club . . . Arthur E. King elected v.p. of TV Editorial Corp., publisher of *Television Age*, whose publisher Sol J. Paul has announced bi-weekly publication starting Sept. 10 . . . Paul Alexander elevated to promotion director, KSL-TV, Salt Lake City, replacing A. Richard Robertson, joining *Television Age* . . . Bud Austin, ex-pres. of Austin TV Assoc., named gen. sales mgr., Goodson-Todman Productions . . . Robert L. Bendick, ex-producer of Dave Garroway's *Today* on NBC-TV, joins C. V. Whitney Pictures as producer-director . . . Marvin Schlaffer, ex-Emil Mogul Co., appointed NTA sales service coordinator . . . Harry H. Birch, ex-WBBM-TV, Chicago, appointed exec. v.p., Filmack Studios, Chicago . . . Walter Bien, ex-Universal-International, named mgr. of new Warner Bros. TV commercials dept. . . . Glenn H. Dorsey, ex-Motion Picture Advertising Service, New Orleans, named chief engineer of Recla Films Inc., owned by WTVJ, Miami.

Robert E. Button, NBC program executive on leave since March, 1954 when he was "loaned" to Office of Secy. of Defense, has been named chief of U. S. Information Agency's international broadcasting services, including Voice of America, succeeding J. R. Poppele, who resigned July 15 to return to TV-radio management consultant work. Since April, 1955 Button has been deputy chief. In announcing appointment, USIA director Theodore C. Streibert disclosed that TV operations, which Button will continue handling, now include programming to more than 150 stations of the Free World.

CBS Inc. pres. Frank M. Stanton elected a director of New York Life Insurance Co., filling vacancy created by death of Wm. H. Danforth. His other directorships: CBS Inc., Auto Electronics Inc., Planned Music Inc.

D. Harold McGrath, retiring Dec. 31 as supt. of Senate TV-Radio Gallery, honored at reception of TV-Radio Correspondents Assn. in Capitol's old Supreme Court chamber July 17.

**SENATE Commerce Committee's endorsement** of FCC's new allocations policy (see p. 1) was coupled with a warning that unless more use is made of uhf band, it may be forever "lost to TV through assignment to other uses."

All portions of FCC's allocations-and-study program (Vol. 12:26) received strong backing from Committee in 20-p. mimeographed interim report (available next week from Committee in printed form). Noting that some of Commission's proceedings tend to "drag on indefinitely," it included this warning:

"The Committee therefore serves notice that it intends to follow very closely the progress made with respect both to the long-range project of a shift to uhf and to the intermediate proposals for selective deintermixture. It will call upon the Commission for periodic progress reports with respect to both matters, starting early in the next session of Congress. The Committee also feels that, while working toward a possible shift to uhf, the Commission should expedite the granting of vhf channels in those areas where no interim proposals of deintermixture are involved.

"In a number of major markets comparative hearings have run on for an unconscionable time. This has resulted in restriction of program services for the public and in obstruction to the full development of a third network. These proceedings should be completed at the earliest possible date." Other points in report:

**Uhf "crash" research & development program**—Warning against "possibility of delay and procrastination," Committee said: "As soon as it can be determined that uhf performance can be improved to the point that it will permit an all-uhf service without the creation of major white areas, the program of shifting to uhf should be set in motion."

**Selective deintermixture**—"This is actually the only major action being taken by the Commission at this time which holds promise of furnishing prompt assistance and encouragement to uhf broadcasting and of promoting the preservation of the uhf band. . . . Deintermixture should be effected on as broad a basis as possible in order to make clear to the broadcasting industry, to advertisers and advertising agencies, and to the public that uhf is not only going to be maintained but expanded to assume its necessary place in our over-all TV system."

The Commission was urged to "move with all possible dispatch, designating additional proposals for hearing and expediting the proceedings in every way." Original draft of report contained specific criteria for deintermixture, but

these were deleted by vote of Committee to let Commission use own standards.

**All-channel receivers**—"The Committee believes that a formal announcement by the Commission that vhf broadcasting will be discontinued on a fixed date in the future, coupled with an interim requirement of simultaneous vhf-uhf broadcasting by all vhf stations, would afford economic inducement for the manufacture of all-channel receivers exclusively."

Correspondence between Committee and Treasury Secy. Humphrey about proposals to remove excise tax from all-channel color receivers is included as appendix to report. Despite Humphrey's strong opposition to the plan, report urges Congressional action to eliminate excise from vhf-uhf color sets "at the very least."

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Committee wound up its TV hearings this week by questioning commissioners further about allocations, but gained little new information. With Chairman McConnaughey on stand, both Wofford and Purtell objected to idea of an all-uhf allocation. Both were worried about public's investment in vhf-only sets.

Sen. Smathers asked if Govt. should provide funds to help uhf research. McConnaughey said it was entirely possible that FCC would ask Congress to vote funds to help private firms develop uhf potentialities, but it wouldn't be possible to predict until all comments have been filed in rule-making proceeding.

He reiterated that Congress may have to help solve problem of getting all-channel set production moving, either by banning interstate shipment of vhf-only receivers or some other method. In same vein, correspondence was inserted in the hearing record between Committee Chairman Magnuson (D-Wash.) and FTC Chairman John W. Gwynne relating to FTC's part in possibly helping spur sales of all-channel sets.

Magnuson had asked "whether the FTC would have the power to require either that all sets offered to the public be capable of receiving all of the channels now allocated, [or] alternatively, whether you would have the power to require a vhf-only set be clearly labeled to indicate to the public that this particular receiver is incapable of receiving 75% of the channels on which TV broadcasts may be received."

Gwynne replied that Trade Commission hasn't authority to ban vhf-only sets. As to the labeling procedure, he said there have been no complaints from public—and that FTC would be empowered by law only to prevent vhf-only sets from being passed off as all-channel receivers. There is no evidence that this has been tried, he said.

FCC's frequent trips to Capitol Hill to appear before Congressional committees are beginning to interfere with work and health of its staff, Chairman McConnaughey told Senate Commerce Committee during his appearance there July 17. Referring to commissioners' appearances before other committees, he told Senators: "We have had hundreds of hours eaten up by committees up here on the hill. When it is all computed, it is going to be thousands of hours of our important staff people who have been working day and night getting stuff ready to get up here [when] they should have been working on getting out important business of this Commission." Some key employes, he said, are working until 3-4 a.m. preparing material for investigating committees, with one of them "just about ready to have a nervous breakdown." Sen. Smathers (D-Fla.), chairing Committee at time, concerned with duplication of Congressional inquiries, asked for statistical data on number of appearances before committees, amount of staff-hours involved, etc.

American delegation to 8th plenary session of International Radio Consultative Committee (CCIR) in Warsaw Aug. 8-Sept. 13—which will consider all-European color TV standards, among other things—has not been officially announced, but these U.S. representatives are expected to attend: State Dept.—John Cross, delegation chairman; Mrs. Florence Dowling; secretariat staff of 4. FCC—Edward Allen, George Turner, Arnold Scrivseth. Army—Nathaniel White. Naval Research Lab—Harold E. Dinger. Bureau of Standards—W. D. George, J. W. Herbstreit, W. G. Crichlow. From industry—A. Prose Walker, NARTB; Dana Bailey, Page Communications Engineers Inc.; John Coleman & Wayne Mason, RCA; E. W. Bemis, AT&T; Axel G. Jensen & F. H. Willis, Bell Labs.

Mass media's influence in 1952 political campaign is subject of study, *Competitive Pressure and Democratic Consent*, published recently by U of Michigan Institute of Public Administration.

**Network Accounts:** TV sponsorship dating back to Feb. 1948 ends Sept. 27 when Camels drops Mon. & Thu. segments of John Cameron Swayze's *NBC News Caravan*, Mon.-thru-Fri. 7:45-8 p.m. It started out as full sponsor of show, then titled *Camel News Caravan*, now divides with Time Inc., Alka-Seltzer, Remington-Rand; Union Carbon & Carbide is expected to pick up Camels segments . . . Goodyear, another old sponsor, has rejected NBC-TV's suggestion that it consider dropping out as sponsor of *Goodyear Playhouse* alt. Sun 9-10 p.m., in favor of new film show on NBC-TV Tue. 8:30-9 p.m. . . . Armour to be alt. sponsor (with Kleenex) of Danny Thomas' *Make Room for Daddy* on ABC-TV starting in fall, Mon. 8-8:30 p.m., thru N. W. Ayer, Chicago . . . Swift buys additional 30-min. alt. weeks of *Disneyland* on ABC-TV starting Sept. 12, Wed. 7:30-8:30 p.m., thru J. Walter Thompson, Chicago . . . Pharmaceuticals Inc. sponsorship of *Twenty-one* giveaway on NBC-TV starts Sept. 12, Wed. 10:30-11 p.m., thru Edward Kletter Assoc. . . . Peter Pan Foundations (undergarments) to sponsor one-shot hour-long film of Paris fashion show this winter, on undetermined network, in place of proposed similar 30-min. film on ABC-TV Aug. 29, thru Ben Sackheim Inc., N. Y. . . . NBC-TV to revamp format of its daytime *Home* show next fall, breaking it down into 2 half-hour features, each generally having single "theme" each day.

**ADVERTISING AGENCIES:** Arnold Wester, West Coast supervisor of TV commercials & programs, William Esty Co., appointed v.p., continuing as head of Hollywood office; Mark Byrne, media executive, also promoted to Esty v.p. . . . Lucille Webster, ex-Biow, joins Ted Bates & Co. as asst. TV-radio business mgr. . . . Tom Tausig, ex-WTOP-TV, Washington, joins Ted Bates & Co., N. Y., as supervisor in TV-radio dept. . . . Pat Riney, ex-KING-TV, Seattle, joins TV-radio dept., Dancer-Fitzgerald-Sample, San Francisco . . . Michael P. Casey, ex-KNXT, Los Angeles, joins TV-radio dept., Erwin, Wasey & Co.

TV is too expensive for clothing merchants generally—though many are pleased with its sales results—reports National Assn. of Retail Clothiers & Furnishers, Munsey Bldg., Washington (Louis Rothschild, exec. director) on basis of own survey. Of 92 "typical men's wear merchants," 72 had TV in their areas and 47 have tried TV—but 32 discontinued it, chiefly because of high costs. Of the 15 stores now using TV, 3 report results are excellent, 9 say they're satisfactory, 3 are uncertain. Twenty-five stores plan to use TV "in the near future." Of the 47 which used TV, 29 sponsored spots, 14 sports shows, 2 news programs, 9 films, 9 miscellaneous.

**Rate increases:** WABC-TV, New York, Aug. 1 adds Class AA hour (8-10:30 p.m. daily) at \$4150, 20 sec. at \$750, Class A hour going from \$3750 to \$3320. KSL-TV, Salt Lake City, has raised Class A hour from \$575 to \$600, Class AA min. only rate remaining \$150. WSAU-TV, Wausau, Wis., has raised base hour from \$250 to \$300, min. \$50 to \$60. Spot increase: KWTW, Oklahoma City, has raised 20 sec. base rate from \$180 to \$200.

Anderson, Clayton & Co., Dallas, one of world's largest cotton processors, will allocate about 65% of its food div. ad appropriation to TV starting in fall, following intensive presentation by TvB. It will spend \$850,000 for "Mrs. Tucker's" food brands alone, buying spots in 32 midwest markets. Agencies are D'Arcy, McCann-Erickson, Parris & Peart, Bryan Houston Inc., all N.Y.

Westinghouse, as part of its political coverage on CBS, will sponsor 8 weekly *Pick the Winner* programs featuring debates between leading spokesmen for both parties and news conferences. Programs start Sept. 12, will be on TV Wed. 7:30-8 p.m., radio 8:30-9 p.m.

**THERE'S BRIGHT FUTURE** for independent TV station operation, in opinion of DuMont Broadcasting Corp. pres. Bernard Goodwin, who also is v.p. of Paramount Pictures Corp.—"in fact, the day of the independents hasn't started yet." Occasion for remark was vigorous & unqualified denial, when asked about persistent reports that DuMont's WABD, N. Y. (Ch. 5) is being sold.

"There is absolutely no truth in any of the rumors," he said. "We're not for sale, we've had no offers, we don't want any offers, and we're doing quite well now. WABD will show a cash profit this year, though perhaps a book loss. Tremendous progress has been made on a tremendous reorganization job, and there isn't any question about the future of independent stations—especially as the networks come under fire more and more."

He cited Paramount's KTLA, Los Angeles (Ch. 5), which he also supervises, as example of successful independent operation, said DuMont's WTTG, Washington (Ch. 5) is coming along nicely with its new power and expanded coverage. Goodwin was elected to head DuMont broadcast operations after their spinoff last Dec. from manufacturing firm, engineered largely by Armand Erpf of brokers Carl M. Loeb, Rhoades & Co., supported by Paramount (Vol. 11:33-34, 39, 42).

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**Unflagging faith:** "We believe that developing economic factors make the outlook for pay TV more promising than ever. While awaiting the attention of the FCC, work proceeds in perfecting the system, adding to its convenience of operation and reducing its cost. International Telemeter [more than 85% Paramount-owned] is now considering a number of situations that have been presented for the inauguration of closed-circuit pay-as-you-see TV. The latter do not require FCC approval and could well be the basis for establishing the validity of pay television."—Barney Balaban, pres. of Paramount Pictures Corp., at recent annual stockholders meeting.

**Experimental fee-TV operation** is favored by FCC Chairman McConaughy, he told Senate Commerce Committee this week. In reply to question by counsel Kenneth Cox, he stressed that he was speaking only for himself, but that he felt "we should consider permitting experimental subscription-TV operation someplace." Then he quickly added: "And I am not going to be tied to that, either." Because of the top priority FCC has given to allocations problem, he said, it has made no progress in subscription-TV deliberations.

**Westinghouse stations' pres. Don McGannon** got in last word in disagreement with NBC resulting in withdrawal of its radio stations from their pioneer affiliations with the network (Vol. 12:28)—replying to NBC pres. Robert Sarnoff's July 13 sharply worded letter accepting the withdrawals by writing to him again July 15: "We have not felt and do not feel that any type of radio network programming today meets the requirement of radio as it now exists . . . Our views are based on our firm conviction that the function of radio today, in the light of TV, is far different from the function of radio prior to the advent of TV. In our opinion, the radio service which is wanted by the listening public today is a local service . . ." Westinghouse radio sales managers have been called into N. Y. executive huddles July 24-25 on switchover to local programming at Boston-Springfield, Cleveland, Ft. Wayne & Pittsburgh stations.

New York City's 800,000 Spanish-speaking citizens, some 70% of Puerto Rican origin, showed 81% preference for Spanish programs, 16% for both Spanish-English, 3% for English, according to survey conducted for radio WHOM by Beden Associates, Dallas, Spanish market specialists. Among other findings: 98% own radios, 79% TVs.

**G**OV'T. INTEREST IN TV as a teaching tool—both broadcast and closed-circuit TV—is accelerating rapidly as more and more experience is gained with 23 educational stations on air (2 of them on commercial channels) and well over 100 educational closed-circuit installations—latest being the “pilot” public school system recently dedicated at Hagerstown, Md. (Vol. 12:25-26).

Addressing Conference on Educational TV at Harvard July 18, Herold C. Hunt, Undersecretary of Health, Education & Welfare, proposed govt. TV research coordination project. Said he: “Progress in educational TV has advanced to the stage where answers to 2 major questions are needed; the first concerns the extent to which it is now used at all levels of education and the variety of subjects taught, the second pertains to the relative effectiveness of teaching by TV as compared to the traditional classroom approach.”

Beginning in current fiscal year, he said, U. S. Office of Education plans to explore these areas in its Cooperative Research Program. Findings would be made available through 2 manuals—“one for those who produce educational TV shows and one for teachers and others concerned with making effective use of them.” Main steps in program: (1) Coordination and review of all existing literature pertinent to use of TV and other mass media for educational purposes. (2) Setting up of “clearing house” for exchange of views and coordination of all local, regional and national groups concerned with educational TV. (3) “Design of a plan for future research based on what seems most needed after a broad survey of current research throughout the country.”

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Meanwhile, American Council on Education (1785 Massachusetts Ave. NW, Washington) this week end published report entitled *Teaching by Closed-Circuit Television*, summarizing last February’s conference at U of Iowa (Vol. 12:10), which brought together 93 individuals from 55 institutions and 16 organizations to exchange information about educational closed-circuit. Among systems described in report:

Investigation of AT&T tariff and business practices was urged this week by pres. John W. Boler of North Dakota Broadcasting Co. (KXJB-TV, Valley City; KCJB-TV & KCJB, Minot; KBMB-TV, Bismarck; KSJB, Jamestown), testifying at closing hearing session of Senate Commerce Committee’s TV investigation. He reviewed his conflicts with AT&T over TV network service and his quest for FCC rules change to permit station operation of private microwaves on permanent basis. He told Committee KXJB-TV paid AT&T \$234,996 over 21-month period, or 18.7% of total operating cost. KXJB-TV’s gross sales for 1955 totaled \$523,000, its loss was more than \$130,000, and payment to AT&T was \$124,000, he said, adding: “We can install our own microwave system for less than \$200,000 and maintain it at a maximum cost of \$42,000 per year, or 30% of AT&T tariff.” As to AT&T’s new “utility grade” off-the-air pick-up service, he said rates are 65%-75% of charge for first class service, quoted other telecasters’ complaints about quality of this new service. Earlier in this week’s hearing, FCC Chairman McConaughy assured Committee that common carrier networking charges are being analyzed, with study due for completion end of August.

Rate card chart for all British commercial stations and program contractors is feature of June 29 *Commercial Television News*, 109 Waterloo Rd., London, S.E.1.

State U of Iowa—Experimenting with closed-circuit “discussion” courses, somewhat similar to TV panel shows, except that students in viewing rooms can ask questions of those on the screen.

Penn State U—Offers 38 hours a week of televised instruction in 14 sections of 12 courses (2400 students). Last semester, 24 instructors were teaching on TV, with 14 graduate assistants helping them. All TV engineering is handled by 6 students; all camera operation is done by 15 students.

New York U—Now experimenting with closed-circuit TV in 2 English courses. One object of experiment is to determine whether there are special advantages in elaborate equipment and professional direction.

Stephens College (Columbia, Mo.)—Has closed-circuit studio, 52 viewing rooms, uses vidicon system which “blankets the campus” and is operated by all-girl crew in TV production classes. Televised orientation course is required of all entering students.

Case Institute of Technology (Cleveland)—New electrical engineering building has no TV “studio” as such, but has 43 receiver outlets in lecture and conference rooms and 40 camera inputs. “Consequently, we can take the camera into any research room or laboratory and throw that into any other number of rooms up to the total—so our instructors can use TV as part of a lecture much as they might use visual aids.”

U of Texas—Dental school has \$75,000 worth of TV gear, with 2 studios and 50 small labs which seat 4 students each—each lab containing 17-in. receiver and microphone. Studio has 3 cameras, 2 with remote-controlled zoom lenses and one with remote-controlled pan & tilt head. One cameraman and one control man can run entire studio. “Every dental student in first-year class can look into that filling at the same time. If he doesn’t see it clearly, he can pick up his microphone and ask for more light or a different view. He can question his instructor on the spur of the moment.”

Joint Council on Educational TV has called meeting of all educational grantees and applicants in Washington Sept. 6 to discuss new allocations situation and status of uhf.

Quoteworthy quotes: “Chairman Hall and the other Republican strategists are convinced that modern merchandising methods married to TV have basically altered traditional political techniques. The Democrats scoff at this theory, perhaps because they simply don’t have the money to pay for the Republicans’ kind of TV campaign. Only the traditional whistle stopping, the Democrats claim, can lend to a campaign the needed color, movement and vigor. The election in November should provide some interesting clues on whether, as the Republican strategists believe, we are in the midst of an ‘electronic revolution in politics.’”—New York Herald Tribune Syndicate columnists Joseph and Stewart Alsop.

Boston’s live-wire educational WGBH-TV (Ch. 2) will carry Philco-sponsored Democratic & Republican political conventions by special arrangement with ABC-TV, Philco and FCC. Because educational stations may carry no commercials, WGBH-TV will simply acknowledge network and sponsor and undertake to cut out the customary commercial announcements. It’s first such dispensation under FCC rules.

U of Rochester’s third in annual series of conferences on U.S.-Canadian relations is scheduled for Aug. 29-30 and will be devoted to “Communications,” with round-table discussions by authorities on continental aspects of TV—radio, films, theatre, books, magazines, newspapers.



**Telecasting Notes:** Hammering away at free-plug practices on network shows—one of his favorite crusades—*Advertising Age's* "Eye & Ear Man" sent advance proofs of strong editorial to networks, asked their comments before running it. Their replies and the editorial were printed in July 16 issue—editorial urging networks to "pull the switch" and black out TV shows when free plugs are attempted . . . Network's replies ran gamut from CBS comment that "we are very concerned about this problem which involves what our legitimate advertiser gets for his money" to ABC retort that issues raised don't constitute much of a problem . . . CBS-TV is concerned, too—exec. v.p. Merle Jones cited recent order cutting back amount of credit given airlines for "transporting guests to shows." He said CBS is still considering plans to ban such credits altogether, letting programs pay for whatever service is required . . . NBC's Dr. Stockton Helffrich, continuity director, pointed out that it's easy to criticize free plugs, but a distinction should be made between unmitigated "payola" and "humorous exploitation of advertising slogans, trade names and the like." He added: "We make a conscious effort to avoid being taken" . . . "Everything is decided by the audience," said Ed Sullivan in defense of movie-plugging on his show. He credited extensive backstage coverage, well in advance of movie release date, as contributing to his consistently high ratings . . . With new competition from NBC-TV's *Steve Allen Show*, Ed Sullivan is now seeking out even more spectacular attractions for future shows. Tied directly to nostalgic headlines about closing of Ringling Bros. and Barnum & Bailey's big top show, Sullivan plans to devote entire July 29 show to acts from the circus—if union problems can be cleared up—with CBS setting up big tent on parking lot at 8th Ave. & 53rd St., where clowns will entertain spectators on day of telecast. Among others signed up for future Sullivan shows: Ingrid Bergman, either in person or on special film; Elvis Presley, the singer who helped zoom Steve Allen's ratings above Sullivan's for single show . . . Like it or not, there's no denying enormous audience appeal of giveaway shows (e.g., Revlon's \$64,000 *Question* and Revlon-Kent's \$64,000 *Challenge* on CBS-TV, Purex-Speidel's *Big Surprise* on NBC-TV)—so columnist John Crosby isn't being quite fair in his sarcastic observations

on occasion of debut of Mennen-Chemstrand's *High Finance* on CBS-TV . . . "Just as ABC-TV is getting to be known as the film network, he writes, "CBS-TV is getting on toward becoming the giveaway network. The ultimate aim of CBS, as I see it, is to provide financial security for everyone so we can sit home and watch TV all the time without the annoying interruptions of a job. Eventually the only people who will work will be the ones who demonstrate the spray deodorant" . . . Yet to come, for Crosby's—and the public's—delectation: Revlon's *Most Beautiful Girl in the World* (on NBC or ABC); Helene Curtis-Mogen David's *Treasure Hunt* on ABC; Pharmaceuticals Inc.'s *Twenty-one* on NBC . . . CBS-TV's \$64,000 *Question* finally dropped to third on July 1-7 Trendex ratings. What's first? \$64,000 *Challenge*, of course . . . Renewed "film network" speculation continues this week with roundup in July 18 *Variety*, keyed to fact that Vitapix has found co-sponsor in Sunkist (with Wesson Oil) for its nationally distributed 30-min. *Blondie* series, described as "only success story on a film network." As to feature film networks, *Variety* reviews 4 recent efforts—by General Teleradio, which "failed" to sell its RKO features for film networking; by Matty Fox's C&C TV, which has sold idea to Westinghouse & Triangle stations, but "few others"; by NTA, which so far has announced no barter-time deals; by Associated Artists with 750 Warner features and "a national sponsor interested, if clearances are fully satisfactory" . . . Use of syndicated film in 26 major markets increased 20.2% this spring over same 1955 period, according to *Billboard* survey—which showed only 2.3% gain in prime 7:30-10:30 p.m. time (with decline of 31.6% during this period in 7 top 2-station markets)—but whopping boost of 93% in 6-7:30 p.m. slots and 65.6% after 10:30 p.m. . . . Seeking to duplicate success of NBC-TV's *Victory at Sea* series several years back, CBS-TV's blurbs on its new 26-part *Air Power* feature "joint announcement" by Air Force Secy. Quarles, CBS-TV pres. J. L. Van Volkenburg and sponsor Prudential Insurance Co. pres. Carrol M. Shanks outlining tremendous amount of preparation required for the series—2-year search through 300,000,000 ft. of film. Kickoff program Nov. 11 will be full hour; thereafter show will be Sun. 6:30-7 p.m.

"The British film industry, like the American, is beginning to feel the deadly effect of TV," writes Mollie Panter-Downes in her Letter from London in July 7 *New Yorker*. "In spite of wide screens and all the rest of the marvels, people are obstinately choosing to stay home and see what the two TV networks—the BBC and the Independent—are going to dish out for nothing, even though a lot of viewers agree that the quality of what they get often leaves much to be desired. The last set of figures released by the movie industry showed a big drop in audiences, and while the larger houses may be able to take the loss in box-office receipts, small neighborhood cinemas are said to be folding every week. There are, of course, people who claim that the industry is going through this crisis simply because films are less good than they used to be . . ." Note: French film industry reports, on other hand, indicate TV has had no effect on boxoffice—but French TV isn't far developed, with only 360,000 sets-in-use as yet. Report from West Germany, where TV set sales are booming, states that film exhibitors have banded together to prevent TV use of feature films, even oldies.

New guide to 1956 political conventions and campaign, 96-p. book titled *Watch*, designed to promote CBS-TV coverage, has been prepared by CBS news and published by Maco Magazine Corp. for sale in bookstores and newsstands.

NAFBRAT's annual report on children's TV-radio programs finds "crime the biggest single ingredient offered by the TV industry as a whole to lure children to the TV set." Group classified 32 half hours of weekly filmed "crime" shows—not including westerns—as "objectionable" or "most objectionable," saying 1956 saw record number of kiddie shows with crime as theme. "Most impressive addition" to children's shows is ABC-TV's *Mickey Mouse Club*, says report—"another graphic illustration of the fact that children prefer programs which maintain high standards"—although it gave this show as example of tendency to "far too heavy commercialization." Among network TV shows classed as "excellent" are *Ding Dong School*, *Disneyland*, *Lassie*, *Mr. Wizard*, *Zoo Parade*. Among "most objectionable": *Cowboy G-Men*, *Long John Silver*, *Tales of the Texas Rangers*. Copies of report are available from National Assn. for Better Radio & Television, 882 Victoria Ave., Los Angeles.

Saturday Evening Post boosts rates about 6% with Jan. 5, 1957 issue, based on circulation rise of 200,000 to 4,850,000; cost of black-&-white page goes up to \$19,780 from \$18,145, of 2-color page to \$24,720 from \$22,680. Last rate increase was Jan. 7, 1956.

Cease-&-desist order against Apple Valley TV Assn., Wenatchee, Wash., to stop operating unlicensed TV booster station, was asked this week in FCC initial decision.

**TV UPSWING BODES WELL FOR FALL MARKET:** Retail TV sales thus far in July appear to be showing a continuation of the upswing which began in June, prompting industry's marketing experts to predict sales will exceed the 381,567 of July 1955. Projecting still further, they foresee TV business showing steady improvement rest of year -- and predictions of 7,400,000 sales for all of 1956 are not uncommon despite fact first-half retail sales of about 2,850,000 were about 13% below same period of 1955. Full 1955 sales at retail reached record 7,421,084.

Record-high inventories of about 2,600,000 as of July 1 form biggest cloud on trade horizon. Of that total, 1,850,000 sets were at factory-distributor levels -- and, as a result, it's assumed that this summer will see no letup in dumping, especially in view of fact that sizeable proportion of total inventory is in sets of manufacturers who have gone out of business. RETMA statistical dept. is currently considering inventory survey to determine what percentage these represent.

Pre-political convention sales are beginning to take hold, concept of small-screen "personal" portables is catching on generally, and color sales are slowly gaining momentum. Manufacturers returning from distributors' "open houses" for retailers are uniformly optimistic about fall selling season. Heavy orders from dealers -- far heavier than many expected in view of high inventories -- were reported in anticipation of big business upsurge in summer and fall.

There's little prospect of TV set price increases this fall -- at least not across-the-board -- as long as inventories remain high, say leading set makers. More likely, they say, is a "firming" of prices -- i.e., elimination of widespread price-cutting and liquidation sales.

\* \* \* \*

Set makers are inclined to write off first-half decline as a "readjustment" period -- but with purchasing power remaining high in generally upbeat economy (see p. 1), they're very hopeful about near-term prospects. Typifying this attitude is RCA v.p. Charles P. Baxter's comment that "judging from our open houses, we're planning for our best year in 1956." Philco pres. James M. Skinner Jr. remarked that "regardless of what happened in the first half, we're going all-out from here on in." Motorola v.p. Edward R. Taylor was equally enthusiastic after visits to his distributors, and Sylvania pres. Don G. Mitchell said that although Sylvania TV set sales were "soft" in first half, he foresees a "definitely improved" second half.

Whether "personal" portables will be a summer-only business, is a puzzler. Some manufacturers are wondering privately whether outdoor uses of portables under 14-in. have been over-advertised -- to possible detriment of year-round sales. As there's no precedent in previous years for "personal" portable market, they can only guess. There's considerably less doubt about the 14-in. as a year-round seller, in light of GE's 300,000 sales in first year of marketing 14-in. portables.

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**Steel Supply:** Steel strike presents no immediate problem for TV-radio industry -- but if it continues more than a month it could pinch. That's opinion of Donald S. Parris, acting chief of electronics div., Commerce Dept.'s Business & Defense Services Administration -- and his opinion is generally echoed in industry itself. Vincent deP. Goubeau, RCA materials v.p., said: "We're not worrying enough about it to call it a crisis. After all, the TV-radio industry uses only about 100,000 tons of cold-rolled sheet steel a year -- a comparative drop in the bucket as national users go. I believe everybody in the industry has been stockpiling steel in anticipation of a strike, so there's a rather substantial inventory on hand at 3 levels -- set makers who press their own cabinets, components manufacturers and the steel producers themselves." Bulk of steel used in TV-radio sets goes into metal cabinets

and bases of chassis. Recent trend to aluminum cabinets, particularly in portable TV sets, has tended to reduce industry's steel consumption.

**No Admiral Private Labels:** Admiral has dropped plan to make private-label TVs and radios, will use North Ave. plant acquired in recent Raytheon deal chiefly for metal cabinets and other production. When it took over Raytheon TV-radio div. in May (Vol. 12:21-22), Admiral announced it would set up new Belmont div. within its organization to continue and expand Raytheon private-label business, discontinuing only Raytheon brand. But survey of private-label field has convinced Admiral that the field would be unprofitable for it -- presumably because of positions of other such suppliers. It may dispose of "Belmont" trade name.

**Philco's Franchise:** It hasn't been publicized, but the fact is that the consent decree which Philco signed last week to settle anti-trust suit attacking legality of its distributor and dealer franchises (Vol. 12:28) won't require much revision of existing contracts. Reason is that many of the features in Aug. 1954 contract to which Justice Dept. objected had been voluntarily modified by Philco last year. One of most important changes limited Philco's right to charge accounts of distributors and dealers for transhipped merchandise. Philco spokesman said that only relatively minor changes in wording are required to bring existing contracts into line.

**Production:** TV output totaled 62,657 sets week ended July 13, compared to 48,115 during July 4 holiday week and 98,597 week ended June 29. It was year's 28th week and brought output for year to date to about 3,510,000, compared to 4,000,000 in corresponding period year ago. Radio production totaled 105,560 (42,748 auto) in week ended July 13, compared to 92,751 preceding week and 199,017 the week before. Radio output for 28 weeks was about 7,100,000 vs. 6,800,000 in same 1955 period.

**Trade Personals:** Donald P. Rohrback resigns as Westinghouse TV-radio planning mgr. to become asst. mgr. of Motorola's expanded marketing research dept., reporting to research director Thomas P. Golden; Edward G. Reitz, ex-Raytheon TV-radio market research mgr., to be responsible for Motorola sales, production & inventory statistics; Edward A. Fox, ex-Monsteller, Rickard, Gebhardt & Reed Adv., Chicago, named mgr. of consumer market surveys . . . A. M. Doyle promoted to mgr. of Canadian GE's Ottawa office, succeeding Gilbert J. Doane, retired . . . Samuel J. McDonald promoted to eastern distributor sales mgr., Sylvania electronic product sales dept., N. Y. . . . John M. Sanabria, ex-v.p. of former set-&-tube maker American Television Inc., headed by his brother, Ulysses A. Sanabria, joins Majestic International as gen. mgr. in charge of sales engineering & technical research . . . Morgan A. Gunst Jr. promoted to v.p.-gen. mgr. of Chromatic's west coast development lab, Emeryville, Cal. . . . Jack Levin promoted to Sonora asst. sales mgr. & sales promotion director, reporting to sales v.p. Charles Robbins . . . Donald H. Stover, ex-Sentinel, joins RETMA as service coordinator, replacing Al Coumont, recently resigned to join Sprague Electric . . . Julius Fine, ex-Gabriel Co., named sales mgr. of new Tenatronics Ltd., Union Commerce Bldg., Cleveland, marketing own line of antennas & accessories . . . Edward S. White promoted to director of new Warwick Mfg. Co. research & development dept. . . . Milton Schindler, administrative asst. to Ben Snyder, pres. of Snyder Mfg. Co. (antennas), promoted to west coast sales director, Los Angeles . . . Wynne Stewart promoted to asst. sales mgr. of Dage TV div., Michigan City, Ind., in charge of closed-circuit equipment demonstrations . . . John M. McLean resigns as asst. gen. mgr. of Canadian Radio Mfg. Corp. to become v.p.-gen. mgr., General Instrument-F. W. Sickles of Canada, Waterloo, Ont. . . . Frank J. Moch resigns as pres. of TV Electronic Service Assn. (TESA-Chicagoland) to devote full time to presidency of National Alliance of TV & Electronic Service Assns. (NATESA). Joseph Blink, ex-v.p. of TESA-Chicagoland,

assumes his duties . . . Vinton K. Ulrich, ex-David Bogen, resigns as secy.-treas. of High Fidelity Manufacturers Inc.; he's succeeded as secy. by Walter Stanton, Pickering & Co., and as treas. by Charles Fenton, Fenton Co. . . . John Pomeroy promoted to Sylvania So. Cal. district mgr., electronic products distributor sales, Los Angeles . . . John E. McElfresh promoted to Mich.-Ohio district sales mgr., GE tubes & components, headquartering in Lansing . . . Henry J. Morley, ex-Bendix, named mgr. of Clarostat factory, Dover, N. H. . . . M. P. Fieldman, ex-Halldorson Transformer Corp., named sales v.p., Raypar Inc., Chicago.

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**DISTRIBUTOR NOTES:** Whirlpool-Seeger appoints RCA Victor Distributing Corp., Kansas City, for Springfield, Mo. distribution, replacing Ozark Motor Supply Co.; Whirlpool-Seeger also appoints Heald Supply Co., Billings, Mont. (H. N. Heald, pres.), replacing Treasure State Gas & Electric Co., Butte . . . DuMont appoints Independent Distributors Inc., 4303 Brighton Blvd., Denver (Glenn I. Payton Jr., owner) . . . GE Appliances Co. forms branch at 1891 Dewey Ave., Rochester, N. Y. (Frank Gudinas, mgr.) to take over TV-radio distribution from GE Supply Co., now handling electrical supplies . . . Philco Distributors Inc., Chicago, promotes Walter Eichelberger Jr. to sales mgr., Ira Brichta to merchandising mgr., Edward Germain to sales promotion mgr. . . . Kierulff & Co., Los Angeles (Motorola) elects Roy Maginnis as acting chairman, replacing C. R. Nissen, resigned as chairman and operations v.p. . . . Philco Distributors Inc., Newark, reports resignation of Sy Slater as gen. sales mgr.

Gov. Harriman has appointed RCA chairman David Sarnoff to head special advisory committee on industrial safety, set up to plan state-wide worker safety conference in Albany next fall. This week (July 21), Gen. Sarnoff was scheduled to address convention of Pennsylvania Dept., American Legion, on "The New Look in the Cold War"—his speech to be carried on Mutual Network for half hour.

Frank Folsom, pres. of RCA, currently on tour of Canadian branches, returns to N. Y. in mid-Aug.

**Topics & Trends of TV Trade:** More foreign radio-  
phono entries into American market, in addition to those  
reported last week (Vol. 12:28): London Records, N.Y.,  
owned by British Decca, bringing in English-made hi-fi  
combination called Essex to sell for \$595; Metz radios &  
phonos, made by Metz of Nuremberg and marketed by  
newly formed Metz of America, 7403 Melrose Ave., Los  
Angeles (David Krechman, ex-Tele-Vue, pres.), at prices  
ranging from \$150 to \$400.

Both will demonstrate at NAMM's big Music Show  
at Hotel New Yorker and Trade Show Bldg., July 23-26—  
other foreign makes to be shown including Philips and  
the German Blaupunkt, Braun, Siemens and Grundig-  
Majestic brands. Show is essentially for the music mak-  
ers, but among its more than 250 exhibitors will be these  
names mainly with TVs as well as radios and hi-fi: Du-  
Mont, GE, Guild, Magnavox, Motorola, Olympic, RCA,  
Westinghouse, Zenith—and Hotpoint.

Note: UP dispatch from Tokyo this week reports  
midget radios one of Japan's fastest-growing export items,  
says U.S. is taking 35,000-40,000 of estimated monthly ex-  
ports. Cheapness of sets (exported at \$5.50 f.o.b. minus  
batteries) was reported to have led Trade Ministry to  
look into "dumping" charges and some portable radio  
makers to ask it to consider stiff inspection tests, requir-  
ing approval of tone quality, volume, tuning accuracy, etc.

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TV shipments to dealers totaled 2,386,108 in first 5  
months, when production was 2,862,177, according to  
RETMA state-by-state and county-by-county tabulations  
released this week and available to members on request.  
They compared with shipments of 2,677,630, production of  
3,238,820 in first 5 months of 1955. New York led as usual,  
with 268,472; California next, 230,354; Pennsylvania third,  
162,134. May shipments were 326,979, compared to 356,-  
893 in April and 348,181 in May 1955.

DuMont quality control mgr. Nicholas DeFalco last  
week came up with unusual report on test he dubs "Opera-  
tion Tropics"—ten 21-in. TV sets surviving 7000 hours, or  
5-6 years of average use, in humidity chamber at constant  
104-degree temperature and 95% humidity. Sets were  
turned on for 8 hours, off for 16 to let moisture infiltrate  
chassis. One small tube failed; otherwise, says DeFalco,  
"all the sets came through with flying colors."

Novel promotion contests: Admiral offering 8 all-  
expense African big-game safaris this fall, plus weekly  
cash prizes, to distributor & factory branch personnel in  
sales promotion contest ending Sept. 27. Motorola has  
awarded 5 Ford Thunderbird sport cars, 5 Dodge Lancers,  
5 Nash Rambler station wagons, plus various other prizes,  
to sales mgrs. and distributor salesmen for exceeding their  
quotas in \$100,000 "Spring Power Drive" promotion.

Westinghouse's buildup for political conventions,  
which it will sponsor on CBS-TV & Radio, kicks off with  
CBS closed-circuit telecast July 26, 5-6 p.m., linking con-  
sumer products distributors and salesmen in 52 cities for  
talks by key merchandising executives. Originating from  
N. Y., telecast will also feature Betty Furness and CBS  
commentator Walter Cronkite.

Phono sales by manufacturers in first 5 months totaled  
975,747, of which 737,230 were separate units, 143,379 were  
in combination with TV-radio sets, 95,138 "attachments,"  
reports RETMA.

Inventory statistical service is proposed by NARDA,  
which would compile monthly data from members for  
distribution to all levels of industry; members are being  
surveyed on plan.

Canadian RETMA reports 2,175,231 TVs sold to Do-  
minion dealers from 1949 (beginning of TV in country)  
thru last May.

## Network Color Schedules (July 23 - Aug. 5, 1956)

July 23—NBC: *Producers' Showcase*, "Rosalinda," 8-9:30 p.m.  
July 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*,  
9-10 p.m.  
July 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Luz Video Theatre*, 10-11  
p.m.  
July 27—NBC: *Matinee Theatre*, 3-4 p.m.  
July 28—CBS: *Gene Autry Show*, 7-7:30 p.m. NBC: *Julius La Rosa  
Show*, 8-9 p.m.  
July 29—NBC: *Zoo Parade*, 5-5:30 p.m.; *Goodyear Playhouse*, 9-10  
p.m.  
July 30—NBC: *Matinee Theatre*, 3-4 p.m.  
July 31—NBC: *Matinee Theatre*, 3-4 p.m.  
Aug. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*,  
7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.  
Aug. 2—NBC: *Matinee Theatre*, 3-4 p.m.  
Aug. 3—NBC: *Matinee Theatre*, 3-4 p.m.  
Aug. 4—CBS: *Gene Autry Show*, 7-7:30 p.m.  
Aug. 5—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.

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The 21-in. round color tube is "the best on the mar-  
ket today." So said Sylvania picture tube div. gen. mgr.  
W. H. Lamb in denying trade report that new Sylvania  
color set would be introduced this fall with rectangular  
single-gun tube. Said Lamb: "Sylvania is, of course, doing  
developmental work along many lines in color TV. How-  
ever, we do not have a one-gun tube in production or  
under development. Sylvania uses the round 21-in.  
[shadow-mask tube], and manufactures these tubes for a  
number of other major set makers and for the replacement  
market. We have no plans whatsoever to replace this  
tube with a one-gun model."

"Color is our business," said Edward A. More, adv.  
mgr. of Formica Corp., Cincinnati, in announcing 17-  
week color TV saturation spot campaign starting July  
16 on WITI-TV, Milwaukee, which calls itself "world's first  
independent color station." At 9:30 nightly, one-min.  
color film demonstrates new angles in kitchen or bath-  
room planning, ending with local copy on color slides.  
Recently, on WWJ-TV, Detroit, Cook & Dunn Paint Corp.,  
Newark, began special paint dealer promotion using 5  
color spots weekly.

Color accounted for 25% of all TV unit sales, 50%  
of total dollar volume in week of July 9, reports David  
Oreck, sales v.p. of RCA distributor Bruno-N.Y.

**ELECTRONICS PERSONALS:** Frank W. Godsey Jr. re-  
signs as mgr. of Westinghouse electronics, X-ray & air  
arm divs., Baltimore (and as a RETMA director) to be-  
come pres. of Air Associates Inc., Teterboro, N. J. . . .  
Wm. L. Dunn, onetime Raytheon TV-radio div. v.p., re-  
cently pres. of Magnecord, named v.p. in charge of sales  
engineering, Emerson Radio govt. electronics div. . . .  
Jerome R. Steen, ex-TV-radio div., named quality mgr. of  
semiconductors, Sylvania electronics div., Woburn, Mass.  
. . . Thomas J. Riggs, ex-pres. of F. L. Jacobs Co., Detroit  
auto parts maker, elected exec. v.p.-gen. mgr. of Gabriel  
Co., maker of TV antennas and automotive supplies . . .  
Frank H. Slaymaker promoted from chief engineer, Strom-  
berg-Carlson special products div., to mgr. of newly formed  
electroacoustics research group . . . E. S. Calhoun, Stan-  
ford Research Institute mgr. of electronic data-processing  
research, left July 13 on round-the-world trip to investi-  
gate recent developments in electronic computers abroad  
. . . Capt. Henry Bernstein, USN ret., ex-chief of Naval  
Research Lab, San Diego, reported for duty this week as  
RETMA military engineering coordinator . . . George H. L.  
Norman promoted to Sprague Electric Pacific div. sales  
mgr., replacing George S. Kartiotis, resigned.

Federal Telephone & Radio Co. (IT&T) has purchased  
Electromec Inc., instrument manufacturing subsidiary of  
Electronic Specialty Co., Los Angeles.

**Financial & Trade Notes:** Sylvania set new records for first half and second quarter sales & earnings, chairman-pres. Don G. Mitchell reporting to stockholders July 19: "Trends in Sylvania's markets are very favorable, and we anticipate a steady increase in our business. This will be a good year for the company and for industry as a whole."

First-half sales were \$155,116,676, up 12% from 1955 half's \$138,713,349. Earnings were \$7,323,515 (\$2.16), up from \$6,088,019 (\$1.90). Second quarter sales were \$71,827,000 vs. \$64,733,722; profits were \$3,000,429 (88¢) vs. \$2,840,364 (87¢)—but it's noteworthy that 3,295,601 shares of common were outstanding on June 30 as against 2,961,520 same date year ago. [Note: Total 1955 sales were \$307,371,315, net profit \$13,812,970 (\$4.29) vs. \$281,641,987 & \$9,480,941 (\$2.92) in 1954.]

Operating results, said Mitchell, demonstrate "vital importance of diversified operations"—and he reported sales "ahead" in lighting products, photoflashes, receiving tubes, tungsten & chemical products; "on a par with last year" in picture tubes; "unusually strong" in metal parts and plastics; "substantially ahead" at Canadian subsidiary, notably in fluorescent lamps, and in international markets generally. In atomic energy field, not much publicized, "extremely significant progress continues to be made in atomic fuel and related fields," he said, revealing construction will start soon on big new production & lab facility at site to be announced.

"The TV set business," he stated, "continues to be the most intensely competitive area in the entire electronics business." But despite dropout of some manufacturers in recent months, he reiterated: "Sylvania not only intends to stay in the TV set business, but to obtain a steadily increasing volume." TV sales were "soft" during first half, but outlook has "definitely improved" for rest of year—and Mitchell repeated his previous forecast that total industry unit sales will reach record 7,500,000, about 200,000 being color (Vol. 12:26).

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**American Broadcasting-Paramount Theatres Inc.**, thanks largely to upsurge of ABC-TV operations, jumped net operating profit for first 6 months to \$4,202,000 (97¢ a share) from \$3,355,000 (77¢) for same 1955 period. With net capital gains of \$907,000 (22¢ a share) realized on sales and disposal of 22 theatres, consolidated half-year earnings were \$5,109,000 (\$1.19) compared with \$3,438,000 (79¢) in 1955 period. Second-quarter operating profit was \$1,632,000 (37¢) vs. \$1,438,000 (32¢). Said pres. Leonard Goldenson, in releasing report July 20: "Our ABC broadcasting division continues to show favorable improvement . . . Our theatre business paralleled general conditions in the motion picture industry with profits lower in the second quarter. A principal reason is that, with few exceptions, the pictures released during the period did not gain strong public response." He also disclosed that Technical Operations Inc., in which AB-PT has 22% stock interest, has signed research contract with Atomic Energy Commission in connection with reactor safety program, is planning new plant at Burlington, Mass. near that of Microwave Associates Inc., in which AB-PT also has stock interest.

**Storer Broadcasting Co.** second quarter net earnings after taxes were \$1,395,202 (56.4¢) compared to \$1,039,919 (41¢) for same 1955 quarter. For first half of year, net earnings were \$2,845,445 (\$1.15) compared to \$1,851,908 (72.7¢). Sales are not reported until end of year. For whole of 1955, Storer net was \$4,330,429 (\$1.73), up from \$3,680,779 (\$1.62) in 1954.

**International Resistance Co.** is subject of article in July *American Stock Exchange Investor*, published by ASE to inform investors about its listed securities.

GE reports record profits and sales in first half of 1956, with consumer products, distribution, apparatus & industrial products each increasing sales over first 6 months of 1955. Only defense products sales were down for period. Earnings in first 6 months this year were \$112,864,000 (\$1.30 per share) after taxes of \$114,000,000 on sales of \$1,958,974,000, compared to profit of \$107,799,000 (\$1.24) after taxes of \$102,500,000 on sales of \$1,673,012,000 in first half of 1955. For quarter ended June 30, net income was \$57,902,000 (67¢) after taxes of \$56,000,000 on sales of \$1,012,516,000, compared to \$54,962,000 (63¢) after taxes of \$58,000,000 on \$946,458,000 in same 1955 period. Pres. Ralph J. Cordiner said if present general business trends continue, sales for remainder of year should continue substantially ahead of 1955, with earnings ratio also showing improvement. He cautioned, however, that corporate earnings, employe salaries and purchases from suppliers might be adversely affected if current steel strike is prolonged.

**Big Davega chain** of 30 sporting goods-appliance stores in N.Y. area, whose 1954 fiscal year deficit ran \$181,000 and 1955 fiscal loss was \$331,000 on annual sales of about \$25,000,000, was reported in July 19 Chicago dispatch to *New York Times* this week to have received offer of \$7 a share for 135,000 of its 265,000 shares outstanding (\$945,000) from Mages Sporting Goods Co., Chicago. Mages operates 9 stores in Chicago area, plans 3 more this year. Abram Davega, v.p., was quoted as saying company has made no offer to sell to Mages, has indicated no desire to sell, is not engaged in any negotiations. Davega chain has been major TV-radio retailer. This week, another famous N.Y. specialty firm, S. Klein-on-the-Square, with branches in Newark, Levittown & Hempstead, announced it would begin selling TVs, tape recorders and major appliances as of Aug. 15. It will carry "all major lines at all prices," it announced, with Jerry Germain as merchandising mgr. of appliance div.

**Pacific Mercury TV Mfg. Co.** reports sales of \$13,799,789 and profit of \$382,455 (55¢ per share) for fiscal year ended March 31 vs. \$12,214,539 & \$255,817 (37¢) for preceding year. Los Angeles maker of Silvertone TVs for Sears, Roebuck, also Thomas electronic organ, is currently building plant at Joplin, Mo., plans to change fiscal year to end June 30, will borrow \$350,000 for added working capital.

One reason why **Loew's Inc. (MGM)** is "diversifying" into TV (Vol. 12:25, 28): Net earnings for 40 weeks ended June 7 fell to \$2,698,261 (51¢ a share) on operating revenues of \$127,992,000 from \$4,514,242 (88¢) on \$131,272,000 in corresponding 1955 period. Pres. Arthur M. Loew attributed decline to drop in theatre grosses generally.

**Electronic Associates Inc.**, Long Branch, N. J., reports net income of \$581,690 (\$2.13 per share) in first 6 months of 1956 vs. \$122,866 (50¢) in same 1955 period; most of earnings were in June quarter—\$469,312 (\$1.72) vs. \$95,337 (39¢).

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**Dividends:** **Hazeltine**, 35¢ Sept. 14 to stockholders of record Aug. 31; **International Resistance**, 5¢ Sept. 1 to holders Aug. 15; **Electronics Investment Corp.** (San Diego), 3¢ Aug. 21 to holders July 30.

Fewer business failures among TV-radio-appliance retailers were reported by Dun & Bradstreet for first 6 months than in same period year ago. There were 163 failures in first half of 1956, representing liabilities of \$5,557,000, compared to 209 failures, \$6,213,000 liabilities, in first 6 months of 1955. In second quarter of 1956, there were 75 failures, \$2,536,000 liabilities, compared to 102 failures, \$2,455,000 liabilities, in second quarter year ago.

**M**INIATURE transistorized TV camera and portable transmitter for spot news telecasting and other TV field pickup functions was announced this week end by RCA. Described as "most compact, complete system yet designed for picking up and transmitting TV pictures," the gear includes 4-lb. camera equipped with new electronic viewfinder and 15-lb. back-pack transmitter capable of sending TV signals to base station more than mile away.

RCA's new camera and transmitter are entirely transistorized, with exception of transmitting and pickup tubes—using total of 70 transistors. Transistorized camera is built around new RCA vidicon tube only ½-in. in diameter and no longer than a king-sized cigarette, employs standard 8mm movie lens—but with sensitivity greater than that of standard 1-in. vidicon tube. RCA tube div. announced that developmental samples of new tube will be made available to other TV camera manufacturers within few weeks.

Camera's electronic viewfinder can be detached and hung around cameraman's neck, and displays scene as viewed by camera lens even when separated from camera. Exclusive of viewfinder, camera is 2½-in. high, 3-in. wide, 8¼-in. long. Transmitter is 12x13x3-in. Batteries in unit can operate system about 5 hours, contrasted with 2-hour life of batteries employed with tube-operated "peepie-creepie" portable TV equipment.

New camera-transmitter will be used experimentally by NBC-TV at political conventions—while CBS-TV will use new miniature camera-transmitter manufactured by French Compagnie Generale de TSF (Vol. 12:27).

RCA's low-light image orthicon, described for first time at last March's IRE convention (Vol. 12:12), is now in pilot production, available to customers on 30-day notice at about \$1200, same price as standard image orth. Developed for scientific and industrial uses, tube is said to operate successfully with as little as 1/100,000th of a foot-candle, amplifying signals about 500 times without proportionate increase in distortion. New tube differs from conventional pickup tubes in its greater spacing between screen and target, will operate in standard TV camera but requires special amplifying equipment.

Two new distribution amplifiers were announced this week by GPL—video distribution amplifier (PA-1002) designed for use in distribution and transmission of color & monochrome video signals within TV broadcast stations and equipment design labs. Pulse distribution amplifier (PA-1004) is claimed to provide greater output voltage, more rapid pulse rise and more complete pulse clipping, to meet sync distribution requirements of multiple camera chain installations.

Two applications for new TV stations were filed this week with FCC, bringing total pending to 120 (22 uhf). They were: For Salem, Ore., Ch. 3, by C. H. Fisher, owner of tower erecting service and part owner of KVAL-TV, Eugene and KPIC-TV, Roseburg, Ore.; for New Orleans, Ch. 32, by WWEZ (A. L. Chilton, pres.). [For details, see *TV Addenda 23-B* herewith.]

Two applications for microwave relays to serve community antennas were filed with FCC this week: (1) By Shirley Basin Transmission Co., 218 N. Wolcott St., Casper, Wyo., to carry 2 Denver signals via 3-hop microwave from Laramie to Rawlins Community TV Co., Rawlins, Wyo. (2) By Southern Bell Telephone Co. to relay signals of WTVJ, Miami, to Cable-Vision Inc. of Key West in 4 hops.

Nielsen reports 421 stations, 4 networks, 43 advertisers & agencies have subscribed to its upcoming county-by-county census of TV and radio homes and total homes as of March 1956. No date has been set for its release.

Legitimate stage recovers New York's Ambassador Theatre Oct. 2 after 6 years as a DuMont studio.

"Operation Alert," July 20 civil defense test, saw first fullscale use of Conelrad, with apparently 100% TV-AM-FM cooperation. Though results hadn't officially been appraised by press time, 1250 AM broadcasters participated actively in tests by shifting to civil defense frequencies of 640 & 1240 kc, while all other AM stations and all TV & FM stations went off air for the 15-min. Conelrad alert 4:10-4:25 p.m. From our own observation, Conelrad security in Washington was complete, with no programs on any TV or radio frequencies except the civil defense frequencies during the alert period. On the Conelrad frequencies, audibility of signal varied from excellent to non-existent with the every-30-second switches of transmitters. Conelrad stations broadcast national and regional civil defense information and march music. Immediately following the alert, Federal Civil Defense director Val Peterson issued this statement: "We in the civil defense and all of the people of America are deeply in debt to the broadcasting industry for making this system and this test possible." During Operation Alert, token contingent of FCC personnel moved to emergency govt. hideout several hundred miles from Washington, but for the most part FCC business went on as usual in Washington—not a single mimeograph machine being knocked out by enemy action.

KVIP-TV, Redding, Cal. (Ch. 7) expects to meet Aug. 1 programming target as NBC affiliate, reports asst. mgr. Russ K. Olsen, ex-KPTV, Portland, Ore. It has 5-kw GE transmitter wired and ready at site on Mt. Shasta-Bally and was to have 6-bay antenna installed on 60-ft. Fisher tower this week. Also on hand are two 50-kw diesel generators for standby in case power line isn't completed by air time. It has applied for increase to 117-kw maximum power, plans to use GE amplifier. Pres.-gen. mgr. & 19% owner is Redding mayor George C. Fleharty, also publisher of *Anderson Valley News*. Ted Dooley, ex-KHSL-TV, Chico, is program director. Base hour will be \$225. Rep will be Branham.

Arizona Supreme Court, upholding original jury judgment and reversing lower court decision overruling it, has decided that John C. Mullins, who sold Phoenix's KPHO-TV (Ch. 5) with KPHO to present owner Meredith Publishing Co. for \$1,500,000 in 1952 (Vol. 8:18, 26), must pay \$75,000 commission to Los Angeles station broker Albert Zugsmith. Mullins now is half owner, with Wm. Zeckendorf's big Webb & Knapp realty firm, of KBTW, Denver (Ch. 9), purchased last year for about \$1,000,000 (Vol. 11:7, 13, 49).

Detroit Tigers baseball franchise was sold this week, as expected—fetching \$5,500,000 from 11-man syndicate heavily in TV-radio (Vol. 12:28). John E. Fetzer, pres. of WKZO-TV & WKZO, Kalamazoo, and KOLN-TV, Lincoln, Neb., will own 33⅓% and becomes chairman; Fred Knorr, operator of 4 AM stations in Mich., will also own 33⅓% and becomes president. Remaining 33⅓% will be divided among other members, including Paul A. O'Bryan, partner in Washington law firm of Dow, Lohnes & Albertson, who will be a v.p.

Walt Disney's \$17,000,000 Disneyland Park at Anaheim, Cal. (Vol. 11:30)—35% owned by ABC—passed its first anniversary this week, with these vital statistics: First year attendance, 3,700,000; gross from rides, admissions and souvenirs, \$7,300,000; gross from exhibitors & advertisers, \$1,400,000.

NTA continues to expand, returning to first-run series syndication with new series, *Sheriff of Cochise*, to be produced for it by Desilu in \$1,125,000 deal. Socony Mobil Oil has already been signed as 52-week sponsor in 67 markets in 16 midwestern states for more than \$500,000. NTA also reports 15 additional sales of its 20th Century-Fox feature film package, for total of 36.

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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — July 28, 1956

**MORE STATION SALES** and/or transfers since last Feb. than new-station starters, new TV Factbook reveals; industry almanac off the presses (p. 1).

**MANY STATIONS LOST MONEY** last year, not all of them uhf, despite record revenues and before-tax profits of telecasting industry as whole (p. 2).

**DEINTERMIXTURE BATTLE JOINED** as first challenges to reallocation are filed. ABC submits top-200 market allocation. Dr. Baker backs move to uhf (p. 2).

**\$10,000,000 OFFER** for 2 Indiana stations and their radio adjuncts made by "Jock" Whitney firm. McConnell-controlled stations only about 2 years old (p. 3).

**MAGNUSON ASSAILS** syndicate and absentee ownership of TV stations, predicts strong acceptance of color in 3-4 years, opposes regulation of networks (p. 4).

**TINY TV CAMERAS** and transmitters announced for conventions: CBS using "world's smallest" camera, French transmitter; ABC using new Philco camera (p. 5).

**IDEAS FOR TV PROFITABILITY** advanced by several industry leaders, reflecting diverse approaches. Bendix Radio quits TV. TV-radio mart proposed (p. 9).

**RCA's COLOR PROMOTION** features \$495 model but step-ups, too; planners foresee "islands of color," plan ad copy accordingly. Notes on color (p. 12).

**FINANCIAL REPORTS** show sharp drop in Philco earnings & sales, RCA sales up but earnings down, DuMont losing, Westinghouse post-strike comeback (p. 13).

**UNPRECEDENTED 5-YEAR SPOT TV** campaign in top 100 markets announced by International Latex as result of Matty Fox's time-for-features barter plan (p. 6).

**GOVT. INDIRECTLY ATTACKS** TV-radio merchandising plans in complaints accusing 9 major grocery producers of giving illegal promotion allowances (p. 7).

**2 MORE UHFs QUIT**—in Kingston, N. Y. and Beaumont, Tex.—as new vhfs start in Redding, Cal. and Agana, Guam. Notes on upcoming stations (p. 8).

**TV's HELL-FOR-BREAKFAST PACE SLOWS DOWN:** It isn't a breakneck race any more -- the frenzy to get new stations on the air, for our new Television Factbook (fall-winter edition, No. 23), which should reach you around Aug. 1, actually shows a net gain of only 16 on-air stations in the 6 months since the last edition. The Factbook details data on the 478 operating stations in the U.S. and Possessions as of July 15 and on 18 more due to get under way by fall, whereas the Feb. 1956 edition had 462 on air, 11 due by spring, and the July 1955 edition showed 425 on, 15 due.

There were 5 that quit in the last 6 months, making total of 68 to date, so that in point of fact the new Factbook lists 21 starters. Currently, there are 178 CPs for new stations outstanding (all listed); 6 months ago, there were 153.

Thus the TV industry's almanac and prime reference book, which has grown with it from a 4-p. Supplement listing a handful of stations and applicants 10 years ago to a 456-p. compendium now, would indicate that the meteoric pace that began with the end of the station freeze in April, 1952 has steadied down to a walk. And it's also significant to note (in the Factbook's record of station sales and transfers) that there were actually more of those (31, as we count them among the many dozens since 1949) during the last 6 months than there were new-station starters.

Network and station personnel and rates have changed considerably over the last half year, and the multifarious changes in the Factbook's directories & tables would indicate that the business hasn't stood still by any means. Among the 70-odd updated departments: lists of TV-radio manufacturers (U.S., Canadian & foreign), community antenna systems, live & film program producers, foreign TV stations, stations equipped for color, consulting engineers, attorneys, laboratories, trade associations, research firms, unions, equipment makers, etc.; statistical tables on TV advertising expenditures, network revenues, TV-radio receiver production, sales, etc.

A 43x39-in. wall map in color, showing locations of all U.S. & Canadian stations, is inserted in each Factbook. One copy goes to each of our full-service subscribers. Extra copies are available at \$4.50 each.

**40% OF TV STATIONS LOST MONEY IN '55:** Everything isn't beer & skittles in the tele-casting business -- for despite record gross and profit of the industry as whole, about 2 out of 5 of the nation's TV stations closed their 1955 books with red ink.

FCC's official 1955 TV financial audit, released this week, tells this story: Of 377 TV stations reporting on full year of operation, 228 reported profit and 149 reported loss for the year.

It wasn't only the uhf outlets which lost money last year, the Commission's tables show. Twelve of the 108 pre-freeze stations were still in the red, and while 104 post-freeze vhf outlets reported a profit for year, another 80 operated at net loss. Of uhf group, 28 showed profit, 57 loss for full year.

\* \* \* \*

The industry-wide totals enumerated in FCC's tables confirm our exclusive report of 2 weeks ago (Vol. 12:28). Highlights of the TV statistics:

Total broadcast revenues for all TV networks and 437 stations: \$744,700,000, up 27% from the \$593,000,000 reported for 1954. Total profits before Federal income tax: \$150,200,000, a 67% increase over 1954's \$90,300,000.

Networks and their owned stations reported revenues of \$374,000,000 (up from \$306,700,000), before-tax profits of \$68,000,000 (up from \$36,500,000). The 421 other TV stations had revenues of \$370,600,000 (vs. \$286,300,000 in 1954), pre-tax profits of \$82,100,000 (up from \$53,800,000).

Post-freeze stations showed profit in the aggregate -- albeit a small one -- for the first time. Post-freeze vhfs registered \$4,800,000 before taxes (as against \$3,800,000 loss in 1954), uhfs showing net loss of \$4,500,000 (vs. \$10,000,000 year before). Pre-freeze stations (excluding network-owned) had gross of \$230,000,000 in 1955, profits of \$81,900,000 (vs. \$200,900,000 & \$67,600,000 in 1954).

Sources of TV revenue for the 437 stations and 4 networks: From network time sales, \$308,900,000; from national and regional spot, \$222,400,000; from local time sales, \$149,800,000. Deducting \$108,700,000 in commissions to agencies, reps, etc. left figure of \$572,400,000 for net time sales. Station-network revenues from talent totaled \$112,500,000, other miscellaneous broadcast revenues \$59,800,000.

The FCC financial analysis (Public Notice 25050) contains 4 tabular breakdowns of the TV figures, with other tables to be issued later. It's available from Commission, or we'll get a copy for you. Other breakdowns of official FCC financial figures are featured in our Fall-Winter TV Factbook, just off the presses. They include table showing TV-radio station financial figures from 1946 through 1955, and new table of financial figures for each network from 1953 through 1955.

**CHALLENGES TO FCC ALLOCATION PROPOSAL:** First of big batch of challenges to FCC's June 26 allocations blueprint (for full text, see our Special Report of June 30) began to descend upon the Commission this week -- even as 2 more uhf stations called it quits because of vhf competition (see p. 8). It's evident that even the Senate committee's high praise for the Commission's pro-uhf and pro-deintermixture plan (Vol. 12:29) isn't going to deter bitter opposition of those who would be hurt.

Claiming FCC didn't go far enough in its deintermixture rulemaking, ABC filed petition this week asking it to reconsider its refusal to cut minimum separations between vhf channels -- but only where there are already 2 existing commercial vhf stations and there's no other way to provide competitive 3-station service.

TV will have to live with FCC's "interim plan" for at least the next decade, said ABC -- "too long a period to wait for the minimum requirements of a nation-wide competitive TV service" which at the very least should afford 3 competitive services in the first 100 markets. To back up its conviction, ABC submitted a sample allocation plan for the first 200 markets, based upon deintermixture, reduction of minimum co-channel spacings to 130 mi. where necessary and moving some existing vhf stations to uhf. Nub of the ABC plan:

In first 100 markets, 50 would have 4 or more vhf services, 25 would have 3 vhf, 23 would be all-uhf, one would have 2 vhf, one 1 vhf. In second 100 markets, 17 would have 4 or more vhf, 49 would have 3 vhf, 29 would be all-uhf, 2 would have



2 vhf, 3 would have 1 vhf each. (Copies of the ABC plan are obtainable from office of its v.p. & general counsel James A. Stabile, 7 West 66th St., N. Y.)

Opening gun in what is certain to be a long and bitter fight against the deintermixture plan was fired this week by the recently inaugurated WISC-TV, Madison (Ch. 3), one of the 2 operating stations whose vhf channels would be taken away from them under FCC proposals (Vol. 12:26). In petition for reconsideration of the Commission's general deintermixture plan, counsel Arthur W. Scharfeld charged that:

Deintermixture proposal is "illegal and improper" because its purpose is to "insulate existing uhf stations...against competition from local vhf stations"; because FCC used new engineering standards of TV coverage without necessary prior rule-making procedures; because it is based on "unrealistic assumptions" of 1000-kw power and of maximum height for uhf stations "that unfairly discriminates against pertinent showings of actual operations by vhf stations."

Separate petition by WISC-TV asked for hearing on "any reallocation concerning Ch. 3 in Madison." Last week, it asked Commission to withdraw the proposal to remove the channel from Madison.

Two "frozen" vhf grantees, not permitted to build pending deintermixture action in their areas, this week petitioned FCC to throw out the reallocation as it applies to their areas: WTIC, Hartford, new Ch. 3 grantee, and WIRL-TV, Peoria holding CP for Ch. 8 there. Both areas are proposed as all-uhf.

This opposition is only the beginning. There will be plenty more, not only before FCC but in the courts -- and the best guessing is that the problem will be with us for years. (For other allocations petitions, see p. 4.)

\* \* \* \*

Praise for FCC's long-term proposal to move all TV to uhf came this week from RETMA pres. Dr. W.R.G. Baker, a GE v.p. "If we are to have a nation-wide competitive service," said he, "we must make effective utilization of the uhf channels, even if this ultimately involves having substantially all TV in the uhf spectrum." He asked for "an early decision by the FCC to move TV to the uhf channels."

Senate Commerce Committee published its interim report on allocations, as adopted last week. (Senate Report 2795, available from the Committee or from us.) In addition to majority report upholding FCC's effort, it includes the dissents of Sens. Wofford (D-S.C.), Daniel (D-Tex.), Purtell (R-Conn.); statement by Sen. Ervin (D-N.C.) objecting to whole idea of an interim report by the Committee which "could be interpreted as an effort on the part of the Committee to instruct the FCC how it should undertake to exercise its regulatory powers"; and text of FCC's rule-making.

Chairman Magnuson (D-Wash.), in letter of transmittal, calls attention to fact that the Committee "urges the effectuation of deintermixture as broadly and as rapidly as possible, not only in as many of [the 13 original] cases as may be found proper, but also in other cases now pending before [FCC] or to be filed hereafter."

**O**FFER OF \$10,000,000 for WISH-TV, Indianapolis (Ch. 8) with WINT, Ft. Wayne-Waterloo (Ch. 15) and their radio adjuncts—WISH (5-kw D, 1-kw N, 1310 kc, CBS) and WANE (250-w, 1450 kc, CBS)—was being considered at week's end by principals in Universal Broadcasting Co., headed by C. Bruce McConnell. Proposing to purchase the stations is J. H. Whitney & Co., the private investment group headed by John Hay Whitney, which recently was authorized to acquire 90% control of KGUL-TV, Galveston-Houston (Ch. 11) for \$4,250,000 (Vol. 12:28) and which first got into TV by buying KOTV, Tulsa (Ch. 6) for \$4,000,000 (Vol. 10:14).

Other offers are understood to have been made for WISH-TV—by Time Inc., CBS, others—but Whitney's "package offer" is highest and, if accepted, will constitute one of biggest station deals in history. Principals are maintaining complete silence, but some minority stockholders are understood to be pressuring McConnell to accept; he's pres. & 54.74% stockholder, with his son Robert, v.p. & gen. mgr., and his engineering v.p. Stokes

Gresham Jr. owning fractional percentage (.09% & .45%, respectively); Frank E. McKinney, former chairman of Democratic National Committee, 10%; Samuel R. & Dudley V. Sutpin, 6.56% each; P. R. Mallory & Co., big Indianapolis electronics components maker, 9.78%; Joseph E. Cain, 6.72%; Earl H. Schmidt, secy., 2.97%. Butler U also has .38%, and there are others under 1%.

The Ft. Wayne-Waterloo uhf recently was purchased for \$484,000 plus assumption of about \$200,000 obligations (Vol. 12:24), Universal surrendering its own CP for uhf there. Universal also owns radio WHBU, Anderson, Ind. (250-w, 1240 kc, CBS) but application recently was made to FCC to transfer it for \$50,000 to the McConnells personally, the father to own 55%, son 45%—and it's not believed to be involved in the Whitney proposal.

WISH-TV began operating in June, 1954 after competing parties got together to hasten construction, hence the diverse list of stockholders. It's reputed to be a substantial earner. WINT was started by R. Morris Pierce group in Sept. 1954, and its service area is definitely "uhf country" with no vhf intermixture in prospect.

**SENATOR MAGNUSON (D-Wash.)**, chairman of TV-investigating Interstate & Foreign Commerce Committee, spoke out this week against syndicate-owned TV stations in letter to FCC Chairman McConnaughey, and gave his views on color, uhf & networks on NBC-TV's *Meet the Press*. In letter of transmittal to FCC accompanying Committee's interim report on TV allocations (see p. 3), Magnuson hinted at a possible future area of Congressional TV inquiry when he commented on these "current trends in the radio & TV industry" which he said concerned him greatly:

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

"The Commission should be on guard against the intrusion of big business and absentee ownership—such as film producers, aviation carriers, magazine publishers, insurance companies, or other large investors interested in the tax advantages offered by the broadcast industry—to dominate the field of station ownership."

In his July 22 appearance on *Meet the Press*, Magnuson was questioned about some TV matters. Some quotes:

On color: "Color TV we think will phase into the national TV picture in a period of 3½-4 years and we're suggesting and making a strong recommendation that the [excise] tax on color TV be taken off [for all-channel sets]. I think probably in 3½-4 years [a black-&-white set] will be like an old automobile. The color sets will be so attractive and low you'll probably want to trade it in. . ."

On networks: "I disagree with Sen. Bricker, in that [he] originally wanted to make the networks common

carriers which then would make them subject to regulation by the Congress such as any utility. I think, although there have been network practices that are subject to some criticism, by and large they have done a fairly good job in this country giving the people good programs. I think if we get the U's straightened around and the [all-channel] set problem straightened around so there can be competition, they serve a useful purpose."

On misleading ads on TV-radio: "I think we've been very successful in cutting them down. The FTC . . . has monitored over 7000 programs already. The Better Business Bureaus all over the country have been working in cooperation with us and I think it's well on the way to being cleaned up. . . . We don't need legislation."

Allocations petitions continue to pour in to FCC, though Commission won't meet again until Aug. 29. In addition to those listed in story on p. 2, these petitions relating to allocations were filed: (1) WICC-TV, Bridgeport (Ch. 43), urged Commission to modify its allocations proposal to permit reduction of vhf mileage separations in some cases. (2) WWLP, Springfield, Mass. (Ch. 22) asked FCC to reconsider its proposal to increase maximum uhf power to 5000-kw, or else authorize powers over 1000-kw on case-to-case basis only. (3) WMGU, Adams, Mass. (Ch. 19, off air) asked FCC to refuse to accept applications for Ch. 10 in Vail Mills, N. Y. until final decision is made on proposal to delete that channel. (4) Bayou Broadcasting Co., grantee of Ch. 40, Baton Rouge, asked that Ch. 18 be substituted for 40 in Baton Rouge, 40 for 18 in Jackson, La. One CP, granted by Commission last week, was not announced until this week. It was for Hartford's Ch. 3 to WTIC (Travelers Insurance) in decision over Hartford Telecasting, but grantee won't be permitted to build until disposal of FCC's allocation rule-making to move Ch. 3 to Providence. Another last-minute action by Commission, not yet officially announced, was approval of sale of Radio WQAM by *Miami Herald* (Knight) for \$850,000 to Todd Storz, by 4-3 vote, majority voting not to consider "cash giveaway" charges against Storz (Vol. 12:28).

**Personal Notes:** Eugene B. Dodson named acting mgr. of WKY-TV & WKY, Oklahoma City, while P. A. (Bud) Sugg assumes management of *Daily Oklahoman's* newly acquired WTVT, Tampa (Vol. 12:29); Sugg takes with him WKY-TV national sales mgr. John Haberman and newscaster Dick John—and as WKY Radiophone Co. exec. v.p. continues supervision of the 3 *Oklahoman* TV-radio groups, third being WSFA-TV & WSFA, Montgomery, Ala., managed by Hoyt Andres . . . Wilbur S. Edwards, who resigned as gen. sales mgr. of CBS-TV Film Sales to become gen. sales mgr. of Encyclopedia Britannica Films, Chicago, has been replaced by Thomas W. Moore, mgr. of Los Angeles office . . . George Fuerst, ex-TV spot sales mgr., NBC Spot Sales, San Francisco, named radio spot sales mgr. of western div.; Ed Macauley joins TV spot sales staff, San Francisco . . . Ewing Kelly, KRCA-TV, Sacramento, and John Hearne, TV-radio attorney, head new freedom of information committee of California Radio & TV Broadcasters Assn. designated to study what has been done about access of TV-radio to courtrooms, legislatures, etc. . . . Frank Oxarart elected pres. of Continental Telecasting Corp., owners of KRKD, Los Angeles, and KITO, San Bernardino, replacing Arthur Hogan, who has applied to buy KFOX, Long Beach . . . Timothy A. O'Connor, ex-publisher of *Durango* (Colo.) *Herald-News*, recently with May Business Engineering Co., Chicago, joins Chicago office of Allen Kander & Co., newspaper-radio-TV broker, under Richard Shaheen . . . T. H. Patterson, sales

mgr. of WITN, Washington, N. C. promoted to v.p. for sales . . . James W. Evans, ex-director of adv., promotion & merchandising, WNHC-TV, New Haven, joins WXEX-TV, Petersburg, in similar capacity . . . Robert J. McIntosh promoted to station mgr. of radio WWJ, Detroit . . . Wm. H. Melson Jr. promoted to mgr. of personnel & allied services, WBTV & WBT, Charlotte, and WBTW, Florence, S. C. . . . Greg Oiberding, ex-WLWT, Cincinnati, named publicity mgr. of WKRC-TV & WKRC there, succeeding Don Edgemon, now asst. sales promotion mgr. of WBZ-TV, Boston . . . Henry H. Mamet resigns as mgr. of KRMA-TV, Denver (Ch. 6, educational) . . . George Faust, ex-DuMont, recently sales v.p., Roland Reed Productions, joins KNXT & CBS-TV Pacific Network . . . Manny Reiner, ex-Louis G. Cowan Inc., Warner Bros. & MGM, resigns as gen. sales mgr. of IFE Releasing Corp. to become European sales mgr. of TPA . . . Otis W. Murray promoted to exec. v.p., Pathe Laboratories Inc., a leading processor of TV & movie films; David J. Melamed named v.p. finance.

John T. Jones Jr., pres. of KTRK-TV, Houston and pres. of *Houston Chronicle*, receives bequest of \$300,000 in will of late Jesse Jones, his uncle, who left most of his \$250,000,000 estate to charities.

FCC Comr. Robert T. Bartley will be guest of honor at dinner of So. Cal. Broadcasters Assn. in Los Angeles, Aug. 2.

**Telecasting Notes:** Because every home is now a newsreel theatre, the Pathe rooster will crow no more on movie screens, and the entire Warner-Pathe newsreel library—25,000,000 ft., some of it dating back to 1898—will be sold to TV. Discontinuance of newsreel service, effective Aug. 23, is second in series of Warner Bros. moves to streamline movie organization for TV age—first having been sale of back feature films and shorts to PRM Inc. . . . Warners' announcement of Pathe's demise didn't specifically mention TV as the contributing factor, but noted that little more than half of the 19,200 movie houses now in operation still use newsreel service. As Warners negotiates with "several highly interested buyers" for sale of its backlog news footage, 4 theatrical newsreel companies continue serving nation's movie houses: Movietone (20th Century-Fox), News of the Day (MGM), Paramount, Universal . . . Way back in 1947, in our third year of publication, when there were slightly over 100,000 TV sets in use—under the caption, "Every Home a Newsreel Theatre," we made this forecast: "You can write this into your book of prophesy: that just as surely as radio introduced radical changes in news reporting, just as radio took over a goodly portion of the phonograph record business, TV is going to dominate the newsreels" . . . Another blessed innovation from Warner Bros.: Effective next fall, ABC-TV's *Warner Bros. Presents*, hour filmed show, will drop movie-plug segment called "Behind the Cameras" . . . First feature film sold to a network by a movie major is

MGM's 1939 "Wizard of Oz" (Judy Garland, Jack Haley, Bert Lahr, Ray Bolger), for which CBS-TV is paying \$500,000 for 2 showings—first one on *Ford Star Jubilee* next Christmas season, in color—with options for 2 more showings at \$225,000 each . . . 20th Century-Fox enters field of TV commercial productions through new affiliation with All-Scope Pictures (Gordon S. Mitchell, pres.), producer of TV and theatrical commercials since 1949 . . . Most talked-about program in week ending July 14 was *Steve Allen Show*, according to Sindlinger & Co.'s "People Are Talking About" survey, which estimated 26.9% of population recommended, or had recommended to them, the new NBC-TV Sun. night show; second was \$64,000 *Question* (CBS), third *Lawrence Welk Show* (ABC) . . . Hal Roach Studios v.p.-gen. mgr. Sidney Van Keuren claims it was No. 1 purchaser of raw film stock among Hollywood TV film producers in first half of year—utilizing 6,550,000 ft. of positive & negative film costing \$1,083,250.

Associated Artists Productions Inc. (Eliot Hyman, pres.), TV film distributor handling Warners backlog, is now controlled by PRM Inc., Canadian-dominated investment company headed by George R. Gardiner, Toronto investment broker, PRM confirmed this week. PRM also announced that the purchase of Warners' pre-1949 library of 750 features and 1500 shorts and cartoons (Vol. 12:9) has been completed, following favorable capital gains ruling on the deal from Treasury Dept.

**T**INY TV CAMERAS and transmitters and other portable electronic gimmicks have a way of making their broadcasting debut at the political conventions—and this year the networks are outdoing themselves on miniaturization and portability.

Fast on the heels of RCA's announcement of its miniature transistorized camera (4 lb.) and portable transmitter (15 lb.), which will be used by NBC-TV at the conventions (Vol. 12:29), the other 2 networks also announced midget pickup gear.

CBS-TV will use 2 different types of dwarf cameras in convention coverage. It announced this weekend it will press into broadcast service for first time the world's tiniest TV camera—Lockheed Aircraft Corp.'s ½-lb. miniature vidicon camera (Vol. 12:23). This vest-pocket camera measures 5x1¼x2-in., is smaller than flashlight and was designed for use in aircraft testing. It uses the new ½-in. vidicon tube (as does RCA's transistorized camera), is fitted with special pistol-grip so it can be held and aimed like revolver. According to CBS, it will be used to provide viewers with closeups of off-the-floor convention activities in places normally inaccessible to standard studio cameras. It will still require cable connection to control room, of course.

Requiring no cables, CBS will also use portable INTEC TV camera-transmitter, made by French Compagnie General de TSE and imported by Intercontinental Electronics Corp., Mineola, N. Y. (Vol. 11:27). Camera itself weighs 2 lb., measures 7x4x3¼-in., with lens and viewfinder adding another 2 lb. Associated transmitter, sync generator, and power supply are carried on back of operator and weigh total of 32 lb., batteries lasting about 3 hours. CBS showed both cameras during special closed-circuit telecasts for Democratic and Republican convention delegates this week.

ABC-TV's entry in miniature camera sweepstakes is brand-new Philco 4-lb. vidicon camera mounted on gun-stock and trained on subject in same way as shotgun. Four will be used by ABC-TV in its Philco-sponsored convention coverage. They measure 3½x6¼x10½-in., have small built-in viewfinders.

**C**ALIFORNIA NATIONAL Productions Inc. is new name for Kagran Corp., 100% NBC subsidiary originally acquired to exploit TV program by-products (*Howdy Doody* merchandising items and the like) but later expanded to embrace NBC-TV film div., theatrical activities, licensing and merchandising. In announcing change, ex-Kagran, now CNP pres. Alan W. Livingston, who will headquarter in Hollywood while gen. mgr. Robert D. Levitt runs New York activities, stated new name is in line with network's recent acquisition of film production facilities in Hollywood. Its California National Studios is currently filming *Life of Riley* and *Adventures of Hiram Holliday* for TV, soon starts 6 new pilot shows, has co-production arrangements under way with producers in U. S., England, Italy, Mexico. Under CPN now come the film syndication service, operating film exchanges in N. Y. & Hollywood, and administering NBC's big stock footage library; theatrical div., handling the NBC-TV Opera Theatre and the new RCA-NBC touring opera as well as network's investments in theatrical productions (first: 50% of new Lindsay-Crouse musical, "Happy Landing," with Ethel Merman); merchandising div., which started as Kagran and is expanding activities. Emanuel Sacks has been chairman of Kagran, with Livingston as pres.; George D. Matson, v.p. & treas.; Carl M. Stanton, v.p., NBC-TV film; Alfred Stern, v.p., theatrical; Francis X. O'Shea, mgr., licensing; Robert Levitt, mgr., films & merchandising. Note: Dropping of the Kagran name and new CPN setup are believed to be first fruits of management survey recently completed by Booz, Allen & Hamilton, which is understood to recommend other realignments of titles and responsibilities in the big network organization.

Live vs. film is not a factor in audience viewing, reports Pulse on basis of N. Y. survey, which found that while 51% said they preferred live to filmed shows, 7% favored film, 42% no preference, only 17% said fact that program was live or film played a part in determining whether they watched it. Check of top ten 30-min. programs disclosed as many as 49% of viewers incorrectly classified shows as live or film.

**Network Accounts:** Major reshuffling of NBC-TV evening programming this fall was set in motion this week when Goodyear and Alcoa, now alternating Sun. 9-10 p.m. for *Goodyear Playhouse* and *Alcoa Hour*, agreed to reduce number of their shows from 26 to 20 each to make room for monthly *Chevy Show*, starring Bob Hope, in that time period. Another monthly *Chevy Show*, starring Dinah Shore, will be scheduled Fri. 9-10 p.m. As result, Tue. 8-9 p.m. is left open. Also under consideration is switching *Big Surprise* quiz show from Sat. 7:30-8 p.m. to Tue. 8-8:30 p.m. . . . CBS-TV planning new cultural series, *Seven Lively Arts*, patterned on *Omnibus*, which is switching to ABC-TV this fall, for Sun 5-6 p.m., with Ford Motor as most likely sponsor . . . Camels to sponsor 30 min. of *Wire Service* on ABC-TV starting in fall, Thu. 9-10 p.m., thru Wm. Esty Co. . . . Pall Mall and Pearson Pharnacal have purchased from CBS-TV Film Sales reruns of *Navy Log* for sponsorship on ABC-TV starting in fall, Wed. 8:30-9 p.m., thru Donahue & Coe and McCann-Erickson . . . Campbell Soup buys one-third of *Impact* on NBC-TV this fall, Mon. 9-9:30 p.m., thru Leo Burnett Co., Chicago; Chesebrough Mfg. Co. (Vaseline) had previously purchased two-thirds, thru McCann-Erickson, N. Y. . . . Helene Curtis cancels as alt. sponsor (with Pall Mall) of upcoming *Stanley* on NBC-TV this fall, Mon. 8-8:30 p.m., reportedly because of a Pall Mall policy against sharing shows with deodorant sponsor . . . Edison Electrical Institute buys 26 partic. on *Today* and *Home* on NBC-TV, thru Fuller & Smith & Ross . . . Broken ankle by the star has forced postponement of debut of *Danny Thomas Show* on ABC-TV to Oct. 1, Mon. 8-8:30 p.m.

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**ADVERTISING AGENCIES:** Kenneth E. Lee, pres. of Leeford Adv. Agency, N. Y., joins Paris & Peart Inc. Aug. 1 following dissolution of his agency; he will work on Sperry Rand (Remington div.) account, which Paris & Peart has taken over . . . Ted Gruenwald, TV-radio director, Hicks & Griest, elected a v.p. . . . Alfred R. Tennyson, director of Kenyon & Eckhardt commercial productions dept., elected a v.p. . . . Robert D. Wolfe, in charge of Grey Adv. west coast operations, Hollywood, elected a v.p. . . . W. Hugh Clark has resigned as Canadian Broadcasting Corp. TV sales supervisor to become TV-radio director, Young & Rubicam Ltd., succeeded at CBC by John R. Malloy . . . Carroll O'Meara named director of TV commercials, C. J. LaRoche & Co. . . . Wm. Corcoran, ex-CBS-TV, Hollywood, joins Benton & Bowles TV-radio dept., Hollywood, in charge of publicity & regional production promotions.

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NBC has adopted call letters WBUF for its Ch. 17 Buffalo uhf outlet, acquired as WBUF-TV last Dec. 31 following shift of WBEN-TV (Ch. 4) to CBS—and this week announced that construction of new \$1,500,000 TV Center on 3-acre plot at 2077 Elmwood Ave. is nearing completion; that WBUF becomes exclusive NBC-TV network outlet in Buffalo as of Aug. 14 (in lieu of Ch. 2 WGR-TV, which goes ABC-TV); that transmitter's 148-kw visual power is being increased to 500-kw, pending 1-megawatt installation; that new 740-ft. tower at studio site is currently going up; that next phase of construction will include second studio, 40x70-ft. Station is equipped for full NBC color schedules, according to gen. mgr. Charles C. Bevis Jr., and big drive is planned to obtain complete uhf conversion in area and to prove that vhf-uhf intermixture can be made to pay off in a major metropolitan area. CBS's only uhf o-&o to date is WXIX, Milwaukee (Ch. 19) acquired in early 1955 and shown in recent House Judiciary subcommittee figures to have suffered \$251,037 loss in 1955 (Vol. 12:28) but understood to be operating in the black currently.

**FIVE-YEAR TV spot campaign**—described as "heaviest spot commercial saturation in broadcasting history"—was announced this week by International Latex Corp. as result of deal involving purchase of time on stations in top 100 markets from Matty Fox's C&C TV Corp., which is distributing the 740 RKO features.

Though announcement didn't spell out financial details, it had been reported earlier that Fox has been accepting station time as part payment for the film package. Fox's deal with International Latex (owned by Stanley Warner theatre group) was understood to guarantee him \$20,000,000 over 5-year period, plus a percentage of International Latex's gross sales in markets where the commercials are televised, in return for Fox's guarantee to deliver time on stations serving 75% of TV homes in top 100 markets (Vol. 12:16). These details were announced by International Latex:

Agreement involves total of 1,820,000 spots—or 10 spots a day in each of 100 top markets, 7 days a week, 52 weeks a year, for 5 years. It's "an uncancellable 5-year spot commercial commitment, the longest of its kind ever made." In some markets, radio will be used also, coverage ranging from 5-20 spots daily. While deal was made in connection with sale of RKO features, spots won't necessarily be used with the films.

The campaign beginning Aug. 1 marks International Latex's debut in TV on nationwide scale. All Playtex products will be advertised—baby pants, household gloves, girdles, brassieres, plus new Isodine Antiseptic, first in line of pharmaceuticals.

**Note:** Among innovations claimed by International Latex is new "ectoplasm" technique of producing filmed commercials "which results in the showing of girdles and bras in actual use on TV, in perfect taste."

BBDO's National Children's Research Panel plans Aug. release of series of studies on children's influence on buying habits and entertainment of families. They cover effect of children's TV viewing on "family use of advertising brands"; TV preferences among families with and without children in order to measure children's influence on adult viewing; products children ask their parents to buy; what brands children would buy if they did family shopping.

Upsurge in bank and loan company sponsorships of syndicated film reported by Ziv TV, which says it now has 67 such advertisers sponsoring 5 different series in 54 cities, constituting annual billings of \$870,000 and "reflecting a swing away from newspapers and other local advertising media."

American Newspaper Publishers Assn. Bureau of Advertising, 570 Lexington Ave., N. Y., has published handy 30-p. booklet, *Newspapers at Your Service*, tabulating scores of market research studies conducted by Bureau and by individual newspapers, and listing consultation services and other aids to newspapers offered by Bureau.

McCann-Erickson's TV-radio billings will run \$105,000,000 this fall, it has disclosed to July 25 *Variety*, which comments that this gives "Terry Cline's AM-TV division a kingpin status among all the agencies in the country."

Look Magazine, as did *Saturday Evening Post* last week (Vol. 12:29), raises rates 10% with circulation guarantee up 5% to 4,200,000; black-&-white page as of Jan. 22, 1957 goes to \$16,570 from \$15,056.

National advertising lineage in newspapers went up 7.4% in first half of 1956, hitting all-time, according to ANPA and Media Records.

American Women in Radio & TV opens new headquarters office Aug. 1 at 501 Madison Ave., N. Y. (phone Plaza 3-2029).

**G**OV'T. ATTACKED another phase of TV-radio operations, albeit indirectly, when Federal Trade Commission issued complaints July 25 (Nos. 6592-6600) accusing 9 major grocery product manufacturers of having given unlawful promotional allowances in form of free TV-radio time to favored supermarket customers in exchange for promotion of their products. Though they're not named as defendants, ABC, CBS & NBC were called "intermediaries" by FTC and must answer the complaints within 30 days.

Complaints are not criminal actions, inasmuch as FTC's authority is limited to issuance of cease-&desist orders, if justified, following hearings. If alleged practices are not stopped, defendants may be taken to Federal court, where maximum penalty is a fine.

Complaints cited "Mass Merchandising" plan of ABC-TV and "Radiodizing" plan of ABC Radio, "Super Marketing" of CBS Radio, "Chain Lightning" of NBC Radio. Promotion plan was said to operate this way:

"The networks, serving as intermediaries, enter into agreements with grocery chains whereby, for free radio or TV time, the chains agree to give in-store promotions to named products in their stores located in the area reached by the network station used. With this additional promotion as an extra inducement, the networks then solicit the named manufacturers to buy TV or radio time at regular rates. Included in the payments made by the manufacturers to the networks . . . is compensation for the in-store promotional services furnished by the participating grocery chains. In violation of the law, the participating manufacturers do not make this compensation available to competitors of the favored chains."

FTC chairman John W. Gwynne said this violated Robinson-Patman Act, commenting: "The Robinson-Patman Act outlaws discriminatory allowances, and the use of third-party intermediaries does not absolve the manufacturer of his duty under the law to refrain from giving such allowances." Sec. 2(d) of Robinson-Patman Act, which amended Clayton Anti-Trust Act, requires that if promotional allowances are given, they must be made available to all customers "on proportionately equal terms."

Complaints are first of their kind, and list these "examples of the amounts paid" to o-&o stations by defendants under network merchandising plans: WABC-TV, N. Y.—\$321,283 from Groveton Paper Co. between Aug. 1952 & Dec. 31, 1955; \$191,930 from P. Lorillard Co., Oct. 1953-Dec. 31, 1955; \$89,315 from General Foods, April-Dec. 1953. WBKB, Chicago—\$118,170 from Sunshine Biscuits Inc., July 15, 1954-Dec. 7, 1955. WCBS, N. Y.—\$177,817 from Coca-Cola Bottling Co., June 1, 1954-Dec. 31, 1955; \$99,018 from Hudson Pulp & Paper Corp., April 13, 1954-June 9, 1955; \$39,596 from Sunkist Growers, June 1, 1954-Oct. 29, 1955. WRCA, N. Y. (then WNBC)—\$133,500 from Pepsi Cola, Oct. 1952-July 2, 1954; \$109,440 from Piel Bros., Aug. 16, 1954-Dec. 31, 1955.

Consumer expenditures for TV-radio sets, records and musical instruments in 1955 totaled \$2.36 billion, with an additional \$664,000,000 spent for TV-radio servicing, reports Commerce Dept.'s July *Survey of Current Business*. Figures are somewhat under industry estimated total of \$3.28 billion spent by consumers for TV receivers, parts & servicing alone last year (Vol. 11:53)—and Commerce Dept. offers no explanation of its source.

New type of uhf waveguide for TV broadcast, scatter communications and radar use was announced this week by General Bronze Corp., 711 Stewart Ave., Garden City, N. Y. Said to be result of year's research in manufacturing techniques, it has corner joints which are claimed to provide perfect RF contact integrity. It is made as large as 21x10 1/2-in.

Average earnings of fulltime employes in the TV-radio broadcasting industry last year came to \$6333, second highest among nation's employed persons, exceeded only by the \$8078 average of securities brokers. So reports Commerce Dept. in July *Survey of Current Business*, noting that average pay in all industries last year was \$3660. Average earnings in broadcasting industry rose from \$6029 in 1954, \$5889 in 1953, \$5559 in 1952. It said 74,000 persons were "engaged in TV-radio broadcasting production" in 1955, compared to 72,000 in 1954, 65,000 in 1953, 61,000 in 1952. Survey also showed that TV-radio broadcasting accounted for \$612,000,000 out of total "national income" of \$324,048,000,000 in 1955. Note: Commerce spokesman explained that "national income" for purposes of its survey includes such factors as corporate profits, compensation received by employers and employes, does not purport to include time sales, advertising revenues and other considerations which made telecasting alone a \$1 billion-plus industry last year (Vol. 12:6). National income, he explained further, is not synonymous with gross national product, which now amounts to annual rate of more than \$400 billion.

Canadian Broadcasting Corp., gov't.-owned but supported by commercial sponsorships, 15% excise tax on TV-radio sets and broadcast license fees charged private stations, reported net operating deficit of \$1,358,621 on income of \$38,942,402 during 1955-56 fiscal year. CBC took in \$19,471,530 from TV-radio sponsors, paid out \$2,706,455 to private stations on its networks, \$3,261,870 for agency & network commissions, \$4,368,260 for direct production costs—leaving \$9,134,945 net revenues, with TV accounting for \$7,403,438, up from \$4,157,325 preceding year, and radio for \$1,731,507, down from \$2,105,865. Total CBC income from Federal Treasury was \$29,049,955, of which \$22,799,955 came from TV excises, \$6,250,000 from radio excises. Revenues from license fees and miscellaneous sources totaled \$757,502. Deficit was attributed largely to rising costs of all operations, TV costs going up to \$25,274,260 and radio to \$13,298,252—for total of \$38,572,512 as compared to \$29,103,587 in preceding year. Deficit was met out of accumulated surplus, now \$9,348,188—but grant of \$12,000,000 is proposed to meet this year's anticipated deficit due largely to TV.

Dispute over TV rights to Olympic Games in Australia reportedly has been settled, with pres. Paul Talbot of Freemantle Overseas Radio & TV Inc. (New York) named as exclusive agent for Australian Olympic Committee to arrange TV-theatre-newsreel coverage. Agreement for TV coverage conforms with proposals made originally by TV representatives, TV & newsreels being accorded same privileges as other media. News and sports shows, however, will be limited to 3-min. clips of Olympics, and special Olympic filmed TV shows will be offered for sponsorship in all commercial TV areas. Pooled film coverage will be handled by Cinesound Ltd. and Australia Movietone.

Admiral's biggest promotion campaign, using all media, involves expenditure of \$2,500,000 for TV-radio alone—including daily partic. on NBC-TV's *Today* and *Tonight*, and on ABC Radio's *Breakfast Club*. Full-page ads will run Aug. thru Dec. in leading national magazines, and in newspapers in all major markets. Outdoor ad campaign in 83 markets will start Aug. 15. Agency is Henri, Hurst & McDonald, Chicago.

Tele-Clubs—group TV viewing for rural adult education, highly successful in France—will be established in Japan by UNESCO. At least 40 viewing clubs will be set up this year in schools and civic centers, with 13 or more special programs prepared by Japanese educational and broadcasting authorities to demonstrate new agricultural techniques, etc.

**TWO MORE UHF's QUIT this week**—making 61 since TV began—as 2 new vhf stations were being added to the U. S. operating roster to keep total at 478 (96 uhf). Suspending July 25 was 27-month-old WKNY-TV, Kingston, N. Y. (Ch. 66). Notifying FCC July 27 that it was signing off Aug. 1 was KBMT, Beaumont, Tex. (Ch. 31), which also began operation in April, 1954.

WKNY-TV pres. Joseph K. Close informed FCC it was going dark until expiration of its CP next Dec. 24 in order to “analyze the future of uhf TV and make plans for the commencement of operation on uhf Ch. 21” for which it holds construction permit to locate in Poughkeepsie and go to higher power. He stated:

“National advertisers have been reluctant to add uhf stations, particularly in smaller markets . . . The 3 networks have tried to improve this situation [but] we have not been successful in selling sufficient announcements around these programs to national and local advertisers.” Kingston is on Hudson River 81 mi. north of New York City, gets vhf service from N. Y. and Schenectady stations.

KBMT's Walter Morris wired FCC station was leaving air temporarily, stating details would follow. He had not informed own Washington counsel of intention. But station's troubles also are traced to “intermixture”; though KBMT got NBC service, Ch. 6 KFDM-TV (Darrell Cannan-C. B. Locke) came on air just one year later and became dominant outlet.

The 2 new starters are KVIP, Redding, Cal. (Ch. 7) and KUAM-TV, Agana, Guam (Ch. 8). KVIP was all set for test patterns this week end, and on Aug. 1 takes over NBC from KHSL-TV, Chico (Ch. 12) which retains CBS & ABC. It has 5-kw GE transmitter, 6-bay antenna on 60-ft. tower atop Mt. Shasta-Bally, has ordered 20-kw GE amplifier for boost to 117-kw next Sept. George C. Flaherty, mayor of Redding and publisher of weekly *Anderson Valley News*, is pres.-gen. mgr. and 19% owner; Russ K. Olsen, ex-KPTV, Portland, Ore., is asst. mgr. One of ownership group is Robert L. Hammett, San Francisco consulting engineer (9%). Base hour is \$225. Rep is Branham.

Guam's first station has been testing for several weeks, plans Aug. 5 program debut with NBC kinescopes and film, according to radiogram from Harry M. Engel, pres.-gen. mgr. and 45½% owner. It uses 150-watt Adler transmitter and Prodellin antenna, bought as part of Kay Lab

package. Phil Berg, ex-Hollywood artist mgr., owns 45½%; John P. Hearne, San Francisco attorney, 5%; Wm. B. Duce, Beverly Hills attorney, 4%. H. Richard Maguire, from radio KUAM, is managing director; Donald Brown, operations mgr.; James Long, technical director. Base hour is \$120. Rep is Young TV.

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

WBIR-TV, Knoxville, Tenn. (Ch. 10) planning Aug. 12 start with CBS shows, has rescheduled test patterns for Aug. 1, reports John Hart, pres.-gen. mgr. & 10% owner. RCA 50-kw transmitter is ready and 12-bay antenna is scheduled to be installed on 704-ft. Ideco tower July 25. Principals with 30% each are Taft newspaper family, operators of WKRC-TV, Cincinnati & WTVN-TV, Columbus; Robert L. & Martha Ashe; Gilmore N. Nunn, who owns radio WLAP, Lexington, Ky., uhf grantee there and owner of ½ of uhf grantee for Baton Rouge. Base hour will be \$600. Rep will be Katz.

KOTI, Klamath Falls, Ore. (Ch. 2), formerly assigned call letters KFJI-TV, plans Aug. 13 start, reports Wm. B. Smullin, whose KBES-TV, Medford, Ore. (Ch. 5) acquired CP from the late W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12-20). It has 5-kw GE transmitter on hand and antenna is due in Klamath Falls shortly. It will be CBS affiliate, as are other Smullin stations, KBES-TV and KIEM-TV, Eureka, Cal., which also carry NBC & ABC shows. Base hour will be \$150. Rep is Hoag-Blair.

WAVY-TV, Portsmouth, Va. (Ch. 10) is hopeful of being on air by Jan. 1, reports v.p.-gen. mgr. Carl J. Burkland, onetime CBS executive. Tentative studio and transmitter plans have been drawn and RCA equipment is on order. Tower will be 1000-ft. Ideco. It will be 2nd vhf in area. Present outlets are pre-freeze WTAR-TV (Ch. 2), CBS affiliate; WVEC-TV (Ch. 15), NBC, and independent WTOV-TV (Ch. 27). Rates not set. Rep is H-R Television.

KILT, El Paso, Tex. (Ch. 13) is installing 5-kw Standard Electronics transmitter and expects to start Aug. 15 with test patterns, reports Gordon McLendon, of McLendon Investment Corp., operator of radios KLIF, Dallas; KERP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. It will operate as an independent. Base rates not reported. Rep will be H-R Television.

**Equipment shipments and orders reported this week:** By GE—35-kw transmitter shipped July 23 to upcoming WCYB-TV, Bristol, Va. (Ch. 5), due in Aug.; 3-bay antenna July 19 to upcoming KOTI, Klamath Falls, Ore. (Ch. 2), also due in Aug.; order for 20-kw amplifier for KVIP, Redding, Cal. (Ch. 7). By RCA—100-kw transmitter July 23 to upcoming KGW-TV, Portland, Ore. (Ch. 8), due next fall; 12-kw amplifier to WEHT, Henderson, Ky.-Evansville, Ind. (Ch. 50); 25-kw amplifier July 16 to WQED, Pittsburgh (Ch. 13, educational). By Standard Electronics—order for 25-kw transmitter for KOTA-TV, Rapid City, S. D. (Ch. 3).

Visual Electronics Corp. has completed installation of high-power Lambda-Pacific microwave equipment, replacing older low-power units on link between Fargo and KXJB-TV, Valley City, which feeds John Boler's other outlets, KBMB-TV, Bismarck and KCJB-TV, Minot.

Hearst's WISN-TV & WISN, Milwaukee, broke ground July 16 for new \$1,250,000 TV-radio center due for occupancy next Feb.; participating in ceremonies was FCC Comr. John Doerfer, of Wisconsin.

RCA's 23rd TV training seminar for engineers, featuring lectures on both monochrome and color TV, has been scheduled for Sept. 17-21 in Camden, N. J.

WTSP, St. Petersburg, Fla. (5-kw, 1380 kc, MBS) with WTSP-FM is being sold for \$200,000 to new equal owners Farris E. Rahall, N. Joe Rahall & Sam G. Rahall by Nelson Poynter, publisher of *St. Petersburg Times*, recent unsuccessful applicant for TV, according to application filed with FCC this week. Each of Rahalls also owns 8.7% of WCHS-TV, Charleston, W. Va. (Ch. 8). They control CP for WQCY, Allentown, Pa. (Ch. 39) and radios WNAR, Norristown, Pa.; WWRN, Beckley, W. Va. Farris Rahall owns 100% of WFEA, Manchester, N. H.

Radio licenses of 3 engineers were suspended for 90 days by FCC this week on charges of disabling transmitter and equipment of KPIX, San Francisco, during labor dispute in 1954 (Vol. 10:51-52 & 11:8, 14, 33). However, Commission refused to order suspension of 2 operators at KEAR, San Mateo, facing similar charges, saying case against them hadn't been proved.

Improved vidicon tube, 6326-A, announced by RCA this week, is designed for use in 3-V color film-live cameras and in monochrome broadcast & industrial cameras. RCA says it has improved focus, less deflection distortion, complete spectral response, 600-line resolution capability, requires illumination levels comparable to movie cameras.

**ON IMPROVING TV PROFITABILITY—SOME IDEAS:** Everybody seems to have his own idea on how to bring profits back to TV -- most urgent problem facing all levels of trade as it prepares for what promises to be an excellent fall-winter season for unit sales. Following RETMA's June convention, where problems of low profits and low prices were thoroughly aired (Vol. 12:24), we made informal survey of industry leaders to plumb their thoughts on specific steps that could be taken to bring profitability back to the business. This is gist of the comments received:

RCA Victor TV v.p.-gen. mgr. Charles P. Baxter: "There is only one answer -- color TV. As you know, we have been promoting color and will really go to town on it this fall. We believe that color TV will be profitable to manufacturers, distributors and dealers just as soon as everyone involved starts selling color. We believe that the public wants color, and there is an opportunity to sell color sets to most of the people now owning black-&-white."

Philco pres. James M. Skinner Jr.: "We believe the answer lies in pushing 24-in. and high-end 21-in. receivers where greater profit margins can be realized. The public can and must be educated to buy larger screen black-&-white sets. Color may be the answer to the problem eventually -- but not this year. Production costs are too high, and the retail prices are still above the average consumer's reach."

Motorola exec. v.p. Robert W. Galvin: "In general, the obvious solution to the problem is: (1) Each manufacturer and his process of distribution must become lower-cost operators. (2) There must be a little less reckless pricing done at all echelons of the trade...and in this framework each manufacturer is going to have to find his own solution."

Emerson pres. Benjamin Abrams: "There is no one single answer, as each set maker must assess the problem in the light of his own circumstances. Some things can be done, however. Among them is a more realistic production rate, tailored to consumer demand. We must do this as an industry because it doesn't mean a thing if I or another manufacturer cuts production and the rest of the industry doesn't. It is only natural that low profits would result in this transition period from black-&-white to color. It's a case of battling it out, and if you're a good businessman you'll survive. TV is still a great business with lots of opportunities, and I feel that in time it will straighten out its own problems."

Magnavox pres. Frank Freimann: "The industry is demeaning itself with low-level merchandising. Pick up the paper any day and you find only ads for low-priced TV sets. We have taught the public that there's no need to pay more than \$100 for any TV receiver -- and now we're suffering the consequences. As I see it, we have to learn all over again how to merchandise and advertise big pictures. We at Magnavox are cutting down on low-end receivers. We've reduced our table model business from 55% to 38% of our total volume in the last 3 years, and boosted our consoles."

NARDA managing director A. W. Bernsohn: "De-emphasize portables and provide special incentives for dealers to sell up beyond them. (2) Use special close-out sales as an opportunity for extra profits, rather than as extra low-profit business. (3) Early, hard selling of color. (4) Intensive training of salesmen for the top of whatever the manufacturer makes and the dealer sells -- the console with doors or the 24-incher and putting advertising and promotional weight behind these instead of price-only stuff. (5) Make dealers and salesmen more conscious of accessory sales, such as antennas, TV lamps, tuners, etc. (6) Sell credit terms, rather than price and discounts, on sets installed by the store."

There were others who declined to let us quote them -- but comments generally reflected anxiety about the promotion of color and the upsurge of low-priced portables. They considered these the factors most responsible for depressing the profit structure. We were unable to get comment from the company which started the

big swing to portables, GE, nor from such other leaders as Admiral, Westinghouse and Hoffman -- but H. Leslie Hoffman's recent talk as outgoing president of RETMA, discussing low profits, is still perhaps the most cogent exposition of the illness if not the cure (see Vol. 12:24, p. 12).

**Bendix Radio Quits:** Another casualty in TV set manufacturing field this week -- Bendix Radio, which announced July 27 that it was "withdrawing immediately from the manufacture and sale of home TV receivers." Announcement by E. K. Foster, v.p. of parent Bendix Aviation and gen. mgr. of its TV & communications divs. in Baltimore, stated: "Prior to making this decision, a long-term study was undertaken of the home TV business with its apparent continuing problems of profit, stability and distribution. The results of this study, together with consideration of the rapid growth of its other product lines, influenced the Bendix Radio decision." Nearly all personnel and production facilities will be transferred to communications div., concentrating on military and commercial aviation electronics, radar, mobile 2-way communications and auto radio. Bendix does not make home radios. Stressing growing importance of electronics in Bendix operations, announcement noted that 200,000-sq. ft. radar plant has recently been placed in operation and that a 100,000-sq. ft. lab will be opened in Aug. for engineering development. Note: Others who have quit TV this year were CBS-Columbia, Raytheon, Stromberg-Carlson, Sentinel, Sparton. Report also was going trade rounds this week that Webcor Inc. (formerly Webster-Chicago) is acquiring Trav-Ler -- but this was flatly denied by Webcor spokesman.

**Own Show for TV-Radio?** Tantalizing suggestion broached to us this week by D. Edward Weston Jr., gen. mgr. of the up-&-coming Hotpoint TV div.: That the TV-radio industry ought to sponsor its own show for introduction of new models to dealers. Said Weston: "We're submerged at the furniture marts in Chicago by the furniture people and at the music show by the musical instrument manufacturers. Why can't we have a show of our own where we can have the spotlight to ourselves? I'd suggest that such a show be held in Chicago the week before the opening of the summer marts." RETMA exec. v.p. James D. Secrest said RETMA would go along with the suggestion as a cooperating sponsor if its members approved. NARDA managing director A. W. Bernsohn said his group would support the idea, though he thought Weston's pre-mart timing would not be advantageous. "As a matter of fact," said Bernsohn, "our board has frequently toyed with the idea of just such a show."

**Production:** TV output totaled 94,866 week ended July 20, compared to 62,657 preceding week and 48,115 during July 4 holiday week. It was year's 29th week and brought production for year to date to about 3,600,000, compared to about 4,100,000 in corresponding period year ago. Radio production totaled 166,047 (51,827 auto) in week ended July 20, compared to 105,560 preceding week and 92,751 week ended July 6. Radio output for 29 weeks was about 7,265,000 vs. 6,950,000 in same 1955 period.

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DISTRIBUTOR NOTES: Philco appoints newly formed Mountain Appliance Distributing Co. Inc., Denver, headed by J. A. Bilheimer, ex-gen. mgr. of its Chicago factory branch, replacing Boyd Distributing Co.; Russell Dawson named gen. mgr. of operations . . . Admiral appoints United Distributors Inc., New Orleans (J. L. Rosenblum, pres.) . . . Sylvania appoints Major Appliances Inc., Tampa & Jacksonville (Dan Rowlands, pres.), replacing Jones-Sylar Supply Co.; Sylvania also appoints Electric Constructors Inc., Birmingham (J. B. Clayton, pres.), ex-Capehart-Farnsworth outlet . . . DuMont appoints Charleston Electrical Supply Co., 312 MacCorkle Ave. SW, Charleston, W. Va. (Howard S. Johnson, pres.) . . . Packard-Bell appoints Jack Berryman as its San Francisco distributor, 1157 Post St., replacing Jack Frost Co. . . . Westinghouse Appliance Sales Co., N. Y., appoints Edward L. Lehrer and Aaron Weiskott, both ex-CBS-Columbia, as TV-radio district mgrs. . . . GE Appliance Co., Buffalo, appoints Edward L. Stehle as mgr. . . . GE Supply Co., Pittsburgh, forms new Pa.-W. Va. district for radios & housewares (Earl H. Teske, mgr.) . . . Stuart F. Louchheim Co., Philadelphia (Zenith) moves to 2929 No. Broad St.

Davega Stores pres. Herman Stein reported to stockholders meeting this week that big N. Y. area sporting goods-appliance chain, major outlets for TV-radio sales, earned net profit of \$173,402 (47¢ a share) on sales of \$24,643,049 for 11 months ended last Feb. 29; that year should be profitable, as against losses in 2 preceding fiscal years that ended in March; that March-May quarter sales were up 11%. Meeting saw personal appearance of pres. Irving H. Mages, of 9-store Chicago sporting goods chain bearing his name (1956 estimated volume: \$6,500,000), who arose to repeat offer of \$7 a share for 135,000 of the 265,000 shares outstanding (Vol. 12:29)—but Stein refused to enter bid into minutes, saying it wasn't germane and he believed an offer for bare control wasn't in good faith. At noisy meeting's end, Mages threatened to appeal directly to Davega's 1000 stockholders on grounds firm needs younger blood and more aggressive management. But Davega management, purportedly owning 72,000 shares and claiming they had proxies on total of 140,000, apparently has no intention of selling—not to Mages, at least.



**Topics & Trends of TV Trade:** Emphasis was strictly on hi-fi at NAMM's big Music Show in N.Y. this week, with TV drawing scant attention from music merchants. "It's as simple as this," explained one big retailer to us. "On TV we get a 25% markup at best; on hi-fi packages, we get 40% with no strain." Also contributing to the light traffic in the 10 TV exhibit spaces, of course, was fact that many dealers had already seen—and ordered—new TV models at distributor open houses in their localities.

Magnavox pres. Frank Freimann, who sells direct to dealers (including many music merchants), implored them during a panel discussion to push portable TVs—but as second sets, not as replacements. "The music merchant," he said, "is in an excellent position to sell quality. He does himself and his customer a disservice when he sells a small-screen set to someone who needs the superior visibility of a large-screen receiver." If low-priced portables are pushed as primary set sales, he said, entire price structure of TV models will be depressed.

NAMM chairman Earl Campbell of Washington, also on panel, predicted that sales of musical instruments (excluding TV-radio-phonos) will total \$410,500,000 at retail this year—up 8% from last year's record \$350,000,000. Sales in first half of 1956 were 15% higher than in first 6 months year ago.

Record manufacturers reported plenty of orders from the dealers, many of whom said they anticipated their biggest year in records as result of hi-fi boom. Note: One prediction reflecting record industry's high optimism came from RCA Victor Records v.p.-gen. mgr. Larry Kanaga, who told Los Angeles news conference that industry sales should hit peak of \$300,000,000 this year, due chiefly to "the growing teen-age population, hi-fi sound and modern record merchandising methods."

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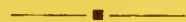
Conference of RETMA and IUE committees to discuss automation's effect on TV-radio industry, as requested by IUE's TV-radio-parts conference board (Vol. 12:25), probably will be arranged during week of July 30, when RETMA pres. Dr. W. R. G. Baker visits Washington headquarters on return from vacation. Conference board report, calling on employers to set up fund to assist workers losing jobs as result of automation, was approved by IUE's international executive board at meeting in Estes Park, Colo., July 21.

"Our monochrome line is hotter than a pistol," was comment of RCA consumer products exec. v.p. Robert A. Seidel by way of explaining planned addition of 1100 employees to Bloomington, Ind. TV receiver factory by mid-Aug., bringing total employment there to 4200. "The primary reason is the extraordinary success of our black-&-white line, plus a normal seasonal increase in employment," he said. "Our color sales to distributors and dealers are just about on schedule, and it's a little too early to measure consumer reaction."

Admiral sold tools and dies of Raytheon's old private-label Belmont TV brand to Hallcrafters this week for undisclosed price. Confirming earlier reports (Vol. 12:29), Admiral stated it would not retain private-label business acquired as part of purchase of Raytheon TV-radio div. in May (Vol. 12:21-22). Public acceptance of Admiral's new line forced revision of plans, it was stated.

Magnavox has added 10 new models to its line and showed them at NAMM's Music Show this week: 14-in. portable, \$140; 17-in. portable, \$160; 21-in. open-face console, \$300; 21-in. combinations, \$300, \$360, \$400, \$450; 24-in. table, \$200; 24-in. consolette, \$280; 24-in. open-face console, \$400.

**Trade Personals:** Harold Dietz, gen. mgr. of Emerson-N. Y., appointed sales v.p. of parent Emerson Radio, succeeding Michael Kory, who becomes pres. of Emerson-N. Y. . . . Leonard Gross, appliance sales mgr. of Philco Distributors Inc., Philadelphia, named sales mgr. of Philco radio div., replacing John J. Moran, resigned . . . Parker H. Erickson, veteran of 24 years in TV-radio-appliance industry, most recently as exec. v.p. of Crosley-Bendix, named v.p. of Murray Corp. of America, in charge of merchandising its newly acquired Easy washing machine line and headquartering in Chicago . . . Harry Schecter, ex-Emerson & CBS-Columbia v.p., has purchased Clinton Variety Shop, Clinton, N. J. (home furnishings) . . . Howard E. Riordon, gen. manufacturing mgr. of Sylvania TV-radio div., has retired after 25 years with Sylvania and predecessor Colonial Radio Corp. . . . Abraham Fischer promoted to sales & merchandising mgr., RCA Service Co. technical products service dept.; Benjamin F. Biben promoted to theatre service sales mgr. . . . David H. Kutner, Motorola merchandising mgr., elected a director of Advertising Federation of America . . . Wm. B. Mullen, ex-Ampro Corp., named Motorola sales training mgr. . . . Jed H. Long, ex-RCA & CBS-Hytron, and Edward Franiuk, ex-National Video Tube Co., join Pioneer Electronics as engineering executives in CR tube div. . . . John N. McCaul promoted to Sylvania supervisor of sales service engineering for electronic products, responsible for technical and sales training of dealers, headquartering in Teterboro, N. J. . . . Charles A. Reinbolt Jr., ex-Steel Kitchen Cabinet Mfrs. Assn., named gen. mgr. of Whirlpool-Seeger's newly formed kitchen div. . . . Gilbert S. McKean, ex-adv. & merchandising mgr., Columbia Records, joins Magnetic Corp. of America, parent of Audio-Video Recording Co. and newly formed Hotel TV Broadcasting Corp. of America (Vol. 12:28); with Paul Wexler, also ex-Columbia Records, as exec. v.p., Magnetics proposes shortly to enter commercial record field . . . Kenneth L. Jones, ex-Sylvania, named asst. chief engineer, Packard-Bell technical products div. . . . Philip L. Gundy, gen. mgr. of Ampex audio div. in charge of video tape recorder, elected a v.p., along with Robert Sackman, mgr. of instrumentation div., Frank Lennert named mgr. of manufacturing div., Walter T. Selsted director of research, Russell J. Tinkham mgr. of audio custom engineering . . . Don Miersch, ex-Sparton & Capehart-Farnsworth, rejoins Crosley-Bendix as marketing & distribution consultant on home laundry products . . . Floyd S. Anderson appointed Philadelphia area district sales mgr. for GE tubes & components, Robert P. Fisher concentrating on other Pa. metropolitan areas.



**Diversification:** Sparks-Withington, which recently sold its Sparton TV business to Magnavox, buys up Houston Pipe & Steel Inc., Houston, pipe fabricator, will operate it in conjunction with Flori Pipe Co., St. Louis, which it acquired last Feb. Stewart-Warner, which got out of TV-radio last year, part of its distribution setup being acquired by Hoffman, buys facsimile business (including Hogan license) of Allen D. Cardwell Co., Plainfield, N. J.; it will be part of S-W Electronics div.

Paul E. Murphy, treas. of M. Steinert & Sons, Boston, elected pres. of NAMM, succeeding Earl Campbell, Campbell Music Co., Washington, who becomes chairman, succeeding Russell B. Wells, Charles E. Wells Music Co., Denver. Murphy's father, Steinert pres. Jerome F. Murphy, was NAMM pres. in 1937.

Westinghouse consumer products executives become "task forces" week of July 30 to make personal visits on distributors and dealers to inform them to ways to take full merchandising advantage of Westinghouse's sponsorship of conventions and other political broadcasts on CBS.

**Color Trends & Briefs:** RCA's huge color TV promotion campaign in the slick magazines and newspapers (Vol. 12:28) got into swing this week—and localized results, at least, ought to be made known soon after the vacation season ends. Copy necessarily varies, but the 3 consecutive 2-page spreads in July 22 *New York Times Sunday Magazine* indicate the line being taken. First spread, left page in color, right in black-&-white, was captioned: "Now for the price of black & white . . . living color every night!" Next spread, all in color, featured the low-end model (\$495 Aldrich) and pictured the 10 basic models in RCA's line of 21 color sets, their furniture variations, and the price step-ups—to the \$550 Stanwyck, \$595 Westcott, \$650 Dartmouth, \$695 Whitby, \$750 Asbury, \$795 Chandler, \$795 Stratmore, \$850 Arliss, \$850 Wingate. Third spread plugged RCA lines of monochrome sets.

That the RCA planners envisage "islands of color"—that is, its probable acceptance more quickly in some cities than in others, as happened to TV itself when it first came along—is also evident from the slant of the New York copy. It promises more color programs—every night, in fact, which isn't in the cards in most cities. But that's the plan for the cities where RCA has its own NBC stations: New York, Chicago, Philadelphia, Washington, Buffalo, Los Angeles. These may be expected to be main focus of RCA's merchandising attention at the outset.

But the national copy is designed to maintain RCA's lead in color, on which it's confident the near as well as long-term future of TV rests—thinking that isn't shared by too many other manufacturers. There's more than quick-selling purpose in the advertising theme: "And because RCA pioneered and developed compatible color television, your RCA Victor Big Color TV set receives both black and white and color programs—like having two sets in one!"

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NBC's New York flagship WRCA-TV, now carrying 4 hours and 10 minutes of color programs weekly, promises at least one major color show every night in the week starting this fall—these in addition to the 90-min. spectaculars. Besides network color, it will carry 11 hours of locally-originated color programs each week—mostly live but some film. A second color camera and film chain is being acquired, enabling local schedule to go up to about 2 hours each weekday and half hour each on Sat. & Sun. The color expansion is part of pattern laid out for all 5 NBC-owned stations since WNBQ, Chicago, last April became "the world's first all-color TV station."

Local color: KSTP-TV, St. Paul, claims it made TV history July 21 when its newsreel men shot 8 minutes of the Minneapolis Aquatennial Celebration on color film, ran it through high-speed film processor, had it on air as part of its top-rated *Today's Headlines* news show within 20 minutes of time it went into processor . . . WFIL-TV, Philadelphia, ABC outlet, this week quietly started local color programming on once-a-week basis, putting on part of its afternoon disc jockey show *Bandstand* July 24 without previous announcement . . . KOMO-TV, Seattle, having acquired its second color camera, is putting on local variety show titled *Color Fair*.

Magnavox's color plans call for production of at least 5000 sets this year, some to be marketed under Spartan label, said pres. Frank Frcimann. All will be consoles, with first sets hitting consumer market about Sept., probably starting at \$595.

"Radar Ruler," designed by Motorola under Signal Corps contract, applies radar techniques to surveying, can measure 50 miles in single maneuver.

RCA shipped 3-V camera July 26 to WJBK-TV, Detroit, Mich. (Ch. 2).

## Network Color Schedules (July 30 - Aug. 12, 1956)

July 30—NBC: *Matinee Theatre*, 3-4 p.m.  
 July 31—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.  
 Aug. 2—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 3—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 4—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Aug. 5—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.  
 Aug. 6—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 7—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.  
 Aug. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 Aug. 10—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 11—CBS: *Gene Autry Show*, 7-7:30 p.m.  
 Aug. 12—NBC: *The Sunday Spectacular*, "Atlantic City Holiday," 7:30-9 p.m.

**ELECTRONICS PERSONALS:** Rear Adm. Wm. H. Organ, USN ret., ex-director of Electronics div., Office of Chief of Naval Operations, joins Federal Telecommunication Labs (IT&T) as mgr. of electron systems planning . . . Arnold O. Beckman, pres. of Beckman Instruments Inc., Fullerton, Cal., elected a director of Marchant Calculators Inc., Oakland, Cal. . . Dr. Hang C. Lin promoted to CBS-Hytron senior engineer in charge of semiconductor applications lab . . . Emo D. Porro, Stanford Research Institute, named exec. v.p.-gen. mgr. of newly formed Thermo Materials Inc., 1275 Harrison St., San Francisco, formed as joint project of Gladding, McBean & Co. and Provident Securities Co., San Francisco, with Frenchtown Porcelain Co., Trenton, N. J., to manufacture high temperature ceramic and electronic components, including resistors, capacitors, etc. . . Lyle Keys, ex-DuMont TV transmitter dept., joins Visual Electronics Corp. as northwest district sales rep, Denver . . . Jerry P. Driscoll promoted tosylvania mideast district mgr. of electronic products distributor sales, Pittsburgh, succeeding John Pomeroy, shifted to So. Cal. district mgr. . . Rudolph G. Miller promoted to chief engineer of Stromberg-Carlson special products div., succeeding Frank H. Slaymaker, now mgr. of electro-acoustical research.

General Dynamics Corp., which year ago absorbed Stromberg-Carlson in share-for-share exchange of stock (Vol. 11:18, 27), will split stock 3-for-2 Nov. 10 for holders of record Oct. 10 and at same time will raise quarterly dividend to 75¢ on presently outstanding stock (equivalent to 50¢ after split). In Jan. 1955 there was 100% stock dividend. Pres. John Hay Hopkins reported consolidated net income for first 6 months of 1956 was \$11,135,145, equal to \$2.20 per share on 5,060,325 shares of common outstanding, on sales of \$414,443,947. In first half of 1955 net earnings were \$9,384,757 (\$1.85) on sales of \$342,989,927. Backlog of unfilled orders on June 30 was \$1,741,635,000, including recent orders from TWA and Delta for Convair jet airliners, and contracts under negotiation approximate \$427,000,000 more, said Mr. Hopkins, predicting 1957 sales "substantially in excess of \$1 billion with a consequent continuation of the current uptrend in earnings."

P. R. Mallory & Co. reports 6-month sales of \$37,735,532 and net income of \$1,232,993 (\$1.06) vs. \$32,326,945 & \$1,192,984 (\$1.05) in same 1955 period.

\* \* \* \*

Dividends: Television-Electronics Fund, 8¢ per share payable Aug. 31 to stockholders of record Aug. 2; P. R. Mallory & Co., 35¢ Sept. 10 to holders Aug. 10; Gross Telecasting Inc., 30¢ Aug. 10 to holders July 27; Westinghouse, 50¢ Sept. 1 to holders Aug. 6; WJR The Goodwill Station, 10¢ Sept. 12 to holders Aug. 29.

**Financial & Trade Notes:** Extraordinary drop in Philco earnings, reason for its recent weakness on the stock exchange (closed July 27 at 22; 1956 high 36½, low 20½) and probable reason for recent changes in high command, was disclosed this week in 6-month report showing sales of \$166,862,000 and net income of \$831,000 (17¢ per share) after preferred dividends as compared with \$178,041,000 & \$3,575,000 (90¢) in same 1955 period.

There was no comment from Philco, but second-quarter sales of \$74,386,000 and net loss of \$686,000 appeared to have been the main depressant, comparing with sales of \$81,216,000 and profit of \$1,128,000 (28¢) in same 1955 quarter. When first-quarter sales of \$92,476,000 and profit of \$1,517,000 (38¢) were reported (Vol. 12:18), the former down only 4% from the \$96,825,000 of the first 1955 quarter and the net down 38% from \$2,447,000 (62¢), joint statement by chairman Wm. Balderson and newly named pres. James M. Skinner Jr. said:

"Competition in the TV, appliance and air conditioning industries is more intense than at any previous time in recent years. At the same time, Philco is carrying forward its development programs in color TV, transistors, computers and home laundry equipment, new products which should contribute to sales & earnings in the future but which are not yet in a position to do so. The company is also currently absorbing the substantial costs of installing mechanized production equipment in its TV plants."

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**Hoffman Electronics Corp.** sales for first 6 months of 1956 were 31% ahead of same 1955 period, while profits increased 87%. In highly enthusiastic report July 25, pres. H. Leslie Hoffman disclosed that first-half sales were \$22,875,561 and profits after taxes \$858,018 (\$1.07 per share) vs. \$17,354,339 & \$419,179 (57¢) in same period last year. He added: "The present outlook indicates that sales & profits during the last 6 months of 1956 will exceed those of the first 6 months but not to the extent experienced in 1955 when sales & profits increased 55% & 172% respectively." TV orders at June marts were substantially higher than in 1955, he said, and production order for new portable model is much higher than originally anticipated. Defense business and semiconductor activities are also increasing. He concludes report: "At the present time the company's position and outlook are as good and favorable as at any time in the past. The personnel has been strengthened, acquisitions explored, the building program has been finalized, and future sales volume and profits are confidently expected to increase beyond current levels."

**Allen B. DuMont Laboratories Inc.** reports loss of \$484,000 for first half of 1956 after tax carryback credit of \$608,000, compared with loss of \$1,249,000 for the 24 weeks ended June 19, 1955. Sales for first half totaled \$22,471,000 compared to \$29,741,000 for 1955 period. Second quarter figures weren't available at press time, but it's apparent most of losses occurred then, for in latter March (Vol. 12:12) pres. David T. Schultz, who took over on Jan. 3, reported "small profit" for first 2 months of year—the 1955 annual report having shown net loss of \$3,674,000 (equal to \$1.56 per share) on gross income of \$58,801,000, exclusive of broadcasting operations which were spun off last year.

**Packard-Bell** sales for 9 months ended June 30 rose 29% to \$19,663,788 from \$15,267,973 in same 1955 period. Net earnings were \$487,848 (71¢ per share), up from \$361,131 (53¢). Fiscal year ends Sept. 30. Exec. v.p. Robert S. Bell reported increased business in all divisions.

**Hazeltine Corp.** reports net sales of \$18,624,000 for first half of 1956 vs. \$10,225,000 in same 1955 period; net income was \$918,000 (1.31 per share) vs. \$772,000 (\$1.10).

**PENN-TEXAS CORP.**, which recently acquired Hallcrafters Inc. in 2-for-5 exchange of 332,000 of its shares (Vol. 11:47, 51), found itself in news spotlight this week as 2-man subcommittee of Senate Internal Security subcommittee issued subpoenas for appearance of chairmen-pres. Leopold D. Silberstein, his son and several associates. Senator Olin Johnston (D-S.C.) and Sen. Jenner (R-Ind.) indicated they want to inquire about alleged use of "Swiss mystery capital" in the acquisition of firms in sensitive electronics, aircraft parts and heavy machinery fields—Hallcrafters, Pratt & Whitney, Colt's Patent Fire Arms Mfg. Co. being among those mentioned. Sen. Johnston also indicated he wanted to probe circumstances of Silberstein's entry into this country as a refugee from Germany in 1946, but the talk on Capitol Hill was that this was inspired by opponents in his recent effort to gain control of Fairbanks, Morse & Co. Silberstein maintained complete silence, meanwhile, and subcommittee counsel Robert Morris stated that there's no likelihood of hearing his testimony before end of Aug. or early Sept., if then, in view of adjournment of Congress and absence of committeemen and staff from Washington.

Highly diversified Penn-Texas Corp., comprising 18 subsidiary companies, includes among its directors Oscar L. Chapman, ex-Secy. of Interior, and Maj. Gen. Charles T. Lanham, USA ret., who was Gen. Eisenhower's chief of information at SHAPE. This week, an interim report to its stockholders showed gross income of \$60,296,000 and record net income of \$2,851,000, or 81¢ per share on average of 3,498,000 shares, for first half of 1956. There were no comparable 1955 figures because of last year's acquisitions, which included Niles-Bement-Pond Co., now Pratt & Whitney, but net earnings in first half of 1955 without the additional companies was \$670,083, or 55¢ per share on 1,218,926 shares then outstanding. June 30 backlog of orders was reported as exceeding \$72,000,000, net working capital \$36,404,000, net assets \$69,035,000.

**Westinghouse** is back in the profit groove, showing net income of \$6,862,000 (38¢ per share) on sales of \$380,731,000 for June quarter after loss of \$18,575,000 in March quarter, which embraced nearly 3 months of the 156-day strike that started last Oct. 17 and ended March 20. Quarter ending June 30 compared with \$16,635,000 (98¢) earned on \$388,258,000 sales in same 1955 quarter, and brought 6-month figure to net loss of \$11,713,000 on sales of \$606,097,000 as against first-half 1955 showing of \$29,417,000 (\$1.73) profit on sales of \$755,963,000. But pres. Gwilym A. Price reported to stockholders this week: "Heavy non-recurring post-strike production and distribution costs experienced in the second quarter are now largely behind us, and with production and sales coming into balance we anticipate continued improvement in earnings." Consumer products (which include TV-radio & appliances, reported by consumer products v.p. Chris Witting to be going strong now) ran 24.3% ahead of 1955 quarter, defense products 12.6% ahead, industrial products 9.2% down—but Price stated the backlog of industrial orders is so large that it should soon exceed year ago. Directors declared usual 50¢ dividend maintained during strike.

Sales were up but profits down in RCA's first half, reported by Chairman Sarnoff July 28. Consolidated statement shows sales at new high of \$526,488,000, up 8% from previous record of \$488,510,000 in first half of 1955. Earnings after taxes were down to \$20,037,000 (\$1.32 per share) from \$22,061,000 (\$1.46) in 1955 half. Second quarter sales were \$251,640,000, or 8% ahead of the \$232,205,000 of second quarter 1955. Profits dropped to \$7,310,000 (47¢) from \$9,493,000 (62¢) in same 1955 quarter.

**POLL-O-METER**, instantaneous TV audience measuring device, is scheduled to be unveiled officially at press conference next week in New York. Developed and produced by Calbest Electronics Co., Los Angeles TV-radio chassis and electronics manufacturer and owned by Poll-O-Meter Corp., Beverly Hills, Cal., device is mounted in truck, automatically registering channel number to which each set in the neighborhood is tuned as vehicle proceeds down street (Vol. 11:42).

One such unit now in existence has been tested on West Coast. A Poll-O-Meter spokesman says Calbest is under contract to produce at least 10 more units in next 10 days. Developmental unit and first production models are mounted in Volkswagen truck chassis. Advantage of Poll-O-Meter, according to its backers, is that it delivers "fool-proof statistical sample immediately." Reports last year claimed at least 90% accuracy. In truck driven at 10 mi. per hour through heavily populated residential sections, Poll-O-Meter is said to be able to measure up to 2500 sets in 15 minutes.

Heart of unit is calculating-recording device, which gives direct reading of cumulative number of sets tuned to each channel, its gun-type directional antenna being aimed at houses and apartments on the route. It is said to work equally well with apartment-house multiple set installations and single sets in homes, and on vhf & uhf channels.

Poll-O-Meter's initial east coast effort was presentation July 20 in New York to agency, network and audience research executives, at which film was shown demonstrating operation of the device. Whether new research company will be set up to collect and distribute Poll-O-Meter viewing data, or whether device will be leased or sold to an existing company, apparently depends on industry reaction to exploration by Henry Monotor Associates, N. Y. investment house.

Poll-O-Meter Corp. is headed by Los Angeles builder Peter Gorman in association with Los Angeles businessman Samuel Nellis.

Big Los Angeles closed-circuit education project will begin next Feb., connecting 4 junior colleges by cable. Classroom lectures will be piped from City College to other 3. Experiment will seek to determine the subjects common to all 4 schools best suited for televising from one source, the possibility of teacher in-service training and physical problems of TV teaching. Los Angeles Board of Education voted \$50,000 for equipment and teacher training to initiate the experiment. Last week, Board's lack of unanimity killed far bigger educational TV project, involving \$750,000 Ford Foundation grant to exchange TV classroom education between New York, Chicago & Los Angeles schools. Board had approved project 8-1, but Foundation wouldn't go along without unanimous vote.

Closed-circuit color TV has been used to provide first close-up view of actual flash and flame variations at launching of ballistic missiles, GE announced this week. Demonstration was held at Army Missile Test Center, Cape Canaveral, Fla., using GE field-sequential color cameras and "monitors similar to, but of higher quality than, home-type receivers." During demonstration, cameras were mounted atop a concrete blockhouse 300 ft. from launching platform, while viewing room was within blockhouse. Despite extremes of light variation, GE broadcast equipment gen. mgr. Paul L. Chamberlain said color reception was "excellent, with great stability, true color and no noticeable sonic variation."

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing) earned net profit of \$422,801 in first 6 months of 1956, equal to \$2.11 on common stock only, \$1.87 on common & B combined—compared with \$374,672 (\$1.87 & 94¢) in same 1955 period.

George Storer has offered to build and finance fully-equipped educational TV station for U of New Hampshire at Durham, which has Ch. 11 assigned it under FCC allocations, or for State of New Hampshire at any other site (it has 12 unused channels allocated to as many towns, all save Ch. 11 being uhf)—contingent on FCC approval of his proposed purchase of WMUR-TV, Manchester (Ch. 9) whose transmitter would be moved 32 mi. southeast of Manchester, in Georgetown Township, Mass., or about 26 mi. north of Boston (Vol. 12:29). Offer was made personally July 24 to Gov. Dwinell, who called it "most generous" and referred it to Commission on Educational TV headed by Edward J. Kingsbury, of Keene, which has had TV plans under consideration since 1953. Plan was also endorsed by ex-Gov. Francis P. Murphy, who is selling the station for approximately \$850,000. Said Storer, who put figure for new station at approximately \$250,000: "Our company has adopted a policy of assisting educational stations in the area in which we operate . . ." Meanwhile, some opposition to proposed move of WMUR-TV to new site appeared to be developing, with counsel for one Boston station indicating he expects to protest on technical grounds.

Figuring in story of rescue of *Andrea Doria* passengers after it went down in collision with liner *Stockholm* July 25 were Morris Novik, onetime mgr. of New York's municipal station WNYC, now chief owner of Italian-language station WOV and part-time consultant on TV-radio for labor organizations, and Ernest Marx, director of DuMont international div. Mr. & Mrs. Novik were rescued from the ill-fated liner, Marx was en route to Europe on the *Ile de France* which picked up survivors, then returned to N. Y. and resumed voyage next day. ABC newscaster Edward P. Morgan had some rough emotional moments in reporting the story. His factual accounts, after being told his 14-year-old daughter had been lost, and his dockside interview with his divorced wife who was aboard the *Andrea Doria* with the child and her husband, *New York Times* Madrid correspondent Camille Cianfarra, were hailed in the press as examples of personal courage. The child, first missing, was later found alive but injured; her stepfather died in the collision.

Two applications for new TV stations were filed this week: For Wilmington, N. C., Ch. 3, by Richard Eaton's United Bcstg. Co., grantee of uhfs WACH-TV, Newport News, Va., WTLF, Baltimore, WOOK-TV, Washington, and owner of AMs in those cities as well as Hagerstown & Rockville, Md., Richmond, Va. and Cleveland; for Port Huron, Mich., Ch. 34, by WHLS there. Also filed were 2 translator applications for Ch. 70 & 76, Prineville, Ore., by Ochoco Telecasters, to relay programs of KOIN-TV & KLOR, Portland. Total applications now on file with FCC: 119 for stations (including 23 uhf) plus 7 for uhf translators. [For details, see *TV Addenda 23-C* herewith.]

Crowell-Collier Publishing Co., which has filed with FCC for \$2,225,000 purchase of radio KFVB, Hollywood (Vol. 12:22) and has stated it is readying to file \$16,000,000 "package" purchase of Consolidated (Bitner) group of 3 TV and 4 radio stations (Vol. 12:17, 21-22), entered record club field this week with acquisition of Concert Hall Society and 4 record clubs operated by David & Samuel Josefowitz. Clubs are Musical Masterpiece Society, Chamber Music Society, Jazztone Society, Opera Society—with more than 1000 recordings and mailing list of more than 600,000 LP buyers. Wm. H. Fowler, ex-Capitol Records v.p., has been named gen. mgr. of new subsidiary.

Smallest known 2-way military radio is new transistorized set entirely contained in combat helmet, unveiled this week by Signal Corps.

JUG 6 1956

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — August 4, 1956

**37,277,000 TV SETS** in 35,000,000 homes estimated by ARF on basis of Census sample; biggest increase in South. County estimates due in Sept. (pp. 1 & 5).

**UHF TRANSLATOR PROSPECTS** debated, proponents seeing rush of applications after equipment type-approval, others anticipating only modest growth (p. 1).

**SCRANTON UHF SELLS** half interest for \$650,000; Hattiesburg (Miss.) vhf sells 51%; \$10,000,000 Indiana deal still cooking, Palm Beach sale dropped (p. 2).

**UNFREEZING OF VHF CHANNELS** sought by grantees in Hartford, Peoria & Springfield. Examiners recommend reaffirmation of CPs in Seattle & Billings (p. 3).

**KNOXVILLE'S WBIR-TV STARTS** programs this week end as 479th U. S. outlet; CHLT-TV, Sherbrooke, Que., brings Canadian on-air total to 36 (p. 4).

**POLITICAL CONVENTIONS** should spur TV trade, which began upsurge in June and looks to good year. RETMA reports half-year TV-radio sales, output (p. 9).

**TRANSITION TO COLOR FILM** will be costly, says Ziv pres. John Sinn, but he believes advertisers are willing to pay extra for added impact (p. 8).

**TV SET PRICE BOOSTS** presaged by rash of appliance increases blamed on steel hikes and rising costs; return to reasonable profits sought (p. 11).

**FCC'S POWERS OVER PROGRAMS** subject of recurring debate, Comr. Doerfer giving views in dissent on WQAM sale, Comr. Bartley in California speech (p. 7).

**50,000,000 SETS-IN-USE** throughout world, 745 TV stations —though 4/5 of receivers and 2/3 of stations are in U. S.—shown in latest world TV directory (p. 5).

**TV SETS—WHERE THEY ARE & WHO OWNS THEM:** There were 37,277,000 TV sets in America's homes in Feb.—March 1956, according to new Advertising Research Foundation estimate on basis of Census Bureau data on ownership of TV sets by region, family size, urban vs. rural, etc. -- adding flesh to Census' earlier skeletal figures which showed some 35,000,000 homes, or 73% of all, TV-equipped (Vol. 12:20).

Report shows 13,290,000 households still without TV -- 5,467,000 of them within metropolitan areas -- indicating that there's still sizeable market for first-set sales. That the 2-set fever is just beginning to catch on is shown by fact that 1,694,000 homes -- 4% of nation's 48,785,000 -- have more than one set.

ARF-Census report isn't "sets-in-use" count, since it doesn't purport to include sets in public places, transient hotels, etc. -- which could easily swell the total to something above the 39,000,000 generally accepted as nationwide total.

County-by-county projection of the Feb.—March figures is due for release by ARF next month, updating its previous report measuring circulation as of June 1955 (Vol. 12:17 & Special Report). Census Bureau estimate -- made in connection with its housing sample survey -- was financed by ARF in behalf of networks, NARTB, TvB.

Highlights of Census survey and ARF's regional projections are on p. 5.

**OUTLOOK FOR UHF TRANSLATOR DEVELOPMENT:** FCC's new uhf translator rules, its remedy for the unauthorized vhf booster epidemic, have been in effect one month -- and it's still too early to foretell translator development. However, there are certain current indicators which merit attention.

One is that 6 applicants have applied for 10 channels so far: Bishop, Cal. (2 channels); Hawthorne, Nev. (1); Manson, Wash. (2); Prineville, Ore. (2); Havre, Mont. (2); Gunnison, Colo. (1). [Full details on these and subsequent translator applications are reported in TV Factbook No. 23 and our weekly Addenda.]

FCC's "translator expert," engineer McIvor Parker, believes rate of applications will step up after transmitting equipment has been type-approved. On basis of requests for application forms, Parker estimates there's already backlog of approximately 100 applications. First submission of equipment for type approval comes next week, when translator pioneer Adler Communications Labs sends model to FCC labs

at Laurel, Md. Enthusiast Ben Adler, offering units at \$2750, has said his first projected run of 100 units has been sold, predicts application for many more.

Jerrold Electronics plans to submit ½-watt "pea-shooter" version for approval before long, says it will add 10-watt final stage later. Others, including Gates Radio, are considering translator manufacture.

\* \* \* \*

Economics of translators are still unsettled. Unable to originate anything, limited solely to rebroadcasts of other stations, they can sell no commercials. Of the 6 applicants, 4 are cooperatives or non-profit outfits which will have to pass the hat. These frequently start out with rush of enthusiasm, sometimes run into trouble later. Quite a few illegal vhf boosters are financed that way, and some of them are having difficulties. For example, Apple Valley TV Assn., in the Wenatchee, Wash. area, has 6 transmitters serving some 2-3000 receivers -- yet it placed ads pleading with viewers to donate \$10 each to keep going. One ad reads:

"Are you paying for your neighbor's TV? Additional funds are needed now to complete these installations. If sufficient funds to pay the cost of needed work are not received by Aug. 1 the reflector will be shut down indefinitely. Successful reflector TV depends on the support of every set owner using these facilities. It's only square to pay your share!"

These unauthorized vhf boosters still face an inflexible FCC, incidentally. Shutdown of another was recommended this week when examiner Hugh B. Hutchison issued initial decision stating that cease-&-desist order should be applied against the Pateros-Brewster TV Assn., Brewster, Wash. His conclusion: "It is clearly destructive of any proper governmental control over these valuable frequencies to permit any person or group of persons to decide for themselves what types of operation should or should not be permitted." Other such operators have appealed to courts, but scarcely anyone feels they'll be upheld. Hence, there are many scores, if not hundreds, of such boosters which are candidates for replacement by translators.

In Colorado this week, however, Gov. Edwin C. Johnson showed he hasn't forgotten how to needle Commission the way he used to when he was chairman of Senate Interstate & Foreign Commerce Committee. By executive order, he told W.R. Webber, TV dealer in Steamboat Springs, Colo., that he could continue operating unauthorized booster. At same time, he made Webber the only member of a newly created "communications staff" -- "to protect him against reprisals from the FCC." Johnson said this is first time any state had taken such action.

\* \* \* \*

Possibly the soundest-financed translators will be those built by stations to extend their service areas. However, station operators appear to be skittish about getting involved unless circulation increase is certain to be substantial. If station erects translator in one fringe town, it faces demands from many others, including those where circulation gain may be minimal.

Jerrold pres. Milton Shapp still favors use of the translators as a sort of microwave for community antenna systems, in addition to providing service to those viewers who choose to pick up signals directly. He plans to file applications for 7-translator system in Texas -- for just such purposes.

**STILL A SELLER'S MARKET FOR STATIONS:** Buy-&-sell activity continues at pace no one could have imagined a few short years ago -- with even some smaller-city stations, uhf as well as vhf, apparently in real demand. This week's deals:

(1) Philadelphia Bulletin, operator of WCAU-TV (Ch. 10) pays \$650,000 for control of WGBI-TV, Scranton (Ch. 22), obligating to build it up to 1-megawatt power in its all-uhf area by Oct. 1. It's first acquisition by Bulletin, whose TV-radio pres. is Don Thornburgh, ex-CBS Hollywood v.p. Control is acquired by buying 15 of 20 shares of voting stock, 10 of 30 shares non-voting from Megargee family, who will retain radio station WGBI, which it founded 30 years ago.

(2) WDSU-TV, New Orleans (Ch. 6), controlled by Edgar B. Stern Jr., managed by Robt. D. Swezey, buys 51% of stockholdings of each of 4 partners (Mattison and Fine brothers) who put WDAM-TV, Hattiesburg, Miss. (Ch. 9) on air just 2 months ago

-- paying \$51,000. Last year, Stern group also bought up control of WAFB-TV, Baton Rouge (Ch. 28), reputedly a good earner, placing ex-Crosley and ex-General Teleradio executive Dwight W. Martin in charge.

Neither station is intended as satellite, say principals, and their location in relation to "parent" station as well as profit potential in joint operation were the impelling reasons given for purchases.

Practically every well-positioned station in the country, including some as strongly bulwarked as Chicago Tribune's WGN-TV, Detroit News' WWJ-TV, Milwaukee Journal's WTMJ-TV, has had offers to buy -- and the nature of the capital seeking to go into telecasting is indicated by the J. H. Whitney & Co. offer of \$10,000,000 for WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne (Ch. 15) with their radio adjuncts (Vol. 12:30). Offer is still being mulled by majority stockholder Bruce McConnell and his ownership group -- no comment yet.

Deal for sale of WJNO-TV, Palm Beach, Fla. (Ch. 5) for around \$750,000 was said by counsel to have fallen through this week due to snag over terms. Buyer was supposed to be John H. Phipps, owner of WCTV, Thomasville, Ga. (Ch. 6); sellers group is headed by Theodore Granik, NBC Forum of the Air moderator, and Wm. H. Cook.

(For more details about ownership interests, network affiliations, management, etc. of aforementioned stations, see their listings in TV Factbook No. 23.)

**G**RANTEES FROZEN by FCC's allocation proposal are working hard trying to get Commission to change its mind, let them build—though their chances are considered slim at the moment. These include following holders of CPs for vhf channels which FCC proposes to delete: WTIC, Hartford (Ch. 3); WIRL, Peoria (Ch. 8); WMAY, Springfield, Ill. (Ch. 2). They echoed Comr. Doerfer's dissent in allocations decision, WTIC stating, for example, that Commission is protecting "a favored few TV stations from competition with newly authorized applicants who, solely because of the delays resulting from comparative hearings, were unable to construct their stations at an earlier date."

Novel approach was made, meanwhile, by Peoria's WMBD, loser to WIRL. First, it asked that Commission reverse itself, give it Ch. 8. Alternatively, it requested that Ch. 8 be granted to *both* WMBD & WIRL, whereupon WMBD would promptly ask for modification to uhf Ch. 31 and build as fast as possible. Presumably, WMBD feels that Peoria, which has 2 operating uhfs, will remain all-uhf if any city will. Furthermore, holding longtime CBS radio affiliation, it would stand chance of taking CBS-TV affiliation from WTVH.

\* \* \* \*

New and powerful Assn. of Maximum Service Telecasters meets at Chicago's Edgewater Beach Hotel Aug. 9-10 to firm up its program on allocations. Acting chairman Jack Harris, KPRC-TV, Houston, says this of group's objectives:

"We're not at all committed to protecting the status quo. We're against change without adequate engineering information. We don't believe there's enough information. We intend to survey both signal strength and ability of receivers to pick up signals—on both vhf and uhf. There will be surveys made of megawatt uhf coverage in flat and rough terrain—in at least 2 of the areas now served with megawatt power. These are New Orleans, Portland, Wilkes-Barre-Scranton." A. D. Ring & Assoc. is handling survey.

Meeting will ratify by-laws, elect permanent officers, select legal counsel, start membership drive.

Grant of Seattle's Ch. 7 to KIRO—over KVI & KXA—was again recommended by examiner Thomas H. Donahue this week. Commission had ordered him to conduct further hearing after KVI alleged that KIRO pres. Sol Haas showed pro-communist proclivities in 1920's when he edited and partly owned *Seattle Union Record*. Donahue concedes that paper did laud Soviet policies in those days but said he still can't find "rational basis" for denying Haas the CP now. Further hearing, he said, failed to prove Haas ever was a communist or subscribed to its teachings. He said that Haas' character "must be viewed in the whole" and that his subsequent contributions to community have been "truly significant."

In Billings, Mont. Ch. 8 case, chief examiner James D. Cunningham came up with initial decision recommending denial of KOOK-TV's protest against grant to KGHL-TV. KOOK-TV had charged that KGHL-TV was financially unqualified to build and that Billings couldn't support 2 TV stations. As for finances, examiner said KGHL-TV construction costs are \$316,224 and that grantee has \$481,224 available—leaving enough for operating expenses.

On the economic issue, Cunningham noted Billings' TV-radio stations grossed \$845,946 last year, said: "If, after [KGHL-TV] is established, it should supply an inferior public service and there should occur a degradation in the service of KOOK-TV, the market, as such, will not be a contributing cause." He also rejected KOOK-TV's assertion that "saturation point" in TV sales has been reached in Billings, saying that some salesmen can sell where others can't.

Two rule-making petitions were filed this week: WSIL-TV, Harrisburg, Ill. (Ch. 22) asked assignment of Ch. 3 to city, plus authorization to shift to the new channel; Northwest Nebraska Cooperative TV Assn. requested addition of Ch. 8 to Hay Springs, Neb.

Tiniest TV camera yet announced in political convention coverage miniaturization race (Vol. 12:30) is ABC-TV's 10-oz. job—resembling a flashlight, 4-in. long, 2-in. in diameter, with pickup tube only ¼-in. in diameter. Made by Grundig of West Germany, its regular job is inspecting inside of boiler tubes.

Power increases: WSPA-TV, Spartanburg, S. C. (Ch. 7) July 17 to 263-kw; KLAS-TV, Las Vegas (Ch. 8) July 13 to 55-kw; KOLO-TV, Reno (Ch. 8), week end of Aug. 4, to 11.7-kw.

**Personal Notes:** James L. Caddigan, recently resigned from DuMont, where he was program chief and then head of Electronicam div., is currently at his home at 20 Summit St., Glen Ridge, N. J., resting up after series of family misfortunes that included accident to Mrs. Caddigan before giving birth to a daughter and auto accident resulting in death of his brother-in-law after 3 brain operations; sister-in-law is former Lynn Cleary, ex-business mgr., DuMont Network . . . Ward L. Quaal, ex-v.p. & asst. gen. mgr., Crosley stations, on Aug. 1 assumed duties as gen. mgr. of *Chicago Tribune's* WGN Inc. (WGN-TV & WGN) . . . Richard L. Foote, eastern sales mgr., Hoag-Blair Co., TV station reps, promoted to exec. v.p. . . . Norman Cissna, asst. gen. mgr. & sales director of WTTV, Bloomington-Indianapolis, leaves Aug. 15 to join Meeker Co., Chicago . . . Leonidas P. B. Emerson leaves Washington law firm of McKenna & Wilkinson to rejoin FCC, assigned to Rules & Standards div. . . . Ru Lund has resigned from Moore & Lund rep firm to become sales & merchandising mgr. of Blitz Weinhard Brewery, Portland; firm name has been changed to Art Moore & Assoc. Inc. . . . Charles E. Haddix, recently San Francisco rep for Tracy Moore & Assoc., named gen. mgr. of Forjoe-TV San Francisco office . . . Grady E. Jensen, ex-business mgr. of WABC-TV, named director of planning & procedures of New York U business affairs dept. . . . Robert F. Hurleigh, Mutual's Washington director, named supervisor of WGMS, city's "good music" radio station just acquired by RKO Tele-radio . . . Kermit Kahn, ex-Lennen & Mitchell and J. D. Tarcher agencies, onetime with NBC, joins NTA as adv. mgr. . . . Joseph A. Gawler, ex-WTOP-TV, Washington, made staff asst., NARTB TV code review board; Walter J. Murphy, 1956 Georgetown U law graduate, joins NARTB legal dept.

Desperately hard up for engineers in Washington, FCC has hit on idea it hopes will produce help it needs. It finds it can offer Grade 11 jobs (\$7035) to those who have 4 years of college engineering study or equivalent, plus 4 years of experience. "However," FCC notes, "it is stressed that professional engineering experience may be substituted year-per-year for any portion of the 4-year educational requirement." Here's sizeup of situation by James Barr, asst. chief of Broadcast Bureau: "We think that there may be a lot of men among our licensees who have done enough studying and have enough experience to qualify. They may have gone to \$5-\$6000 a year and see no future where they are. Meanwhile, the usual Civil Service announcement scares them off by stating a lot of requirements that really aren't necessary. What we want is that these men be encouraged to apply and let us judge their qualifications."

Visiting U.S. on month's trip to observe TV operations, inspect equipment, etc. are managing director Nobutaka Shikanai and chief engineer Dr. Saburo Matsuo, Nippon Broadcasting System (radio JOLF, Tokyo), which plans to construct and operate JOLF-TV by end of 1956. Note: Reports from Japan indicate film industry may be aiming to invade TV in large way through station ownership route. One of big film producers, Toei, already has applied for Tokyo channel, and Japan's biggest amusement combine, Shochiku, reportedly is on verge of applying.

Robert S. Taplinger, pres. of N. Y. public relations firm bearing his name, handling various TV-radio accounts among others, returns to Warner Bros. Pictures Oct. 1 as adv.-public relations v.p., succeeding the late Mort Blumenstock. He had charge of Warner publicity from 1937-40. His firm will be merged with another major public relations firm.

**KNOXVILLE'S THIRD TV station** and new outlet in Sherbrooke, Que. are latest to be added to roster of operating stations—making 479 on air in U.S. (96 uhf) and 36 in Canada. Knoxville's new WBIR-TV (Ch. 10) plans Aug. 12 start with CBS-TV programs after first test patterns this week end. It's third station in that city—WATE (Ch. 6) and WTVK (Ch. 26) having started in Oct. 1953.

WBIR-TV has 50-kw RCA transmitter and 12-bay antenna on 704-ft. Ideco tower. John P. Hart is pres.-gen. mgr., with 10% ownership. Other owners, with 30% each: Hulbert Taft family (*Cincinnati Times-Star*); Gilmore N. Nunn; Robert L. & Martha Ashe. Taft family's 30% is held by Radio Cincinnati, operator of WKRC-TV & WKRC, Cincinnati, and WTVN-TV & WTVN, Columbus, O. Nunn owns radio WLAP, Lexington, Ky., holds CP for WLAP-TV (Ch. 27) and 1/3 of CP for WCNS, Baton Rouge (Ch. 40). R. S. Quinn is WBIR-TV local sales mgr.; Neal W. Branch, from WBIR, program director; J. Rex Horton, also of WBIR, chief engineer. Base hour is \$600. Rep is Katz.

CHLT-TV, Sherbrooke, Que. (Ch. 7) is aiming for Aug. 12 programming, having begun test patterns Aug. 3. It has 10-kw RCA transmitter and 150-ft. tower with 18-slot antenna in Mont-Orford Provincial Park. Owner is Paul Desruisseaux, publisher of Montreal's French-language daily *La Tribune*. Alpee Gauthier is gen. mgr.; J. L. Gauthier, sales mgr.; Pierre Bruneau, program director; L. E. Gilbeau, chief engineer. Base hour is \$400. Reps are Adam Young's Canadian Station Representatives and Jos. A. Hardy & Co. Ltd.

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

KDIX-TV, Dickinson, N. D. (Ch. 2) plans Sept. 20 test patterns, Oct. 1 programming as CBS Extended Market Plan affiliate, reports gen. mgr. & 8% owner Orville F. Burda. DuMont 5-kw transmitter has been ordered for Sept. 1 delivery and studio-transmitter building is under construction. Base and anchors are ready for 520-ft. Andrews tower, with RCA 6-bay antenna. It will open new small market, Dickinson (1950 pop., 7469) being 100 mi. from Bismarck, about 125 from Minot, nearest TV cities. Rep will be Hal Holman.

WMUB-TV, Oxford, O. (Ch. 14, educational), which got grant July 18 (for details, see *TV Factbook* 23, p. 301), is considering bids for transmitter, hopes to begin operation next Feb., reports F. G. Macomber, director of experimental study in instructional procedures for grantee Miami U, where some campus courses were taught by closed-circuit last semester. It already has 155-ft. Lehigh tower, used by its WMUB-FM. Stephen Hathaway is director of broadcasting activities; Andrew Bruck, engineer.

RCA shipped 10-kw transmitter Aug. 1 to upcoming WTVW, Evansville, Ind. (Ch. 7), due in Sept.; 12-section custom-built antenna July 31 to KIDO-TV, Boise (Ch. 7).

New NARTB engineering handbook is in preparation, and original material is being solicited from industry engineers by advisory committee under chairman Raymond F. Guy, NBC. Ideas and manuscripts are to be submitted through A. Prose Walker, NARTB mgr. of engineering.

New call letters WYOU-TV have been assigned now-silent Ch. 33 grantee in Newport News, Va. (formerly WACH-TV), recently bought by Richard Eaton's United Bestg. Co. of Eastern Va. (Vol. 12:27, 29).

Isidore Lindebaum, 52, pres. of Filmcraft Productions, Hollywood, producer of *You Bet Your Life* on NBC-TV, died of heart attack July 30. Surviving is his widow.



**A**NALYSIS OF TV SET ownership by region, family size, rural vs. urban, etc., as supplied by Advertising Research Foundation and Census Bureau on basis of sample survey underwritten by ARF and telecasting industry (see p. 1), shows these trends among nation's 35,495,000 TV households:

**Multiple set ownership**—While some 4% of households had 2 or more sets in Feb.-March, the percentage varied sharply by location, ranging from less than 1% of rural-farm to 7% in large urban areas.

**Regional differences**—The South had lowest proportion of TV households but showed greatest percentage increase since last survey in June 1955, increasing during the 8 months from 53% to 62%. Northeast had highest concentration but smallest increase, rising from 80% to 82%. North Central increased from 72% to 79%, West from 62% to 66%. (For TV household estimates see table below.)

**Rural & urban**—In 1956, says Census report, "TV households were still more common inside standard metropolitan areas than outside these areas and least common in rural-farm households [see below]. However, it is evident from the survey that the spread of TV during the last 7 months was most rapid in areas which had the smallest proportion of sets in June 1955. For example, in rural-farm households, TV sets increased from 42% in June 1955 to 53% in Feb. 1956, whereas in the largest urbanized areas (3,000,000 pop. or more) the change was from 81% in 1955 to 84% in 1956."

**TV households in other population areas, by population classification:** 1,000,000-3,000,000, increase from 82% to 85%; 250,000-1,000,000, up from 79% to 82%; urban areas under 250,000, up from 74% to 76%; non-urban places of 10,000 or more, up from 62% to 69%; under 10,000, up from 52% to 63%; rural non-farm, up from 61% to 68%. Over-all average set ownership for urban areas is 78%, up from 74% in 8 months.

**Size of household**—Census figures confirm other surveys' showings that smaller households are less likely to have TV set than larger ones. Proportion having sets rose with size of household from 40% for a one-person household to 85% & 83% for 4 & 5-person households but dropped off sharply for those with 6 persons or more (75%).

**Tenure**—Survey showed 78% of homeowners had TV sets in their households, only 65% of renters.

Statistics were based on sample of completed interviews from 20,000 households in 230 sample areas comprising 453 counties and independent cities. Number of TV sets includes all those reported by the households even though the set was temporarily out of order or being repaired at the time the enumerator called.

**TV STATUS OF HOUSEHOLDS BY REGIONS (Feb.-March 1956)**

	TV		% with TV
	Households	Total Households	
Northeast	10,548,000	12,860,000	82.0
North Central	11,631,000	14,816,000	78.5
South	8,440,000	13,723,000	61.5
West	4,876,000	7,386,000	66.0
<b>U. S. TOTAL</b>	<b>35,495,000</b>	<b>48,785,000</b>	<b>72.8</b>

**TV HOUSEHOLDS IN RURAL & URBAN REGIONS**

Urban	24,994,000	32,114,000	77.8
Rural non-farm	7,535,000	11,022,000	68.4
Rural farm	2,966,000	5,649,000	52.5

**S**ETS-IN-USE throughout the world now exceed 50,000,000, while number of stations on air totals 745, according to up-to-the-minute Foreign TV Directory in the new Fall-Winter *Television Factbook* published this week.

Of the receivers in use, some 39,000,000 are in U. S. and its territories, plus perhaps 35,000-50,000 tuned to U. S. Armed Forces stations; 11,665,000 more are in use in foreign countries. As of July 1, U. S. had 478 stations, U. S. Armed Forces 21, other countries 267 (including experimentals, satellites, 10-watters and the like).

Analyzing our Foreign TV Directory, these trends are apparent: (1) Gradual increase in number of countries with some form of commercial TV—West Germany and Australia being latest, though neither is due to accept any commercials until fall. (2) Increase in number of stations is faster than year or so ago, but still slow and faltering as compared with TV's early progress in U. S.

"Commercial TV zone" takes in entire western hemisphere, and the U. S.-influenced Orient (Japan, Thailand, Korea, Philippines). Continental Europe is entirely non-commercial, except for little TV islands of Luxembourg, Monaco and the Saar—Sweden having recently decided to begin non-commercial programming Sept. 15 and West Germany getting ready to dip its feet experimentally into commercial TV. Australia's first 6 TV stations are nearly ready for test patterns. Two in Sydney and 2 in Melbourne will be privately owned commercial, one in each being govt.-owned and non-commercial.

Most rapid increase in number of stations occurred in Italy where 15 new stations went on air in single year—though most are automatic satellites. Italy plans to have 84 stations on air by end of next year. Newest country to be added to TV roster is Nicaragua, whose first station went on air July 15 in Managua—owned by newspaper *Novedades*.

Canada is second to U. S. in number of stations, with 35, while Great Britain's 6,000,000 sets make it second in receiver category, though it has only 17 stations. Only other country with as many as 1,000,000 sets is USSR.

Based on the complete directory in the *Factbook* (showing location, call letters, channel, power, operator, etc. of each station), this table indicates number of stations and sets, according to best available information as of July 1:

Country	No. Stations	Sets-in-Use	Country	No. Stations	Sets-in-Use
Argentina	1	70,000	Morocco	2	4,000
Australia	(6)*	—	Netherlands	3	80,000
Belgium	4	90,000	Nicaragua	1 <sup>†</sup>	—
Brazil	6	200,000	Norway	1	300
Bulgaria	1	300	Philippines	1	7,500
Canada	35	2,200,000	Poland	1	1,000
Colombia	3	22,000	Rumania	1	500
Cuba	14	200,000	Saar	1	1,500
Czechoslovakia	2	45,000	Spain	1	700
Denmark	3	20,000	Sweden	3	10,000
Dominican Republic	1	6,000	Switzerland	4	15,000
Finland	1	100	Thailand	2	4,000
France	14	360,000	Turkey	1	100
Germany (E.)	9	50,000	Uruguay	1	1,000
Germany (W.)	31	430,000	USSR	25	1,000,000
Great Britain	17	6,000,000	Venezuela	7	85,000
Guatemala	2	5,000	Yugoslavia	2	2,500
Hungary	1	500	<b>FOREIGN TOTAL</b>	<b>246</b>	<b>11,665,050</b>
Iraq	1	250	U. S. and Territories	478	39,000,000
Italy	24	300,000	U. S. Armed Forces	21	40,000†
Japan	7	250,000	<b>GRAND TOTAL</b>	<b>745</b>	<b>50,705,050</b>
Korea	1	300			
Luxembourg	1	500			
Mexico	9	200,000			
Monaco	1	2,000			

\* Due to start in summer & fall. † Went on air July 15, 1953.  
† Estimated overlap deducted.

"The Story of Television," half-hour 16mm documentary on development of TV, is being loaned to organizations by RCA dept. of information.

**Network Accounts:** Political reservations for paid network time have been pretty well firmed up now, and CBS-TV's lineup is indicative of how national party committees will use TV in Presidential campaign. Each party has bought about 4 hours of time, with emphasis on 5-min. segments to be carved out of time of some of CBS-TV's top shows. Republicans have ordered 13 five-min. evening shows, four 30-min. shows, one full hour; Democrats 14 five-min. segments, one 15-min. and five 30-min. . . . Philco's commercials on ABC-TV political convention telecasts will all revolve around "typical American family," demonstrating their TVs, radios & appliances, with "home-like" cast headed by Grace & Frank Albertson as mother and father . . . Pabst to sponsor 1st & 4th quarters of *Chicago Tribune College All-Star Football Game* on ABC-TV Fri. Aug. 10, beginning 9:30 p.m., thru Leo Burnett Co., Chicago; 2nd & 3rd quarters to be sponsored by Standard Oil (Indiana) in midwest, thru D'Arcy Adv., Chicago; by American Oil Co. in east, thru Joseph Katz Co., Baltimore, and by Pan-Am Southern Corp. in south, thru Fitzgerald Adv., New Orleans . . . Philco sponsors *Miss America Pageant* from Atlantic City on ABC-TV for third consecutive year, Sat. Sept. 8, 10:30-midnight, thru Hutchins Adv. . . . Revlon due to sponsor *Most Beautiful Girl in the World*, \$250,000 beauty contest giveaway on NBC-TV, tentatively slotted Mon. 9-9:30 p.m., opposite CBS-TV's *I Love Lucy*, thru BBDO, N. Y., in network's giant program reshuffle (Vol. 12:30), complete details of which are due to be announced next week . . . Hallmark (greeting cards), continuing to follow long-time TV tradition, sponsors 90-min. color drama series *Hall of Fame*, produced by Maurice Evans, now definitely slated for 5 Sun. 7:30-9 p.m. periods beginning Nov. 25 and on Wed., April 10, 8:30-10 p.m., thru Foote, Cone & Belding . . . American Character Doll Co. reported ready to sign as first sponsor of ABC-TV's *Super Circus*, thru Webb Assoc., N. Y., resuming this fall Sun. 5-6 p.m., from Miami . . . Chesebrough-Pond's considering sponsorship of *Warner Bros. Presents* on ABC-TV Tue. 7:30-8:30 p.m. thru Compton Adv., N. Y. . . . New daytime sponsors signed by NBC-TV: Pharmaco Inc. (Feen-a-Mint, Chooz) buys 15 min. alt. weeks on 5-5:30 p.m. *Comedy Time* beginning Oct. 1, thru Doherty, Clifford, Steers & Shenfield, N. Y.; Brown & Williamson (cigarettes) buys ten 15-min. segments of *Queen for A Day* alt. weeks, 4-4:45 p.m.; Perkins Products div., General Foods (Kool-Aid soft drink, Good Seasons salad dressing mix) buys 13 alt. Thu. quarter-hours of same show, thru Foote, Cone & Belding, Chicago; Bon Ami buys 4 parties. on *Matinee Theatre*, 13 on *Today*, 4 on *Home* beginning in Sept., thru Ruthrauff & Ryan, N. Y.; Evinrude (outboard motors) buys 4 parties. on *Today*, having already bought 4 on *Tonight* for merchandising campaign in Oct., thru Cramer-Crasselt Co., Milwaukee . . . Lewis Howe Co. (Tums) due to buy alt. week sponsorship of new *Jonathan Winters Show* on NBC-TV Tue. 7:30-7:45 p.m. beginning Oct. 9, thru Dancer-Fitzgerald-Sample, N. Y. . . . Plymouth considering 60-min. show on ABC-TV, probably music a la Dodge's *Lawrence Welk* . . . High cost of films may cause ABC-TV to scrap its *Famous Film Festival*, which was due to move next fall from Sun. 7:30-9 p.m. to same time on Sat.; decision hasn't been made yet.

**Radio bounces back:** WJR, The Goodwill Station Inc., operating 50-kw Detroit radio station and holding litigation-delayed CP for WJRT, Flint (Ch. 12), reports \$1,700,102 sales, \$269,047 (52¢ a share) net income for 6 months to June 30, up from \$1,324,572 & \$131,089 (25¢) in same 1955 period. First quarter sales were \$839,280, profit \$123,771 (24¢) vs. \$671,587 & \$62,876 (12¢).

**Signs of better radio times:** CBS radio network will gross between \$35,000,000 & \$40,000,000 this year, reports sales v.p. John Karol—having written about \$10,000,000 in new billings since Jan. 1, including Standard Brands (off radio since 1954) for 3 daytime soap serials; new Colgate daytime shows; Wrigley across-board purchase of Pat Buttram; virtual sellout of Arthur Godfrey . . . NBC radio network sells 45 partic. per week in new a.m. *NBC Bandstand* . . . Budweiser reported going to spot radio for \$1,000,000 campaign in latter 1956, cutting down on spot TV and booking no new network TV . . . Spot radio time sales up 19.9% to \$65,647,000 for first 6 months of 1956 vs. \$54,824,000 in same 1955 period, leading Lawrence Webb, managing director of Station Representatives Assn., to opine 1956 may set new high record . . . WQXR, New York, reports first-half 1956 sales volume at highest peak in its 20 years, up 13% from same 1955 period—and sales v.p. Norman S. McGee confidently sees "general trend back to radio."

**New spot campaigns:** Esso Standard Oil Co. expanding TV spot use in Oct. with 30-min. drama series produced by Four Star Productions, to be used in 49 eastern and southern cities. In 35 cities, show will be first run; in the other 14 cities it will be "first-run-off network." Esso also announces it will soon expand *Your Esso Reporter* by adding 5 more markets to the 27 already covered. Big network advertiser Lucky Strike is testing use of spot TV in selected markets, may expand into nationwide spot campaign for first time. Procter & Gamble reportedly is negotiating with MCA-TV for 5 or more former network TV film series for daily across-the-board slotting on large group of stations.

**TV-Radio Creative Workshop Meeting of AAAA 1956** eastern annual conference at New York's Hotel Roosevelt, Nov. 27-28, has this planning committee named this week by Adolph J. Toigo, eastern region chairman: John F. Devine, J. Walter Thompson Co., chairman; Robert Foreman, BBDO; Harry W. McMahan, McCann-Erickson; Wm. Colihan, Young & Rubicam; Herbert Gunter, Ted Bates & Co.; George Wolf, Ruthrauff & Ryan; Robert Walsh, VanSant, Dugdale & Co.

**Can kiddie shows sell adult products?** "Yes," says ABC-TV emphatically, citing carefully controlled 3000-housewife survey by Advertest Inc., indicating that *Mickey Mouse Club* has "impact on the housewife as well as on the child." Survey showed that in all TV homes, 24% used Pillsbury cake mixes and 22% used Betty Crocker cake mixes, the latter being a *Mickey Mouse* sponsor; in homes viewing *Mickey Mouse Club*, 27% used Betty Crocker while 26% used Pillsbury.

**New reps:** WTVT, Tampa, to Katz Aug. 1 (from Avery-Knodel); KVVG, Tulare-Fresno, to new Charles Bernard & Co., 333 W. 56th St., N. Y. (Circle 6-7242); KOVR, Stockton, Cal. names new Frank King & Co. as state rep, with offices at 3780 W. 6th St., Los Angeles (Dunkirk 5-6213) and Hearst Bldg., San Francisco (Exbrook 7-0215)—Avery-Knodel continuing as national rep.

**Rate increases:** WATV, Newark-New York, Sept. 1 raises base hour from \$1250 to \$1500. KGEO-TV, Enid, Okla. Aug. 1 added Class AA hour (7-10 p.m. Mon.-Sat. & 6-10 p.m. Sun.) at \$600, min. at \$120. WREX-TV, Rockford, Sept. 1 adds Class AA hour (7-10 daily) at \$450.

**Radio-TV Daily's 17th Program Buyers Guide Shows Issue**, listing more than 1400 TV-radio show availabilities for upcoming season, as submitted and described by stations, networks and syndicators, was distributed to its subscribers this week.

**Sponsor Magazine** (Norman Glenn, publisher) has fixed Oct. 27, 1956 as date for shift from semi-monthly to weekly publication.

**Telecasting Notes:** Quotable quotes on TV as source for movie material and on movie stars' appearances on TV, as discussed by leading movie producers at Screen Producers Guild roundtable this week and reported in *Film Daily*: Walt Disney—"From the very start I felt TV should be a part of motion pictures and motion pictures should be a part of TV. TV, motion pictures, Disneyland and tieup products are all part of one over-all pot for us. TV is a way to keep people interested" . . . Harold Hecht: "I don't think TV is a source any different from any other source; the same factors of judgment are needed" . . . Walter M. Mirisch: "Indiscriminate use of personalities can be destructive in both media" . . . Martin Rackin: "Stars are railroaded by agencies to appear in TV series and cut their own throats. [TV] is a good place to discover talent, but no place to expose it" . . . Jerry Wald: "We are allowing ourselves to become second runs to TV. The circus folded because it sold out to TV and movies and lost its exclusivity. Producers shrink and shudder over the word 'original'" . . . Bill Thomas: "Stars reduce their value in the movies by appearing regularly on TV" . . . Hollywood was astounded when a couple of TV alumni—writer-producer Morton Fine and writer-director David Friedkin (NBC's *Frontier*)—applied TV techniques to moviemaking and set a speed record in completing photography on full-length feature, "Capital Offense," in 9 days at MGM; 30 days normally is considered good time. Said Fine: "We didn't know any other way to make the film. Not being experienced in studio operations, we just went ahead as we did in making films for TV" . . . RKO Teleradio's own stations to televise 26 first-run-on-TV RKO features this fall, including 13 from "Finest 52" package withheld until Dec. 1957 from C&C TV, which bought RKO backlog; Teleradio had been trying to sell the 52 to national sponsor for network or spot showing . . . Recent ocean liner disaster apparently impelled CBS-TV's decision to repeat "The Sinking of the Titanic" on *You Are There* Aug. 5. Another dramatization of same incident, Walter Lord's "A Night to Remember" was repeated on NBC-TV's *Kraft Theatre* 5 weeks after widely praised first presentation, failed to attract large audience (Vol. 12:18) . . . TV has come a long way when no less a major station than New

York's WRCA-TV, on Richard Heffner's 7-7:30 p.m. *Open Mind* program Aug. 4, schedules discussion on "Homosexuality" by Florence Kelly, Legal Aid Society; Dr. Robert Laidlaw, psychiatrist; Dr. Arthur Swift, dean of School for Politics, New School for Social Research . . . Russian ballet, Red Army singers may appear on U. S. commercially-sponsored TV under Billy Rose's plan to exchange 500 artists with USSR. ABC says it's "interested" in putting them on network show . . . Sales of 20th Century-Fox feature package by NTA now have passed \$2,000,000, with 57 stations signed . . . Terrytoon div. of CBS will devote 50% of its cartoon output to TV, 50% to theatrical product, beginning this fall . . . Margaret Truman signs new one-year exclusive contract with NBC, is slated for dramatic roles as well as comedy . . . Mary Martin has signed for 6 NBC shows over 3 years, first to be Hallmark's colorcast of *Born Yesterday*, Sun., Oct. 28, 7:30-9 p.m.

Local film originations occupy 31% of TV broadcast time among stations responding to NARTB survey, according to 1956 *Film Manual* published this week by the association. Other figures brought out in survey: (1) Average station devotes 53% of its time to network telecasts, 47% to local (31% local film, 16% local live). (2) Film programming increased from average of 29 hours & 24 minutes in 1954 to 32 hours & 48 min. in 1955, with average operating day increasing by 5 hours & 32 min. to 104 hours & 2 min. from 1954 to 1955. (3) Percentage of time devoted to all local programming decreased 1% in year, percentage devoted to local live decreased 2% and percentage devoted to local film increased 1%. (4) More station time was devoted to feature film than any other film category, features accounting for 48% of film hours, syndicated film 31%, short subjects 11%, free film 8%, film produced by stations 2%.

Growing affinity of movie and TV film industry resulted this week in decision to merge the 2 largest Hollywood producers' groups—Screen Producers Guild (theatrical movies) and National Society of Television Producers. NSTP is scheduled to become integrated into SPG by Oct. 1, according to joint announcement by Wm. Self and Samuel G. Engel, respective presidents.

**POWER OVER PROGRAMMING** held by FCC, always debatable, was subject of more Commission discussion this week—as Comr. Doerfer issued his dissent in sale of Miami's radio WQAM to Todd Storz interests (Vol. 12:30) and Comr. Bartley gave his philosophy in speech before So. Cal. Broadcasters Assn. in Los Angeles Aug. 2.

Though Comrs. Hyde & Lee also dissented in 4-3 vote on WQAM sale, only Doerfer wrote out his reasons. Nab was that Commission was remiss in failing to conduct hearing on charges that Storz' way of operating his 4 radio stations is to "buy" audiences by money giveaways (Vol. 12:28).

"I can only conclude," Doerfer said, "that the majority has finally eschewed any responsibility for requiring well-balanced programming. To be sure, there is a grave doubt that this Commission has such responsibility. But the opportunity to finally determine this doubt has this day been disposed of summarily. The essence of my dissent is that such responsibility has been sloughed off without a determination of our jurisdiction or lack of it. The net effect is to continue the confusion in the minds of the broadcasting industry, Congress and the public.

"It would be much better to essay definiteness, right or wrong, than to continue a state of uncertainty. . . . In my opinion, today's decision will permit others to dispense entirely with any sustaining programs, the method commonly used to provide without cost local services for non-profit organizations." There's serious question, he

concluded, whether Commission is hastening day when "all broadcasting frequencies are no longer to be regarded as a 'public trust' in the hands of licensees but solely a mercantile business operated for maximum profits."

Burden of Bartley's speech was his view that FCC not only has authority but "affirmative duty" to examine stations' programming for balance. He cited famed decision of Supreme Court in *Chain Broadcasting Case*, which stated that Commission isn't only a technical "traffic cop" but must also determine "composition of that traffic."

FCC is clearly prohibited by law from censoring programs "in advance," Bartley stated, but he added: "The Commission's function, in passing either on the program proposals of an applicant for a new station or in reviewing the stewardship of a station upon its renewal period, is no more censorship than our libel laws which are designed not to restrain but to hold to account."

Other points stressed by Bartley: (1) Commissioners aren't "slaves to percentages" on renewal forms, but broadcasters should explain apparent shortcomings. (2) Broadcasters shouldn't succumb to "self-appointed censors" who pressure them through "devious, undefinable, and sometimes insidious means." (3) In entertainment programs, Commission should "place no bars of any kind," except obvious ones concerning obscenity, fraud, etc. (4) Stations should seek out controversies, present all sides, including their own editorials. (5) FCC should never condone news-slanting. (6) Industry self-regulation should clean out "fly-by-night" and "fast buck" operators.

**Color Trends & Briefs:** Leading color-TV film enthusiast and pioneer is Ziv-TV, whose pres. John Sinn gives his evaluation of color's status in 2 significant articles—in July 25 *Variety* and July 30 *Radio-TV Daily*. Gist of his opinion is that:

"Major" demand for color syndication prints will develop by end of year, but he seriously questions ability of many syndicators to finance conversion to color. He notes that first color release prints on each Ziv series cost about \$4000, compared with \$35 for black-&-white—bringing a 39-episode series to some \$1,500,000.

But Sinn thinks that color has far greater impact than black-&-white; that "all our tests show that color films, both programs and commercials contained within them, have as much as 3 times the impact and remembrance value"; that combination of color film costs and its results will require new cost-per-1000 yardstick.

Transition to color, however, may not be as difficult as some think, he concludes, because many advertisers are prepared to pay extra for color syndication on basis of superior impact.

\* \* \* \*

NBC's new \$4,000,000 plant for WRC-TV & WRC, Washington, to be started within 2 weeks and completed by fall of 1957, will be built for color "from the ground up," according to pres. Robert W. Sarnoff who states: "These new facilities will make it possible to show to the whole nation, in living colors, the events, personalities and scenes of our Capital. They will also provide Washington audiences with an exceptional local color programming schedule to supplement our network color service." Carleton D. Smith, NBC v.p. and mgr. of Washington stations, said that majority of local live shows will be in color from start. New 2-story structure, on Nebraska Ave. near Ward Circle, will have 3 TV studios—60x100-ft., 60x40-ft., and small one for commercials.

Price is still far-&-away biggest deterrent to color set purchases, survey of TV owners in Iowa shows. In 1956 *Iowa TV Audience Survey* conducted by Dr. Forest L. Whan, Kansas State College, 78.5% of 4433 set owners said they don't plan to buy color sets because they cost too much; next highest percentage, 11.2%, said they're satisfied with black-&-white. Of those who say they do expect to buy color, here's breakdown of what they expect to pay: under \$100, 4%; \$101-\$200, 4.4%; \$201-\$300, 19%; \$301-\$400, 19.8%; \$401-\$500, 12.8%; \$501-\$600, 3%; \$601-\$700, .8%; \$701-\$800, .5%; over \$800, .2%; "haven't thought," 20.5%; "don't know," 18.6%. Foregoing are excerpts of full TV survey due to be printed soon.

Wait-and-see view of color TV is still taken by most advertisers, according to July 27 *Tide Magazine* leadership panel survey. While 58% of panelists evince some interest, only 1% are buying color now. Another 5% will buy when set saturation nears 30%, 9% more will buy at 50% saturation, 9% more at 60%. Color costs too much, said 18%, but most others say they're postponing decisions until they get more facts on selling power of color over black-&-white, area set counts, owner characteristics, future buying plans. A big 86% said no networks yet have tried to sell them color. As consumers, 67% of panelists have no plans to buy color sets themselves.

Suit for \$33,221 has been filed in N. Y. Federal Court against Paramount's Chromatic TV Labs by Telechrome Inc., Amityville, L. I., charging that amount is still due on contract for 10 experimental color receivers built around Chromatic's Lawrence tube. Suit also charges that actual value of receivers, including 1½ years of developmental work, is \$75,000. Chromatic has been seeking to interest tube and set makers in mass production of the receivers, which it claims can be built to sell for much less than those employing regular 3-gun shadow-mask tube.

## Network Color Schedules

(August 6-18, 1956)

Aug. 6—NBC: *Matinee Theatre*, 3-4 p.m.

Aug. 7—NBC: *Matinee Theatre*, 3-4 p.m.

Aug. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.

Aug. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11.

Aug. 10—NBC: *Matinee Theatre*, 3-4 p.m.

Aug. 12—NBC: *The Sunday Spectacular*, "Atlantic City Holiday," 7:30-9 p.m.

Aug. 14—NBC: *The Chevy Show*, 8-9 p.m.

Aug. 15—NBC: *Jaye P. Morgan Show*, 7:30-7:45 p.m.

Aug. 18—NBC: *Tony Bennett Show*, 8-9 p.m.

Local color: All black-&-white slides received by KRON-TV, San Francisco, are being converted to color by addition of one or more colored areas via new low-cost photographic process, details undisclosed. . . . KMTV, Omaha, reports some 180,000 saw its colorcasts of 8 amateur boxing matches recently; color sets were placed in strategic spots by sponsors RCA and Best Appliance & Furniture Co.

New absorption-type video multi-marker (Type WG-295B), designed for color TV receiver sweep alignment and trouble shooting, is being offered by RCA components div., Harrison, N. J. Device has 7 reference markers—adding 4.1-mc & 3-mc to the 5 markers supplied by WG-295A.

More than 25,000 visitors have seen RCA-NBC's color exhibit at Chicago's Merchandise Mart since it was opened April 15, when WNBQ became first all-color station.

RCA shipped 3-V camera Aug. 1 to upcoming WTVW, Evansville, Ind. (Ch. 7), due by Sept. Also shipped Aug. 1 was another live camera to NBC-TV, N. Y.

First color to be carried by KOB-TV, Albuquerque (Wayne Coy, gen. mgr.) will be NBC-TV's World Series.

Application for \$200,000 purchase of radio KWBU, Corpus Christi (50-kw daytime, 1030 kc) was filed this week by new Broadcasters Inc., whose stockholders include Mrs. Benito Gaguine, wife of Washington TV-radio attorney (22.5%), and Dallas consulting engineer A. Earl Cullum (5.6%). Pres. is Glenn Alexander, v.p. of Cresslenn Oil Co. which owns 16.87%; v.p. Harry Hayes, KWBU mgr., 11%; treas. Emmet C. Wilson, mgr. of La Gloria Oil Co. land dept., 2.8%; secy. Mrs. Gaguine. Balance is owned by numerous small stockholders.

Douglas D. Kahle, recently gen. mgr. of KNTV, San Jose, Cal., founder in 1953 of KSCJ-TV, Pueblo, Colo. which he and partner sold to present owners in 1954, this week purchased radio KWG, Stockton, Cal. for \$85,000; he also owns KWIN, Ashland-Medford, Ore. Associated with him in Stockton station, which he will manage, is Robert J. Ramsey, of Oakland, Cal., owner of the fashionable Highlands Inn, Carmel, Cal.

New 16mm magnetic multi-frequency test film, a reference standard covering 50-7000 cycles, is now available to stations and movie industry from SMPTE, 55 W. 42nd St., N. Y. According to engineering v.p. Axel G. Jensen, Bell Labs, film is last of series of standards and standardized test methods developed by SMPTE, all available from the Society.

Lambda-Pacific Engineering Inc. reports delivery of first 11,000-mc portable TV microwave relay equipment to Pacific Telephone & Telegraph Co., Portland, for purpose of surveying new TV microwave routes for installation in Ore., Wash. & Ida. in 1957-58.

Manning H. Williams, ex-program director for Radio Liberation, Munich, named to head new Voice of America office to coordinate radio programs beamed to USSR in Russian, Armenian, Ukrainian & Georgian languages.

**POLITICAL CONVENTIONS HELP TV UPTREND:** Twice before -- in 1952 & 1948 -- the political conventions gave television some tremendous pushes. There's no reason why they shouldn't this time, too, albeit there's now a good 73% TV saturation of U.S. households (see p. 1) -- and in spite of prevailing notion that the Democratic national convention opening in Chicago Aug. 13 and the Republican convention in San Francisco Aug. 20 aren't going to be very suspenseful affairs.

But the stage managing and showmanship, the new electronic gadgetry and the top-flight journalistic coverage ought to sell first or second or third sets to a lot of people. Indeed, we bought one of the new portables for our own office desk -- there has long been one in the newsroom, too -- mainly to keep up with the conventions. We even know a local dentist who has one near his work-chair with that in mind and with the idea of observing how well TV can distract fearful patients.

In testimony to TV's splendid news coverage of the biggest political show on earth in the past, we recall how some political correspondents spent all or most of their time in air-conditioned hotel rooms during the last few conventions in Chicago and Philadelphia (we were there, too) and wrote their interpretative dispatches on the basis of first-hand news unfolding on their TV screens.

The point is that the conventions, as do the World Series and other extraordinary events, swell interest in TV and sell TV sets -- and the trade ought to have a very good month indeed after a rather slack winter and spring.

\* \* \* \*

Just as significant, but its import probably not apparent to the layman, is the fact that some of the "very bigs" of the TV-radio-appliance businesses have chosen convention and election sponsorships on TV and radio to carry forward their seething battle for supremacy in highly competitive consumer goods fields.

Four of the 5 TV-radio network sponsors are appliance manufacturers, and together they are spending something like \$15,000,000 for the right to intersperse commercials during the conventions and related special shows and on election night. RCA and Sunbeam share with Oldsmobile on NBC. Westinghouse's purchase of CBS time is part of its current \$10,000,000 merchandising campaign, called "Operation Landslide," some \$5,000,000 earmarked for TV and radio. Philco is said to be spending some \$4,000,000 not only on ABC but for huge promotions aimed at its distributors and dealers as well as the public. (Even Mutual, radio network only, has a hard-selling convention sponsor -- Kohler Co., big plumbing fixture manufacturer.)

Among the big merchandisers not in on these shows, GE appears satisfied that it has at long last captured a long-eluded position in TV (it has always been tops in radio) by reason of the huge success of its portables. Admiral was sponsor last time of ABC's top-rated convention coverage, but isn't in on the act this time.

It remains to be seen whether the big merchandising pushes of the convention sponsorships will make any difference in the ultimate positions of the bitterly competitive TV-radio-appliance firms -- whether, in the case of TV at any rate, such super-promotions will hasten the squeezeout of smaller companies which many foresee as the inevitable consequence of the battle of the full-line merchandisers.

**Retail Sales:** After Labor Day, so the trade legend goes, TV displaces air conditioning, refrigeration, etc. as "the star of the show." But it looks now like neither TV nor radio is waiting -- for trade reports uniformly tell of good July sales (if not profits) and there's concrete evidence that the upturn really began in June, first month of this year to show a lead over any comparable 1955 month.

Mid-year retail sales figures from RETMA (see below) tell encouraging story, at least so far as unit volume is concerned. It can be added that at end of June there were 2,532,721 TVs in inventory compared with 2,407,139 same time year ago --

and the trade experts say that's healthy. Some think this year's sales will come close to last year's record 7,421,084. End-of-June inventories at factories totaled about 878,000, among distributors 886,000, retailers 786,000.

Following is a recapitulation of TV and home & auto radio sales for first 6 months of 1956; figures do not include exports of 82,283 TVs (61,363 in 1955):

	TV Retail Sales		Home Radio Sales		Auto Radio Sales	
	1956	1955	1956	1955	1956	1955
January...	614,213	647,585	531,206	474,945	519,648	573,837
February..	530,554	626,613	454,867	317,908	437,611	597,742
March.....	544,411	669,794	527,649	448,488	478,272	774,025
April.....	347,630	411,748	471,193	367,841	299,253	567,876
May.....	392,080	416,908	566,357	398,449	282,611	563,369
June.....	<u>439,362</u>	<u>430,347</u>	<u>839,830</u>	<u>421,387</u>	<u>296,256</u>	<u>584,567</u>
Totals..	2,868,250	3,202,995	3,391,102	2,429,018	2,313,651	3,661,416

**Production:** TV output was 115,581 units week ended July 27, compared to 94,657 preceding week and 62,657 week ended July 13. It was year's 30th week, and brought production figure for first 7 months to about 3,715,000 compared to about 4,250,000 for corresponding period year ago. Radio production was 198,151 (59,709 auto) in week ended July 27, compared to 166,047 week before and 105,560 week ended July 13. Radio output for 30 weeks was about 7,465,000 vs. 7,800,000 in same 1955 period.

RETMA this week released revised production figures for first half of 1956, 5-week June's 553,025 (78,512 with uhf tuning) bringing 6-mo. total TVs to 3,415,202 as against 3,828,793 in same 1955 period. June radios totaled 1,073,775 (of which 296,256 were auto radios) and brought 6-mo. total to 6,659,165 (2,313,651 auto) vs. 7,058,889 (3,661,416 auto) in 1955 period.

**Trade Personals:** Alvin B. Pollock promoted to mgr. of RCA Victor's big TV plant at Bloomington, Ind., succeeding George L. Leinenweber, named gen. mgr. of TV div., RCA Victor Co. Ltd., Montreal . . . W. F. Carolan named sales mgr. of GE Hotpoint div. . . Edward R. Taylor, Motorola v.p., left with family for European vacation last week end, returns after Labor Day . . . Tully Friedman, national sales mgr. of Trav-Ler and brother of pres. Joe Friedman and v.p. Ellis Friedman, has resigned . . . Robert Thalner promoted to chief engineer, Sylvania's TV-radio div., Buffalo, from TV chassis engineering mgr. . . James Davis, in charge of custom record dept., promoted to mgr. of operations, RCA Victor Record div., reporting to v.p. Howard L. Letts; he's succeeded by Emmett B. Dunn, mgr. of custom record administration . . . Charles T. Carroll promoted to Hallierafters v.p.-engineering, devoting his time to airborne equipment; he's succeeded as director of engineering by W. F. Frankart . . . W. Jack Riggs, Westinghouse consumer products branch mgr. at Columbus, O., promoted to major appliances sales mgr., Pittsburgh, succeeded by G. E. Ours . . . Gilbert S. McKean, ex-adv. mgr., Columbia Records, joins Magnetic Corp. of America as marketing mgr. . . John W. Barren, ex-Raytheon eastern sales mgr., named Boston area regional mgr., Admiral electronics div.; Victor B. Stepka, ex-Crosley-Bendix sales mgr, St. Louis, appointed for southwestern U. S. . . John S. Boyers, one of founders of Magnecord Inc. and its ex-pres., named mgr. of engineering, Bell Sound Systems Inc., Columbus, O., subsidiary of Thompson Products Inc. . . J. J. Shapiro named chief engineer of El Dorado Electronics Co., new corporate name of Sargent-Rayment Co., Oakland hi-fi components maker (W. K. Rosenberry, pres.) . . . George E. Roush, engineer-attorney, joins CBS-Hytron as div. attorney . . . Joseph R. Owen assigned by GE's TV receiver dept., Syracuse, to handle TV receiver sales promotion . . . Brewster (Bo) Jameson, assisted by George Pierce, both formerly with Robert A. Waters Inc., ex-New

England reps for DuMont CR oscillographs & associated instruments, head new branch sales office at 272 Centre St., Newton, Mass.; Aerohm Corp., Wayland, Mass., continues all servicing of DuMont instruments in area . . . Felix D. Bonvouloir, ex-DuMont central district field rep, joins Visual Electronics in similar post . . . Joseph W. Parks Jr., Sylvania district mgr., parts div., with John R. Gay, field sales, and Marvin A. Gustafson, sales engineer, electronics components, have moved headquarters from Union City to 1000 Huyler St., Teterboro, N. J. . . H. A. Lewis, mgr. of Marconi's broadcasting div., Chelmsford, on Aug. 1 became personal asst. to managing director, EMI domestic electronics div.; he's succeeded at Marconi's by Douglas Smee, promoted from asst. commercial mgr. . . Willis L. Wood, former gen. service mgr. of Admiral Distributors-Chicago div., named mgr. of Admiral accessories & special products div.; Erwin W. Sobotka succeeds him in distributor post; B. H. Melton named to new post of national sales mgr.-appliance div. . . Henry Schmalz, mgr. of Thomas Electronics color tube engineering & development, promoted to chief engineer; Bernard L. Loring heads product design & quality engineering . . . L. J. Battaglia promoted to marketing dept. mgr., new RCA components div., from equipment & parts marketing mgr., tube div. renewal sales group . . . Joseph P. Gordon appointed asst. director, DuMont tube research div. . . Maxwell Ratner, ex-Germanium Products Corp., appointed sales mgr., General Transistor Corp. . . Morton D. Brozinsky, ex-Phileo, elected pres., Semimetals Inc., Richmond Hill, N. Y. (germanium & silicon equipment).

Mrs. Mary MacDonald Teegarden, 50, wife of Lindsey W. Teegarden, RCA v.p., distribution, died Aug. 3 at her home, Valley Brook Farm, near Berwyn, Pa., after a long illness. A graduate nurse, she had specialized in psychiatric nursing before her marriage in 1935. Surviving, besides her husband, are 2 sons, Donald L. & James A. Teegarden; 3 sisters, one brother.

**Topics & Trends of TV Trade:** "As steel goes," it's said, "so goes everything else"—and it's entirely possible that some TV-radio price increases may follow in the wake of those already announced on other appliances. Westinghouse this week announced hikes in wholesale prices by 1% to 10%, effective Aug. 15, on refrigerators, freezers, ranges, water heaters, waste disposers, dishwashers, toasters—in fact, everything except already-figured home laundry equipment. GE and Maytag had previously announced price increases on washers. Admiral raised prices 3% to 6% on 3 refrigerators, said more are due next week on more refrigerators and ranges, hinted at TV-radio boosts.

Price of steel was stated as main reason, though Westinghouse's John J. Anderson, mgr. of major appliances, said that was only one contributing factor. Costs have been mounting "across the board," he said, while average selling price has been dropping. Several TV-radio manufacturers, asked for comment, said steel isn't major factor in TV-radio production but asserted that higher prices are overdue in view of generally higher costs and low profit margins of the last year or so.

One big TV-radio set maker said he thought a 1% increase might be expected on his products by time of the Nov. elections. Another thought price hikes would come within next 30 days. Said he: "The steel increases give us a good excuse for doing something we should have done a long time ago—bring back a reasonable profit structure."

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Unitronics Corp. is new name approved Aug. 3 by stockholders of Olympic Radio & Television Inc.—and Brantz Mayor, ex-pres. of Chemetals Corp. and onetime executive of Time Inc. was elected new president to coordinate and administer its Olympic div. (Morris Sobin, pres. and Unitronics v.p.); David Bogen Co. (Lester Bogen, pres.) and newly acquired Presto Recording Corp. Olympic last year earned \$474,626 after taxes on sales of \$18,363,391, ended 1955 with total assets of \$9,145,954. Claiming to have largest TV line in the industry (132 models in 53 cabinet stylings), it reports that TV sales in first 6 months of 1956 "increased substantially at a time when the industry showed a general sales decline"—with radio, air conditioning and other products also showing "a substantial dollar increase." Financial statement for first half has not yet been issued.

Motorola is back in Canadian field, from which it withdrew own subsidiary earlier this year. This week, it licensed Addison Industries Ltd., Toronto, to make its TV-radio products and distribute them through subsidiary Addison Ltd. Formerly, Addison was identified with CBS-Columbia line. It also will continue to make and market Norge appliances. Note: Big RCA Victor Co. Ltd., also a leader in Canada, in exhibiting 1957 line in Montreal this week, predicted that 500,000 TV sets, including 40,000 portables and 1000 color sets, will be sold in Canada in last half of this year; sets-in-use in the Dominion are currently estimated at around 2,200,000.

Sylvania is moving TV-radio div. from Buffalo to its 422,000-ft. modern TV plant in Batavia, N. Y., 40 mi. distant, expects 250-300 of Buffalo payroll of 650 will transfer to Batavia by end of year. Rano St. quarters, acquired in 1944 from old Colonial Radio Corp., was said by operations v.p. Marion E. Pettegrew to be "outmoded," more than 50 years old. Though TV production was moved to Batavia in 1954, Buffalo quarters were kept for div. headquarters, engineering facilities, radio manufacturing.

Out of business: Templetone Radio Mfg. Corp., New London, Conn., onetime manufacturer of radios and (in 1948-49) TVs.

**DISTRIBUTOR NOTES:** Emerson Radio factory branch, Emerson of N. Y. Inc., now has Robert L. Dietz as v.p.-gen. mgr.; he continues as pres. of Emerson Mid-State, Newburgh, N. Y., where Bernard Gordon becomes sales mgr. His brother Harold Dietz recently went from gen. mgr. of Emerson-N. Y. to parent company as sales v.p. (Vol. 12:30) . . . Emerson appoints Southern Appliances Inc., Charlotte, N. C. for Carolinas . . . RCA Whirlpool appoints R.T.A. Distributors Inc., Albany, N. Y. (Harold Gabrilove, pres.), with branch in Schenectady, as distributor of its home laundry appliances, replacing Roskin Brothers Inc. . . . DuMont appoints Republic Distributing Co., 19 La Grave Ave. SE, Grand Rapids (C. H. Merrill & C. C. Christiancy, owners), for western Mich. . . . Hoffman Electronics appoints Intrasouth Distributing Co., Shreveport, La., as new distributor for northern La., 6 counties in eastern Tex., 4 counties in southern Ark. . . . Capehart Corp. sets up new parts service div. in E. Orange, N. J. building formerly occupied by Gross Distributing Corp., naming A. P. Hummers, ex-pres. of Gross branch in N. J., as v.p. in charge . . . Raymond Rosen & Co., Philadelphia (RCA) promotes Jack Shore to sales mgr., radio dept., reporting to Wm. J. Strandwitz Jr. . . . Philadelphia Electric Co. elects Milton I. Allen sales v.p. handling all appliances and TV-radio merchandising; he succeeds George E. Whitwell, retiring.

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NARDA's second Institute of Management will be conducted again at American U, Washington, Aug. 12-18, under direction of Dean Nathan A. Bailey of the School of Business Administration. Registration has doubled to 110 "students"—TV-appliance dealers, distributors, some factory people—who will live on campus for the week and attend classes on economics and merchandising. Among special "lecturers" booked: Dr. W. R. G. Baker, pres. of RETMA; Thomas F. Joyce, Raymond Rosen Co., Philadelphia RCA distributor; John J. Anderson, Westinghouse mgr. of major appliances; W. H. Anderson, asst. gen. sales mgr., Frigidaire; George Webster, Wilson Distributing Co., Washington; Dan Packard, Management Consultants Inc. (McCann-Erickson); Jack Petterson, v.p., Kenyon & Eckhardt, handling RCA-Whirlpool account; Edward Griffith, RCA Service Co.

Stromberg-Carlson may have quit TV manufacture, but it's still very much in radio-phono field—evidenced by new and varied line of hi-fi models priced from \$150 to \$525 just released by its special products div. (J. W. Farrow, gen. sales mgr.) and due for heavy promotion in newspapers and the major consumer magazines starting in early Sept.; like Magnavox, it's selling direct to dealers, with markups ranging from 34% to 43%.

New "disc type" TV tuner is now being mass produced by Admiral for its 10 & 14-in. portables, eventually will be incorporated into 17-in. portables and other Admiral sets. Automatically constructed and said to be easily accessible for servicing, new tuner is claimed to be 20% smaller yet more sensitive than conventional turret type. In place of tuning strips, antenna and oscillator circuits are located on 2 rotors connected by a shaft.

Sentinel Radio div. of Magnavox has introduced new line of 14 TVs priced at \$140 to \$360; low end are 24-lb. portable in 2-tone case, varying colors, and two 17-in., also in metal colors and weighing 32 lb. at \$140 & \$160. Five hi-fi sets range from \$90 record changer to \$229 AM-FM-phono. Line also includes table radios listing from \$15 to \$35, transistor pocket set at \$65.

GE plans test of factory service on TV's and major appliances in Columbus, Toledo & Ft. Wayne—reversal of policy of leaving responsibility to local distributors; servicemen in the test cities will report directly to Louisville TV-appliance headquarters.

**Electronics Reports:** Admiral Corp. reveals it has begun 3-year study on effect of radiation on electronic components in Air Force's atomic aircraft program. In only such program being conducted by a private company, it has designed nucleonics lab near its Chicago headquarters to test components after they are "cooked" in atomic reactors at govt.'s Argonne (Ill.) & Arco (Ida.) nuclear installations. Radioactive components are then shipped in lead shields to Admiral lab and subjected to tests in shielded rooms by operators manipulating remote controls from outside the room and observing the equipment through 2-ft. thick glass window. Components are tested both before and after radiation to determine extent and nature of radiation damage. Testing was described as prerequisite to designing equipment which could withstand radiation in atomic-powered planes and ships.

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Prime contractors in ballistic missile program were revealed by Govt. for first time this week at Air Force Assn. convention in New Orleans. They're divided into 4 major areas of responsibility: (1) Guidance system, which puts missile on its path to target—General Motors, American Bosch Arma Corp., Burroughs Corp., GE, Sperry Rand, Bell Labs-Western Electric. (2) Airframe, which houses missile body—General Dynamics Corp., for the Atlas missile; Glenn L. Martin Co. for Titan missile, Douglas Aircraft for Thor missile. (3) Propulsion system—Aerojet-General Corp. (General Tire subsidiary), North American Aviation, American Machine & Foundry (auxiliary power units. (4) Nose cone, which houses nuclear warhead—Avco.

Light-amplifying closed-circuit TV system has cut time required for heart catheterization operations 20%-30%, reports Dage TV div. of Thompson Products. Using technique conceived by Cleveland (O.) Clinic heart catheterization lab dir. Dr. F. Mason Sones Jr. & radiology dept. chairman Dr. C. Robert Hughes, TV system makes it possible for doctor to study heart in well-lighted room during operation which formerly was performed in complete darkness. TV camera is focused on small fluoroscopic image of the heart, with brightness increased by "fluoroscopic image amplifier," and transmits image to large TV screen, where it may easily be viewed by doctors and nurses performing operation.

"Electronization" of U. S. Weather Bureau took big step forward this week when Commerce Dept. let \$3,800,000 contract to Raytheon to produce 39 new-type weather radars, with delivery scheduled to begin in early 1958. New Weatherman radar is designed to detect and track hurricanes and tornadoes up to 250 mi. away, will be linked into nationwide network of radar weather stations.

Assn. of Electronic Parts & Equipment Manufacturers (A. N. Haas, Cleveland, chairman) has named these new committee chairmen: industry coordination, Les Thayer, Belden Mfg. Co.; industry relations, Roy Laird, Ohmite Mfg. Co.; program & attendance, Robert Reigel, Chicago-Stancor; credit, Don Shaw, Howard W. Sams & Co.; conference coordinating, Jack Keith, Howard W. Sams & Co.; social, Arnold Littcken, Merit Coil Co.; membership, E. A. Goncoe, Tricraft; educational, Vic Machin, Shure Bros.; survey, Jay Greengard, Waldom Electronics; publicity, Norman Ackerman, Perma-Power.

The late Maj. Edwin H. Armstrong, noted inventor of superheterodyne & regenerative circuits and of FM system, is subject of biography titled *Man of High Fidelity*, due to be published in Oct. by Lippincott. Author Lawrence Lessing covers not only his brilliant technological achievements but also his eccentric private life, which ended in suicide several years ago.

**ELECTRONICS PERSONALS:** Maj. Gen. Raymond C. Maude, USAF ret., ex-commander of Air Force Cambridge research center, Air Research & Development Command, joins DuMont Laboratories as asst. to Dr. Thomas T. Goldsmith Jr., v.p. in charge of research & govt. . . . Col. Charles F. Fell named asst. chief, procurement & distribution div., Office of Chief Signal Officer, replacing Col. Ray M. Bagley, now attending Armed Forces Industrial College . . . A. B. Goetz, v.p.-mfg., Western Electric, elected to board of Bell Labs, succeeding H. C. Beal, who retired July 1 from same WE post . . . Dr. Russell Varian moves up to chairman, engineering v.p. Sigurd Varian to pres., Varian Associates, Palo Alto, Cal. . . . Robert F. Feland Jr., ex-Baird Associates Inc., named sales mgr. of Cal-Tronics Corp., Los Angeles . . . Harry B. Marvin, pioneer in movie sound systems, has retired from GE electronic labs after 37 years with company . . . Phil G. Kerr, ex-v.p., Admiral Distributors, named to new post of national sales mgr.-electronics.

Electronic traffic control devices for streets and highways have built new industry whose sales this year probably will hit \$15,000,000 and is "just getting off the ground," writes Alfred R. Zipser in July 29 *New York Times*. Article notes that most of the business so far has gone to Eastern Industries Inc. and its Automatic Signal Corp. div., which turn out traffic-actuated signal controls and speed-checking radar gear, but GE, Eagle Signal Corp. and Crouse-Hinds Co. were said to be coming up fast with their own electronic traffic control gear.

Expansion of Federal Telecommunication Labs on both coasts was announced by parent IT&T. Ground will be broken this summer for 22,400-sq. ft. lab-office bldg. in San Fernando Valley just inside Los Angeles city limits, to employ about 135 on completion next year. Eastern expansion calls for 80,000-sq. ft. annex to Nutley, N. J. home plant to provide for more than 400 additional scientists and engineers by 1958.

New transmitting tube manual, *RCA Transmitting Tubes* (256 pp., \$1), giving technical data on 112 types of power tubes and 13 types of associated rectifier tubes, is now available from RCA tube distributors and Commercial Engineering, RCA tube div., Harrison, N. J.

GE has received \$43,000,000 Air Force production contract for airborne radar jammers. Extending well into 1957, contract also calls for spare parts, which GE spokesman said could raise total amount to more than \$55,000,000.

"DuMont Multiplier Phototubes," revised 64-p. edition with latest specifications and additional circuit data, released this week, is available upon requests on company letterheads.

TV-equipped car was placed at disposal of Australia Prime Minister Menzies during recent stay in London. Daimler limousine had 12-volt 9-in. E.K. Cole (Ekco) portable (Vol. 12:27) mounted on back of front seat near floor with screen tilted so it could be viewed by rear-seat passenger. Mr. Menzies, a cricket enthusiast, was able to watch the matches while being driven to appointments.

Exciting description of first use of underwater TV to locate sunken vessel is contained in forthcoming book *Frogman*, biography of British Cmdr. Lionel Crabb, by Marshall Pugh, to be published this month by Scribners. Now being serialized in condensed form by *New York Herald Tribune*, one chapter details how TV located sunken British submarine *Affray* in English Channel in 1951.

Diversification in Britain, too: Pye Ltd., leading British TV-radio set manufacturer, has registered new company, Pye Electric, to develop and manufacture electrical appliances—but details haven't yet been disclosed.



**Financial & Trade Notes:** Motorola enjoyed healthy increase in both sales and profits in first half of 1956 despite reduced auto radio business caused by curtailed motor car production expected to continue until 1957 models start rolling. Sales were \$101,801,234, up 9% from the \$93,293,119 of like 1955 period; earnings after taxes were \$3,066,207 (\$1.58 per share), up 4% from \$2,945,001 (\$1.52). Second quarter sales were \$48,603,693, up 17% from \$41,414,940; net earnings \$1,053,331 (54¢), up 33% from \$791,963 (41¢).

Said pres. Paul V. Galvin in July 31 report to stockholders: "This year we introduced and started shipment of our new line of black-&-white TV sets in the second quarter, whereas in 1955 we introduced the new line in the third quarter. The increase more than offset the reduction in sales of car radios and to quite a degree explains our increase in total sales over the second quarter of 1955.

"The reception at the market place of our new 1957 TV line has been very gratifying . . . We are nevertheless mindful of the fact that in general the TV industry is going through a shake out. Many companies are going out of business, creating close-outs of 'orphan' brands. This, plus price cutting on the part of some manufacturers in desperate attempt to maintain position, has heavily weighed down the price and profit structure of TV. We expect this condition to exist in TV for some time, but eventually it will lead to stability in the industry."

"Fine progress" is noted in transistor activity at Phoenix plant. Several thousand transistor car radio sets equipped with Motorola's new power transistor have been shipped and "customer experience . . . has been far beyond our fondest expectations." Galvin concludes: "We continue to expect a good year for 1956."

Note: Motorola's 1955 sales were record \$226,653,593, profit \$8,490,539 (\$4.39).

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Zcnith Radio sales for first 6 months of 1956 were \$65,370,935, down from \$71,455,702 in same 1955 period; profits dipped to \$2,530,824 (\$5.14 a share) from \$3,126,061 (\$6.35). Sales in 2nd quarter were \$27,455,617 vs. \$31,083,890 in like 1955 period; profit was \$699,659 (\$1.42) vs. \$1,051,101 (\$2.14). Said pres. E. F. McDonald: "Sales of TV receivers in the 6 month period were down from the year before although the company's decrease was less than the decrease for the industry in general. The normally competitive situation in the industry has been aggravated by liquidation of inventories of several companies which have determined to withdraw from TV receiver manufacture. It is felt, however, that this condition is purely temporary and the company expects an improved situation during the latter part of the year." Radio & hi-fi phono sales, he added, rose 20% over first half of 1955, with hearing aid sales up 33%.

Collins Radio Co. report to stockholders July 25 states sales for fiscal year ending July 31 are expected to approximate \$120,000,000, including some \$25,000,000 of production of second source subcontractors. However, final audited report due soon will show that earnings for second half will be lower than first half's \$2,197,271 (\$1.38 per share) and for fiscal year will be lower than fiscal 1955's \$3,474,942 (\$2.32).

International Resistance Co. reports net profit of \$111,455 (8¢ per share) on sales of \$7,867,021 for the 25 weeks from Jan. 1 to June 24, 1956 vs. \$323,290 (24¢) on sales of \$7,422,947 in corresponding 1955 period.

Tung-Sol reports first-half sales of \$25,433,558 vs. \$23,754,485 in same 1955 period. Profit was down to \$1,296,654 (\$1.80 a share) from \$1,528,792 (\$2.20), due largely to cost of new transistor production facilities.

Muter Co. reports sales of \$5,775,334, pre-tax net income of \$261 and net loss of \$79,721 (11¢ a share) for 6 months ended June 30, compared with \$6,253,815 sales, \$284,671 pre-tax net income, \$130,879 (18¢) net profit in same 1955 period. Pres. Leslie F. Muter, pointing to reduced TV-radio production, stated: "While our volume compares favorably with industry production, the net profit has been substantially reduced due to the highly competitive prices and the concentration on the popular priced portable TV sets. We are hopeful of improving our price structure during the increased volume that is now evident for fall sales, and in the meantime are concentrating on cost reduction programs which should show improvement during the balance of the year." Firm's Ebert oil lease, he also reported, is producing about 40 barrels a day, warranting further expansion, and an optimistic report has been received on "water drive" prospects.

Arvin Industries Inc., which has given up TV production, starts manufacturing of aluminum & steel cabinets for certain TV makers as of Aug. 6 and in early Sept. will also start making TV tables of metal tubing. Still heavily in radio, pres. Glenn W. Thompson reported this week that radio-appliance sales in first half of this year were up 33%, with radio production due for 57% stepup in Aug. over June. June quarter sales were \$14,489,982, down from \$15,497,890 in 1955 period; net profit was \$824,235 (92¢) vs. \$913,233 (\$1.02).

Amphenol Electronics Corp. reports 6-mo. net income of \$626,446 (\$1.56 per share) on sales of \$12,946,933 vs. \$442,984 (\$1.11) on sales of \$11,821,191 in 1955 period. Amphenol this week filed SEC registration for sale of 100,000 shares of its unissued \$1 par common plus 20,000 shares owned by pres. Arthur J. Schmitt. It has purchased, for \$241,780, Exact Metal Specialties Co., Chicago (screw machines) which will be operated as separate div.

Kay Lab, San Diego, which recently added \$840,000 new capital as result of public offering (Vol. 12:28) reports profits of \$71,239 on sales of \$1,088,924 in first half of 1956 vs. loss of \$23,775 on sales of \$532,939 in same 1955 period. Said chairman LaMotte T. Cohu: "The demand for all of our products is at an increasing rate among both civilian and govt. customers. We are in excellent position of diversity, both in product and customer."

Atomic Development Mutual Fund Inc., Washington, D. C., now about year old and reporting total net assets of \$42,907,131 (equal to \$14.72 a share on 2,915,765 shares outstanding) as of June 30, lists these among stockholdings: 29,500 shares of Beckman Instruments, 43,400 Consolidated Electrodynamics, 7800 Daystrom, 4000 Thompson Products Inc., 8000 GE, 6800 N. V. Philips Gloeilampenfabrieken, 24,500 Westinghouse, 11,500 Sylvania.

Oak Mfg. Co. reports net income of \$1,005,397 (\$1.53 a share) for 6 months ended June 30 vs. \$838,076 (\$1.28) in same 1955 period.

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National Theatres Inc. (former Warner theatres) reports net income \$1,378,974 (51¢ a share) for 39 weeks to June 23 vs. \$1,768,490 (64¢) in corresponding 1955 period; profits from sale of "unproductive" properties, it reported, were \$418,000 in latest period vs. \$180,000 in 1955 period.

Hollywood reflex: Technicolor Inc. earnings fell to \$980,692 (49¢ a share) in first half of 1956 from \$1,300,336 (65¢) in same 1955 period. Dividend rate was halved—to 12½¢.

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Add survivors of the *Andrea Doria* (Vol. 12:30): John W. Griffin, exec. secy. of Record Industry Assn. of America, who was on deck when collision occurred and on last lifeboat that picked up passengers.

Pre-dawn fire swept through WJBF, Augusta, Ga. (Ch. 6) Aug. 3, doing \$500,000 worth of damage, destroying most of studio and some equipment. Of undetermined origin, fire began about 3 a.m. on second floor, burning out entire floor with its accounting and engineering offices and storage space. Film room below was total loss as was much of studio equipment. At press time, station engineers believed transmitter could be quickly repaired, despite water damage. Station planned rapid recovery, hoping to be back on air with film and network programs no later than Aug. 5, full operation by Aug. 7. Four hours after it received word of fire, General Precision Lab had shipped by Air Express two 16mm projectors, vidicon film chain, camera equipment, power supplies, slide projection equipment, etc. Station's live cameras were saved.

First Ampex video tape recorders are now undergoing final checkouts at Redwood City, Cal. plant, with delivery of prototype models to CBS and NBC scheduled sometime next month. Delivery of production models is still slated to begin next Feb. Ampex officials say that 80 of the 100 orders placed at NARTB Chicago convention and shortly thereafter have now been firmed up with \$5000 deposit each, and more orders have come in since that time—so number of firm orders is now more than 100. Company's video tape labs have recently been expanded by 50,000 sq. ft. to accommodate accelerated activity. Note: Ampex audio div. is providing free audio tape recording studios at both political party conventions and at hotel headquarters in Chicago and San Francisco for use of all accredited representatives of TV, radio & press.

Commercials must be deleted, NARTB insisted this week in opposition to request of educational WQED, Pittsburgh (Ch. 13) that it be permitted to carry NBC-TV's political convention coverage intact. Station had asked waiver of non-commercial rules so that it could be paid for "expensive and abnormal use" of its facilities, but NARTB said request "is completely out of keeping with the philosophy" expressed by Commission in its Sixth Report. In Boston, educational WGBH-TV will carry ABC-TV convention coverage without commercials—to which FCC doesn't object.

One regular station and 3 uhf translators are sought in applications filed with FCC this week. Charles E. Halstead Jr., Zephyr Cove, Nev., filed for Reno's Ch. 4; KAKJ holds CP for channel but Commission has started proceedings to revoke it. In Gunnison, Colo., Ch. 70 translator is requested by L. H. Faast, Colorado Springs. In Havre, Mont., Hill County T-V Club seeks Ch. 70 & 73; the Ch. 73 translator would be located 15 mi. south of Havre, relaying signals of KFBB-TV, Great Falls, to Ch. 70 installation nearer Havre.

Closed-circuit subscription-TV concept continues to be pushed by Jerrold Electronics, which envisions pay system on community antenna systems—for which FCC approval isn't required. Jerrold's representatives have met with many movie producers and exhibitors in effort to obtain first-run film, say they're making progress. Last week, for example, Jerrold's Zalmon Garfield promoted first joint meeting with a major producer and a top exhibitor, both unidentified, said situation "looks promising."

"Americans Speak Out for Free TV" titles 20-p. brochure being distributed by NARTB to its members, Congress, govt. officials, etc. It comprises reproductions of cross-section of letters filed with FCC in opposition to subscription TV, plus summaries of 7 newspaper polls reflecting overwhelming public opinion against it.

Reflecting the German boom: McCann-Erickson opens new office in Dusseldorf, its fourth in Germany and 36th on continent, making it the largest agency in Europe.

TV & radio deserve to cover court trials and legislative hearings where other newsmen are admitted, says Wayne U law prof. Samuel D. Shuman, in 1956 edition of *Current Trends in State Legislation*, to be published by U of Michigan Law School this fall. "The fact that TV for all practical purposes can transmit only what actually happens suggests that TV & radio are closer to being 'electronic journalism' than entertainment," says Shuman. "To deny access to the electronic reporters is to sanction continuance of news reports not as they actually occur, but rather as they seem to an editor who secures his impression of events from a reporter." Urging reconsideration of American Bar Assn.'s anti-TV Canon 35, he points out that widespread publicity is most important deterrent to corrupt administration of justice, noting that TV coverage of courts might even prevent mob violence by keeping the curious home at their sets. Note: Subject continues hot one even for TV round tables—and *Northwestern U Reviewing Stand* on WGN-TV, Chicago, scheduled Aug. 5 discussion on "Should We Televisize Governmental and Court Room Proceedings?" with local professors, members of bar and law graduate Robt. D. Swezey, exec. v.p., WDSU-TV, New Orleans, chairman of NARTB freedom of information committee, participating.

"Largest communications hookup in history"—sending more information to more people than for any previous event—is how AT&T characterizes arrangements for political conventions. Some 73,000 channel-miles of TV circuits will feed coverage to 400 stations in 270 cities. Feeds also will be available to more than 1500 radio stations. Nearly 600 teletypewriters will be installed for press, coupled to 760,000 miles of circuits. AT&T will supply wideband facsimile circuit, first of its kind, to *N. Y. Times*, which will transmit its regular international edition to San Francisco where 15,000 copies will be distributed. Rate of transmission will be 175 sq. in. per minute. AT&T spokesman says this wideband transmission is an advance comparable with jumping teletype speed from 60 to 600 words per minute.

Community antenna system operators, through their National Community TV Assn., this week struck back at group of western telecasters seeking to get systems declared common carriers—with rates and operations regulated (Vol. 12:14). Basic arguments of 43-p. brief: (1) Systems aren't common carriers because they merely receive, don't accept messages "or other intelligence" for transmission to "designated recipient." (2) Regulation would restrict free competition in TV. (3) Systems are more like TV-radio stations, theatres & newspapers than railroads, telephone & power companies—thus aren't public utilities. (4) Systems don't subvert TV allocations table; instead, they actually build circulation which in turn has inspired applications for stations.

Civil anti-trust suit, paralleling recent criminal prosecution (Vol. 12:26), was filed Aug. 3 by Govt. against 9 Philadelphia radio stations and Philadelphia Radio & TV Broadcasters Assn. on charges of illegal agreement to maintain card rates. Named as co-conspirator, but not as defendant, was Westinghouse Broadcasting Co., which sold its Philadelphia outlets to NBC last Jan.

Actor Kirk Douglas has filed \$415,000 "invasion of privacy" suit against ABC, Walt Disney and others charging use of unauthorized shots on April 4 *Disneyland*. He was filmed, he claims, during social visit to Disney's home. Screen Actors Guild promised to support Douglas.

News director Rod MacLeish of Westinghouse's WBZ-WBZA, Boston-Springfield, has sold short story, "The Senator," to *Saturday Evening Post*.

Plaques of NARTB code board seal of good practice are being sent by NARTB to the 290 code subscribers.

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — August 11, 1956

**MULTIPLE-ANTENNA TOWER**, capable of supporting as many as 15 TV transmitting antennas, planned by San Francisco's KRON-TV for Bay area stations (p. 1).

**UHF RESEARCH PROGRAM** beginning to shape up, as FCC plans all-industry conference about Sept. 20 and AMST votes \$120,000 for 35 uhf-vhf coverage studies (p. 1).

**TV IMPACT ON MAGAZINES** during 1946-54 found substantial, holding down revenue growth, changing circulation patterns, altering content (p. 2).

**FROZEN GRANTEES** fight for thaw. ABC allocations plan sparks opposition. Examiners reject protests against CPs in Rochester, Yuma, Charleston (p. 3).

**4 NEW TV STATIONS STARTING**, commercial vhfs in Bristol, Va.-Tenn.; Klamath Falls, Ore.; Ardmore, Okla., and Alabama's third educational in Andalusia (p. 5).

**MARKETING REVOLUTION** seen leading to exclusive dealerships, more factory servicing. Radio and record sales booming, RCA dealers stocking color sets (p. 8).

**CBS SALES REACH RECORD** high for half year but profit down due to chargeoff of losses on CBS-Columbia. Admiral sales and net profit decline (p. 12).

**DIM VIEW IN WALL STREET** of movie industry's situation, vis-a-vis TV particularly, doesn't sit well but financial reports continue downgrade (p. 13).

**FEATURE FILMS ON TV**: 6500 released in 9 years, some 1800 this year, creating new industry employing 350; more big releases to come this year (p. 7).

**NETWORK TV BILLINGS** total \$234,510,312 for first half of 1956, June dropping slightly under May; PIB figures still point to \$500,000,000 year (p. 14).

**NEW TOWER CAN SUPPORT 15 TV ANTENNAS:** Massive new tower planned by San Francisco's KRON-TV atop San Bruno Mt. may give boost to FCC-Air Coordinating Committee's drive for common TV antenna sites -- for it's designed with huge platform on top, capable of supporting as many as 15 separate TV transmitting antennas.

KRON-TV plans to invite all operating and future stations in Bay area to join it on new structure which it says will be located near its present tower at only spot in area where maximum 2000-ft. above average terrain can be easily attained.

It will be the second such "candelabra" type tower -- Dallas' WFAA-TV and KRLD-TV sharing 1521-ft. tower topped by triangular platform designed to accommodate up to 3 antennas. New KRON-TV antenna will rise 981-ft. above mountaintop.

Tower is expected to cost more than \$500,000, will be built by Ideco, with antenna specially designed by RCA. No date has been set for completion, pending FCC and Airspace Panel approval.

Note: Prime example of advantages of co-masting of transmitting antennas is New York's Empire State Bldg., which supports antennas of all 7 N.Y. stations. The equipment makers report increasing interest by station operators and grantees in the possibility of using common towers for 2 or more stations -- which may be due in part to FCC's pending rulemaking to require use of antenna farms wherever possible.

**INDUSTRY GEARING FOR UHF RESEARCH:** Determined exploration of uhf capabilities, as urged by FCC in its allocations proposal (Vol. 12:26), should begin next month -- Commission having decided to call all-industry conference about Sept. 20 and new Assn. of Maximum Service Telecasters having voted Aug. 10 to begin immediately on uhf-vhf coverage study aimed at producing 35 surveys within a year.

FCC Chairman McConnaughey discussed set manufacturer participation in the "crash research" program with RETMA pres. Dr. W.R.G. Baker Aug. 9, told us that the Sept. meeting "should kick the thing off"; that "manufacturers are going to be extremely cooperative." He said he doesn't know whether meeting will prompt formation of another National TV System Committee, of type that formulated black-&-white and color standards, but added "I assume it will be along that order." FCC will invite attendance at meeting by RETMA, NARTB, uhf & vhf operators, "possibly others."

McConnaughey emphasizes FCC's strong feelings about its proposal -- to con-

sider long-range move of all TV to uhf and weigh individual deintermixture actions: "I felt that the FCC came out with a definite program, recognizing the necessity of using the uhf band, knowing full well that 12 vhf channels aren't enough and that we can't get more. The commissioners put a tremendous amount of thought into the action -- and a lot of fortitude. I've never seen a more sincere and earnest group work on a problem. I'm very much gratified that the Senate committee commended the Commission. It bolstered the Commission's hand."

\* \* \* \*

Assn. of Maximum Service Telecasters, meeting at Chicago's Edgewater Beach Hotel Aug. 10, gave prompt approval to technical program developed by engineering committee under John DeWitt, WSM-TV, Nashville. It voted \$120,000 for surveys to be conducted by A.D. Ring & Assoc., with partner Howard T. Head detailed to project. Group is still weighing choice of Washington counsel.

Goal is to use 2 field-strength survey vehicles to develop 35 uhf-vhf coverage studies in a year, starting with New Orleans, Wilkes-Barre & Portland, Ore. There also will be house-to-house surveys, aimed at correlating field-strength findings with viewers' and interviewers' evaluation of pictures. In addition, study will be made of uhf-vhf receiver & antenna characteristics and performance.

FCC makes no bones about fact it's woefully shy of uhf field-strength data, and it's expected to authorize propagation expert Harry Fine to go along on AMST field trips. To illustrate paucity of information, we're told propagation curves in its latest allocation proposal are based on data supplied by only 7 uhf stations: WGTH-TV, Hartford (Ch. 18); WGBS-TV, Miami (Ch. 23); WSUN-TV, St. Petersburg (Ch. 38); WXIX, Milwaukee (Ch. 19); WINT, Waterloo-Ft. Wayne (Ch. 15); WATR-TV, Waterbury (Ch. 53); WTAO-TV, Cambridge-Boston (Ch. 56).

Some 150 attended AMST meeting, representing 97 paid-up station members who met qualifications -- operating with maximum power as of July 1, either vhf or uhf. Elected as regular officers were: Jack Harris, KPRC-TV, Houston, pres.; Charles Crutchfield, WBTV, Charlotte, 1st v.p.; Kenneth Carter, WAAM, Baltimore, 2nd v.p.; Harold Gross, WJIM-TV, Lansing, secy.-treas.

Harris reiterated AMST's objectives in address to group, stating that it isn't dedicated to the status quo; that it's opposed to any change giving less service to the public; that move to all-uhf would be endorsed if engineering studies proved public wouldn't lose by it; that move shouldn't be made merely to bail out a few telecasters who have run into trouble.

**HOW TV HAS MOLDED MAGAZINE GROWTH:** Impact of TV on general consumer magazines over the last decade has been considerable -- restraining revenue increases, imposing circulation changes, impelling editorial revision. Such is conclusion expressed in "Magazines Since the Rise of Television" by Leo Bogart, McCann-Erickson assoc. director of research, in spring issue of Journalism Quarterly (edited by Raymond B. Nixon, U of Minnesota School of Journalism).

Bogart's study commands respect because McCann-Erickson's research dept. is acknowledged as one of most authoritative in the field. (Agency's year-by-year and medium-by-medium figures on ad volume are detailed on p. 24 of TV Factbook No. 23.) Herewith is summary of Bogart's findings, to be expanded in his forthcoming book, "The Age of Television" (Stephen Daye Press, N.Y.) due early next month:

(1) REVENUES: Magazines' share of total national advertising dropped from 22% in 1946 to 14% in 1954. Thus: "TV has kept magazine advertising revenues down below the increase which might otherwise have been expected from the general boom in the economy and the particular boom of advertising."

Magazines' billings did increase 57% in the period, but: "This reflects a rise in rates caused by larger circulations and higher production costs. It does not reflect an increase in the use of the medium by advertisers." Actual lineage increased mere 2%, remarkably little.

Compared with network TV billings, magazines have suffered most in cigarette, soap, beer, appliance, household equipment & furnishings, travel and resort cate-

gories. Only in farm, food, soft drink and business categories did magazines show greater percentage gain than network TV.

Both media benefited from fact that automotive and oil fields have stepped up expenditures more than average national advertiser, while both suffered from the general decline of national advertising in drug and apparel fields.

Though there are individual exceptions, here are trends by types of magazines: (1) General weeklies with broad popular appeal (group including Life, Saturday Evening Post, Collier's, Look) have stood still in lineage during the period, as have news weeklies (e.g., Time, Newsweek, U.S. News & World Report) and small town magazines (Town Journal, Grit). (2) Big town weeklies (Cue, New Yorker) gained 67%, while those with appeal to youth (Scholastic, Boy's Life) are up 400%.

Groups suffering the most were general monthlies (e.g., Cosmopolitan) which declined 57%, romance (-75%), fashion (-39%), movie and TV-radio fan (-37%).

\* \* \* \*

(2) CIRCULATION: "Highbrow" group more than doubled circulation; "middle brow" increased about 50%; "lowbrow" stayed about same. Two possible reasons: "As Americans become better educated their reading tastes are becoming more sophisticated; TV presents a greater distraction for the person of average or below-average education than for the better-schooled..."

Magazines appealing to women grew more slowly than those appealing to men, presumably because TV has cut heavily into housewife's leisure time and because "daytime programming, with its serial drama, variety and homemaking features, bears an unmistakable resemblance to a good deal of magazine fare."

\* \* \* \*

(3) CONTENT: "Volume of recreational material is declining, while utilitarian content increases." There was 1/3 less fiction carried in 1954 than in 1946, but rise of pocket-book fiction also contributed heavily to this. Gain of 50% was experienced in the space devoted to home furnishing, building, gardening and farming. Rise of 27% was found in articles reflecting public's greater leisure -- amusements, hobbies, sports & travel. Features covering food, health & children increased 27%, while space devoted to clothes, beauty & grooming rose 14%.

Some magazines are carrying more diversified articles but, on the whole, "specialized magazines seem to be tending toward greater specialization." Farm magazines carry more farming, fashion group more clothes & grooming, mechanics & science group more on how-to-do-it.

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**GRANTEES WANT FCC SHACKLES OFF:** Turmoil among stations, grantees and applicants in cities where FCC proposals to deintermix by deleting vhf channels continued this week, will mount in intensity as Sept. 10 deadline for comments approaches.

New Orleans' WWL, winner of hearing on Ch. 4, told FCC it's entitled to evidentiary hearing on proposal to move channel to Mobile, arguing Commission has no legal authority to withhold Ch. 4 CP or to propose possible substitution of uhf channel.

From Peoria came steady flow of pro-&-con arguments over proposal to move Ch. 8 to Rock Island—grantee WIRL trying to keep channel in town, uhfs WTVH & WEEK-TV supporting FCC proposal. WMBD, which lost Ch. 8 decision to WIRL, seeks to get the channel or have it deleted. Resolutions urging retention of channel have been submitted by city councils, trustees, etc. of Peoria and nearby communities.

ABC's new suggested allocation plan for 200 top markets (Vol. 12:30) brought prompt opposition from several vhf stations which noted that similar plans had been turned down before, and asked Commission to rule ABC out of order in bringing it up again. These included: WPIX, New York; WGN-TV, Chicago; WTVR, Richmond; WGAL-TV, Lancaster; WBTV, Charlotte; WDAF-TV, Kansas City; WSM-TV, Nashville; KHQ-TV, Spokane.

Law firm of Dow, Lohnes & Albertson asked for more time to comment, said plan requires great deal of study.

First over-all allocations comments have begun to arrive. Lou Poller, pay-TV advocate and holder of Milwaukee uhf CP, said that approval of subscription TV would make many uhf problems "vanish overnight." One Albert J. Balusek, San Antonio, recommended shift to all-uhf in 10 years, addition of 10 uhf channels to top of band.

Specific channel shifts sought this week: (1) Substitution of Ch. 3 for Ch. 25 in Lake Charles, La., by KTAG-TV (Ch. 25). (2) Addition of Ch. 3 to Harrisburg, Ill., by WSIL-TV (Ch. 22). Reconsideration of allocation of Ch. 6 to Nashaquitsa, Mass. (Martha's Vineyard) was requested by weekly *Vineyard Gazette*, which said station there would impair beauty of area, endanger air & sea navigation, reduce property values. It said Nashaquitsa has no existence as a political entity, is a "phantom city." Allocation also was opposed by WICC-TV, Bridgeport (Ch. 43) which called it an "allocations freak," said Ch. 6 should go to Bridgeport instead.

One CP was issued this week—Ch. 5, Deadwood, S. D., to KDSJ—while Commission examiners issued 3 initial decisions recommending turndown of protests against grants:

(1) In a long-pending case, hearing examiner Eliza-

both C. Smith recommended that Commission reject protest of Rochester's radio WSAY (Gordon Brown) against share-time grant to WHEC-TV & WVET-TV (Ch. 10), which have been on air since Nov. 1953. One of WSAY's key points was fact that AMs WHEC & WVET had refused its request to rebroadcast their programs. Examiner Smith concluded that their denial wasn't ground for granting protest, since WSAY hadn't offered to pay for rights; that it couldn't be found that the programs had sufficient public interest aspects to make their rebroadcast necessary; that there's no evidence the 2 stations "acted in concert" to refuse rights. She also rejected WSAY arguments involving concentration of media control, illegality of time-sharing, financial qualifications, advertising practices of the stations, etc.

(2) Denial of protest against grant of KYAT, Yuma, Ariz. (Ch. 13) to Wrather-Alvarez Broadcasting Co. was recommended in initial decision by hearing examiner H. Gifford Irion. To argument by protestant KIVA (Ch. 11) that grantee had failed to indicate nature and extent of TV participation by local groups, Irion said KYAT group had "performed the most essential element" of its responsibility by offering time in good faith to public service groups. KIVA, he added, failed to make sufficient showing on economic injury issues.

(3) Hearing examiner Basil Cooper recommended that WCHS-TV, Charleston, W. Va. (Ch. 8) be permitted to move transmitter site to Coal Mt., 11-mi. from Charleston, thereby putting signal into Parkersburg and supplying Grade A service to 190,000 additional people, Grade B to 300,000. Application was initially opposed on grounds of economic injury—by WHTN-TV, Huntington, W. Va. (Ch. 13) before its sale to Cowles interests, and by WTAP, Parkersburg (Ch. 15)—but neither party attended hearings after Commission refused to designate economic injury as an issue.

House anti-trust subcommittee's TV hearings, under chairmanship of Rep. Celler (D-N. Y.), are now scheduled to resume between Sept. 12 & 17 in U. S. Courthouse, New York. Due to run 3-4 weeks, Celler has announced they will deal with such matters as program ratings, racial discrimination by networks, station ownership by magazines & newspapers, power of ad agencies, problems of film producers & syndicators, etc. (Vol. 12:26). Subcommittee is continuing to ask for large volume of material from FCC and industry. Among its latest requests: (1) It asked FCC for all personal correspondence in commissioners' files relating to applications, grants, etc., as well as all memos of conversations. Commission asked subcommittee to be more specific, narrow down its demands. (2) It asked NARTB for information on the trade group's practice of paying hotel bills for FCC commissioners and staff at conventions, etc. (It's traditional for most trade associations to pay these bills for govt. officials, including members of Congress and their staffs.) (3) It asked networks for all material in their files involving dealings with FCC as far back as 1948.

There were 36,950,500 TV homes in U. S. week ended July 21, and 95,900,800 adults had TV in their homes, according to Sindlinger & Co.'s latest survey of *Movie Market Trends*. Sindlinger organization regularly estimates TV ownership as part of its movie survey activities, based on interviews, and pres. Albert E. Sindlinger points out that his estimate of last Jan. 28 (35,694,000 TV homes) was extremely close to Census Bureau's recent estimate of 35,495,000 TV homes as of Feb. (Vol. 12:31).

N. Y. State Supreme Court this week refused to dismiss \$500,000 suit against AWARE Inc. brought by CBS radio commentator John Henry Faulk, who charged he was libeled because he opposed "blacklisting" (Vol. 12:27).

Defiance of FCC by Colo. Gov. Edwin C. Johnson, who issued executive order last week "authorizing" unauthorized vhf booster in small town of Steamboat Springs, Colo. (Vol. 12:31), may not bring any official reaction from Commission. Present inclination at FCC is to ignore action of the man who gave it many rough moments when he was chairman of Senate Interstate Commerce Committee and to wait for court decisions in pending cases—unless the booster causes interference with airline communications or brings other complaints. This week, Rex Howell, owner of KREX-TV, Grand Junction (Ch. 5), wired Johnson that group in Rifle, Colo. wants to establish booster and that he has given it approval to rebroadcast his signal. He added, however: "I do not feel that your action is legally sound even though it is certainly in the public interest. I firmly believe that the solution to this problem lies with obtaining prompt and decisive action from the FCC in the form of rule-making to authorize such boosters under a liberal set of rules."

WJNO-TV, Palm Beach, Fla. (Ch. 5) was sold this week for \$880,000 to John H. Phipps, of the wealthy pioneer Florida family, who last year established WCTV, Thomasville, Ga.-Tallahassee, Fla. (Ch. 6) and who also owns radios WTAL, Tallahassee; WKTG, Thomasville; WTYS, Marianna. Included in price are assumption of more than \$300,000 liabilities. Not included in deal is radio WJNO (250 watts, 1230 kc, CBS). Deal was closed Aug. 10 after having been called off week before (Vol. 12:31). Sellers are WJNO Inc., 50% owner (George H. Buck, pres.); Theodore Granik, 21%, producer of NBC's *American Forum of the Air and Youth Wants to Know*; William H. Cook, 21%, Palm Beach attorney and son-in-law of RCA pres. Frank Folsom; 14 other stockholders each owning less than 1%. Phipps has indicated present staff will be retained. Station was founded in Aug. 1954, has been getting both CBS & NBC service.

The \$5,400,000 sale of WNHC-TV (Ch. 8) & WNHC to Walter Annenberg's Triangle Publications (Vol. 12:25) can be consummated now, with withdrawal of protest by WICC-TV, Bridgeport (Ch. 43), which told FCC it was withdrawing because purchaser gave it assurance it will operate on principle that "the basic goal of the Communications Act is to make it administratively and economically possible for any community in the U.S. which can support a newspaper or a radio station to have its own facilities."

Buffalo uhf circulation has jumped 53% in the 6 months NBC has been operating WBUF (Ch. 17), gen. mgr. Charles C. Bevis Jr. announced this week. Basing his estimate on projections of figures supplied by W. R. Simmons & Assoc. research organization, TV set distributors and Niagara Mohawk Power Co., he said there were 160,100 uhf sets-in-use in Buffalo—or 47.5% of all sets—as of July 1, up from 105,000 Jan. 1. He predicted accelerated conversion rate after Aug. 12, when WBUF begins carrying virtually entire NBC-TV schedule.

FCC turned thumbs down on request of educational WQED, Pittsburgh (Ch. 13) that it be permitted to carry NBC-TV political convention coverage with commercials and accept payment from NBC (Vol. 12:31). Commission stated: "In the absence of complete information on the details of the proposed financial arrangements with NBC, the Commission cannot find that the public interest will be served by granting waiver." Request had been opposed by NARTB.

Phony bomb scare closed down WBEN-TV, Buffalo, 90 minutes before regular 12:30 a.m. sign-off time after crank phoned station several times Aug. 8 to warn that time bomb would explode in Hotel Statler studios at 11:30 p.m. Detectives found no bomb, but quickly arrested suspected caller near phone booth.

**4 NEW TV STARTERS:** Democratic convention is providing the motivating force to get 2 of this week end's starters on the air in a hurry. In all, 4 new vhf stations can be added to total operating—making 483 now on air, of which 96 are uhf. The new starters are commercial outlets in Bristol, Va.-Tenn.; Klamath Falls, Ore.; Ardmore, Okla.; and third Alabama educational station in Andalusia, 22nd in nation. Details on new starters:

WCYB-TV, Bristol, Va.-Tenn. (Ch. 5), planning Aug. 13 start at low power, using temporary antenna and carrying only convention, this week got STA for temporary microwave installation on White Top Mt., Va. in order to pick up signal of WSJS-TV, Winston-Salem. White Top is about 65 mi. from Winston-Salem. WCYB-TV plans to begin with regular NBC schedule in Sept., also carrying some ABC shows. It's second in area, which has been getting service from WJHL-TV, Johnson City, Tenn. (Ch. 11), 21 mi. away, since Oct. 1953. Nearest other station, separated by mountains, is WHIS-TV, Bluefield, W. Va. (Ch. 6), 70 mi. Equipment, purchased as GPL package, includes 35-kw GE transmitter. Stainless 80-ft. guyed tower will have 3-bay antenna at Rye Patch Knob in Cherokee National Forest. Robert H. Smith is pres.-gen. mgr. & 25% owner; J. Fey Rogers, v.p. & sales mgr., 25%; other board members with 16% each are Charles M. Gore, Harry M. Daniel & Frank W. DeFriece Jr. Frank Spaulding is program & promotion supervisor, with Russell Robinson, from WCYB, chief engineer. Base hour is \$300. Rep is Weed.

KOTI, Klamath Falls, Ore. (Ch. 2), also racing to carry Chicago convention Aug. 13, is third in chain of Wm. B. Smullin TV stations which "bridge the gap between San Francisco and Portland"—others being KIEM-TV, Eureka, Cal. (Ch. 3) and KBES-TV, Medford, Ore. (Ch. 5). Like other Smullin outlets, it's CBS affiliate, will also carry other network shows. KBES-TV acquired

Klamath Falls CP, then assigned KFJI-TV call letters, from the late W. L. Miller for \$30,000 out-of-pocket expenses (Vol. 12:20). KOTI has studios on Oregon Technical Institute campus and 5-kw GE transmitter with 3-bay antenna on 100-ft. Fisher tower on mountain 3 mi. from city. Walter Richartz, ex-KIEM-TV, is station mgr. Base hour is \$150. Rep is Hoag-Blair.

KVSO-TV, Ardmore, Okla. (Ch. 12), aiming for Sept. 2 start with NBC, expects to begin test patterns Aug. 12, wires station mgr. Douglas C. Dillard. It's second area outlet, K TEN, Ada (Ch. 10), having started in April, 1954. Station has 5-kw DuMont transmitter, 317-ft. Ideco tower with 6-section superturnstile RCA antenna on Mt. Ar buckle. Owner is John F. Easley, publisher of *Daily Ardmorette* (KVSO). Albert Riesen, from KVSO, is gen. mgr.; Rex Cole, adv.-sales mgr.; Dolly Talkington, also KVSO, program director; Galy Varnell, KVSO, production mgr. & film buyer; Bill Kolb, chief engineer. Base hour is \$150. Rep is Pearson.

First state-wide educational TV network began operation Aug. 8 when WAIQ, Andalusia, Ala. (Ch. 2) joined WBIQ, Birmingham (Ch. 10) and WTIQ, Munford (Ch. 7) via microwave to reach 90% of state. Among officials attending inauguration were RETMA pres. Dr. W. R. G. Baker and Voice of America director Robert Button. Station has 35-kw GE transmitter and 4-bay antenna on 500-ft. tower from Tower Structures Inc. Network is programming 45 hours weekly, about 30 hours live, noon-9 p.m. weekdays. U of Alabama, Alabama Polytechnic Institute and Greater Birmingham Area Educational TV Assn. are responsible for 1/3 of programming each. Stations are operated by state-supported Alabama Educational TV Commission, Milton Cummings pres. Raymond D. Hurlbert is gen. mgr.; Patty Smithdeal, program & public information coordinator; Al Renfro, chief engineer.

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

WTVW, Evansville, Ind. (Ch. 7) plans to start programming Aug. 21, according to STA application filed with FCC this week. It's first vhf in area where WFIE (Ch. 62) & WEHT (Ch. 50) have been operating since fall of 1953. FCC has proposed to deintermix Evansville by giving Ch. 7 to educators, uhf to WTVW, but final decision is many months away, probably years. WTVW has signed with ABC, will start with rented DuMont 5-kw transmitter and 6-bay RCA antenna on 300-ft. interim tower at site in Evansville residential area. Home owners have agreed to allow interim operation from station's original site, but it will move in about year to new Chandler Rd. location, 10 mi. ENE of Evansville, purchased from radio WGBF, one of losing Ch. 7 applicants. Chandler Rd. installation will have 10-kw RCA transmitter, 500-ft. Ideco tower. Rex Schepp, 77.5% owner, is pres.-gen. mgr. Base hour will be \$600. Rep will be Hollingbery.

KGW-TV, Portland, Ore. (Ch. 8), formerly assigned call KTLV, plans Sept. 15 test patterns, with programming later in fall, reports Otto V. Brandt, gen. mgr. of Mrs. Scott Bullitt's KING-TV, Seattle, which owns 62%. Transmitter house is nearly ready for first 100-kw transmitter to be built by RCA, now on hand in Portland. Foundations are ready for 600-ft. Ideco tower; high gain superturnstile 4-bay antenna is scheduled for installation about Aug. 20. Rates not set yet. Rep not chosen.

WCBC-TV, Anderson, Ind. (Ch. 61) planned as an independent, has given up Sept. target, reports program director Charles Bates, for owner Great Commission Schools Inc. (Church of God denomination), which operates local school system and Anderson College & Theological Seminary. It has 1-kw RCA transmitter on hand for installa-

tion in transmitter house, now ready. As yet, construction hasn't begun on base for 500-ft. tower ordered from Ideco. Gordon Beck, from WCBC, will be gen. mgr.; Dave Grubbs, sales mgr.; Bob Mostrum, chief engineer. Base rate not set. Rep not chosen.

Two now-silent uhf stations which had planned to resume operation have now decided to delay, pending possible FCC action on vhf allocations. Richard Eaton's United Broadcasting Co., which bought WACH-TV, Newport News-Norfolk (Ch. 33) & radio WACH in bankruptcy sale for \$54,500 (Vol. 12:27, 29), has reactivated the radio operation (as WYOU) but has decided to await FCC decision on move of Ch. 13 from New Bern to Norfolk, which would give area 3 vhf outlets. In Adams-Pittsfield, Mass., WMGT (Ch. 19) has decided to hold up construction, pending decision on removal of Ch. 10 from Vail Mills, N. Y., according to gen. mgr. Wm. P. Geary. WMGT left air last Feb. when high winds destroyed tower & antenna, but had planned to resume this summer (Vol. 12:23).

WBIR-TV, Knoxville (Ch. 10) this week obtained STA for commercial operation to start Aug. 12, FCC brushing aside charges station had begun construction before receiving CP May 14. Scripps-Howard (radio WNOX) had asked STA be held up pending investigation. Commission said station had completed 2 concrete tower supports before May 14, called this *de minimis*, said it "would work an absurd result" to make station remove them. Test patterns began Aug. 7 (Vol. 12:31).

RCA shipped 50-kw amplifier and 2-kw standby transmitter Aug. 10 to WDEF-TV, Chattanooga (Ch. 12); 25-kw amplifier Aug. 6 to KHSL-TV, Chico, Cal. (Ch. 12); 6-section superturnstile antenna Aug. 6 to KXLF-TV, Butte, Mont. (Ch. 6).

**Personal Notes:** James L. Middlebrooks, onetime chief ABC facilities engineer, since 1952 director of engineering for KING-TV & KING, Seattle, elected v.p.-engineering of upcoming KGW-TV, Portland (Ch. 8), controlled by Mrs. Scott Bullitt's King Broadcasting Co. and due on air shortly; Walter E. Wagstaff, v.p.-gen. mgr. & 11.55% owner of KIDO-TV, Boise, Ida., appointed KGW-TV station mgr., effective Sept. 15 . . . Emanuel (Manny) Sacks, RCA-NBC v.p., presented with Humanitarian Award of Variety Club of Philadelphia, his home town, at ceremonies this week . . . E. Carlton Winckler promoted to director of CBS-TV production operations from program dept. production mgr., succeeded by Robert Milford, assoc. production mgr. . . Lt. Col. Albert K. McCleery, producer of NBC-TV's *Matinee Theatre*, is on 2 weeks active duty with Signal Corps, spending 10 days in Panama observing CFN-TV, operated by Armed Forces TV Service . . . Wendell R. Campbell, ex-CBS v.p., named national sales mgr. of General Teleradio's owned-&-operated WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WOR-TV & WOR, New York; WHBQ-TV & WHBQ, Memphis; WEAT-TV & WEAT, West Palm Beach, Fla.; radio KFRC, San Francisco, and WGMS, Washington; General Teleradio also owns 1/3 of CKLW-TV & CKLW, Windsor-Detroit, and its sale of uhf WGTH-TV, Hartford, to CBS awaits Commission approval . . . Oscar Nittel promoted to assistant treas., General Teleradio div., RKO Teleradio Pictures, Clifford A. Frohnhoefer to WOR div. controller . . . John W. McPherrin, ex-publisher of now-defunct *American Magazine* and Crowell-Collier v.p., joins NBC-TV as a general program executive, specializing in long-range editorial planning for *Today*, *Home & Tonight* . . . Robert R. Tincher named gen. mgr. of Cowles' recently acquired WHTN-TV & WHTN, Huntington, W. Va., with Norman Bacon, from KVTV, Sioux City, named asst. gen. mgr. and Wayne Boyd, also KVTV, business mgr.; Donald D. Sullivan succeeds Tincher as gen. mgr. of KVTV and radio WNAX, Yankton, S. D., being promoted from adv. director . . . Klaus Landsberg, v.p.-gen. mgr. of KTLA, Los Angeles, underwent abdominal surgery at Los Angeles' Cedars of Lebanon Hospital last week . . . Raymond C. Simms, ex-NBC radio and ex-TV-radio timebuyer, Erwin,

Wasey & Co., joined H-R Television Aug. 6 . . . Herbert B. Cahan, ex-program mgr., WAAM, Baltimore, named program mgr., WBZ-TV, Boston, succeeded by James J. Kilian, WAAM public service director . . . Lloyd E. Yoder, v.p. & gen. mgr., WRCV-TV & WRCV, Philadelphia, elected to board of Woman's Medical College of Pa. . . . Martin E. Goldberg, ex-ABC radio ratings supervisor, appointed asst. research director, H-R Representatives . . . Robert A. Fillmore, ex-adv. & promotion director, WRCV, Philadelphia, appointed adv. & promotion mgr., NBC's WBUF, Buffalo . . . Robert Stough, ex-sales mgr., WNOW-TV, York, Pa., joins sales staff, WSBA-TV, York . . . Charles T. Ayres resigns as v.p. in charge of NBC radio network, his duties temporarily divided between Jack Cleary & Wm. Goodheart . . . C. Pete Jaeger, ex-Guild Films v.p., joins new MGM-TV div. under Charles C. (Bud) Barry, which has also named Monroe Mendelsohn, also ex-Guild Films, director of sales promotion . . . Arthur J. Miller promoted to Pathe Laboratories eastern gen. mgr. from technical director, Lew Mansfield to N. Y. plant mgr. . . . Abe Liss, from film industry, and Samuel Magdoff, from staff of *Phil Silvers Show*, form Elektra Film Productions Inc., 16 E. 52nd St., N. Y. to produce TV shows and commercials . . . Frank Bibas, onetime McCann-Erickson film chief, now sales v.p. of Roland Reed TV Inc., Hollywood, elected to board and placed in charge of all TV sales & production . . . Seymour Reed, treas. of Official Films Inc., appointed secy.-treas., with Grace Sullivan, formerly on President Eisenhower's White House and Columbia U staff, as asst. secy. . . . Charles W. Shevlund promoted to film director, KPTV, Portland, Ore., replacing Dick Norman, who joins Pictures Inc., Anchorage, Alaska . . . Arthur (Art) Gleason, MBS sportscaster, promoted to sports director, succeeding Jack Burnett, resigned because of ill health . . . Robert J. Kingsley, ex-Telenews, joins George Blake Enterprises . . . Robert Mulhall promoted to gen. mgr. of WOITV & WOI, Ames, Ia., succeeding Richard Hull, currently on leave with Educational TV Center at Ann Arbor, who on Nov. 1 becomes director of all TV-radio operations of Ohio State U (WOSU-TV & WOSU); James H. Davis, WOITV educational supervisor, named assoc. gen. mgr. of radio and program supervisor of WOITV.

Co-chairmen of NARTB 1957 convention committee, named this week: Kenneth L. Carter, WAAM, Baltimore; Herbert L. Krueger, WTAG, Worcester, Mass. Other members of committee for convention to be held at Chicago's Conrad Hilton Hotel, April 7-11: Campbell Arnoux, WTAR-TV, Norfolk; E. K. Hartenbower, KCMO, Kansas City; Ward Ingram, KHJ, Los Angeles; Gaines Kelley, WFMY-TV, Greensboro, N. C.; Merrill Lindsay, WSOY-FM, Decatur, Ill.; Ward L. Quaal, WGN-TV, Chicago; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Harold P. See, KRON-TV, San Francisco; F. C. Sowell, WLAC, Nashville; Edward A. Wheeler, WEAW-FM, Evanston, Ill.

F. Ralph MacFarland returns to AT&T post of div. commercial mgr., program, serving TV-radio networks in N. Y., after year at White Plains, N. Y. headquarters; he replaces Robert E. Gradle, named div. commercial mgr. in Washington, where Claude M. Blair assumes new post of govt. communications mgr.

Rep. Carl Hinshaw (R-Cal.), 62, second-ranking minority member of House Interstate & Foreign Commerce Committee in 84th Congress, died Aug. 5 of pneumonia with heart complications at Bethesda (Md.) Naval Hospital. Active in aviation and communications affairs of the Committee, he had in the recent Congress introduced bills to classify subscription-TV as common carrier, ban TV towers over 1000-ft. and limit ownership of stations according to population served. Another member of same Committee, Rep. Granahan (D-Pa.), died May 25.

**ADVERTISING AGENCIES:** Philip M. Barns, ex-Young & Rubicam, named asst. TV-radio director, Colgate-Palmolive Co. . . . Hugh M. Redhead, on Alcoa account, appointed v.p., Fuller & Smith & Ross, Cleveland; John Leahy, ex-Botsford, Constantine & Gardner v.p., elected FSR v.p.-marketing director, San Francisco . . . Stephen S. Lehner, ex-TV-radio director, Rothhardt & Haas Adv., Chicago, with Lester M. Goldsmith, ex-Jules Power Productions, have formed Lehner-Goldsmith Productions, 3950 Lake Shore Dr., Chicago, for TV-radio production . . . Mrs. Elaine Whalen (nee Elaine Schachne) promoted to chief timebuyer, Emil Mogul Co., reporting to Les Dunier, TV-radio director . . . Doris Gould joins C. J. LaRoche & Co. as TV-radio timebuyer . . . Thomas D. Thomas, ex-Cartoonists Inc., joins North Adv. Inc. as TV-radio producer . . . Anthony Rizzo, ex-Biow, named TV production mgr., Ogilvy, Benson & Mather . . . Lee Carrau, ex-TV-radio director, Erwin Buxton Adv., Pasadena, heads newly formed TV-radio dept. at Van der Boom, Hunt, McNaughton Inc., Los Angeles . . . Patrick J. Day, ex-Dumont Network, named TV-radio-film director of Wyatt & Bearden Adv., Dallas.

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Niles Trammell, ex-pres. of NBC, now pres. & 15% owner of new WCKT, Miami (Ch. 7), subject of sketch in Aug. 6 *Advertising Age* captioned: "Trammell, Network Radio Builder, Starts Again as Local TV Baron. Radio Pioneer Finds TV Medium 'Thousand Times' More Effective."



**Network Accounts:** Political campaigns and elections will result in more than \$100,000,000 in paid TV-radio and printed advertising, according to estimate in Aug. 10 *Printer's Ink*, which adds that 5 big TV-radio sponsors will pay at least \$25,000,000 for convention & election night coverage and related merchandising and sales-promotion campaigns. On eve of Democratic convention, here's lineup of "package" sponsors and their direct expenditures: ABC coverage will cost sponsor Philco about \$4,300,000; CBS sponsor Westinghouse will pay about \$5,000,000; NBC is also charging about \$5,000,000, with RCA, Oldsmobile & Sunbeam sharing. In each case, bill is about twice that paid for convention-election coverage in 1952 . . . Virtual sell-out for nighttime in fall season reported by both CBS-TV & NBC-TV. Only availability on CBS is one hour alt. weeks on new *Playhouse 90*. On NBC, only important open periods are Mon. 7:30-7:45 p.m. and several segments of *Producers' Showcase* . . . John Hancock Mutual (insurance) buys half sponsorship of 5 *Producers' Showcase* spectaculars on NBC-TV, beginning Dec. 10, thru McCann-Erickson, Buick buys one thru Kudner Agency, both sharing sponsorship with RCA & RCA-Whirlpool . . . Chesebrough-Ponds Inc. (Pond's cosmetics, Vaseline products, Pertussin) buys Warner Bros. *Conflict* on ABC-TV alt. Tue. 7:30-8 p.m., alternating with Warners' GE-sponsored *Cheyenne*, thru J. Walter Thompson & McCann-Erickson, N. Y. . . . Benrus Watch and Lanolin Plus (cosmetics) buying revamped *Break the Bank* on NBC-TV starting Oct. 9, Tue. 10:30-11 p.m., moved from ABC-TV with format changed to include \$250,000 jackpot, thru Lennen & Newell, N. Y., & Russell Seeds, Chicago . . . Miles Labs buys 26 alt.-week 15-min. segments on ABC-TV's *Mickey Mouse Club* thru Geoffrey Wade, Adv., Chicago . . . Tony & Old Gold sign for alt. sponsorship of *Walter Winchell Show* on NBC-TV beginning Oct. 5, Fri. 8:30-9 p.m., thru North Adv., Chicago, and Lennen & Newell, N. Y. . . . Ideal Toy Co. & Sweets Co. of America (Tootsie Rolls) buy NBC-TV coverage of annual Macy's Thanksgiving Day Parade Nov. 22, Thu. 11 a.m.-noon, former thru Grey Adv., N. Y., latter direct . . . Sears Roebuck planning biggest plunge so far into network TV with tentative decision to buy Sat. afternoon *Press Box Preview* 15-min. segment before NCAA football games on NBC-TV to sell its Allstate insurance . . . General Tire buys one-shot 30-min. *Salute to Football* on NBC-TV Sun. Sept. 16 thru D'Arcy Adv.

**Unusual sponsorship:** Edward Petry & Co., major TV-radio rep firm, on Aug. 13 starts sponsorship of *Inside Advertising*, Mon.-thru-Fri. 7:45-7:50 p.m. on WOR, New York—written and broadcast by Joseph Kaselow, whose "Advertising Notes" column is a daily N. Y. *Herald Tribune* feature. It's first such sponsorship on record, aimed at the city's big advertising fraternity, will cover news of the advertising field, including new campaigns, personnel changes, etc. At least once weekly, Kaselow will do a remote from offices of advertisers & agencies, in addition to covering trade conventions.

NBC-TV's 3 "magazine concept" shows—*Today*, *Home & Tonight*—have hit 1956 half-year gross of \$16,381,000, only about \$1,350,000 under the \$17,728,000 billings of the 3 shows for all of 1955. Two-year tallies on grosses of the shows: *Today*, \$6,373,000 in 1955 and \$6,900,000 so far this year; *Home*, \$5,467,000 & \$7,233,000; *Tonight*, \$4,541,000 & \$3,595,000.

**Rorabaugh Report** on Spot TV Advertising, second quarter, listing national & regional spot advertisers on 300 TV stations in 203 markets in all states, came off press last week; 299-p. report is available on subscription basis, or at \$45 per copy, from N. C. Rorabaugh Inc., 347 Madison Ave., N. Y.

**Telecasting Notes:** Scanning the 6500 feature films released to TV—of which 1813 were made available this year—*Billboard* has put together excellent special section on feature film programming in its Aug. 11 issue, with lists of available movie packages, data on how stations use them, sponsorship success stories, etc. . . . Surveys and stories in *Billboard's* movie "spotlight" section are highlighted by these facts: TV feature film distribution now employs more than 350 people, with 3500-4000 features shown per week on nation's TV stations. Chicago's WGN-TV runs more features than any other station, using as many as 38 in a week. Of 181 stations surveyed, 26 said they use some kind of repeat pattern, with same feature played at least twice in the same week . . . United Artists reported putting together 39 feature films into package for TV release—many of them shown in theatres as late as 1950-55 . . . Warner Bros. features have now been sold by Associated Artists in 50 markets . . . MGM to offer its features as complete 700-film library in some markets, also in a 52-picture package, and in a 39-film package consisting of such "series" movies as "Andy Hardy," "Dr. Kildare" and "Maisie" groups; and it's trying to vend group of old film classics to networks for spectacular use . . . Columbia Pictures plans to release another package of 52 feature films this fall following up successful Screen Gems merchandising of its 104-feature "Hollywood Movie Parade" package . . . Another feature film goes network: J. Arthur Rank's Technicolor *Magic Box*, originally bought by NBC-TV as 90-min. spectacular material, to be shown in color in 60-min. version on *Kraft TV Theatre* Aug. 15, first time that program has used film . . . NBC's California National Productions (formerly Kagran) acquires rights to produce & distribute 30-min. "Tarzan" film series in \$1,000,000-plus deal with producer Sol Lesser, which also provides for joint CNP-Lesser control of distribution of his past & future Tarzan feature films (there are now 13) to TV and theatres, CNP to handle all Tarzan product merchandising . . . John Cameron Swayze reportedly planning to leave NBC-TV's *News Caravan* after 8 years to go into syndicated TV film production. Successor on news show would be Chet Huntley, slated to take over at least a portion of *Caravan* after political conventions . . . Worthwhile and interesting public service idea is weekly 30-min. *Mr. Hope* on Detroit's WWJ-TV, enacted entirely by masked members of Alcoholics Anonymous to acquaint viewers with work of that organization.

**Rash of Sun. newspaper supplements**, carrying ensuing week's TV program listings and feature articles, apparently hasn't hurt circulation of Triangle Publications Inc.'s *TV Guide*, for with Oct. 6 issue it raises black-&-white page ad rate to \$8000 from \$6000, increasing circulation guarantee from 3,000,000 to 4,000,000. Last week, *Chicago Tribune*, which in June launched *TV Week*, inserted in its Sat. editions, raised price for Sat. editions from 5¢ to 7¢. Note: TV program supplements are now carried by 103 U. S. newspapers, according to Aug. 8 *Variety* tally, latest to join ranks being *Baltimore American*, which added TV section Aug. 5.

Adoption of NARTB TV Code by TV film producers seemed almost certain this week following recommendation of ethics committee of Alliance of TV Film Producers that the 16-member alliance amend its bylaws to specify adherence to Code. Committee also recommended special seal be displayed by members and that committee be established to pass on violations, punishment to range from removal of seal to expulsion from alliance. AAFP's adoption of NARTB code could spell doom of special TV film code which has been drafted by group headed by some west coast film producers (Vol. 11:45 & 12:14).

ABC now calls itself "second radio network," claiming its AM billings have passed NBC's.

**MERCHANDISING SEERS SEE DRASTIC CHANGES:** They're even talking exclusive dealerships as a coming phase of the marketing revolution now going on in the TV-radio-appliance trades -- and there's an apparent conviction among some top people in TV manufacture and distribution that their part of the business will eventually narrow down to a dozen or so giants, each with its own group of distributive satellites.

Not only full-line production-distribution, but the problem of servicing wide variety of household items, dictates still more revolutionary changes ahead -- so they say. One pictured the dealer devolving into a mere "selling agent" for certain brand groups, the distributor an arm of the manufacturer -- and the manufacturer as "ruler of the roost" by reason of control of brand names and of servicing.

It's just theory at this juncture, of course -- and not many people like the thought of the big getting so much bigger that they can reduce small enterprisers to a state of vassalage. Nor can we discern that the big fellows are deliberately bent on wiping out the small. The fact simply is the bigs are slugging it out amongst themselves for bigger shares of the market; that something has to give and in TV the toll so far this year has been a half-dozen dropouts of fringe producers; that in appliances the merger trend continues (this week's big one: McGraw Electric Co. buys up Speed Queen Corp.); that price cutting is rampant and profits hard to come by.

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As for the foreboding about factory servicing, it goes without saying that distributors and dealers and "fix-it shops" may find things pretty rough if factory-controlled servicing really spreads. RCA Service Co. can claim, with some justification, that it got TV off to a good start with the expert help that its group-insurance type of service gave and continues to give on its own brands. There were very few trained TV servicemen available at the time it was set up.

But the fear is expressed that GE, now feeling its oats in TV, may be contemplating the same sort of setup, covering all its consumer products, in the factory service organizations it's setting up as tests in 3 midwest cities (Vol. 12:31), and that Philco may be thinking along the same lines in opening its own service store in Silver Spring, Md., suburb of Washington, hitherto the exclusive servicing domain of its long-time distributor Jos. M. Zamoiski Co. Westinghouse, now bidding strongly to regain position in appliances and to win a position it never quite got in TV, is suspected of having something of this nature up its sleeve, too.

Certainly there's no concerted plan of action among the big boys; they're really all-out competitors and where one succeeds the others soon follow, as witness GE's big break with portable TVs. It might be said that GE and Westinghouse (and GE-owned but separately-operated Hotpoint) have been sleeping giants of TV, awakening rather belatedly to do battle against dominant RCA (now allied with Whirlpool) and against the other giants of TV's first decade -- Philco, Admiral, Motorola.

Not everyone sees eye-to-eye with the prophets of gloom -- and we're merely reporting what they're saying. Trend may indeed be to full-line distribution, as we see it, but Motorola is proving by its balance sheet (Vol. 12:31) that its avowed determination to stay out of household products other than TV-radio can pay off even in the face of a recession in automobile sales that cut deep into its sizeable auto radio business. Zenith isn't in appliances and is still a major factor in TV-radio, with strong distribution. Sylvania, widely diversified in electronics, isn't quitting TV. Philco and Admiral are momentarily down but always formidable competitors. And latest profit-&-loss statements of Hoffman, Packard-Bell and Pacific Mercury (Vol. 12:29-30) would seem to indicate that some smaller companies, non-diversified in consumer goods fields, can do all right in the face of giant competition.

It's a muddled picture just now, and anyone who can really forecast the end result merits awe. One of the keenest observers of the TV-electronics fields we

know, a Wall Street specialist whose business it is to evaluate facts and discern trends, confessed to us this week -- speaking in terms of stock values, of course:

"This is one of the most fouled up eras in our history, with the selectivity in our economy and the stock market positively vicious. Net result is that it's possible to see stocks like Sylvania go to a new high at the same time that Admiral goes to a new low. In other words, everyone down here knows that there is a marketing revolution going on and there is a competitive battle for survival. Furthermore, the very divergency in corporation reports has Wall Street up in the air.

"Trends in the industry are so conflicting -- with the radio set business excellent, the TV business fouled up with distress brands, plus color which apparently has 'laid an egg' -- that Wall Street doesn't know quite what to do.

"I particularly emphasize that color has lost its stock market appeal, which in a sense is all to the good for it leaves room for later enthusiasm. Thinking in stock market terms, there is little or no water in most TV and electronics stock prices, which means that if color really takes hold in the fall you could get quite a move in the group...If the fall market really shapes up, I think there can be an excellent upside move in the group, particularly in the deflated issues..."

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**Market Phenomena:** The amazing strength of radio set sales, as shown in first 6-month sales (Vol. 12:31), plus the fantastic surge in sales of records and phonos, particularly hi-fi, is a current phenomenon reported by distributors and dealers who also handle TVs. They also tell uniformly of nice pickup in black-&-white business. The radio gains are in all categories: table models, clock sets, portables, transistorized miniatures. But radios are now generally regarded as a "traffic item," and TV dealers are accustomed to bigger volume and more profit than they provide directly.

Phonograph record sales are to some extent in hands of TV-radio distributors and dealers; at least, RCA distributors are reveling in that business. According to RCA Victor record div. v.p. Lawrence W. Kanaga, the record industry's sales will go up \$50,000,000 this year to a new high of \$300,000,000. Pops now run 75%-80% of the market compared to 50% a few years ago. Teen-agers, population now 21,000,000 and gaining at rate of 1,000,000 per year, are biggest buyers. They've created a sort of dual demand in many homes. Whereas the older folks may find rock-&-roll and the like obnoxious, they can't stop the young people from going for it -- and result is that 2 types of records, often 2 or more players, are going into the same home.

**As for Color TV:** RCA is still carrying the color ball, virtually alone, but with unflagging faith and at the cost of millions. Even Westinghouse, which claims own 22-in. tube sets are ready, won't say how many sets have been made, when they will hit the market, how much they will cost.

One of the biggest RCA distributors, admitting it's still too early to tell whether RCA's big color promotions (Vol. 12:30) have caught on, tells us the best current trade news about color is that there's no longer any apathy toward it on the part of dealers. They don't talk it down. At least half his more important dealers, he said, are now stocking color sets and the others are telling customers they can get them instead of veering them toward black-&-white.

Suggested dealer markup is 30% on all RCA color sets except the low-end \$495, which is 25%. That color sets, like nearly all appliances, are being sold below list at reputable stores is an open secret -- even Abraham & Straus, big Brooklyn dept. store, offering below-list on all models this week.

**Production:** TV output jumped to 128,157 units in week ended Aug. 3, compared to 115,581 preceding week and 94,657 week ended July 20. It was year's 31st week, and brought cumulative production figure to about 3,820,000 compared to about 4,385,000 for corresponding period year ago. Radio production totaled 205,697 (132,121 auto) week ended Aug. 3, compared to 198,151 week before and 166,047 week ended July 20. Radio output for the 31 weeks approximated 7,670,000 vs. 8,000,000 in 1955 period. Note: Top 1955 TV week to date was 164,570 week ended Jan. 20. Tentative TV output figure is 311,000 for the July vacation shutdown month, which, however, saw jump in shipments to nearly 600,000. (For 6-mo. retail sales & production, see Vol. 12:31.)

**Trade Personals:** Harold C. Mattes, co-founder and original pres. of Belmont Radio Corp., which merged with Raytheon in 1945, elected Hallcrafters v.p. in charge of private label div., with L. C. O'Brien, Allen Henry, Richard Marholz & Melvin Moore also joining Hallcrafters from Raytheon as sequel to recent purchase of its TV-radio tools, dies and other equipment from Admiral . . . Robert C. Harper, Sylvania western regional sales mgr. for lighting, promoted to Pacific Coast sales director, for all lines, headquartering in San Francisco until new Millsdale, Cal. center opens in fall; he succeeds Garlan Morse, now gen. sales mgr. of lighting div. . . . John R. Johnson, Standard Coil v.p., designated to head all sales & manufacturing; Stanley A. Adams promoted to manufacturing coordinator from purchasing director . . . Simon Lynn resigns as TV-radio-appliance merchandising rep of Associated Merchandising Corp., big group dept. store buyer . . . Robert H. Thompson promoted to Packard-Bell sales mgr. from adv. & sales promotion director . . . George H. Fezell, ex-Joseph Horne Co., Pittsburgh, joins Magnavox as merchandising mgr. . . . Henry K. Kindig promoted to mgr., Sylvania's Ottawa, O. picture tube plant . . . Mrs. Alice Close, ex-Sylvan Ginsbury Ltd., named export mgr., DuMont international div. . . . John A. Mayberry promoted to Sylvania northeastern district mgr. of electronic products distributor sales, Woburn, Mass., replacing Samuel J. McDonald, promoted to eastern regional mgr., N. Y. . . . Russell E. Dietrich, ex-Hoffman & Raytheon, appointed Admiral electronics div. regional mgr. for Cal. & Ariz. . . . Donald E. Carroli, ex-v.p. & gen. sales mgr. of Ludwig Hommel Co., Pittsburgh, joins Stromberg-Carlson as district mgr. for its hi-fi products . . . David H. Lambeth is district mgr., Kenneth W. Conner TV-radio mgr., at newly opened Sylvania distribution center at 2115 Sylvan Rd. SW, Atlanta, serving 7 southeastern states . . . John D. Campbell, chief of Canadian Westinghouse consumer products group and pres. of RETMA of Canada, and James W. Kerr, director of apparatus products group, elected v.p.'s . . . Mike Remund promoted to v.p. in charge of sales, Jensen Industries . . . William R. Anton appointed sales & adv. mgr., Permo Inc., continuing as v.p. & gen. mgr.; J. Wayne Cargile, ex-Permo distributor sales mgr., now mid-west district mgr., United Catalog Publishers . . . Benjamin H. Ballard Jr. promoted to consumer products sales mgr., National Co. . . . David Schwartz, ex-CBS-Columbia regional sales mgr., named midwest regional sales mgr., Olympic div., Unitronics Inc., headquartering at Chicago factory branch . . . John P. J. Finnie, ex-Brooke, Smith, French & Dorrance, appointed asst. adv. mgr., David Bogen Co. Inc., subsidiary of Unitronics Inc. (formerly Olympic) . . . Martin Bettan, ex-Channel Master, appointed national sales mgr., All Channel Products Corp. (antennas) . . . Nat Welch, sales v.p., Orradio Industries Inc., Opelika, Ala., named an alternate delegate to Democratic National Convention . . . John M. Spooner, ex-mgr., RCA kinescope servicing plant, Sellersville, Pa., appointed mgr., Findlay, O. high-voltage transformer and deflection yoke plant, succeeding J. J. Fencel, transferred to Harrison, N. J. headquarters . . . Robert M. Jackson, ex-adv. mgr., Insuline Corp. of America, appointed CBS-Hytron merchandising coordinator.

Scott Helt, 49, DuMont patent administrator, died Aug. 9 of heart attack. Noted as lecturer on TV engineering and author of book *Practical TV Engineering*, he became DuMont Network chief engineer in 1944 after serving as engineer in southern and midwestern radio stations. Surviving are wife, son, mother, twin brother, 2 half-brothers & a half-sister.

**DISTRIBUTOR NOTES:** Westinghouse Electric Supply Co. appoints L. D. Anderson, ex-Oklahoma City sales mgr., as San Antonio branch mgr.; he succeeds R. L. Wagner, now Dallas branch mgr.; San Francisco branch appoints Frank Porter consumer products mgr., succeeding J. C. Givens, now Richmond, Va. branch mgr.; Jack O'Donnell named major appliance sales branch mgr. . . . Philco's new San Antonio distributor, West Texas Appliance Co. (Karl Scharfenberg, pres.; Frank Atwater, sales mgr.), which was recently moved from Ft. Worth to replace Southern Equipment Co. for south, southwest & central Texas, has established offices, parts & accessories dept., warehouse facilities at 1400 No. Colorado St. . . . Sylvania TV-radio-phono lines reported going to Cincinnati Appliance Wholesalers (formerly known as Deepfreeze Distributing Corp.) which has added Stabley Bernhardt, from Floyd & Co., as sales v.p. . . . RCA Victor factory branch, Kansas City (E. E. Hart, v.p.), appointed distributor of RCA Whirlpool home laundry appliances as of Aug. 10, replacing Lee Wholesale Co. . . . Emerson Radio-Westchester (N. Y.) names Milton Marcus, ex-CBS-Columbia, as sales mgr. for TV-radio & air conditioning, freeing Murray Singer for fulltime sales mgr. duties with Emerson-Long Island . . . Hoffman Electronics Corp. appoints Richard Scott, ex-Long Beach branch mgr., as gen. mgr. of Fresno sales div.; Fred Turrill, ex-Los Angeles district representative, succeeds him . . . Gross Distributors Inc., N. Y. (Capehart) promotes Morris Fell from district rep to TV-appliance sales mgr. . . . DuMont-N. Y. gen. sales mgr. Harry Ripps resigns . . . CBS-Columbia of N. Y.'s Milton Allenson, adv. & sales promotion mgr., resigns . . . Sylvania opens own district sales office at 2520 Oakville St., Alexandria, Va., with Arthur Moyer, ex-Gibson Refrigeration Co. eastern rep, in charge.

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Sentinel Radio Corp., now a subsidiary of Magnavox, which deals directly with franchised dealers, is continuing with franchised distributors, naming 26 of them this week with more to come. At Chicago sales conference, its new pres. Frank Freimann, who also is pres. of Magnavox, stressed Sentinel's large comparative discounts for both distributors and dealers and fact Sentinel will not introduce annual lines, thereby eliminating dumping, but will add models as there are new developments. These new field appointments were announced: regional sales mgr., eastern div., David B. Monson, Brooklyn; central div., Ray W. Herrick, Chicago; western div., Dean W. Phillips, Hollywood; sales rep for Minn., N. D., S. D., Neb. & Ia., Jack Heimann, Minneapolis. Sentinel service parts dept. (R. J. Yeranko, mgr.) has been moved from Evanston to 340 E. Superior St., Ft. Wayne.

Hetpoint Co., expanding its TV operation, appoints these new district mgrs.: Los Angeles territory, Mitchell M. Werwa, ex-Maytag and ex-Crosley-Bendix; Cleveland, F. Gene Abrams, ex-Motorola; Charlotte, Harold B. Avery, ex-Capehart-Farnsworth; Dallas, Horace T. Presley, ex-Graybar; Boston, Paul E. Sullivan, ex-Northeastern Distributors Inc., Zenith & Lewyt; Chicago, Martin J. Toohill, ex-Zenith; Pittsburgh, Jacob L. Miller, ex-Capehart-Farnsworth; Atlanta, Donald F. Johnston, ex-Capehart-Farnsworth & Montgomery Ward; Cincinnati, Wm. H. Geddes, ex-RCA Victor; San Francisco, Bartley C. Furey, ex-Bendix TV & Nash Kelvinator; Kansas City, Herbert E. Delp, ex-CBS-Columbia & Emerson; New York, Harold Murphy, ex-Motorola.

Magnavox promoted David W. Martin this week to mgr. of govt. products div., succeeding Barry Carlton who died in recent Grand Canyon airplane collision.

Anthony L. Conrad, mgr. of RCA Service Co. missile test project, Patrick Air Force Base, Fla., elected v.p.

**Topics & Trends of TV Trade:** Packed twelve-hour schooldays await 110 "students" from 31 states, Puerto Rico & Canada registered for NARDA's second Institute of Management at Washington's American U next week. Enrolled TV-appliance dealers, distributors & factory personnel will attend 6 days of panel discussions, seminars, evening "bull sessions," in addition to this schedule of lectures:

Aug. 13—New marketing concepts, successful retailing, by Nathan A. Baily, dean of Business School, and other faculty members; "How the Appliance Dealer Can Operate Successfully in the New Market," Laurence Wray, *Electrical Merchandising*; "Changing Distribution Concepts," George C. Webster, management consultant.

Aug. 14—"Making Your Advertising More Effective," Lawrence Dobrow, Larrabee Assoc.; "Electronics & Your Business," Dr. W. R. G. Baker, RETMA pres.; "Effective Salesmanship," Max Fuller, Maytag.

Aug. 15—"Selling Appliances as Gifts," Dr. Leo J. Shapiro, survey researcher; "Imaginative Sales Drives Pay Off," Jack Petterson, Kenyon & Eckhardt.

Aug. 16—"TV Service," Edward H. Griffiths, RCA Service Co.; "White Goods Service," Charles E. Nichols, Amana; "Manufacturer-Dealer Cooperation for Mutual Growth," J. J. Anderson, Westinghouse; "Handling Trade-Ins," Ross Hill, Kelvinator.

Aug. 17—"How to Work With Your Bank," John A. Reilly, Second National Bank, Washington; "Define Your Business Character," Wm. H. Anderson, Frigidaire; "Consumer Credit & Your Business," Joseph A. Cronin, First Pennsylvania Co., Philadelphia.

Aug. 18—Untitled talk by Dan Packard, Management Consultants Inc. (McCann-Erickson); "Getting Along with People," Wm. F. Rodgers Jr., Giant Food Stores; "Color TV," Thomas F. Joyce, Raymond Rosen Co., Philadelphia RCA distributor.

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Multi-million dollar racket in worn-out TV-radio receiving tubes is target of second campaign by Philco, whose distributors are again offering 5¢ to servicemen for each old tube turned in. Last year's smashup of 2,500,000 worthless tubes drove a number of racketeers out of business, says Philco's Ray E. Nugent, accessory div. gen. mgr., who asserts full industry backing can keep 30,000,000 more worn-out tubes from being resold as new.

GE of Mexico landed contract for 250,000 inexpensive AM receivers which Radio Programas de Mexico, 100-station network known as RPM and headed by Emilio Azcaraga, proposed to advertise and distribute at cost (about \$10) through its stations with aim of increasing Mexican radio audience. Country has an estimated 1,000,000 radios and 200,000 TVs in use.

Sprague Electric Co., No. Adams, Mass., is making available on request a replacement guide for printed circuits used in sets made by 95 TV-radio manufacturers; 12-p. booklet is titled *Printed Circuit Replacement Manual*.

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Picture tube sales in first 6 months totaled 5,152,743, valued at \$94,795,945, compared to 4,914,024 at \$94,893,559 in first 6 months of 1955, reports RETMA. Receiving tube sales totaled 227,656,000, worth \$184,856,000, in first 6 months of 1956, as against 226,502,000 at \$168,682,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	892,385	\$17,016,391	40,141,000	\$ 31,314,000
Feb. ....	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)....	848,055	15,714,365	42,525,000	34,849,000
April .....	830,992	15,141,461	35,184,000	28,616,000
May .....	906,732	16,123,625	33,015,000	27,145,000
June (5 wk)....	776,601	13,663,408	39,037,000	32,176,000
<b>TOTAL .....</b>	<b>5,152,743</b>	<b>\$94,795,945</b>	<b>227,656,000</b>	<b>\$184,856,000</b>

**Network Color Schedules**  
(August 14-26, 1956)

- Aug. 14—NBC: *The Chevy Show*, 8-9 p.m.
- Aug. 15—NBC: *Jaye P. Morgan Show*, 7:30-7:45 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Aug. 18—NBC: *Tony Bennett Show*, 8-9 p.m.
- Aug. 23—NBC: *Lux Video Theatre*, 10-11 p.m.
- Aug. 25—NBC: *Tony Bennett Show*, 8-9 p.m.
- Aug. 26—NBC: *Zoo Parade*, 5-5:30 p.m.

DuMont reports order received this week from WREX-TV, Rockford, Ill. for Multiscanner color conversion equipment. Following are stations which now have DuMont film-&slide color equipment: WFMY-TV, Greensboro; WAGA-TV, Atlanta; WFBM-TV, Indianapolis; KXJB-TV, Valley City, N. D.; WISN-TV & WITI-TV, Milwaukee; WFAA-TV, Dallas; KTRK-TV, Houston; WDSU-TV, New Orleans; KDUB-TV, Lubbock; KTLA, Los Angeles; WDBJ-TV, Roanoke; WRVA-TV, Richmond; WABT, Birmingham. WCBS-TV & WABD, New York, and KNXT, Los Angeles, have film-only equipment, while WITI-TV, Milwaukee, also has live Vitascan system.

RCA shipped live studio camera Aug. 10 to KARD-TV, Wichita, 3-V cameras Aug. 7 to WRCV-TV, Philadelphia, and Aug. 10 to KPIX, San Francisco. GPL reports shipment of 3-V camera to WCYB-TV, Bristol, Va., along with first of 3 monochrome camera chains, two 16mm projectors & associated equipment.

Switch to all-color—and higher production budgets—is being contemplated by NBC-TV's alternating *Alcoa Hour* & *Goodyear Playhouse*, Sun. 9-10 p.m. Regular color show—Jack Webb's filmed *Noah's Ark*—is scheduled every Wed. 8:30-9 p.m. on NBC-TV, sponsored by Liggett & Myers, beginning in fall.

New series of hour color films will be produced for *NBC Matinee Theatre*, shooting to begin Sept. 13 at studios of NBC subsidiary California National Productions (formerly Kagran Corp.), Los Angeles.

Licensing of TV-radio servicemen is strictly a local problem, should be handled by each community in accordance with local needs, writes Frank J. Moch, chairman of National Assn. of TV Electronic Service Assns. (NATESA) in July *NATESA Scope*. He bitterly attacks opponents of licensing: "The opponents of licensing per se, operating under a cloak of anonymity, but bearing a fanciful title and allegedly speaking for the 'industry,' are propagandizing against licensing. The alleged members of the group apparently haven't the courage to stand up and be counted . . . They state that adequate laws exist to solve the problems. Can they name cases where present laws were effective in stopping TV service crooks in more than a handful of cases?"

Transistor sales in first half of 1956 totaled 4,758,603, valued at \$13,728,111, according to RETMA—greater than for entire 1955 when 3,646,802 units were sold at \$12,252,741. In first half of last year, 1,260,827 units were sold, valued at \$4,741,958. Total sales for June 1956 were 1,130,756 at \$3,645,293.

NARDA's 1957 *TV Blue Book* is scheduled for publication first week of Sept., with new articles, list prices & current trade-in values of most TV brands & models. Single copy costs \$5 from National Appliance Trade-in-Guide Co., 2105 Sherman Ave., Madison, Wis.

Sonora sales v.p. Charles Robbins reported—to meeting last week end of its 54 sales reps from 14 major marketing areas, called to show new line of 14 TV and 27 radio models—that volume during last 12 months was about \$7,500,000, should go to \$10,000,000 in next year.

**Financial & Trade Notes:** CBS Inc. consolidated net revenues and sales, thanks largely to flourishing TV network and station business and in some part to big upsurge in business of Columbia Records, achieved record half-year high of \$174,274,387 as of June 30—16% ahead of the \$149,995,695 for comparable 1955 period. However, profit declined to \$5,308,990 (71¢ per share) from \$6,327,672 (87¢) in first half of 1955, reflecting operating losses of CBS-Columbia div., now-discontinued TV-radio set manufacturing operation.

"The results," said CBS statement, "are after deducting the operating losses of the CBS-Columbia division for the respective periods. The figures for 1956 also include provisions for estimated expenses and losses expected to be incurred in discontinuing the division (other than losses which might result from the disposal of the division's plant and equipment which is yet to be finalized, and which it is estimated will amount to approximately 9¢ per share). After applicable tax credits, the special provisions for the first 6 months of 1956 approximate \$2,600,000, which is equivalent to 35¢ per share."

At 9¢ per share, with close to 7,500,000 shares outstanding, loss on plant and equipment is estimated at about \$675,000 which may be reflected in report for second half. CBS Inc.'s first quarter net profit was record \$4,462,783 (60¢) on sales of \$88,406,663 vs. \$3,892,677 (53¢) on \$77,776,463 in same 1955 quarter (Vol. 12:28).

Note: Another big firm that also quit TV-radio set manufacture, Raytheon, disclosed in annual report for fiscal year ended May 31, released this week, that it had taken loss of \$829,000 on account of this termination (Vol. 12:20-22) after reduction in Federal income taxes. Final report, as pres. C. F. Adams had reported to board July 12 (Vol. 12:28), showed earnings down to \$1,255,000 (45¢ per share), after the special charge, from \$4,532,000 (\$1.62) in preceding year. Sales were \$175,490,000, down from \$182,505,000. However, backlog of unfilled govt. orders was \$160,000,000 vs. \$96,000,000, working capital up to \$39,961,000 from \$32,533,000, while long-term debt went up to \$15,000,000 from \$6,384,000.

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Admiral's consolidated sales for 6 months ended June 30 totaled \$85,834,325—9% down from the \$94,018,923 of same 1955 period—while net earnings after taxes were \$1,748,055 (74¢ per share) vs. \$1,946,192 (82¢). Pre-tax profits were up—\$3,371,334 vs. \$2,845,413. Second quarter sales were \$37,170,366, net profit \$437,719 vs. \$43,984,527 & \$708,016 in same 1955 period. Exec. v.p. John Huarisa pointed out Admiral did not introduce 1957 lines until June 28, whereas they came out earlier last year, so that results will be reflected in third quarter.

Aerovox Corp. reports first half net loss of \$35,378 vs. net profit of \$320,000 (36¢ a share) in same 1955 period; first half sales increased to \$13,090,000 from \$12,462,000. In letter to stockholders Aug. 3, pres. W. Myron Owen blamed loss on "extreme price competition" during 1955's second half, higher raw material & labor costs, but he stated firm's financial position "remains strong," foresaw "somewhat better" second half.

Dividends: CBS "A" & "B," 20¢ payable Sept. 7 to stockholders of record Aug. 24; Erie Resistor Co., 20¢ Sept. 15 to holders Sept. 1; Tung-Sol, 30¢ Sept. 4 to holders Aug. 15; Canadian Westinghouse, 25¢ Oct. 1 to holders Sept. 14; Paramount Pictures, 50¢ Sept. 14 to holders Sept. 4; Telechrome, 6¼¢ Sept. 17 to holders Sept. 4; Canadian GE, \$2 Oct. 1 to holders Sept. 15; Magnavox, 37½¢ Oct. 15 to holders Sept. 24.

Eitel-McCullough Inc. reports \$817,168 net income (\$1.09 per share) on sales of \$6,709,661 in 6 months to June 30 vs. \$356,321 (48¢) on \$4,652,035 in same 1955 period.

Officers' & directors' stock transactions reported by SEC for June: American Broadcasting-Paramount Theatres—John Balaban sold 200 shares, holds 7300; James L. Brown sold 400, holds 1100. Columbia Pictures—Harry Cohn bought 600, gave 451 as gift, acquired 4484 through stock split, holds 183,860. General Electric—Fred J. Borch bought 690, holds 997; William Rogers Herod bought 1138, holds 8006; Roy W. Johnson exercised option to buy 2300, holds 9026; Ray H. Luebbe bought 1070, holds 4320; Harold A. Olson bought 297, holds 2010; Robert Paxton bought 9675, holds 17,277; Harold F. Smiddy exercised option to buy 1875, holds 5625; Arthur F. Vinson bought 1185, holds 4892. Hazeltine—James F. Harrigan bought 100, holds 211. International Resistance—Oliver J. Greenway bought 1000, holds 9650. Magnavox—John A. Rankin exercised option to buy 1102, holds 1102; J. S. Sturgeon exercised option to buy 1102, holds 1120; Richard A. Wilson exercised option to buy 2756, holds 2976. Motorola—Paul V. Galvin sold 300, holds 99,453 personally, 186,696 in trust; Robert W. Galvin sold 300, holds 154,757 personally, 186,696 in trust; Edward R. Taylor bought 600, holds 3060; E. P. Vanderwicken bought 200, holds 500. National Telefilm Associates—Ely A. Landau, for members of family, bought 517; holds 80,450 personally. Philco—William Balderston bought 300, holds 5263; Larry E. Gubb sold 4400, holds 10,948; Henry T. Paiste Jr. sold 271, holds 8416. Raytheon—Harold C. Mattes exercised option to buy 11,550, holds 18,877. Sylvania—Leon C. Guest Jr. bought 300, holds 461; V. Benton Harrison bought 495, holds 828; A. L. B. Richardson bought 300, holds 610. Webcor—Titus Haffa sold 400, holds 33,275.

Wilcox-Gay Corp., which went through Chapter X proceedings last year, reports 1955 consolidated net loss of \$351,835 for itself and wholly-owned operating subsidiaries Garod (now out of TV-radio and engaged only in defense contracts) and Majestic (now handling sales of foreign-made [Grundig] radios, phonos & recorders). This compares with \$2,571,455 consolidated loss in 1954, when auditors wrote down TV-radio inventories to salvage or liquidating value. Net 1955 sales were \$7,439,191 vs. \$13,800,892 in 1954, with gross profit of \$487,171 on goods sold vs. gross loss of \$574,099 in 1954. Board chairman Leonard Ashbach, in report to stockholders released this week, said new operating plan confirmed by Court settled all claims of general unsecured creditors at 50% of face amount, payable from Jan. 20, 1955 over 5 years at rate of 2½% quarter-annually. He added that because consolidated operating loss carry-forward totals about \$3,000,000, future profits will be exempt from Federal income taxes to this extent for next few years. Current production is largely recording devices (Recordio), TV-radio production having been suspended by the Court with Brooklyn plant shut down and all operations now centered in Charlotte, Mich. Concluded Ashbach: "With the Court proceedings now behind us, your chairman is confident that the future will result in rehabilitation & progress."

Crowell-Collier Publishing Co. reports net loss of \$1,349,556 on revenues of \$35,973,547 for 6 months ended June 30, as against profit of \$138,405 on \$34,225,000 for same 1955 period. Firm now seeking to go into TV-radio (Vol. 12:21-22) attributed losses to now-discontinued *American Magazine* and 9% decline in advertising income, and spokesman stated it will also run "slightly in the red" for rest of year. Note: *Variety* this week indicated NBC chairman Sylvester (Pat) Weaver had been offered job of head of Crowell-Collier's projected TV-radio group, and quoted him as stating: "Today marks my 7th year with NBC and despite the recurring rumors [of resignation] I am tied to NBC by contract and will continue with the network."

**ROUGH GOING FOR MOVIES:** The *Magazine of Wall Street* takes a dim view of movie stocks, observing in Aug. 4 issue: "We are unable to see a case for holding—much less buying—stocks of the motion-picture producers. Whatever the reasons (including TV, and the lack of enough 'hit' pictures) theatre attendance is far under older peak levels, and seems headed for a lower total this year than last. Foreign earnings, which are very important to most producers, appear to be leveling off as TV gets a wider and wider audience in a number of countries; and they could show some later shrinkage."

This came at just about the time President Eisenhower was signing bill exempting movie admissions up to 90¢ from the 10% Federal excise tax after Sept. 1, hailed by MPAA president Eric Johnston as "of vital economic importance to all elements of the industry and particularly to many thousands of smaller theatre owners whose principal competition comes from tax free media"—(obviously meaning TV). It's estimated in film trade that the saving, which apparently won't be passed on to ticket buyers, will add \$51,800,000 to the industry's annual income, of which \$35,400,000 will remain with theatres, \$16,400,000 going to distributors.

TV columnist Mandel Herbstman, in Aug. 7 *Film Daily*, lashed back at *Magazine of Wall Street*: "This is a type of cliché thinking that does little credit to the intelligence. Last week it was estimated that a theatre-going upsurge brought attendance to a figure as high as 85,000,000." He also quoted AB-PT pres. Leonard H. Goldensohn as scoffing at talk of destructive rivalry between TV and the motion picture industry and as stating "each industry has a vitality of its own and will stand on its feet."

But we'll be hearing lots more on the subject and reading many more reports and analyses. Meanwhile, in

**Annual stockholders census** by *Forbes Magazine* (Aug. 1) shows AT&T ranking first in number of stockholders at end of 1955, GE third, RCA 11th, Westinghouse 23rd among U. S. firms. Number of stockholders in electrical equipment & electronics category rose 10% from 1954. Here are total 1955 stockholders in companies most prominent in communications, electrical equipment & electronics (% increase from 1954 in parentheses): AT&T, 1,408,851 (7.8%); Admiral, 7845 (44.9); GE, 347,844 (17.9); CBS, 17,919 (17.3); Motorola, 4434 (1.2); Philco, 19,396 (3.3); Raytheon, 11,974 (32.1); Sylvania, 30,923 (6.5); Westinghouse, 119,086 (7.2). Fewer stockholders were shown for Avco, 58,212 (5.3% drop); DuMont Laboratories, 9775 (19.5); RCA, 170,122 (1.4); Zenith, 4329 (5.1).

Second quarter earnings of 7 TV-radio set makers dropped 26.2% from the same 1955 period—to \$9,605,000 in 1956 from \$13,022,000 last year, according to "corporate report card" in Aug. 6 *Wall Street Journal*. Earnings of 10 electrical equipment producers, down to \$74,158,000 from \$80,379,000 in 1955, were off 7.7%. Profits compare unfavorably with total earnings of 551 corporations in all lines, off only .8%, as shown in the "report card." Newspaper predicts TV-radio & electrical equipment makers may do better next quarter, while U. S. corporate earnings as a whole will show little gain—if any.

M. Robert Rogers, ex-pres., WGMS, Washington, now on leave as consultant to station's new owner, RKO Tele-radio Pictures, is serving as exec. director of newly formed Committee of Arts & Sciences for Eisenhower. Group proposes to raise \$100,000 for its campaign, which includes big all-star TV-radio show in Oct.

**Indiana Steel Products Co.** reports net income of \$400,277 (\$1.39 per share) for first 6 months, up from \$353,525 (\$1.24) in same 1955 period. Second quarter earnings were \$191,950 (67¢) vs. \$157,784 (55¢).

the wake of recent downgrade reports on earnings of Loew's, Stanley Warner Theatres, National Theatres, Technicolor (Vol. 12:28, 29, 31), these were released this week:

Paramount Pictures reports earnings of \$5,001,000 (\$2.40 per share) for 6 months ended June 30; this includes \$1.26 per share profit on sale of film shorts & cartoons for TV use. Revenue figure wasn't reported, but income compares with \$5,165,000 (\$2.36) for same 1955 period. Second quarter profit was \$3,279,000 (\$1.57, of which \$1.12 came from sale of film shorts & cartoons) vs. \$2,307,000 (\$1.05) in same 1955 quarter.

Warner Bros. for 9 months ended May 26 shows consolidated net profit of \$2,165,000 (87¢ a share) on sales of \$54,225,000, compared with \$3,312,000 (\$1.33) on sales of \$53,080,000 in comparable period year ago. The 1956 income does not include special credit of \$3,000,000 representing reversal of reserve for contingent liabilities no longer required. Report showed \$5,000,000 was paid in cash during the 9-mo. period toward the \$16,000,000 sale of its backlog of pictures to PRM Inc.; remainder is payable over 3 years, proceeds being treated as capital gain.

Decca Records reports earnings of \$1,536,521 (96¢ a share) for 6 months ended June 30; this includes its share of undistributed earnings of subsidiary Universal Pictures Co., and compared with earnings of \$1,610,691 (\$1) in 1955 period.

List Industries Corp., formerly RKO Theatres Corp., reports net income of \$317,471 (40½¢ per share) for first half of 1956 vs. \$804,757 (25¢) in same 1955 period which included \$205,000 in non-recurring items.

Walt Disney Productions, which pulled itself out of fiscal doldrums when it tied up with ABC-TV for *Disneyland*, etc. (Aug. 10 over-the-counter quotations, 47 bid, 51 asked), plans 2-for-1 split of its 652,840 shares of common.

Tele-Dynamics Inc. is new name for Raymond Rosen Engineering Products Inc., subsidiary of RCA Philadelphia distributor Raymond Rosen & Co.; pres. Edward E. Lewis explains new name better describes scope of activities, notably in telemetry as it applies to automatic transmission of information from rockets, guided missiles & airplanes in flight on which it recently got new \$1,800,000 Air Force contract. Firm also leases and maintains radio equipment used by Yellow Cab companies in Philadelphia & Baltimore, among others, has more than 350 lease accounts using some 2000 mobile radio units and about 350 fixed transmitting & receiving stations.

TV sets sold to Canadian dealers by distributors totaled 216,196 in first 6 months, compared to 245,917 in first 6 months of 1955, reports RETMA of Canada. Montreal led in half-year sales to dealers, with 40,182; Toronto second, 34,102; other Ontario, 21,401; British Columbia, 16,782; Alberta, 15,247; Quebec City, 13,883; Manitoba, 13,220; Ottawa & eastern Ontario, 13,191; Nova Scotia, 10,814; Hamilton-Niagara, 10,392; New Brunswick & Prince Edward Island, 7302; Saskatchewan, 6356; Windsor, 6118; other Quebec, 4065; Newfoundland, 3141.

Cure for "venetian blind" co-channel interference is Jerrold Electronic's claim for its first consumer product, a high "Q" filter labeled "Line-Out" and listing at \$15.95. It attaches to back of set, plugs into picture tube socket.

Sylvania radio tube div. announces 4 new 9-pin miniature tubes for use in black-&-white and color TVs. General purpose multi-unit tubes have controlled heater warmup time for service in series heater string receivers.

All Hoffman TVs, radios & phonos made since 1948 are covered in new 200-p. service guide available from Hoffman distributors at \$3.

Hearings on Federal excise tax policy have been scheduled by House excise tax subcommittee headed by Rep. Forand (D-R.I.) beginning Nov. 26, 1956.

## Network Television Billings

June 1956 and January-June 1956

(For May report see *Television Digest*, Vol. 12:26)

**F**IRST-HALF TV NETWORK billings of \$234,510,312 ran more than \$37,000,000 ahead of same 1955 period, according to June report of Publishers Information Bureau released this week. It shows all 3 networks down somewhat in June from May, but substantially ahead of June 1955—and it still looks like combined networks will exceed \$500,000,000 for whole of 1956 as compared with about \$407,000,000 for 1955 (Vol. 12:6). CBS continues to lead, though its June gain of 14.1% now compares with an NBC gain of 15.9% over same month year ago. ABC continues third, but ran 72.8% ahead of June 1955. The complete PIB June report:

NETWORK TELEVISION						
	June 1956	June 1955	% Change	Jan.-June 1956	Jan.-June 1955	% Change
CBS .....	\$17,935,789	\$15,724,184	+14.1	\$106,499,425	\$ 93,691,841	+13.7
NBC .....	14,186,929	12,238,694	+15.9	89,529,732	78,810,743	+13.6
ABC .....	6,119,917	3,542,304	+72.8	38,481,155	21,768,605	+76.8
DuMont*	---	218,845	---	---	2,904,680	---
<b>Total</b> .....	<b>\$38,242,635</b>	<b>\$31,724,027</b>	<b>+20.5</b>	<b>\$234,510,312</b>	<b>\$197,175,869</b>	<b>+18.9</b>

### 1956 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Jan. ....	\$ 6,382,046	\$17,820,455	\$14,695,116	\$ 38,897,617
Feb. ....	6,418,210	16,928,361	13,845,000	37,191,571
March .....	6,747,928	17,884,976	15,955,688	40,588,592
April .....	6,173,922	17,668,950	15,136,596	38,979,468
May .....	6,639,132	18,260,894	15,710,403	40,610,429
June .....	6,119,132	17,935,789	14,186,929	38,242,635
<b>Total</b> .....	<b>\$38,481,155</b>	<b>\$106,499,429</b>	<b>\$89,529,732</b>	<b>\$234,510,312</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.

"TV snorkel" is new curbside remote-controlled banking unit, unveiled this week by Mosler Safe Co. at Bridgeport (Conn.) Mechanics & Farmers Savings Bank. It works this way: Customer drives up to unit, about size of package mailbox, and pushes button. He sees teller's face on TV screen; small door opens at front of unit and customer places his deposit in cylinder and money passes through pneumatic tube to teller's desk 100 ft. away on banking floor. Teller, who can see customer on his TV screen, sends passbook back through pneumatic tube. New unit is electronic adaptation of Mosler's "snorkels" which previously have used mirrors to throw teller's reflection up to street level from office below sidewalk.

New closed-circuit TV converter which changes fast-scan to slow-scan TV has been developed by GE. Developmental system makes it possible to use same camera and closed-circuit system for regular 30-frame-per-second images and for non-moving pictures scanned once every 4 or 5 seconds. Slow-scan TV is economical over long distances, since it requires only modified telephone lines instead of coaxial cable or microwave.

Giant TV screens, fed eventually from world-wide live educational network as well as from locally-originated color video tape, will be as common as desks in future schoolrooms, U of Colo. Prof. Robert DeKieffer told annual Texas Tech summer audio-visual workshop at Lubbock. He predicted school TV will be used in all grades from elementary school to college.

Navy helicopter-borne TV stations may help control amphibious landings, reports Philco after testing new airborne uhf TV system at 500 to 2500-ft. altitudes. Developed for Bureau of Ships, system is said to transmit clear picture to ship or shore over line-of-sight distances of 50 miles or more.

TV keeps 'em down at the base: Personnel at Air Force bases in the Philippines and Okinawa prefer viewing kinescopes of American network shows to off-base passes, commanders report, noting definite increase in number of men staying on post during off-duty hours. A 25-35% drop in venereal disease rate, along with informal complaints of declining business from owners of "establishments of questionable character," is attributed to attraction of 2100 TV receivers in the 2 areas. Base theatre attendance has also correspondingly declined. Limited-range AF-operated TV stations at the 2 bases are on the air 5-7 hours nightly, offering unabridged stateside programs contributed by networks, sponsors and agencies— together with some live programming. The 21 operating stations of Armed Forces TV Service, headed by Lt. Col. Mel Williamson, onetime Chicago & Los Angeles agency executive, are listed in our Fall-Winter *Television Factbook*. Note: Michigan State U's WKAR-TV has started production on two 20-program series of film lectures covering 2 semesters of high school-level American history, designed for transmission over the AFTS stations, and for armed forces group study; series is supervised by Dr. Charles J. McIntyre, educational TV chief for Office of Armed Forces Information & Education. Series on science is also in production at Penn State and on government at U of Wisconsin.

Two applications for stations and one for translator were filed with FCC this week. Seeking Ch. 10 in Elko, Nev. is Donald Reynolds, operator of KFSA-TV, Ft. Smith, Ark. (Ch. 22); KOLO-TV, Reno (Ch. 8), and KLRJ-TV, Henderson, Nev. (Ch. 2), and publisher of newspapers in Ark., Nev. and Okla. Sen. Robert S. Kerr's Peoria, Ill. uhf WEEK-TV (Ch. 43) filed for Ch. 35 satellite in La Salle, Ill. Translator application was from druggist Estel L. Stovall, Maupin, Ore., for Ch. 70 to rebroadcast programs of KOIN-TV, Portland, Ore. (Ch. 6). Total now stands at 120 (24 uhf) applications for stations, 11 for translators. [For details, see *TV Addenda 23-E* herewith.]

Raytheon's part in Australian TV, as announced in Aug. 9 release: Seven complete 1-watt microwave relay units are being delivered for remotes from Australian Olympic games. More than 5000 Raytheon 17-in. picture tubes have been shipped to Electronic Industries Imports Pty. Ltd., Melbourne, for use in Australian-built TV sets. TV receivers will also be produced by Raytheon licensee Ferris Bros. Pty. Ltd., Sydney.

First Australian TV transmissions went on air July 13 when Sydney's TCN (Frank Packer newspapers) televised test patterns and slides, followed early this month with test transmission of films. Station is due to begin programming in Sept., and all 6 of Australia's authorized TVs are scheduled to be on air in time for Nov. Olympic Games.

Free Europe Committee, which operates Radio Free Europe in Munich, Free Europe Press and other independent propaganda activities designed to pierce Iron Curtain, has elected Lt. Gen. Willis D. Crittenger, USA ret., as its new pres., effective Oct. 1, succeeding Whitney H. Shepardson, retiring.

Pioneer radio WFPG, Atlantic City (250-watts, 1450 kc, CBS) is being sold for \$150,000 to Jerome Sill, who formerly owned 66% of CP for WAGE-TV (now WDMJ-TV), Marquette, Mich. (Ch. 6) and 21% of radio WMIL, Milwaukee.

Consulting engineer William E. Bennis Jr. filed application with FCC this week for AM station (1-kw D, 740 kc) at Ampt Hill, Va., 7 miles south of Richmond.

British Govt. turned down request from commercial Independent TV Authority for grant of \$2,100,000 for production of cultural programs.



# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — August 18, 1956

**SHORTER PICTURE TUBES** now due for 1957 production, making possible slimmer TV cabinets, smaller and lighter weight portables (p. 1).

**MGM AIMS AT TV DOMINANCE**, buying 25% of Los Angeles' KTTV for \$1,600,000, leasing it 725-feature backlog, setting pattern for other deals (p. 2).

**BIGGEST CLOSED-CIRCUIT SCHOOL TV** project gets under way as Hagerstown teacher workshop ends and RETMA hastens equipment to Washington County, Md. (p. 3).

**CONVENTION TV COVERAGE** mature and smooth, stressing full arrival of "electronic journalism." Press moving over to make room (p. 4).

**TV SET PRICES GOING UP**—but not on portables which are fast becoming dominant. RCA, Admiral, Philco, Emerson definitely up, others expect to follow (p. 7).

**TV SPOT EXPENDITURES** grossed \$105,584,000 in second quarter, presaging \$328,000,000 net year. Top buyers, agencies, product categories listed (p. 5).

**EL PASO'S THIRD STATION** starts. WTVW, Evansville, poised to begin when FCC grants STA. Montrose, Colo. satellite awaits last-minute equipment (p. 6).

**HOPE IN UHF RESEARCH** expressed by FCC Chairman McConnaughey in W. Va. speech. FCC's Broadcast Bureau urges unfreezing of vhf CPs (p. 6).

**SHORT TUBE, SLIM SETS DUE NEXT YEAR:** Backed enthusiastically by tube-making giants RCA & GE, the new short picture tube -- with strong implications for further portability and better cabinet design -- will be in production by the turn of the year.

After several false starts, standardization and production problems are now virtually licked, sampling of customers has begun and TV set design could be in for its biggest metamorphosis since the end of the race to bigger tube sizes.

Secret of the shorter picture tube is wider deflection angle -- 110 degrees, as opposed to 90 degrees on most modern tubes (Vol. 11:45,51 & Vol.12:3,6,12). In addition, new non-ion-trap electron guns have been designed which can shorten the tube even further -- to point where it is now possible to produce a 21-in. set whose depth is much less than its width. Up to 5 inches can be hacked from the length of 21-in. size by using new narrow-necked tube with wide-angle deflection.

In a spot survey of half-dozen TV tube makers, we found all willing to predict new tube could be produced in fourth quarter of this year or by first quarter of next -- but there was no unanimity as to whether it would "catch on."

With RCA & GE pushing the short tube, most tube makers believe rest of the industry will have to give it a competitive whirl. But some are reluctant to tool for the new item without heavy advance customer interest. Much of set makers' hesitancy undoubtedly is due to fact that new tube will cost \$2 more than standard 90-degree tube, that deflection components probably will be more expensive at outset, and that it will require receiver chassis redesign.

"Are we being carried away by hysteria, like we were with the 24 & 27-in. tubes?", one tube manufacturer asked -- but then he quickly added: "We're getting ready for it. If our customers want short tubes, we'll give them short tubes."

Higher cost of tube is minimized by those companies pushing the short tubes. Said one high official: "When you make 'em by the millions, price comes down. And the smaller and more compact you make a set, the more you'll sell. When you can fit a 21-in. set into a cranny or corner or small room, or when a 24-in. set is small enough to fit through the door of an apartment, more people will buy more of them."

Corning and Kimble, biggest glass bulb makers, are ready to supply glass envelopes for the new tubes whenever industry is ready. The bulbs and tubes are due to be available first in 21-in. size, then 14 & 17-in., followed by 24-in.

New tube's significance in trend to portability can't be overlooked, for its design will cut down weight as well as tube length. Corning has designed new thin

glass faceplate said to reduce weight of tube by about 18%. In 14-in. size, weight will be cut from 8½ to 6½ lb. -- exclusive of weight saved by smaller cabinet. The 17-in. tube will drop from current 14 to 10.3 lb., 21-in. from 25 to 20 lb.

Length of tube will vary according to how short each tube maker can cut the neck by using shorter guns, etc. National Video Corp., which calls itself biggest independent picture tube maker, claims it has been able to chop the new tubes one inch shorter than anybody else. In its 110-degree line -- to be sampled to industry in Sept. -- these are the lengths: 21-in. tube, 14½ inches vs. 19 for conventional 90-degree tube; 17-in., 12½ vs. 15½; 14-in., 11¼ vs. 14 13/16.

GE v.p. W.R.G. Baker, pres. of RETMA, predicted at NARDA Institute of Management for appliance & TV dealers in Washington that new tubes "will come into extensive use next year," and he observed: "They could make a 14-in. set 25% shorter."

Next year's TV sets will almost certainly be offered in both styles -- the familiar bulky models and the new slim models at a premium price. And, again, the consumer will make the decision. If TV's new look meets public acceptance, tube and set makers will be prepared for complete switchover.

**MGM's PATTERN IN DRIVE FOR TV Foothold:** World's biggest movie maker, Loew's Inc. has bought into its first TV station -- and as concrete evidence of its determination to become "an important if not the most important creative force in TV," it indicated this week that several other big-market station deals were on the fire.

Less than 2 months after formal announcement of the end of its long isolation from TV (Vol. 12:25), MGM's parent organization disclosed the purchase of 25% of Los Angeles independent KTTV from owner Times Mirror Co., controlled by wealthy Chandler family and publisher of Los Angeles Times & Los Angeles Mirror. Purchase price was not announced, but was said to be about \$1,600,000. Pre-freeze station, onetime CBS Hollywood key and possessing one of biggest production plants there, an old film studio, has operated in black for last 2 of its 7½ years.

Announced separately was an even bigger deal -- 7-year lease to KTTV of 725 pre-1949 MGM features for more than \$4,000,000 -- by far the highest price ever paid by a single station for a movie library.

Similar station ownership and film-lease deals "are under direct negotiation now in 2 other important cities," MGM TV v.p. Charles C. (Bud) Barry told us, indicating KTTV deal will set pattern for movie maker's plunge into station ownership.

Among stations with which MGM reportedly has been dickering is WATV, Newark-New York, which denied it is interested in selling in whole or part (Vol. 12:27).

MGM will enter active management of KTTV or any other station in which it buys part interest, according to Barry -- providing program service and showmanship counsel based on its long experience in movie field. Loew's Inc. will probably be represented on KTTV board, and best guess is that Barry will be the board member.

Loew's Inc. thus is third movie producer with interest in TV stations -- the others being Paramount, owner of independent KTLA, Los Angeles, and stockholder in DuMont Broadcasting Co. (and once a large CBS stockholder); RKO, which went into the TV station business through its purchase by General Teleradio. Warner Bros. once owned Hollywood independent KLAC-TV (now KCOP). Another movie firm now deeply in telecasting is theatre-owning American Broadcasting-Paramount Theatres.

\* \* \* \*

Ready to listen to anybody's propositions for its treasure-trove of 725-750 features (final number to depend on clearance problems), MGM lists several ways in which it may be willing to lease its products to stations: (1) "Exclusive MGM affiliation agreement" -- straight library deal aimed at big-market stations. (2) Package deals involving 26 or 52 features, mainly for smaller-market outlets. (3) "MGM Playhouse of Family Favorites," series comprising such groups of features as Andy Hardy, Dr. Kildare and Maisie pictures. (4) Premium-priced "color package" of about 50 Technicolor features (other MGM packages won't be licensed for color TV showing).

CBS negotiations for MGM library for its o-&o stations are still "alive," Loew's officials say -- though network's Los Angeles outlet KNXT can't be included in any deal now. Before KTTV announcement, trade reports had MGM-CBS deal near, in-

volving \$13,000,000 for the films for the 4 o-&-o's. For network color showing, CBS had previously bought rights to MGM's Wizard of Oz.

As to MGM's other TV plans, these are answers we get from Loew's topkicks: (1) Film network? "Possibly." (2) Live programming? "Maybe later, but we have to walk before we can run." (3) TV film syndication? "Probably." (4) TV film production? "At least 2 and probably 3 series will be ready for fall 1957 release." One of these will be Goodbye Mr. Chips, based on book & movie, filmed in London.

Note: Next huge batch of features to be opened up to TV will be 758-film 20th Century-Fox pre-1948 backlog, now on the block for a reported \$35,000,000. A package of 52 Fox features has been on market for some time, handled by NTA.

**BIGGEST SCHOOL TV PROJECT UNDER WAY:** Backed by Ford Foundation and TV industry, the big 5-year closed-circuit TV education project in Washington County, Md. has now gotten off the ground -- and, in 3 weeks, learning-by-TV will become a regular part of the lives of some 6000 Hagerstown pupils (Vol. 12:25-26).

We visited one of the final sessions of 6-week TV teacher training workshop at Hagerstown this week -- where more than 50 local teachers, supervisors and school principals are formulating and testing TV teaching policies and techniques under highly regarded Supt. of Schools Wm. M. Brish. During the 6-week period, workshop has played host to visiting experts from virtually every educational TV station and TV-equipped institution in the country.

We observed a 30-min. lesson in fourth grade social studies on the 21-in. screen, taught by a local teacher using pictures, maps and other visual aids whose impact would have been lost in conventional classroom instruction to all except first 2 rows of seats. Even in the large hot & crowded room, as we watched the TV tube, we experienced the same rapport with teacher, the same almost-compulsive concentration that has mystified educators wherever TV teaching has been employed.

Following each TV teaching session, workshop participants held discussion sessions analyzing techniques used, making suggestions for improvement, etc.

\* \* \* \*

Though industry is committed to deliver 9 camera chains, plus film chain, associated studio equipment and 271 receivers for project's first year, summer TV workshop operated under extreme equipment handicap. Its total gear (most of which arrived after midsummer) consists of 2 tiny industrial vidicon cameras without viewfinders (only one can be used at a time), one monitor, movie projector, 4 TV sets.

To RETMA's school committee under GE's Ralph Yeandle fell the monumental job of getting equipment contributions from industry and coordinating their delivery. Though only 3 weeks remain until opening of school, committee is now confident it can have 3 cameras and 100 receivers in Hagerstown by Sept. 9 -- most manufacturers having been convinced of the significance of the project not only as public service but as pioneering exploration of vast new potential for TV equipment.

Job of connecting 8 schools, art museum and public library by cable has been virtually completed by Bell Telephone Co. Provision is being made for 3 channels initially, 5 eventually, with all programming originating from 3 studios at Board of Education headquarters during first year.

Only outside professional now employed by the school system for TV project is John Brugger, ex-chief engineer of U of Illinois' WILL-TV, Champaign (Ch. 12).

School authorities have evolved tentative formula of one 21-in. receiver for each 15 children, and during first year virtually every pupil in the 8 schools will have one TV class a day. But none will take more than one subject by TV.

These courses will feature TV instruction during first semester: 12th grade English, 11th grade U.S. history, 10th grade math, 9th grade science, 6th grade science, 5th grade arithmetic, 4th grade social studies, 1st thru 6th grade art, 4th thru 6th grade music, 1st thru 3rd grade reading-&-number readiness. In all classes, classroom curricula in televised subjects will be built around TV lessons.

TV teaching will be extended to 23 Hagerstown schools encompassing 12,210 pupils by Sept. 1957, and to all of county's 47 schools, totaling 18,000, by Sept. 1958 -- accompanied by increase in number of subjects and hours of TV teaching.

**ELECTRONIC JOURNALISM SCORES:** The "Gutenberg boys" or "ink journalists"—as they're now sometimes called—had to move over and make ample room for TV at this week's Democratic convention in Chicago, and will have to do so again at GOP convention in San Francisco next week.

TV's dominance over printed word as a medium for covering major events of uncertain progress or outcome was most vividly demonstrated, as upwards of 100,000,000 watched at least some portion of convention.

Though pre-convention buildup by ABC, CBS & NBC seemed to put too much stress on bigness and electronic gadgetry—emphasizing the huge staffs, tons of equipment, portable cameras, etc.—fact is that most of it worked remarkably well. Furthermore, in contrast with previous TV convention coverage, both public and sponsors seemed satisfied with the relatively unobtrusive commercials.

Though journalists have long acknowledged TV's speed, it's been commonplace to say that public must look to press for basic background. But with networks' stables of experienced analysts, that notion has faded—and there was noticeable absence this time of reliance on "big names" from ranks of printed media.

Acknowledging TV's impact, Aug. 20 *Time Magazine* noted that while TV beats press on major new breaks, at same time it serves "as a commercial for the printed word" because it whets reader interest in conventions. It quotes UP gen. news mgr. Earl Johnson: "After almost every convention, you can put your finger on one development that foretold the final result. The development can be weeks before the delegates assemble or in an obscure room during convention week. Almost never does it happen before the TV cameras. The key to good convention coverage is to move in early with an experienced staff and canvass scores of sources day and night." It should be noted, however, that TV rivaled press at that technique during convention.

Frank recognition that their readers were watching TV was apparent in most newspapers' coverage, with many reporters leaning toward the predictive and analytical.

Power and prestige of TV were never more clearly emphasized than on night of Aug. 16, after Stevenson won nomination, when Kefauver & Harriman showed great

eagerness and willingness to get before cameras and give their reactions. Impact of TV was seen in other ways:

(1) Democratic national chairman Paul Butler was quick to anger, publicly expressed on TV, at CBS's decision not to carry all of film extolling record of Democratic Party—something he'd scarcely do if a major publication made comparable decision. However, CBS pres. Frank Stanton's prompt defense of staff's right to exercise free news judgment was seconded almost unanimously by other networks and by the press.

(2) Streamlining of convention was attributable directly to TV. Nominating speeches were limited strictly to 15 min., seconding speeches to 5 min. each, demonstrations to 20 min.

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Though much dull "fat" was cut from convention because of TV, networks nevertheless were hard put at times to keep the air lively. Thus, there was tendency to make bigger "production" out of the fight over civil rights plank than actually ensued. And TV newsmen were inclined to push interviewees for exciting statements and to keep them on-camera after they could only repeat themselves, sometimes awkwardly. Still and all, coverage was kept remarkably trim over a very long period.

Success of coverage was attributable in no small part to convention manager J. Leonard Reinsch, topkick of Cox Stations, who was often in camera's eye behind speakers on rostrum. Also frequently in sight was Teleprompter chairman-pres. Irving Kahn, whose engineering v.p. Hubert J. Schlafly designed new rostrum facilities, including elevator-type platform for speakers.

The damn-the-cost spirit of public service and keen competition among networks and stations is what did the trick. They've recruited and trained a remarkable corps of newsmen, led by skilled, urbane and quick-thinking anchor men—ABC's John Daly, CBS's Walter Cronkite, NBC's Chet Huntley.

Though complaints of "too much" are heard in many homes, particularly those with disappointed young children whose favorite shows were preempted, the challenge of convention coverage is so great that networks undoubtedly will go all-out every 4 years as long as they can afford it.

**Personal Notes:** Owen F. Uridge, onetime v.p.-gen. mgr. of WJR, Detroit, recently mgr. of *Miami Herald's* WIOD, becomes mgr. of radio WCKR, Miami, under same ownership as Biscayne TV Corp.'s new WCKT (Ch. 7), headed by Niles Trammell; he's 5% stockholder in Biscayne. L. L. (Duke) Zimmerman joins him as sales mgr., Gene Rider as chief engineer . . . Wm. R. Brazzil, recently with NBC network sales, ex-sales mgr. of KSTP-TV, St. Paul, on Aug. 20 becomes national sales director of WTJV, Miami . . . Tom F. Flanagan, ex-managing director, Station Representatives Assn., has become associated with Harry W. Alexander, 220 Madison Ave., N. Y. business broker and consultant handling some TV-radio deals . . . Eugene A. Roth, pres. of KONO, San Antonio, recent grantee of Ch. 12 there, seriously injured in auto accident last week . . . FCC Comr. John C. Doerfer to attend Coast Guard rescue exercise in Hawaii, Aug. 22-23, as second alternate defense commissioner . . . Robert A. Forrest resigns as program mgr., WCAU-TV, Philadelphia, as of Sept. 1 . . . Warren Nelson promoted to Chicago TV sales mgr. of George P. Hollingbery Co., succeeding Art Curtis, resigned to join Peters, Griffin, Woodward Sept. 1 . . . Brad Simpson promoted to MBS director of programming, succeeding Robert A. Monroe, resigned . . . Donn E. Winther promoted to promotion mgr., Bruce E. Flaherty to asst. program director, WNBF-TV & WNBF, Binghamton, N. Y. . . Jack Docherty, ex-CBWT-TV, Winnipeg, joined CHCT-TV, Calgary, after summer stint as supervising

technician, ABC of Australia . . . Wm. Martin, ex-CBS, recently production mgr. of Ken Murray TV film series, then asst. to Edgar Bergen, named talent director, KTLA, Los Angeles . . . Robert Brahm, ex-General Artists & Screen Gems, named Gross-Krasne v.p. in charge of N. Y. office; Irving Field, ex-Guild Films, appointed western div. v.p., and Mel Schlank promoted to v.p., Los Angeles . . . Clayton E. Bond, ex-20th Century Fox TV, appointed sales v.p. of Tack Lowndes' Animatic Productions Ltd., N. Y. . . Ray Wild, MCA-TV v.p., named field sales mgr., film syndication div., reporting to Wynn Nathan, sales v.p. who will now spend less time on west coast, more in N. Y. . . Joe Cates, producer-director of CBS-TV's \$64,000 *Question* and \$64,000 *Challenge*, resigns to join NBC-TV under long-term contract.

NARTB regional meetings start Sept. 17-18 at Minneapolis' Hotel Nicollet, with FCC Comr. Craven first of the 7 commissioners due to participate with pres. Harold Fellows and headquarters specialists at one or the other meetings. Remainder of schedule: Salt Lake City, Sept. 20-21, Hotel Utah, Chairman McConnaughey; San Francisco, Sept. 24-25, St. Francis, Comr. Hyde; Oklahoma City, Sept. 27-28, Oklahoma Biltmore, Comr. Lee; Washington, Oct. 11-12, Shoreham, commissioner undesignated; Boston, Oct. 15-16, Somerset, Comr. Mack; Indianapolis, Oct. 18-19, Sheraton Lincoln, Comr. Bartley; Birmingham, Oct. 25-26, Dinkler-Tutwiler, Comr. Doerfer.

**Network Accounts:** Maybe TV does sell cars, after all. At least the auto makers seem to be coming back to network TV, emerging from recent retrenchments. True, NBC-TV's spectaculars will go on without benefit of automobiles (while Ford will continue to back CBS-TV's *Star Jubilee*), but network was cheered by GM's renewal of *Wide Wide World* beginning Sept. 16 alt. Sun. 4-5:30 p.m. in \$4,000,000-plus deal thru D. P. Brother & Co. for A. C. Spark Plug div. and thru Campbell-Ewald for United Motors service div. And it's more than just a rumor that Ford is looking for a new big and popular prestige network show—one with a large appeal a la *Wide Wide World*. Chrysler will have about same amount of network sponsorship this year as last. And Chrysler Corp. of Canada will sponsor 6 Toronto-originated 60-min. *Chrysler Festival* spectaculars on full CBC-TV network beginning Nov. 14 . . . Eastman Kodak purchases *Ozzie & Harriet* when it begins its fifth season on ABC-TV Oct. 3, Wed. 9-9:30 p.m., thru J. Walter Thompson, N. Y. . . . Polaroid Land (cameras) buys 1/3 sponsorship of *Steve Allen Show* for 5 weeks starting Oct. 21, Sun. 8-9 p.m., thru Doyle-Dane-Bernbach . . . North American Philips (Norelco shavers) is due to renew sponsorship of NBC-TV's Project 20 "Telementary" series, 5 shows, irregularly scheduled in prime evening time, thru C. J. LaRoche Co., N. Y. . . . North American Aviation considering 10 *Telescope* documentaries on NBC-TV, alt. Sun., 4-5:30 p.m. thru BBDO . . . Nestle Co. (Nescafe coffee) buys Gale Storm situation comedy, *Oh Susanna*, on CBS-TV, starting Sept. 29, Sat. 9-9:30 p.m., thru Bryan Houston Inc., N. Y. . . . Camels buys filmed *Mr. Adams & Eve* as replacement for *Crusader* on CBS-TV beginning in Jan., Fri. 9-9:30 p.m., thru Wm. Esty Co., N. Y. . . . Benrus drops out of alt. sponsorship of \$250,000 *Break the Bank* show on NBC-TV Tue. 10:30-11 p.m., reportedly because of inadequate clearances, but network is understood to have another sponsor on tap.

One of most ambitious station rep market studies is \$100,000 "Project Information" unveiled this week by Peters, Griffin, Woodward Inc. It covers data on the 25 TV & 32 radio markets served by its clients, supplying such information on each as: population, retail sales, employment by types of industries, lists of major companies & stores, types & numbers of retail establishments & their employes, transportation facilities, TV-radio stations & their facilities, newspapers & circulation, college enrollment, weather trends during year, hotels, etc. Purpose of project is to supply, in one complete package, information previously gathered from time to time for various markets for specific advertisers & agencies. Some 250,000 copies of the 114 individual brochures were printed, will be revised as supply is exhausted. Also released was mailing piece "Dames in the Daytime," stressing heavy daytime viewing by women.

**Rate increases:** WOR-TV, New York, Sept. 1 raises all rates one-third, base hour going from \$150 to \$200. KMBC-TV, Kansas City, Aug. 1 raised base hour from \$600 to \$660, 20 sec. from \$200 to \$250. WMT-TV, Cedar Rapids, Ia. Aug. 1 raised base hour from \$500 to \$625, min. \$100 to \$125. WSPA-TV, Spartanburg, S. C. Sept. 1 raises base hour from \$400 to \$450, min. \$80 to \$90. KELO-TV, Sioux Falls, S. D. Sept. 1 raises base hour from \$425 to \$450, min. \$85 to \$100. KONA, Honolulu, July 15 raised base hour from \$300 to \$350, min. \$60 to \$75. KFBC-TV, Cheyenne, Sept. 1 raises base hour from \$150 to \$175, min. \$30 to \$35. **Rate decrease:** KXLF-TV, Butte, Mont. has cut base hour from \$150 to \$100.

Matty Fox reported heading group negotiating for major stock interest (500,000 of 2,000,000 shares authorized) in Guild Films in exchange for 145 Walter Lantz cartoons and 7 TV film series.

**SPOT TV STILL CLIMBING:** Expenditures of national & regional advertisers on spot TV (facilities only) rose to \$105,584,000 in second quarter 1956 from \$100,209,000 in first quarter—bringing total for half year to \$205,793,000 and leading Television Bureau of Advertising pres. Oliver Treyz to estimate year's total will come to about \$400,000,000. After frequency discounts, etc., but with talent, production and other costs added, he predicts year's actual expenditures will amount to about \$328,000,000 to compare with the authoritative *Printers' Ink*-McCann-Erickson preliminary figure of \$265,000,000 for all 1955 (see *TV Factbook No. 23*, p. 24).

The gross quarterly figures are projected on one-time rate basis from data from 300 stations covering 203 markets compiled by N. C. Rorabaugh Co., and the latest is based on 2978 advertisers, highest of record, of whom 1236 spent \$5000 or more during the quarter and 1742 spent under \$5000. The TvB report lists estimated expenditures of the top 200 national & regional advertisers, breaking them down also by product classifications.

Food & grocery products were far & away in the lead, totaling \$28,381,000; cosmetics & toiletries, \$9,541,000; ale, beer & wine, \$9,009,000; tobacco products & supplies, \$7,371,000; drug products, \$6,468,000; household laundry products, \$5,242,000, etc.

Nighttime spots accounts for \$58,589,000 during the quarter (55.5%), daytime spots \$36,714,000 (34.8%), late-night spots \$10,281,000 (9.7%). Announcements added up to \$47,004,000 (44.5%); participations, \$24,250,000 (23%); shows, \$21,801,000 (20.6%); IDs, \$12,529,000 (11.9%). Percentage breakdowns were very little changed from first quarter.

Top 10 agencies handling spot billings were listed in this order: (1) Ted Bates & Co. (2) McCann-Erickson. (3) Young & Rubicam. (4) Leo Burnett Co. (5) Benton & Bowles. (6) BBDO. (7) Dancer-Fitzgerald-Sample. (8) Compton Adv. (9) J. Walter Thompson. (10) William Esty Co. In first quarter 1956 they were ranked thus: (1) Ted Bates & Co. (2) Leo Burnett Co. (3) McCann-Erickson. (4) Dancer-Fitzgerald-Sample. (5) Benton & Bowles. (6) Young & Rubicam. (7) BBDO. (8) Compton Adv. (9) William Esty Co. (10) Cunningham & Walsh.

Complete report will shortly be available to its members by TvB, 444 Madison Ave., N. Y. Top 50 advertisers on the list and their estimated total spot expenditures for the quarter:

1. Procter & Gamble.....\$6,541,000	27. Block Drug Co. ....	613,100
2. General Foods ..... 2,978,200	28. Corn Products ..... 611,400	
3. Brown & Williamson ..... 2,673,400	29. Florida Citrus ..... 589,000	
4. Sterling Drug ..... 2,138,500	30. R. J. Reynolds ..... 558,700	
5. Colgate-Palmolive ..... 2,115,700	31. Sales Builders Inc. .... 549,700	
6. Philip Morris ..... 1,833,100	32. Harold F. Ritchie Inc. .... 546,900	
7. National Biscuit ..... 1,735,900	33. Pepsi Cola Bottlers... 545,700	
8. Miles Laboratories... 1,392,600	34. Borden Co. .... 545,200	
9. Lever Brothers ..... 1,263,900	35. Toni Co. .... 530,700	
10. Liggett & Myers ..... 1,237,400	36. Esso Standard Oil ... 528,000	
11. Coca-Cola Bottlers... 1,215,400	37. Nestle Co. .... 524,000	
12. Revlon Inc. .... 1,191,400	38. P. Ballantine ..... 514,200	
13. General Motors ..... 1,170,700	39. RCA ..... 471,700	
14. Kellogg Co. .... 1,139,600	40. Du Pont ..... 470,100	
15. Bulova Watch ..... 1,121,600	41. P. Lorillard ..... 460,600	
16. Continental Baking... 1,103,200	42. General Electric ..... 459,300	
17. Am. Tel & Tel. Co.* 976,700	43. Northern Paper Mills ..... 453,100	
18. Robert Hall Clothes 973,800	44. Carling Brewing Co. .... 437,600	
19. Carter Products ..... 916,500	45. Lce, Ltd. .... 428,900	
20. Helaine Seager Co. 890,900	46. Stokely-Van Camp ... 415,600	
21. Charles Antell ..... 843,700	47. Chrysler Corp. .... 414,600	
22. Ford Motor Co. .... 762,900	48. Chesebrough-Ponds ... 414,500	
23. Warner-Lambert ..... 745,400	49. Anheuser-Busch .... 405,300	
24. Minute Maid ..... 680,200	50. Shell Oil Co. .... 403,200	
25. Standard Brands ... 673,100		
26. Nchl Bottlers ..... 616,000		

\* Includes all regional telephone companies.

**NOTE:** First of the quarterly TvB Reports was released last April 14, covering 4th quarter 1955 (total expenditures: \$103,872,000) and listing not only top 200 spot advertisers but also next 300 by expenditure groups. This was published in full as a Supplement by *Television Digest* and copies are still available to subscribers.

**THIRD STATION in El Paso—KILT (Ch. 13),** currently testing and due to start programming Sept. 1—can be added to list of operating stations, making total 484, of which 96 are uhf. Competing with El Paso's KROD-TV (Ch. 4) & KTSM-TV (Ch. 9), it's operated by McLendon Investment Corp., Dallas (Barton R. & Gordon B. McLendon), which also owns radio stations KLIF, Dallas; KELP, El Paso; WRIT, Milwaukee; WGLS, Decatur, Ga. Joe Roddy Jr. is v.p.-gen. mgr.; Dave L. Mott chief engineer. Rep is H-R Television.

Two other stations were poised to start within a week if delaying factors are removed. Evansville's WTVW (Ch. 7) planned to get going Aug. 21 if FCC grants STA over opposition of off-air WKLO-TV, Louisville (Ch. 21) which is fighting to get Evansville deintermixed. Matter is due to come before Commission Aug. 20, and approval is expected—if past actions in similar cases (e.g., Madison) are criteria. When WTVW starts, it will take ABC-TV service via kine for few weeks pending completion of live interconnection facilities.

WTVW's chief owner and pres. Rex Schepp, formerly 77.5% owner, recently filed new ownership lineup with FCC. He retains 44.5%, his wife 8.1%, brother B. F. Schepp, an optometrist, 8.1%. Other stockholders: Ferris E. Traylor, construction man, v.p., 16.6%; John W. Spencer, attorney, secy.-treas., .4%; John W. Krueger, v.p.-gen. mgr., 13.3%; Freeman Keyes, of Russel M. Seeds agency, 7.7%.

KFXJ-TV, Montrose, Colo. (Ch. 10), Rex Howell's satellite to his KREX-TV, Grand Junction (Ch. 5), at week's end was waiting for coaxial fittings which would permit it to start shortly thereafter.

**UHF 'HOPE' & FROZEN VHF CPs:** Somewhat optimistic look toward uhf development was taken by FCC Chairman McConnaughey in speech at Aug. 17 meeting of W. Va. Broadcasters' Assn. at Greenbrier Hotel, White Sulphur Springs.

"The advantages of an all-uhf system," he said, "if the obstacles to its realization can be surmounted, are very clear. With 70 uhf channels on which all stations would be able to operate and compete on a much more nearly comparable basis, we believe that the opportunities for serving the public could be expanded very substantially over the present potential. There is much less disparity between the lower and upper uhf channels than between vhf and uhf TV channels. This means that striking disparities in the coverage available to advertising sponsors and the sources of nationwide programming would be much reduced. There can be little doubt that the elimination of these disparities would offer firm encouragement to the building of numerous additional stations which could bring a first local service to some communities and much needed additional services to others. Implicit in this plan is the elimination of the crucial problem of receiver incompatibility."

On other hand, McConnaughey said, Commission has no intention of taking service away from anyone who now gets it. He went on:

"But how, you might ask, in the face of experience to date, can the Commission entertain any realistic hopes that uhf transmission and reception can be developed to a point where uhf can render the technical performance which is attainable on the vhf frequencies? The answer is that we do not. It seems most unlikely that uhf performance can be made to match vhf performance in all respects. Our proposal does not rest on the hope that the two can necessarily be equated. We believe, on the other hand, that uhf TV transmission and reception have not reached their highest potentials. To put it simply, the question which we have raised is whether uhf trans-

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

WSYE-TV, Elmira, N. Y. (Ch. 18), projected as satellite of WSYR-TV, Syracuse (Ch. 3), plans Sept. 1 test patterns, Sept. 15 programming, according to WSYR-TV chief engineer A. J. Eicholzer, who is supervising construction. It has installed GE 1-kw transmitter, expects antenna Aug. 28. It's also renovating building on Hawley Hill, with 275-ft. Blaw Knox guyed tower, which it bought from defunct WECT (Ch. 18), which left air over 2 years ago (Vol. 10:22). Bob Bolger will be resident mgr.-chief engineer. WSYE-TV will operate on 18-hour daily schedule, repeating NBC, some ABC and local WSYR-TV shows, picking up signal direct from mother station 70 mi. away. It will be sold as WSYR-TV bonus (\$900 base rate). Rep is Harrington, Righter & Parsons.

KCTE-TV, St. Paul (Ch. 2, educational) hopes to be on air early in 1957, reports chief engineer Berten A. Holmberg, ex-chief of U of Minnesota radio KUOM. Although equipment hasn't been ordered yet, site for TV studios and for 500-ft. tower for TV and radio, is planned about one mi. north of St. Paul farm campus of the university.

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**Equipment shipments:** By Du Mont, 50-kw amplifier to KLFY-TV, Lafayette, La. (Ch. 10); DuMont also reports order from WRVA-TV, Richmond (Ch. 12) for 500-watt standby transmitter. By RCA: 25-kw amplifier last week to WBRE-TV, Wilkes-Barre (Ch. 28), to replace two 12½-kw amplifiers; custom 8-bay antenna Aug. 17 to KGW-TV, Portland, Ore. (Ch. 8); 6-bay superturnstile antenna Aug. 15 to WAGM-TV, Presque Isle, Me. (Ch. 8).

mission and reception can be sufficiently improved so that 70 uhf channels can be utilized in order to attain the goal of a nationwide competitive TV service to all the public."

He assured group that no "precipitous action" would be taken to obsolete investments. "But," he added, "every receiver has a limited life span, and depreciation at permissible rates can meet the financial problems of vhf broadcasters who may at some future date be required to replace their present facilities with uhf equipment."

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FCC's Broadcast Bureau, meanwhile, took side of frozen vhf grantees in proposed deintermixture areas. This week, it urged Commission to permit construction of WIRL-TV, Peoria (Ch. 8); WMAY-TV, Springfield, Ill. (Ch. 2); WTIC-TV, Hartford (Ch. 3). It will make same recommendation for WWL-TV, New Orleans (Ch. 4). Bureau argued in Springfield case, applicable to all 4:

"The purely fortuitous events which placed the WMAY construction permit in its present posture, i.e., the initiation by the Commission of a rule-making proceeding looking toward a change in frequencies assigned to Springfield (also in Peoria, Hartford and New Orleans), would not appear to justify a treatment differing from that accorded other permittees which received grants at a prior point in time. The Springfield applicants were entitled to rely upon the present allocation of channels to Springfield to the extent that the successful applicant, if it so desired, could look toward construction of the station for which it applied subject to the risk, however, that it might subsequently be reassigned to a different channel."

Even FCC agrees it pays to advertise. After years of futilely asking Civil Service Commission to recruit engineers, Commission asked trade press to publicize fact that many men, including station engineers, probably can qualify for \$7035 jobs (Vol. 12:31). In 2 weeks, 20 engineers came for interviews or wrote for more information.

**TV PRICES GOING UP IN RESURGENT MARKET:** Now that RCA, Admiral, Philco, Emerson, et al, have either raised or declared their intention of raising TV set prices -- forced by increasing costs -- you can expect higher lists on nearly all lines. But everybody in the trade is keeping his fingers crossed and praying that the mix of table models and consoles, on which raises thus far announced range up to \$30, can be sold and will pay off in the face of the ever-accelerating demand for 8½, 10, 14 & 17-in. "portables" whose prices generally stay put at \$90 up to \$170.

Price increases were presaged by the hikes on appliances, blamed partly on higher steel costs, and they were inevitable when it became clear that the fall-winter market was back to normalcy, that dumping of discontinued brands had about ended and that curtailed summer production had insured safe inventory balances.

Still casting its shadow across the business, however, is the unrelenting battle of the giants for position and for more of the market (Vol. 12:32), and the confusion being wrought by the changing patterns of distribution wherein full-line groupings are fast shaping up and TV-radio finds itself more and more involved with the vicissitudes of other household appliance businesses.

There's also the prospect of shorter tube lengths (p. 1), which inevitably will make for "even more portability," with whatever that may portend for market and for price structure -- but at the moment nobody is much concerned because only the tube people and a few receiver manufacturers know much about it.

Radio is proving amazingly vigorous, too, and once again is outproducing and outselling TVs. Whereas the guesstimates of TV unit production this year range from 7,000,000 to 7,500,000, home radios seem certain to go beyond 8,000,000, having exceeded 5,000,000 to date (see weekly production figures, next page). That's apart from auto radios, whose output and sales are geared to automobile turnover.

**The TV Price Increases:** Bellwether RCA was first to announce raises, effective Sept. 1. Boosts were put at 1½% to 10% on 15 of its black-&-white models. But the raises actually are \$5.50, \$10 or \$20 on selected models that range from the 21-in. at \$190 to 24-in. at \$395. Four 21-in. consoles remained unchanged at \$250, \$270 (2) & \$370; two 24-in. stayed at \$475 & \$500. Ten color sets are also unchanged at \$495 to \$850. Portables remain: 8½-in., \$125; 14-in., \$130 & \$150; 17-in., \$160 & \$170.

Admiral wired distributors Aug. 15 that 35 models (all 21 & 24-in.) will go up \$10 to \$30 as of Aug. 20, but that portables will remain unchanged: 10-in. at \$90, 14-in. at \$110, 17-in. at \$130, in various color combinations. Philco merely advised its distributors of forthcoming raises up to 10% on most of its products, but did not spell them out. Emerson informed its own distributor convention this week that new TV line's prices had been upped about 3% but are due for further hike before Dec. 31 -- disclosing only "open lists" on nearly all new models. It reported low-end 21-in. at \$158, began big splashes with previously-announced portable 8½-in. TV-radio at \$124, new 14-in. portable at \$128, 17-in. at \$138.

Motorola and Westinghouse spokesmen said they were hopeful of holding price line, but frankly quite doubtful. Other trade press reports had Zenith considering raises but not yet decided, Sylvania saying it will be forced to do so, Hallicrafters thus far hiking only its 17-in. portables by about \$3. GE's TV-radio authorities could not be reached for comment, but pres. P.A. Tilley of GE Appliance Co. was quoted as remarking "there doesn't seem to be any way to avoid price increases" (Retailing Daily) while C.K. Rieger, v.p. in charge of appliance & TV division at Louisville "hinted" price hikes are on the way (Wall Street Journal). GE has new models due for introduction by next Nov.

GE's Dr. W.R.G. Baker told NARDA "summer school" at American U this week (p. 9) that GE expects to manufacture and sell 1,400,000 TV units this year, which of

course includes Hotpoint brand. That could mean all-time record unit, if not dollar, output by any one company -- more even than RCA is believed to have made in any one year. RCA has had several 1,000,000-plus years. Most will be portables, Dr. Baker admitted, but he said these are profitable when made in quantities.

Dr. Baker pointed out that RETMA figures show industry production of only 50,000 sets with picture tubes 15-in. & under during first 6 months of 1955; this went up to 326,000 in first 6 months of this year, about 10% of total -- but rate of acceleration is indicated by fact they accounted for only 5% in Jan., jumped to 16% in June, look like they're trending to same dominance as table radio models.

Some set makers call their 17-in. sets portables, too, so that there would seem to be substance to the observation of Emerson's Benjamin Abrams that portables are the "wonder child" of the trade and will account for 20% of this year's unit sales and 15% of its dollar volume. Admiral's Ross Siragusa thinks that before year ends portables (including 17-in.) will represent 50% of output rate.

Note: In all talk about price, competition, trend to smaller models, etc., it was really a novelty to read announcement of Kent Television Co., Brooklyn (Jack Mendelson, gen. mgr.) that it was showing new line of 13 custom TVs, all 21-in., some with radio-phono combinations, some with bars, glass panels, etc., at prices ranging from (yes, indeed) \$575 to \$1125 -- and that some holdover models can still be had as low as \$495! Kent isn't a mass producer, of course, nor does it cut much ice outside the N.Y. area posh trade -- interior decorators and the like. There was also an announcement from small but reputable Setchell Carlson Inc., New Brighton, Minn., that in addition to new 17-in. at \$179, 21-in. at \$249 & \$299, 24-in. at \$349, \$369 & \$389, it was offering three 27-in. deluxe consoles at \$429, \$449 & \$469.

**Supermarkets & Drug Stores:** By next year, it's generally conceded, every set maker will be making portable TVs, maybe even some of the 60-odd radio manufacturers (see list in TV Factbook No. 23, p. 439) not now making TVs at all. And it won't be surprising if portables are marketed through supermarkets, drug stores, even liquor stores -- an added narrow-margin item in their heterogeneous arrays of merchandise, and one that doesn't take up too much space and can be carried away by the customer. That's the thinking of some manufacturers, as they contemplate the changing patterns of distribution we hear so much talk about. It's one foil they have against griping appliance dealers, and it could very well be standard practice in years ahead. It's recalled that Philco last year planned, but apparently put on ice, several unique radio sets for marketing through jewelry shops; that some cheap radio sets are now sold through drug stores; that in some of the huge suburban supermarkets, where the parking is easy, even big appliances like refrigerators are displayed, usually marked down. An unnamed TV manufacturer is quoted in Aug. Electrical Merchandising as estimating that the number of dealers is increasing by 10% each year and as bluntly warning his distributors that "in numbers there is safety."

**Production:** TV output continued upward climb, totaling 146,546 units in week ended Aug. 10, compared to 128,157 in preceding week, 115,581 in week ended July 27. It was year's 32nd week, and brought cumulative production figure for 1956 to date to approximately 4,011,000, compared to 4,497,000 for corresponding period year ago. Radio production totaled 261,937 (42,491 auto) for week ended Aug. 10, compared to 205,697 (132,121 auto) week before. Radio output for the 32 weeks approximated 7,689,000 (2,578,000 auto) vs. 8,242,000 (4,259,000 auto) in like 1955 period.

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RETMA's TV committee, appointed for fiscal 1956-1957; Robert S. Alexander, Wells-Gardner, chairman; Benjamin Abrams, Emerson; E. C. Anderson, RCA; Max F. Balcom, Sylvania; H. C. Bonfig, CBS-Columbia; Allen B. DuMont; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; H. Leslie Hoffman, Hoffman Electronics; Gilbert W. King, International Telemeter; John H. Laub, Skiatron; Milton J. Shapp, Jerrold; L. C. Truesdell, Zenith; RETMA pres. Dr. W. R. G. Baker, *ex officio*. From TV committee membership, special committee on TV allocations was appointed, with Baker as chairman, comprising: Anderson, Balcom, Bonfig, DuMont, Galvin, Hardy, Hoffman, Truesdell.

National TV Week (Sept. 23-29) promotional material will start flowing soon from joint sponsors NARTB, TvB, RETMA & NARDA. NARTB kits should reach stations by late Aug.; TvB will follow with special advertising for sales depts. RETMA will furnish promotion packet to distributors & dealers, while NARDA suggests forming hometown committees of telecasters, dealers & public utility officials to spearhead local publicity. Consumer handbook, *How to Use Television*, will tie in with event. National TV Week slogan: "Celebrating the finest home entertainment in sight."

Next National Radio Week is scheduled May 5-11, 1957, sponsored by RETMA, NARTB & NARDA.



**Topics & Trends of TV Trade:** NARDA's second Institute of Management, conducted for more than 100 dealer & distributor "students" this week on campus of American U, Washington, in collaboration with Dean Nathan Baily of its School of Business Administration, turned out to be another huge success—and plans are already under way for a third course next summer. Lecture courses, guest speakers, nocturnal "bull sessions" in the dormitories where the enrollees dwelt for a full week, same as if they were attending college, covered every facet of the appliance business, brought forth many opinions and arguments.

Everyone attending seemed "sold" on the course, brain-child of former pres. Mort Farr and managing director A. W. Bernsohn. If the lectures and question-answer periods indicated anything, it was that dealers generally are worried about trends in their business, are up-in-the-air about low profit margins, factory list prices, factory servicing. Yet consensus was that unit sales of most TV-radio-appliances are trending upward. Questions asked guest lecturers often gave clue to their thinking:

**On discounts:** George C. Webster, Washington appliance distributor, took position that "we are totally and irrevocably in a price era at the dealer, distributor & manufacturer levels" and had better learn to live with it. He thought factories should step up pre-selling efforts because dealers can't afford to create demand themselves and their mission should simply be to "skim" the pre-sold market. Their big job, he said, is to work for end of phony list prices, whittle down their own prices, make servicing pay its own way.

But Jack Petterson, Kenyon & Eckhardt v.p., long identified with Chicago's big Polk Bros., took position that

tried-&-true sales methods—bird-dogging, phone calls, postcards, sales events—will net buyers even when prices are comparatively steep. "Who knows how much something is supposed to cost?" he asked.

**On list prices:** Fred D. Ogilby, Philco v.p. marketing, observed: "Maybe we should take the discount out of the business by removing list prices." He suggested some factories have "built up a monster" by sticking to a higher list than they really want. Westinghouse, said its major appliance div. mgr. J. J. Anderson, will stick to lists on major appliances but will stop advertising them nationally. He couldn't speak for TV, he said. Only 11 hands were raised when class was asked how many stuck to fixed prices.

**On servicing:** Edward H. Griffiths, RCA Servicing Co. accounting mgr., after talk on TV service, was asked angrily by one student how RCA justified taking new customers away from a dealer with a first-rate service shop. He replied that it's against RCA policy to do that, but he admitted it will fight hard for other business. "You dealers are pretty tough competition for us, too," he said. He later told us that while RCA will expand some of its service branches to handle white goods, it contemplates no widespread invasion into new servicing areas.

**Prediction:** Prof. Wm. R. Davidson, Ohio State U, said general appliance dealers are on the way out, foresaw as commonplace 15 years hence "home improvement supermarkets" selling appliances along with roofing & siding, floor coverings, window screens. Dealers too small to grow may shrink into TV specialists or agents for one factory's line, he said; he told of one who couldn't stand the multi-line gaff and who frankly admitted he hoped to be a one-make dealer soon.

**MERCHANDISING NOTES:** Hallicrafters offering stockholders in Penn-Texas Corp., of which it's now subsidiary, special COD and fob mail order prices until Sept. 7 at big discounts: 21-in. table marked down from \$200 to \$136.33; 21-in. consoles, from \$230 to \$152.89 and from \$300 to \$155.76; 21-in. color console, from \$800 to \$537; 24-in. consoles, from \$320 to \$150.76 and from \$350 to \$146.45; 24-in. table, from \$260 to \$141.92 . . . Big markdowns are also offered on Hallicrafters hi-fi record players, from \$210 to \$119.04 and from \$200 to \$113.37; on clock radio, from \$50 to \$32.43; on portable, from \$40 to \$18.53 . . . New Capehart Corp.'s TV-radio-phono line, to be made by undisclosed manufacturer, will be ready for limited distribution in Nov., according to pres. Robert Gross. Except for some 200 special Capehart-Farnsworth retail outlets across country, including some dept. and music stores, plan is to develop distribution one or 2 markets at a time, extending gradually, he told *Retailing Daily*. Line will range from 14-in. portable to 21-in. combinations and will embrace 3 color sets; plan is to start at annual production rate of well under 75,000 units . . . Westinghouse now making own TV cabinets from sheet steel and aluminum in new dept. occupying 18,000 sq. ft. of its big Metuchen (N. J.) TV-radio plant, reports E. J. Kelly, TV-radio gen. mgr. . . . Hotpoint promoting its TV portables with spots on NBC radio's *Monitor* (175 stations) to run from Sept. to mid-Dec., reports D. E. Weston Jr., gen. mgr. of recently established TV set dept. Enthusiastically, he tells us: "They love our short line" . . . Motorola's national ad campaign, with copy theme "TV That Really Tunes Itself," started with 2-p. 4-color spreads in *Life* Aug. 6, *Saturday Evening Post* Aug. 11, *Look* Aug. 21 . . . Channel Master appoints BBDO to handle national consumer advertising, plans fall campaign on its new outdoor and indoor antennas . . . Picture tube business going great, especially 14-in., say the tube makers, some of them insisting sizes below 10-in. have no real future. Consensus is 17, 21, even 24-in. sizes are doing all right . . . Tubemaker Asher Cole, who claims his

National Video Corp. is biggest independent, calls us to task for crediting Admiral's 10-in. picture tube to another maker; he designed it, he corrects us, working with Lancaster Lens.

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General Instrument Corp. reports acquisition by its Canadian subsidiary, General Instrument-F. W. Sickles Co. of Canada Ltd., of all outstanding stock of T. S. Farley Ltd., Hamilton, Ont., Dominion's largest producer of TV-radio coils, whose pres. Theodore F. Farley continues as consultant while Lloyd R. Harris remains as v.p.-gen. mgr. Farley firm's 1955 sales were about \$1,770,000, and have run about 11% ahead first 6 months of this year. GI chairman M. H. Benedeck said merger makes its subsidiary "the largest manufacturer of TV, radio & electronics components in Canada."

Rechargeable-battery transistor radio is new GE entry in pocket radio race. It uses 2 nickel-cadmium cells the size of penlight batteries which can be re-energized as many as 200 times by plugging into AC house outlet overnight, giving average of 50 hours per charge, and life of 10,000 hours. Set weighs 20 oz. including batteries, measures 6¼ x 3½ x 1⅝-in., lists at \$64.95 with rechargeable batteries, \$49.95 for radio alone. It also can accommodate standard penlight batteries.

Portability and miniaturization are the major factors in TV-radio these days—and Emerson Radio, which has always been a leader in small radios, claimed this week that it's now "the world's largest producer of transistor radios." Dorman D. Israel, exec. v.p., made the claim as he showed distributors convention in N. Y. its 6 new transistor radios, one of them a 6-transistor pocket model to sell at \$58, including battery with year's life.

Two new lightweight 10-in. tubes for portable TV sets are now being sampled to set makers by Sylvania. Featuring new Corning lightweight faceplate (see p. 1), new 90-degree tubes weigh 3 lb. 10 oz., one pound less than previous models.

**Trade Personals:** Michael F. Dowley Jr., ex-R. H. White Dept. Store, Boston, onetime divisional merchandise mgr., LaSalle & White, Toledo, named director, consumer products marketing dept., RCA international div., handling world marketing of TVs, radios, phonos, home laundry equipment, etc.; he succeeds H. C. Edgar, named director of overseas procurement . . . Raymond W. Durst, who retired as Hallicrafters exec. v.p. when firm was merged into Penn-Texas last year, but who stayed on board of directors, has resigned his directorship and this week board elected Kenneth C. Prince, of Chicago law firm of Prince & Schoenberg, a former director and for last 10 years Hallicrafters counsel . . . Jake Chaffin Marley, recently with Navy Bureau of Ships, named mgr. of govt. sales, apparatus div., Federal Telephone & Radio Co. (IT&T); John J. Karavish, just out of Air Force, named mgr. of Federal's spare parts dept. . . . Fred F. Bartlett resigns as broadcast sales mgr., Philco govt. & industrial div., to establish own manufacturers rep business serving Philadelphia-Washington area, headquartering at 160 Morlyn Ave., Bryn Mawr, Pa. . . . Thomas J. Murphy promoted to Philco mgr. of premium sales, ranges & home laundry equipment . . . Simon Lynn, recently resigned Associated Merchandising Corp. rep for TV-radio-phonograph purchases, joins Louis R. Goldman, N. Y. sales reps as partner & sales mgr. for dept. and group stores . . . Fred C. Zusi promoted to DuMont industrial electronics marketing mgr., heading consolidated sales & merchandising group; Peter Weil promoted to asst. mgr., technical products div. . . . Cecil Grace, ex-DuMont Labs, named chief engineer, Visual Electronics . . . Edmund L. Shaw, ex-Federal Telephone distributor sales mgr., enters distributor rep business as partner of Mingsins-Shaw Assoc., 107-37 71st Ave., Forest Hills, N. Y. . . . J. A. (Shine) Milling, pres. of Howard W. Sams & Co., elected treas. of 1957 Electronic Parts Distributors Show, annual all-industry exhibition co-sponsored by 5 trade associations . . . Howard W. Grossbohlman promoted to head of Stromberg-Carlson-San Diego tube & component dept.; Robert M. Peterson, ex-Hazeltine, appointed asst. chief engineer in charge of electronics engineering . . . Larry Smith, ex-Amercoat Corp. (corrosion preventatives), named adv. mgr., Thomas Organ div., Pacific Mercury . . . Herman J. Schorle, ex-Micamold and Tobe-Deutchmann, named Pyramid Electric director of manufacturing . . . Carl A. Peterson named mgr. of Sylvania's new receiving tube engineering lab, Los Angeles.

More predictions on electronics—these by W. W. Watts, RCA exec. v.p. for electronic products, at luncheon this week introducing John M. Spooner, new Findlay, O. plant mgr., to business leaders there: (1) A 50% increase in electronics industry sales to \$18 billion by 1964. (2) RCA doubling last year's \$1 billion-plus sales in same period. (3) Sale of 200,000 RCA color sets this year. (4) More than 12,000,000 color set sales within 4 years. (5) Future development of home magnetic TV tape, electronic refrigeration & air conditioning, mural TV.

Axel G. Jensen, Bell Labs, member of the American delegation, lost out to Dr. Ernst Metzler of Switzerland Aug. 15 in balloting for director of International Radio Consultative Committee—Dr. Metzler being elected to succeed Dr. Balth. van de Pol, Netherlands.

Dr. Richard K. Cook, chief of sound section, National Bureau of Standards, elected 1957-58 pres., Acoustical Society of America.

James A. Frye, 60, who retired as Stromberg-Carlson TV-radio merchandising mgr. last Jan., died Aug. 11 at his home in Ft. Lauderdale, Fla. Surviving are his widow and a son.

## Network Color Schedules

(Aug. 23-Sept. 1, 1956)

Aug. 23—NBC: *Lux Video Theatre*, 10-11 p.m.  
 Aug. 25—NBC: *Tony Bennett Show*, 8-9 p.m.  
 Aug. 26—NBC: *Zoo Parade*, 5-5:30 p.m.  
 Aug. 28—NBC: *Matinee Theatre*, 3-4 p.m.  
 Aug. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.  
 Aug. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 Aug. 31—NBC: *Matinee Theatre*, 3-4 p.m.  
 Sept. 2—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.

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Rectangular 22-in. color tube appears to be at standstill, with those producing it waiting for demand. Bulb-maker Corning Glass reports it has envelopes, no customers. CBS-Hytron pres. Charles F. Stromeyer says that pilot production of the tube has been stopped; that tooling is completed, production to start when demand arises. Westinghouse tube div. v.p.-gen. mgr. Richard T. Orth said he's not ready for production now but will be "when color catches fire," adding that delay in demand "gives us time to tool, to refine machinery, to refine the tube." Speaking of color tubes generally, Asher J. Cole, pres. of smaller tube-maker National Video Corp., states that manufacturers are losing money selling tubes at \$85; that color won't catch on until "we can sell a color tube for \$60 and make a \$5 bill on it."

Progress of "most colorful" station in the land, NBC's all-color WNBQ, Chicago, was summarized this week by v.p.-mgr. Jules Herbubeaux: (1) Colorcasting 40 hours weekly, 30 of them local live & film, plans 50 hours weekly this fall. (2) Total of 74 color commercials are presented weekly by 36 advertisers, and renewals are at "an encouragingly high rate." (3) 25% increase in spot sales is attributed to color. (4) Station's color facilities have been used for product testing by 29 agencies & 40 clients. (5) Color set sales, total unestimated, have been greater than in any other market, and sets-in-use have doubled since all-color started in April.

Three new color studios—representing bulk of NBC's \$12,000,000 expansion for color facilities this year—go into operation this fall: (1) Ziegfeld Theatre, N. Y. (2) "Brooklyn Two," adjacent present color studio. (3) "Color City Four," Burbank, Cal. Ziegfeld opens Sept. 15 with *Perry Como Show*, others soon after. Also going into operation this fall will be lenticular color kine system on west coast, which NBC says will be first to provide color programs on west coast with same delays as black-&-white.

Electric heating pads are biggest source of TV-radio interference troubles, according to Vancouver office of Canadian Board of Transport's telecommunications div., which checks as many as 150 interference complaints a month. Other major causes of interference listed by Board are fluorescent lights and TV sets, with some trouble reported from faulty electric shavers and sewing machines. Board says its field men have found that single fluorescent light can impair reception over area of several city blocks—a trouble which is easily remedied by using suppressor on the light.

West Coast Electronics Manufacturers Assn., on eve of 1956 Western Electronics Show and Convention in Los Angeles, Aug. 21-24, this week released its annual product list and membership roster, handy reference directory of companies, executives, products made by each, etc. It's 8th edition, available for \$1 from gen. mgr. Don Larson, 339 So. Robertson Blvd., Beverly Hills, Cal.

Columbia Pictures releasing 8 more 15-episode theatrical serials to TV through subsidiary Screen Gems.

**Financial & Trade Notes:** Television-Electronics Fund Inc., first and largest of the open-end investment funds specializing in TV-radio and related equities, reported this week that its net assets as of July 31 rose to \$135,303,053 from \$129,091,464 as of April 30, and shares outstanding to 10,766,230 from 10,604,097. During the quarter, these were the changes in its portfolio:

New stocks added: 15,000 shares American Bosch Arma, market value \$345,000; 31,300 Ampex Corp., \$1,173,750; 2000 Eastern Industries Inc., \$46,000; 6400 General Precision Equip. Corp., \$276,800; 11,700 Harris-Seybold Inc., \$444,600; 7200 Glenn L. Martin Co., \$250,200; 5000 Mergenthaler Linotype Co., \$307,500; 25,000 United Utilities Inc., \$568,750. Also added were 5000 G. M. Giannini & Co. 5½% cumulative conv. pfd., \$112,500; \$108,200 General Telephone Corp. 4% conv. debentures, \$123,348.

Stocks eliminated: 6200 shares, Chemical Products Corp.; 12,000 ElectroData Corp.; 5000 Erie Resistor; 5000 Gross Telecasting; 7000 I-T-E Circuit Breaker; 25,700 Warner Bros.; 12,000 Worthington Corp. Also eliminated were \$188,000 AT&T 3½% conv. debentures and \$4,000,000 in govt. bonds, due June 22.

Holdings were increased in ACF Industries, Admiral, Allis-Chalmers, Babcock & Wilcox Co., Beckman Instruments, Bendix Aviation, Boeing, Geo. W. Borg Corp., Burroughs Corp., Chance Vought, Columbia Pictures, Consolidated Electronics Industries, Cornell-Dubilier, Curtiss-Wright, Cutler-Hammer, Douglas Aircraft, Eastman Kodak, Eaton Mfg., Emerson Radio, Ex-Cell-O Corp., Friden Calculating, Garrett Corp., General Bronze, GE, General Mills, General Tire, Hazeltine, IBM, IT&T, Lockheed, Magnavox, P. R. Mallory, Marchant Calculators, Minnesota Mining & Mfg., Motorola, Neptune Meter Co., North American Aviation, RCA, Reliance Electric, Ryan Aeronautical, Sangamo Electric, Sperry-Rand, Sprague Electric, TelAutograph Corp., Thompson Products, United Aircraft, United-Carr, Vitro Corp., Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Aerovox, AT&T, Bell & Howell, Borg-Warner, Bulova Watch, Carborundum Co., Cincinnati Milling Machine, CBS "A", Corning Glass, Electronics Corp. of America, General Dynamics, Goodyear, Hammond Organ, Indiana Steel Products, International Nickel, International Resistance, W. L. Maxson, National Acme, National Cash Register, Penn Controls, Royal McBee, Square D, Storer, Western Union.

Unchanged during quarter were holdings in Addressograph-Multigraph, Aircraft Radio, AB-PT, American Chain & Cable, Amphinol Electronics, Barry Controls "B", Bell & Gossett, Bullard Co., Clark Controller, Cleveite, Conrac, Consolidated Electrodynamic, Continental Telephone, Dresser Industries, DuMont Bestg., DuMont Labs "A", DuPont, Eitel-McCullough, Electronic Associates & Signal, Food Machinery & Chemical Corp., General Railway Signal, Globe-Union, Hoffman Electronics, Industrial Electronics, Liquidometer, Litton Industries, Machlett Labs, Minneapolis-Honeywell, Northrop Aircraft, Oak Mfg. Co., Otis Elevator, Paramount Pictures, Philco, Photon, Pullman, Raytheon, Robertshaw-Fulton Controls, Servomechanisms, Stewart-Warner, Sylvania, Taylor Instrument Co., Technicolor, Telecomputing Corp., Television Associates, Texas Instruments, Tung-Sol, 20th-Century-Fox, Union Carbide & Carbon, Walt Disney.

[For report on Jan. 31-April 30 quarter, see Vol. 12:21.]

**DISTRIBUTOR NOTES:** Washington distribution shakeup: Hotpoint Appliance Sales Co. reportedly is being set up to replace Simon Distributing Co. (also Zenith) which closes Aug. 27 after 25 years, its pres. James Simon having died last year. New GE Appliance Sales Co. is moving into Simon's building at 3535 V St. NE, reportedly taking over TV & major appliance distribution from GE Electric Supply Co., which will continue to handle radios & small appliances. Zenith has not yet announced new distributor, but several local dealers have been told factory branch outlet is likely. Simon's exec. v.p. M. A. Becker and v.p.-gen. sales mgr. Saul Greber have resigned—Greber joining newly incorporated Washington Wholesalers Inc., 3515 V St. NE (full Norge line), as v.p.-gen. mgr. and as a major stockholder. M. David Dubb, owner of former Washington Wholesalers (Norge, Sylvania) is pres. of new firm. Sylvania has opened own area sales office (Vol. 12:32) . . . Motorola appoints Tri-State Appliance Distributors Inc., Erie, Pa. (Paul Albracht, pres., ex-gen. mgr. of *Erie Dispatch* and ex-v.p. of its associated WICU-TV), for 6-county area of Ohio & Pa. . . . Olympic appoints John Manzi, ex-Stromberg-Carlson, as Manhattan district mgr., Olympic Appliances Inc., factory branch (David A. Rubinger, v.p.) and Big Boy Auto Parts Co. Inc., 123 S. 2nd St., Sunbury, Pa. (Barney A. Friedman, pres.), ex-Motorola, for 22 eastern Pa. counties . . . Elliott-Lewis Corp., Philadelphia, forms Gold div. (DuMont TV-radio, Hamilton washers) headed by Edmund Prince, and Blue div. (Fedders air conditioners, small appliances) headed by Don Ranger.

Standard Coil Products Co. reports net loss of \$590,899 on sales of \$15,060,712 for quarter ended June 30 compared to loss of \$205,451 on sales of \$14,312,478 in same 1955 quarter. Net loss for quarter ended March 31 was \$615,285 on sales of \$13,663,531 vs. profit of \$116,599 in 1955 quarter; 1955 as whole was a deficit year, loss running \$320,313 on sales of \$60,472,454 vs. net profit of \$2,871,290 on sales of \$72,862,113 in 1954. Pres. James O. Burke said acceptance of new Neutrode tuner, now being shipped, and newer Fireball tuner, to be shipped in volume in Sept., plus lower production costs, should enable company to operate near break-even point in third quarter and show profit in fourth. Standard Coil has 4 factories in U. S., with subsidiary Kollsman Instrument Corp. in Elmhurst, N. Y. and wholly-owned Canadian subsidiary in Toronto.

Texas Instruments Inc., Dallas, major transistor manufacturer, reports 6 months profit of \$1,029,847 (31¢ a share) vs. \$696,010 (22¢) in same 1955 period. Second quarter profit was \$488,275 (15¢) vs. \$305,934 (9¢) in 1955. Company this week disclosed it has acquired William I. Mann Co., Monrovia, Cal. (optics) in exchange for 21,100 shares of its stock, and that it has received \$7,000,000 in new military contracts, mainly semiconductor components for military radar and indicating systems.

SEC July report discloses that James M. Carmine, Philco director and its ex-pres., received 7211 common shares distributed under profit-sharing plan, increasing his direct holdings to 20,949. Also disclosed was purchase by GE pres. Ralph Cordiner of 4500 common shares, increasing direct holdings to 14,625; v.p. Clarence H. Linder acquired 2070 under stock option plan, holds 6780.

\* \* \* \*

Dividends: Zenith Radio, 75¢ quarterly payable Sept. 27 to stockholders of record Sept. 7; American Electronics, 12½¢ Sept. 14 to holders Aug. 31; Cornell-Dubilier, 30¢ Sept. 22 to holders Sept. 12; General Precision Equipment, 60¢ Sept. 15 to holders Aug. 31; Lectronics, 2% stock Aug. 22 to holders Aug. 15. Whirlpool-Seeger, 35¢ Sept. 10 to holders Aug. 31; Standard Radio Ltd. "A", 15¢ Oct. 10 to holders Sept. 20; Erie Resistor, 20¢ Sept. 15 to holders Sept. 1.

**ELECTRONICS PERSONALS:** Brig. Gen. James Stewart Willis, USA ret., ex-chief of plans & operations section, Signal div., SHAEF, appointed by Federal Electric Co., IT&T service & maintenance subsidiary, as project coordinator for "White Alice", code name for new uhf system of govt. & commercial communications for Alaska . . . Herbert L. Weiss, ex-Pan American Titan Corp., named national supervisor, Federal field service & autopilot installation . . . Paul H. Frye, ex-gen. mgr., American Machine & Foundry Co. electronics div., named gen. mgr. of Fairchild Camera & Instrument Corp.'s electronics div., headed by Richard Hodgson as exec. v.p. . . . Brig. Gen. Wm. L. Bayer, USA ret., former commanding general of Signal Corps Supply Agency, appointed exec. v.p.-gen. mgr., Tele-Dynamics Inc., Philadelphia (formerly Raymond Rosen Engineering Products Inc.) . . . E. C. Page, head of Page Communications Engineers Inc., and Al Pote, Hycon Eastern Corp., flew to Paris Aug. 17 for conferences with SHAPE on forward scatter . . . Dr. Richard C. Raymond, ex-Rand Corp., Santa Monica, Cal., appointed mgr. of GE's new technical military planning operation, called "TEMPO," to headquarter in California city not yet disclosed.

Dr. Allen B. DuMont to address Aug. 24 Houston banquet of Texas Electronics Assn., comprising TV-radio dealers, service technicians and electronics specialists, on "TV, Today & Tomorrow."

Bullish report on Motorola was released Aug. 3 by F. S. Moseley & Co., 14 Wall St., N. Y.

Battle of the multiple-antenna towers appears to be developing in San Francisco. Following KRON-TV's announcement that it hopes to build candelabra-type tower atop San Bruno Mt. with provision for up to 15 TV transmitting antennas (Vol. 12:32), ABC's KGO-TV filed this week for Airspace Subcommittee approval of new 980-ft. structure atop Mt. Sutro, "in the geographical center of the city." KGO-TV officials say the structure is still in planning stage but that they envision self-supporting tower capable of accommodating 5 vhf & 2 uhf antennas. KGO-TV says Mt. Sutro is already an antenna farm, since its own antenna and those of KPIX and uhf KSAN-TV are located there. Preliminary discussions have been held with San Francisco stations about locating on KGO-TV's proposed tower, but actual negotiation stage hasn't been reached. RCA and Ideco—same companies handling KRON-TV tower—are studying KGO-TV tower proposal. Cost of structure is estimated to be near \$750,000.

Latest development in U. S. grand jury probe of Westinghouse-NBC swap of Philadelphia & Cleveland TV & AM stations (Vol. 12:26): Mass of documents subpoenaed by jury in Philadelphia was handed over by CBS & NBC Aug. 15—leading some observers to conclude jury's inquiry may go far beyond NBC-Westinghouse transaction to look into such network practices as option time, must-buy lists, setting of rates, etc. On the other hand, there's disposition in Washington to believe that Justice Dept. may be less inclined to press its over-all investigation of TV networks since departure of Stanley Barnes from post of chief trust-buster. The TV investigation reportedly was pet project of the former asst. Attorney General, now a Federal judge.

TV investigators from Rep. Celler's anti-trust subcommittee this week sent still another letter to the networks. This one requests material from their files on their criteria and rules governing discounts to advertisers, and on network acquisition of part interest in independent film packages which they televise. Committee attorneys searched some FCC files this week, also went through NARTB files for material on payment of commissioners' expenses at conventions. The 3-week hearings are now slated to begin Sept. 12 at Federal Courthouse, N. Y.

Two applications for Ch. 5 in Lubbock, Tex. were filed this week—by C. L. Trigg, 80% owner of KOSA-TV, Odessa (Ch. 7), and by Texas Tech, Lubbock, latter proposing non-commercial operation. Also filed were translator applications for Ch. 70 & 72, Palm Springs, Cal., by Palm Springs Translator Station Inc. (Howard Morris, pres.), to relay KNXT & KNBH, Los Angeles. Total applications on file: 122 for stations (24 uhf), 13 translators. [For details, see *TV Addenda 23-F* herewith.]

All-out uhf conversion campaign in Buffalo area has been given title of "Project 17" and goal of 100% uhf circulation, according to Charles C. Bevis Jr., gen. mgr. of NBC's WBUF (Ch. 17). Without giving details, he said project will use "every promotional, merchandising, advertising, publicity, technical and civic means at hand." WBUF adv. & promotion mgr. Robert Fillmore is heading campaign, aided by H. W. Shepard, director of special projects, NBC-owned stations.

Worth reading: Sketch in Aug. 20 *Time Magazine* on TV-radio critic John Crosby, who parlayed a brilliant new style of critique, begun in *N. Y. Herald Tribune* after he got out of Army in 1946, into an influential syndicated column carried 4 times weekly in 103 newspapers and paying him \$40,000 a year.

TV in court: First TV coverage of district courts of west Texas was featured on Aug. 10 noon newscast by KDUB-TV, Lubbock, which showed films shot 9-10 a.m. same day in veterans' land program forgery trial.

"Uniterm" index of electronic patents is new service of Information for Industry Inc., 1108 16th St. NW, Washington (Lynn J. Bartlett Jr., pres.), which has similar index for chemical industry. First volumes cover only the 3130 electronic patents issued in 1955, but index for 1950-54 will be undertaken if demand warrants. Working with an industry advisory committee, compilers have devised system of cross-indexing employing basic words—designed to give quick reference to patents, their holders & inventors. Service sells for \$1000 on yearly basis, \$900 yearly on 3-year basis, \$800 yearly on 5-year. In 1955, Bartlett said, Govt. was issued largest number of electronics patents, 10% of total. Next were: RCA, 262; Bell Labs, 170; GE, 118; Westinghouse, 85; IT&T, 51; Bendix Aviation, 50; Raytheon, 44; Stromberg-Carlson, 32; IBM, 30; DuMont, 29; Sperry Rand, 26; Collins, 24; Philco, 23; Motorola, 19. In first 6 months of 1956, he said, 3084 electronics patents were issued.

Electronic burglar alarm said to be based on radar principle will be made and marketed by new Radar-Eye Corp., 7 North Ave., Natick, Mass. Heading firm is Dan A. Packard, ex-McCann-Erickson v.p. & senior marketing executive and onetime gen. sales mgr. of Kelvinator div., American Motors. A. S. Lawrence, sales v.p., is ex-Kelvinator southeast regional mgr. Device was invented by R. E. Chapin of Webster, Mass., and is designed to activate lights or warning signals when any person or moving object comes within 25 ft. of antenna. List price is \$475.

Closed-circuit TV camera designed especially for schools and institutions was unveiled by Dage TV div. of Thompson Products Inc. at Stanford U's 6th Annual School Planning Institute. New 103-A camera uses professional-type sync generator to give 500-line resolution, is designed for remote control from monitor position. Two studio "packages" built around 103-A are priced at \$8984 (on mobile cart) and \$9960.

RKO Teleradio has taken options on "substantial stock interest" in Donn Bennett Productions Inc., Philadelphia, whose *The Big Idea* show about inventors & inventions is being distributed by RKO-TV whose v.p. Robert Manby has been designated temporary chairman; RKO's Peter Robeck has been named exec. v.p.; Charles Drayton and Paul Quinn, directors, along with Robeck & Manby. Donn Bennett continues as pres.

Educational WQED, Pittsburgh (Ch. 13) Sept. 4 starts door-to-door campaign to raise \$200,000 operating funds, volunteer workers including some of city's leading citizens as well as people from TV-radio stations. Three-year-old WQED calls itself "first community-sponsored TV station," deriving support from small contributions as well as from foundation gifts and trust funds.

New TV remote control designed to sell for \$19.95 has been announced by Alliance Mfg. Co. Trade-named "It," device is completely mechanical and powered by flashlight batteries. It can be installed by consumer on his own set merely by slipping special unit on receiver's channel selector knob shaft.

Mosler Safe Co., reported planning to use GPL closed-circuit systems in its future "TV snorkel" curbside banking installations (Vol. 12:32), has ordered 2 GPL systems for demonstration at American Bankers Assn. convention in October.

Suing NBC for \$3,000,000, York Pictures, owned by Martin & Lewis and Paramount Pictures, charges network repudiated 3-year contract calling for York to produce 4 programs starring the comedy team.

NARTB membership increases since April convention: TV stations, 19 (total now 310); AM & FM, 123 (total 1334); TV code, 16 (total 288).

**THE AUTHORITATIVE**  
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# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY—INDEX OF THE WEEK'S NEWS—August 25, 1956

**BIG BANKERS EASE CREDITS** to permit buying color sets in 36-mo. installments (p. 1). Tom Joyce discloses color sales figures, marketing plans (p. 14).

**INDIANA TV-AM GROUP SOLD** for \$10,000,000 to Whitney. Westinghouse buys Chicago's radio WIND for record \$5,300,000. Crowell-Collier deal pends (p. 1).

**MULTIPLE OWNERSHIP RULES** may be due for change, with new criteria based on population-&-area coverage or on case-to-case merits (pp. 2 & 6).

**"PICTURE PHONE"** TV transmission over phone lines being developed by Bell Labs, follows related work on "slow-scan" systems by Dage & GE (p. 3).

**MGM FILMS SIGNED UP** for 12 cities, including CBS-owned stations outside Hollywood, reports Barry; claims deals exceeding \$20,000,000 so far (p. 4).

**DULLNESS OF POLITICAL** convention simulcasts, heavy costs, leading to reappraisal of value of having all 3 networks on same show; digests of comments (p. 4).

**TUBE PRICES GOING UP 4-10%**. Receiver price increases stimulating reduction of dealer inventories. GE adopts factory service plan (pp. 9-10).

**SHIPMENTS OF TVs** to dealers in first half of 1956 totaled 2,775,022; breakdown by states, as reported by RETMA. Other trade notes (p. 11).

**HOW ONE OF SMALLER TV-radio** manufacturers is growing despite market trends; head of Packard-Bell derides industry's follow-the-leader tendencies (p. 15).

**DEADLINE EXTENSION** sought for allocations comments. GE's Wm. Morlock calls for new look at whole spectrum. Dr. DuMont frowns on all-uhf plan (p. 6).

**3 VHF STARTERS** include WTVW, Evansville, which wins STA, fights deintermixture; KFXJ-TV, Montrose, Colo.; KAVE-TV, Carlsbad, N. M. (p. 8).

**TV IN RUSSIA** now on air about 4 hours daily from 15 main stations; receivers vary from 7 to 17-in. picture quality called good, programs unimaginative (p. 12).

**COLOR TVs AT 10% DOWN & 36 MONTHS TO PAY:** The bankers may very well give color TV its biggest hypo yet. In the face of apparent customer apathy, despite cautious approach to color by practically all manufacturers save RCA, some of the country's biggest handlers of installment credit paper have agreed to finance color set purchases on the basis of payments over 36 months as against usual 24 months.

Among major banking houses announcing policy are New York's Manufacturers Trust Co. and First National City Bank (latter holding dealers liable for only first 4 months); Bank of America, in all California markets; Commercial Credit Corp., of Baltimore; Commercial Finance Co., Muskogee, Okla. (handling lots of Texas paper). The big First Pennsylvania Co., handling most TV-radio-appliance paper in Philadelphia area, is now offering 30-mo. terms but is also expected soon to extend to 36 months while continuing the usual 24-mo. terms on black-&-white sets.

The 36-mo. terms start with 10% down, exclusive of trade-ins in most cases but including service contracts, on purchases of \$500 or more and finance charges vary by regions, with 6% the general minimum. According to National Foundation for Consumer Credit, Washington, 65-70% of all TV purchases are on credit.

Top RCA executives have been working quietly for the last few months on this new banking development, and their success with some of the big banks probably explains their continually cocksure attitude about color ("The big takeoff comes in September," they say) as against the passivity and sometimes outright opposition of other set makers. For some of the whys-&-wherefores behind their plans to get color going, see Color Trends & Briefs, p. 14.

**MORE BIG TV & RADIO STATION DEALS:** This was a week of unusually big deals involving prospective changes in the ownerships of important TV & radio stations:

(1) Newly formed Indiana Broadcasting Co., 100% owned by J.H. Whitney & Co., signed agreement to buy WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne (Ch. 15), along with their radio adjuncts, for \$10,000,000 (Vol. 12:30). C. Wrede Petersmeyer, Whitney partner who runs its KOTV, Tulsa, is pres., with 3 other Whitney partners and associates on board which will also include Bruce McConnell, who sells his

54.74% majority; his son Robert B. McConnell, who remains as gen. mgr.; Stokes Gresham Jr., engineering v.p.; Frank E. McKinney, 10% stockholder and a onetime chairman of the Democratic National Committee.

Whitney interests also announced formal takeover as of Aug. 22 of KGUL-TV, Galveston-Houston (Ch. 11) from Paul Taft group, including exercise of option on 10% stock owned by Wesley West, Houston. That makes total sale price \$4,500,000 (Vol. 12:19,28) and gives Whitney 4 TV stations, 2 AM, all acquired by purchase. In the Indianapolis-Ft. Wayne deal (assets data, p. 6), Howard E. Stark was broker.

(2) Westinghouse confirmed imminent acquisition of radio WIND, Chicago independent (5-kw, 560 kc) for unprecedented price of \$5,300,000 -- to be paid in stock of Westinghouse Electric Corp. -- highest sum ever paid for any radio station, far exceeding Jack Wrather-John Loeb purchase of WNEW, New York, for \$4,100,000 (Vol. 11:51). Westinghouse also gets WIND's one-third interest in AM Radio Sales, radio rep firm also representing WMCA, N.Y.; WLOL, Minneapolis; KMPC, Los Angeles; KOOL, Phoenix; KOPO, Tucson. It also inherits WIND's CP for uhf Ch. 20 in Chicago.

WIND is one of the nation's biggest radio earners, makes about \$1,500,000 on annual gross of nearly \$3,000,000. Sellers are pres. Ralph Atlass, 11.1% owner, who has run it since 1930; 3 children of his brother H. Leslie Atlass, CBS Chicago v.p. who was required by FCC to dispose of his 29.7% stock; Wm. Wrigley Jr. family, 26%; Chicago Daily News (Jack Knight), 27.7%; WIND commercial mgr. John Carey, 5.5%.

Staunch believer in earning power of radio, Westinghouse thus gets 6th AM outlet out of allowable 7. It negotiated earlier this year to buy WINS, New York. but deal collapsed when Elroy McCaw asked \$2,500,000. It also owns 4 vhf TVs.

(3) Crowell-Collier Publishing Co., proposing to acquire Consolidated group (Bitner) of 3 TV & 4 radio stations for \$16,000,000 (Vol. 12:17,21-22,32) and expected to announce financing arrangements Aug. 24, reported financing not yet completed but deal still on the fire. Meanwhile, there were rumors of other efforts to buy the Bitner stations, including offer of \$5,500,000 for Grand Rapids TV-AM alone. For the publicly-held Consolidated stock, Crowell-Collier has proposed to pay \$19.50 net per share cash; for Bitner group's 42.5%, it proposed to pay \$3 cash on closing, \$16.50 in notes payable \$2 next Jan. 2, remainder over 8 years at 5% (Vol. 12:21).

(4) Deal to sell WSIX-TV, Nashville (Ch. 8) to Harry & Elmer Balaban, of the Chicago theatre family, who own interests in successful uhf stations in Rockford & Springfield, Ill., fell through, may yet be revived. Price was undisclosed. Three co-equal owners acquired it 2 years ago (Vol. 10:29,36).

**FCC STUDYING TV OWNERSHIP CEILING:** Revision of FCC's multiple-ownership rules in not-too-distant future is shaping up into distinct possibility. New ceiling on station ownership -- based on population & geographical coverage -- is being considered as substitute for present numerical limitations.

Prompted by urgings from Congress, from ambitious operators and from interest of commissioners themselves, Commission has given staff task of coming up with complete study within next few months. Though FCC fought vigorously to protect its right to set numerical limitations, winning Supreme Court's backing in Storer case (Vol.12:21) it's no secret that several members consider present ceilings arbitrary. Currently, rules permit no entity to own more than 7 TVs (maximum of 5 vhf), 7 AMs, 7 FMs -- whether stations are located in big cities or small.

Clue to FCC's thinking may come very shortly, when it considers 2 pending purchases by Storer Broadcasting Co., which now owns 5 vhf's, 2 uhf's, 7 AMs. Storer is buying CP for KSLM-TV, Salem, Ore. (Ch. 3), wants to move transmitter near Portland and shift its KPTV from Ch. 27 to Ch. 3 (Vol.12:18,25). Storer also seeks move into Boston area through purchase of WMUR-TV, Manchester, N.H. (Ch. 9), asking FCC for permission to move transmitter to 26 mi. north of Boston.

Storer's Portland proposal ran into opposition from all 3 vhf operators there, and its Boston plan is being bucked by Boston stations -- Westinghouse's WBZ-TV (Ch. 4) and O'Neil's WNAC-TV (Ch. 7). This week, latter petitioned FCC to set sale for hearing, called it "trafficking in licenses."

In Portland case, Storer asks waiver of rules to permit it to own 6 vhf's. In

Manchester-Boston application, it says it would dispose of one of its other vhf's to comply with Commission rules.

Possibly in anticipation of favorable FCC action, there was flurry of trading in Storer stock on N.Y. Stock Exchange this week. Blocks were sold each day for total of 12,100 shares by end of week, and it closed at new high of 29½, up from week's low of 27¼. Stock has jumped more than 7 points from year's low of 22½.

Certain to influence Commission considerably are views of its top staff members; several lean definitely toward new set of criteria. One influential and knowledgeable staff attorney puts it this way:

"It simply makes no sense to make a station count as much in a small town as in major metropolitan areas. Sure, if you base it on population you get into the problem of how to measure coverage -- but a reasonable formula can be developed. And sure, you have the problem of 'grandfathering,' of making exceptions for those who exceed the new criteria. But should you throw out an improvement because it isn't perfect? I think there should also be geographical criteria, so that no one has a concentration in one state or area. What our present rules do is to force a multiple owner to move into larger and larger cities, dropping stations in smaller cities -- and throwing away his experience in serving smaller cities."

Another substantial school of thought at FCC believes multiple-ownership ceilings and formulas should be dropped altogether and that Commission should consider each acquisition on its own merits.

"We have anti-trust laws," one responsible FCC attorney says. "Should we set up a separate standard for TV & radio, as compared with other industries? I don't think so and I don't think Congress meant us to. And if you try to devise a coverage formula, you come up with something ridiculous." (For Congress' role and Republican-Democratic differences, see p. 6.)

**CLOSED-CIRCUIT TELEVISION IN EVERY HOME?** Broadest possible use of closed-circuit TV -- a "picture phone" in every home -- may be foreshadowed by Bell Labs' disclosure in Los Angeles this week that recognizable TV signal of caller has been transmitted across the nation over ordinary telephone lines.

Frankly stating system is still developmental, spokesmen for the traditionally conservative Bell System nevertheless predicted system eventually will be practical for use in average home; they wouldn't estimate when.

System isn't complete TV in ordinary sense, because it doesn't give full reproduction of motion. It transmits new still pictures every 2 seconds. As described at Western Electronic Show this week, system employs vidicon cameras, gives 2x3-in. picture with 60-line, 2400-dot resolution.

It's never been any trick to tie TV and telephone together. Some 30 years ago, Bell Labs' late Herbert E. Ives set up N.Y.-Washington system on which former President Hoover appeared and spoke. Significance of current development is that useful picture can be transmitted over ordinary phone lines.

Dage TV div. of Thompson Products already has similar system, called "Data-vision," on market for business uses (Vol.11:45,50), has sent picture from N.Y. to Philadelphia. A difference in the two methods is that Bell employs magnetic drum whereas Dage uses Skiatron dark trace CR tube, which gives new still picture every 2-7 seconds (Vol.12:12,14). Presumably, Bell will first offer system for business use, as does Dage. Another recent entry into the TV-phone line field is GE, which announced "slow-scan" technique for using same TV system for regular close-circuit TV and for pictures changing every 4-5 seconds (Vol. 12:32). (For other recent closed-circuit developments, see p. 16.)

John Hay (Jock) Whitney, whose investment firm is now deeply involved in TV ownership (pp. 1 & 2) is being mentioned as possible successor to Winthrop W. Aldrich as Ambassador to Britain. Aldrich plans to retire after election, is said to have recommended Whitney, whose maternal grandfather John Hay served as Ambassador to Britain. Whitney interests own KOTV, Tulsa (Ch. 6), purchased for \$4,000,000 (Vol. 10:14); KGUL-TV, Galveston-Houston

(Ch.11), bought for \$4,250,000 (Vol.12:28); are paying \$10,000,000 for WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne-Waterloo (Ch. 15), with their radio adjuncts; own several community antenna systems. Note: Whitney and CBS chairman Wm. S. Paley married sisters (daughters of the late great Dr. Harvey Cushing, Boston brain specialist) are close personal friends, but CBS has no interest, other than affiliations, in Whitney stations.

**Telecasting Notes:** MGM's belated entry into TV—first by way of last week's 7-year lease of 725 pre-1948 feature films to *Los Angeles Times'* KTTV for reported \$4,000,000 and purchase of 25% interest in that station for reported \$1,600,000 (Vol. 12:33)—took further form this week. Charles C. Barry, MGM v.p., an ex-NBC & ABC program v.p. (both TV & radio), reported at week's end he had signed further lease deals totaling "in excess of \$20,000,000." . . . CBS has signed, he said, for the 725 features for its own stations in N. Y., Chicago & Milwaukee, and conditionally for those it seeks in St. Louis and Hartford; seven-year deal, which CBS said involves more than \$10,000,000, refutes reports it would not buy the package because its Los Angeles KNXT is excluded; it has also been given 2-year option to renew "Wizard of Oz," for which it signed 2-year rights for color spectaculars . . . Triangle stations (Roger Clipp) have signed for MGM package for Philadelphia, Altoona, Binghamton, New Haven stations, and Otto Brandt for Bullitt stations KING-TV, Seattle and upcoming KGW-TV, Portland . . . Prices and terms weren't disclosed by Barry, but he said package does not include shorts, cartoons or "Gone With the Wind," and specifically excludes colorcasting rights for which premium will be asked later . . . Minneapolis' KEYD-TV (Ch. 9) got FCC permission this week to change call letters to KMGM-TV as of Sept. 1, leading to speculation it had been purchased in whole or part by MGM. But Barry said it was news to him, that neither purchase deal nor movie lease deal has been made with the station yet—though he didn't exclude possibility . . . It's MGM's avowed purpose to become major factor in TV, both in ownership of stations and programming—and trade re-

ports have it talking with many stations about buying in and leasing its films as part of quid pro quo. This week, *Variety* even hinted at tieup with RKO Teleradio, but Barry said there have only been conversations looking toward leasing of pictures to its Memphis, W. Palm Beach & Windsor, Ont. outlets . . . Samuel Goldwyn films are also on way to TV, reports *Billboard*, probably by way of NTA; also still in rumor stage, *Hollywood Daily Variety* has Warner's discontinued Pathe News library being sold for some \$500,000 to group headed by J. Arthur Warner, owner of Suffolk Downs Racetrack (no kin to movie family) and include Jack Levien, editor of Pathe News . . . Adlai Stevenson, at his farm in Libertyville, Ill., this week began making TV films for campaign, being shot by Lewis & Martin Films Inc., Chicago (no kin to the comics) and directed by Charles Guggenheim, of St. Louis . . . "Electronic cue" system of audio dubbing for TV films shipped to foreign countries, developed by Screen Gems, is claimed to improve quality while cutting dubbing and shipping costs 50%; all sound except dialogue is transferred from original track to magnetic tape. . . . Comic Jerry Lewis, who with Dean Martin has filed \$3,000,000 breach of contract suit against NBC, ducked out of scheduled Aug. 26 guest appearance on NBC's *Youth Wants to Know* on lawyer's advice . . . RKO's first TV film venture gets under way next month when Alex March, ex-producer of CBS *Studio One Summer Theatre*, joins studio to assemble stories for 3 series, production to begin in early 1957 . . . 75% of TV commercials (production cost: \$30,000,000) are now on film, says Wm. Miesegaes, pres. of Transfilm Inc.

**GOP CONVENTION** telecasts from San Francisco this week turned out to be so dull, on the whole, that networks, stations and sponsors are frankly skeptical about future coverage on a similar scale. The nearly 170 hours of simulcast TV-radio time the 2 conventions consumed on the 3 networks, moreover, were so costly to networks and stations, generated so little viewer enthusiasm, that some sort of new approach may be attempted 4 years hence—that is, unless political heat engendered beforehand makes them look like better "shows."

Our UP ticker reports from San Francisco, as we go to press, that NBC pres. Robert Sarnoff "half-seriously suggested that perhaps TV's coverage of future conventions could be cut down a bit . . . that perhaps some steady viewers missed their regular programs, and that if some compromise could be worked out it might be better all around." CBS v.p. Sig Mickelson was quoted as agreeing.

It's much too early to count the cost to the industry as a whole, but it will run into many millions. All that's known as yet is that the "package" sponsorships brought in about \$14,000,000 to the 3 networks and that they had tentatively figured the costs at around \$17,000,000. For the most part, affiliated stations stuck with the networks all the way. ABC states its Democratic convention coverage totaled 35 hours, CBS counted 33, NBC 34; from San Francisco, ABC carried 23 hours, 8 minutes; CBS, 22 hours, 30 minutes; NBC, 21 hours, 30 minutes.

\* \* \* \*

Despite the amazing gadgetry and superb engineering, despite brilliant newscasting and commentaries, despite heroic efforts to flavor the coverage from the Republican convention, it was so lacking in conflict and suspense that,

with the possible exception of President Eisenhower's unexpected press conference, first ever to be carried live, the proceedings were much duller than those from Chicago which at least had an element of suspense attached to the V.P. nomination.

Even that one, however, according to the Minneapolis correspondent of *Variety*, actually helped movie boxoffice because it forced cancellations of so many popular TV programs that lots of people, uninterested in the political show, "deserted their homescreens for the showhouses." Herald Tribune Syndicate columnist John Crosby, after the Republican convention adjourned, wrote: "Two conventions, back to back like this, may be the best thing that has happened to the motion-picture business since they invented the wide screen. The harmony at San Francisco finally got unbearable and drove me out of the house to see a movie . . ."

Accustomed to thinking of everything in terms of "show biz," *Variety* editorialized that the Chicago show was "a TV bust, both as a 'journalistic spec' and in terms of commanding coast-to-coast audience interest." It was a "dull gabfest for perhaps 90% of the time," said *Variety*. It headlined an editorial: "TV's \$17,000,000 Goof."

Wrote Jack Gould, *New York Times*: "The sweetness and light in San Francisco inevitably crimped TV's style. It was hard for the networks to be breathless over a telethon of harmony." He added: "In almost pathetic desperation the video journalists tried to make stories where there weren't any; usually they wound up with only one more bulletin on Republican happiness or the attractiveness of San Francisco." Of the third day's coverage, he wrote that it "has about the same excitement as a boxing match in which there is only one contestant in the ring."

John Steinbeck, the novelist-turned-columnist for the conventions, sized things up pretty well in his Aug. 22 dispatch: "My despair at the dullness of the proceedings at the Cow Palace is not only shared but doubled by people to whom it is more important. I toured the TV



operations [and] found a kind of hysteria. The multi-million-dollar contracts with Westinghouse, Philco, etc. were made on the basis that millions of people would look at the convention. One executive told me: 'We're losing our audience. People are tuning it out.' A great news commentator confided wearily, 'I've said the same thing 8 different ways. Give me an idea for a 9th, will you. I'm dried up.' The NBC lip-reader whose job it is to discover through field glasses how caucuses are going reported, 'Only a few smutty stories and not one I haven't heard.'

Also from San Francisco, George Dixon, King Features Syndicate columnist, wrote: "This convention is so orderly and well bred the TV people can't find enough action to televise, and are becoming televisionaries. They have filled the gaps with so many shots of the seals out on Seal Rock they are beginning to bark."

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Of the Democratic convention coverage, *Time Magazine* said the show "hardly lived up to its lavish press agency," but conceded there were moments of high drama and noted: "The relentless camera magnified the trivia and underlined the fluffs, caught the convention's heights and hollows—and its occasional signs of petulance and flippancy—Truman dressing down a reporter for badgering him for an interview; Tennessee's Gov. Clement hamming it up for photographers; Paul Butler boiling mad over CBS's failure to run a documentary film."

Press and radio got along reasonably well this time, in contrast to previous conventions (Those of 1948 & 1952 covered by TV and those since 1924 by radio)—and *Newsweek* was impelled to remark: "Despite all the advance sparring, there were few arguments between reporters and TV newsmen. Some bitterness was present, but most of the press agreed with George Mills of the *Des Moines Register*: 'They weren't bad. After all, we push people around too.'"

Philosophical observations on the subject of electronic vs. printed journalism in Aug. 27 *Time*: "Though the pad-and-pencil newsmen competed briskly with the electronic press at the scene of the news, each getting constantly in the other's way, there was actually no competition between the TV screen and the printed word. They supplemented each other. When it came to speed and high fidelity to the news at the instant it was breaking, TV was in a class of its own. By the same token, for those who could not spend hours before a TV screen or who wanted the story rounded up and interpreted, readable at their own pace and convenience (and available for future reference) the printed word was worth a thousand TV pictures."

The Glory Road: Ed Murrow was about to go on air during Republican convention when he had long-distance call from W. Va.; fortunately, his secretary intercepted the call—from a viewer whose reception was poor and who said he couldn't get satisfactory local repairs and wouldn't Mr. Murrow get to "someone with influence" to fix his set in a hurry. Eric Sevareid, strolling down Cow Palace corridor, was stopped by a woman who asked: "Aren't you Eric Sevareid?" He modestly allowed that he was. "My little Johnny," she pleaded, "has been in the washroom for more than 20 minutes and I'm wondering if he is all right. Would you please go in and see?" Sevareid did and the boy was.

Dr. Leo Bogart, McCann-Erickson, elected pres. of Radio-Television Research Council, succeeding Maxwell Ule, Kenyon & Eckhardt. Also elected: v.p., Julia Brown, Compton Adv., succeeding Blanche Cosgrove, Ruthrauff & Ryan; secy.-treas., Babette Jackson, Dancer-Fitzgerald-Sample, succeeding Miss Brown.

**Personal Notes:** Matthew J. Culligan, NBC-TV v.p. & national sales director, elected v.p. in charge of NBC Radio network, replacing Charles T. Ayres, who resigned two weeks ago . . . H. Weller (Jake) Keever, national sales mgr. of NBC-TV Films, named film sales director of NBC-TV subsidiary California National Productions Inc. (formerly Kagran Corp.); Robert A. Anderson, NBC-TV Films business mgr., named business affairs director; Francis X. O'Shea, Kagran licensing operations mgr., named merchandising director; Wm. L. Lawrence appointed eastern unit director, new program development dept. . . . George A. Heinemann, program director of NBC's WNBQ & WMAQ, Chicago, appointed program mgr. of WRCA-TV, N. Y., replacing Steve Krantz, joining Screen Gems; Sam Dana promoted to head adv. activities of WRCA-TV & WRCA from TV promotion supervisor, NBC Spot Sales . . . Bennet H. Korn, ex-TPA, returns to WABD, N. Y. as sales director, Wm. J. Adler continuing as WABD sales mgr. . . . Mike Shapiro, ex-commercial mgr., WFAA-TV, Dallas, onetime asst. mgr. of KDUB-TV, Lubbock, appointed to newly-created post of managing director of KTVX, Muskogee-Tulsa, and KATV, Little Rock-Pine Bluff, headquartering at Tulsa; L. A. Blust Jr. and John Fugate continue as respective station mgrs., reporting to Shapiro. Ben Holmes, ex-national sales mgr. of both stations, has joined Edward Petry & Co., N. Y. . . . Mrs. Georgia M. Davidson, chief owner, assumes management of KIDO-TV, Boise, taking over from Walter B. Wagstaff, who on Sept. 15 becomes mgr. of upcoming KGW-TV, Portland, Ore. . . . W. B. Pape managing W. O. (Bill) Pape's WALA-TV, Mobile, with recent death of Howard K. Martin, exec. v.p. . . . Oliver S. Castle, A. C. Nielsen Co. research director, promoted to v.p., George A. Magnuson promoted to succeed him . . . Edward Sarrow promoted to production mgr., WAAM, Baltimore; Herbert Steinberg named asst. program mgr. . . . John G. Leitch, WCAU-TV, Philadelphia, named chairman of NARTB broadcast engineering conference committee; Harold P. See, KRON-TV, San Francisco, reappointed chairman of TV film committee . . . Arthur M. Hopwood Jr., ex-asst. chief engineer, WPTZ, Philadelphia (now WRCV-TV), joins KYW-TV & KYW, Cleveland, as facilities engineering supervisor . . . Frank Steltenkamp promoted to asst. sales development mgr., WWJ-TV & WWJ, Detroit . . . James H. Henneberry, ex-WICS, Springfield, Ill., named sales promotion mgr., KWK-TV, St. Louis . . . Ralph R. McCawley, ex-*Washington Star*, named adv. & promotion mgr. of WRC-TV & WRC, Washington, reporting to Wm. Coyle, director of adv., promotion & public relations . . . Bryson Rash quitting ABC to join NBC's WRC-TV & WRC, Washington, as news analyst . . . Lawrence H. Rogers II elected pres. of WSAZ Inc., Huntington, Col. J. H. Long becoming chairman . . . John M. Keys, sales director of WNBQ & WMAQ, Chicago, promoted to director of adv., promotion & merchandising.

Hunt for tall tower site by WHAS-TV, Louisville (Ch. 11) resumed this week after Washington Airspace Panel turned down latest proposal—1799-ft. structure, 2549-ft. above sea level, to be located at Fisherville, Ky. about 20-mi. east of Louisville. Station had hoped for approval because structure was scaled down from previous 2003-ft. proposal. It was third official request by station, which has examined 23 sites. Panel suggested that area around Ramsey, Ind. might prove more promising.

Austin Kiplinger, son of the famed Washington news-letter editor W. M. Kiplinger, rejoins his father's organization Sept. 1 after 7 years of newscasting on Chicago TV-radio stations, lately with NBC.

Muzak franchise for eastern Pa., southern N.J. & northern Del. taken over by Philadelphia's WCAU.

**M**ULTIPLE-OWNERSHIP limits should not be fixed by Congress, in opinion of FCC, which is considering changes in the rules (p. 2). It so stated in formal comments on 4 bills introduced last session to throw out numerical ceilings and limit TV ownership (nothing said about AM or FM) to stations covering not more than 25% of population. Sponsors were Sen. Bricker (R-Ohio), the late Rep. Hinshaw (R-Cal.), Rep. O'Hara (R-Minn.), Rep. Beamer (R-Ind.). Commission made these points:

(1) New law would be too "rigid." FCC has more "expertise" and more flexibility to cope with changing problems of multiple ownership.

(2) If percentage of population is substituted for specific number of stations, geographical limits must be set. "For example," FCC said, "one person could control all of the TV stations west of the Mississippi River, with the exception of those in the State of California, and not serve more than 25% of the total population. While this might be a monopoly in this area and thus possible to prevent, it would also be contrary to the Commission's policy of diversification. To remedy this flaw it has been suggested that the limitation take the form of allowing only a certain number of stations per state, or per Federal judicial district . . ."

(3) Coverage must be defined. Commission said: "The coverage contours set forth in the Commission's rules & regulations are not hard and fast areas. Because of this

there must be a specific grade of coverage contour within which the percent of population is measured."

While Republicans in Congress are spearheading efforts to liberalize multiple ownership, some Democrats are vigorously opposing them. For example, Chairman Magnuson (D-Wash.) of Senate Commerce Committee recently warned FCC against granting stations to "syndicates," said "the Commission should be on guard against the intrusion of big business and absentee ownership" (Vol. 12:30).

On House side, Rep. Celler (D-N. Y.), chairman of Judiciary Committee, has frequently inveighed against "monopoly" in ownership, particularly by networks.

But FCC is Republican-controlled, and its leanings are toward more wide open rules. Multiple owners with programs for expansion have no difficulty acquiring properties via purchase route—and they're paying very handsomely. (For this week's sales activity, see p. 1; for all major sales, 1949-56, see pp. 347-351, *TV Factbook No. 23.*)

Control of Congress may turn out to be key to Commission action. If GOP takes over and Bricker replaces Magnuson as chairman of Commerce Committee, revision may be considered almost certain.

If change is in the cards, it will take some months to accomplish. Court of Appeals still must clean up rag-tag of Storer case which Supreme Court sent back to the lower court. Final decision is expected some time this winter. Then there's FCC rule-making procedure, which could take a long time.

**F**IRST POST-VACATION meeting of FCC Aug. 29 will have among top-priority questions the matter of giving more time for comments in allocations rule-making. Deadlines are Sept. 10 for deintermixture comments, Oct. 1 on all-uhf proposal. But Commission has received flock of petitions for reconsideration, some accompanied by requests for more time—and it's believed there's fair chance of postponement.

Another reason Commission may give more time for comments is fact engineers and attorneys are questioning "rules of the game," i.e., the brand new criteria for figuring coverage and white areas—which FCC says should be used in comments. Some charge they're invalid, having been promulgated without rule-making.

\* \* \* \*

Call for immediate reappraisal of entire radio spectrum, not only uhf & vhf TV, was made this week by Wm. J. Morlock, gen. mgr. of GE technical products dept. Speaking to graduating class of Syracuse U TV-radio center Aug. 24, he said that complete study of spectrum hasn't been made since FCC called on industry's Radio Technical Planning Board in 1941; that "the expansion of the communications field and the electronics industry has been so rapid that future growth is being seriously curtailed by lack of spectrum space in many services." These include, he said, police, fire and other emergency services.

Morlock isn't alone in his views. FCC's newest member T. A. M. Craven, a pioneer allocations specialist, says that in the short period since his return to Commission he's become convinced more than ever that progress in equipment and techniques have badly outmoded present spectrum division.

Dr. Allen B. DuMont, the original deintermixture proponent, this week said proposed all-uhf move isn't the "right or final answer." Speaking at banquet of Texas Electronics Assn. in Houston Aug. 24, he said: "If all TV is moved to uhf, there is going to be a percentage of peo-

ple who will have no TV. You can't escape the fact that a uhf signal can't be received in the shadows of hills and mountains or that uhf coverage can't be as great as vhf. People far removed from transmitters will not have reception.

"Actually, I think vhf will be retained and that the Commission will finally come to a plan of deintermixture. Such a plan could have vhf-stations-only for areas that require such signals because of terrain or need of extended coverage, while uhf-stations-only could be the rule wherever such signals would give full area coverage."

Total assets of Universal Broadcasting Co., purchased by J. H. Whitney & Co. for \$10,000,000 (see p. 1), were \$3,279,488 as of June 30, according to transfer papers filed with FCC this week. Universal owns WISH-TV (Ch. 8) & radio WISH, Indianapolis; WINT, Ft. Wayne-Waterloo (Ch. 15) & radio WANE, Ft. Wayne. Current assets were \$1,070,240; fixed, \$656,765. Other assets totaled \$1,520,232, including \$962,570 invested in affiliated companies—balance comprising miscellaneous deferred items. Current liabilities were \$3030; accrued, \$453,386. Capital stock and surplus were shown as \$2,822,133. Separate balance sheet filed for WINT showed Dec. 31, 1955-May 31, 1956 profit of \$24,090—deficit before Dec. 31 totaling \$13,568. Current assets were \$100,242; fixed, \$444,218; other, \$13,954. Current liabilities were \$46,210; fixed, \$223,081. Capital was \$278,600; surplus, \$10,523.

Transcontinent TV Corp. assumes ownership of WHAM-TV, Rochester (Ch. 5) with its AM-FM adjuncts Aug. 27 from Stromberg-Carlson, having purchased them for \$5,000,000 (Vol. 12:14, 24, 26), and announced gen. mgr. William Fay and other key executive personnel are being retained. Within a few days, it will transfer the AM-FM properties to Riggs & Greene Inc., who paid \$500,000 for them.

J. Walter Cameron, publisher of *Maui News*, becomes 83% owner of semi-satellite KMVI-TV, Wailuku, Hawaii (Ch. 12), following FCC approval of his purchase of 41.26% interest from Maui Pineapple Co. for \$30,950.

**Network Accounts:** Corn Products Refining Co. renews Martha Rountree's *Press Conference* when it returns to NBC-TV Oct. 29 after month's hiatus, switching to Mon. 7:30-7:55 p.m. On same date, Chet Huntley or David Brinkley will replace John Cameron Swayze on Tue.-Wed.-Fri. segments of *News Caravan*, Mon. 7:55-8 p.m. and Tue.-thru-Fri. 7:45-8 . . . Hazel Bishop to sponsor *Beat the Clock* on CBS-TV starting Sept. 22, Sat. 7-7:30 p.m., thru Raymond Spector . . . Maybelline (eye makeup) buys 1/3 of *Steve Allen Show* on NBC-TV starting in fall, Sun. 8-9 p.m., thru Gordon Best Co., Chicago . . . General Foods (Good Season dressing and Kool-Aid drink concentrate) to sponsor 15-min. alt. week segments of *It Could Be You* on NBC-TV, Mon.-thru-Fri. 12:30-1 p.m., and *Modern Romances* on NBC-TV, Mon.-thru-Fri. 4:30-5 p.m., thru Foote, Cone & Belding . . . Tums to be alt. sponsor of new Jonathan Winters comedy series, as yet untitled, on NBC-TV starting Oct. 2, Tue. 7:30-7:45 p.m., thru Dancer-Fitzgerald-Sample . . . North American Philips (Norelco shavers) to sponsor 8 irregularly-scheduled "Project 20" telementary programs on NBC-TV starting in fall, thru C. J. LaRoche Co., N. Y. . . Allstate Insurance to sponsor 15-min. pre-game shows on NCAA football schedule on NBC-TV this fall, thru Christiansen Adv., Chicago . . . Knapp-Monarch Co., St. Louis (electrical appliances) buys several partic. this fall on *Famous Film Festival* on ABC-TV Sat. 7:30-9 p.m., *Arthur Godfrey Show* on CBS-TV Wed. 8-9 p.m. and *Today* on NBC-TV Mon.-thru-Fri. 7-9 a.m., thru Frank Block Assoc., St. Louis . . . Esquire Shoe Polish to sponsor one-shot movie in color, *Magie Box*, on NBC-TV Sept. 9, Sun. 8-9 p.m., thru Emil Mogul.

Rate increases: WATV, Newark-New York, Sept. 1 raises base hour from \$1250 to \$1500, min. from \$250 to \$300. WTOP-TV, Washington, Sept. 1 raises base hour rate from \$1500 to \$1800, 20 sec. from \$375 to \$400. KPRC-TV, Houston, Sept. 1 raises base ID rate from \$110 to \$132. WNEM-TV, Bay City, Mich., Sept. 1 adds Class AA hour (8-10:30 p. m., Mon.-Fri.; 7-10:30 p. m., Sat. & Sun.) at \$690, min. at \$138. KOAT-TV, Albuquerque, Sept. 1 adds Class AA hour (7:30-10 p. m., daily) at \$300, min. \$44; changes Class A hour from \$200 to \$250; Class B from \$110 to \$200, min. from \$19 to \$26.25. KKTV, Colorado Springs, Sept. 1 adds Class AA hour (6:30-10 p. m., Mon.-Fri.; 6-10 p. m., Sat. & Sun.) at \$250, min. at \$60. KTVH, Hutchinson, Kan., Oct. 1 raises base hour rate from \$500 to \$575, min. from \$120 to \$135. KSWM-TV, Joplin, Mo., Sept. 1 raises base hour rate from \$225 to \$250, min. from \$45 to \$60. WMAZ-TV, Macon, Ga., effective Jan. 1, 1957, will raise base hour rate from \$300 to \$360, min. from \$60 to \$72.

TV-show business expert in banker's clothing is Herbert L. Golden, 42, once *Variety* film editor, now asst. v.p. in charge of amusement industries group, Bankers Trust Co., N. Y. Cited as typical of new banking corps of trade-loan specialists, described in Aug. 17 *Wall Street Journal*, Golden is said to rely on personal knowledge of applicants, has passed on loans to such TV shows as *Disneyland*, *Lone Ranger*, *Big Town*, *Halls of Ivy*.

All-out for a single show: Two NBC-TV camera-&-sound crews, some of whom helped produce Peabody-winning *Assignment: India*, are on assignment to Burma, Malaya, Thailand, Vietnam, Indonesia & Cambodia to film 1 1/2-hour *Assignment: Southeast Asia*—in color. Public affairs v.p. Davidson Taylor says network is still negotiating with Soviet Union for permission to do similar show. Robert Graff is producer-director, James Michener will narrate.

Network affiliations: WARD-TV, Johnstown, Pa. (Ch. 56) joins CBS-TV as primary affiliate, effective Aug. 20; KUAM-TV, Agana, Guam (Ch. 8) joins CBS's EMP.

**ADVERTISING AGENCIES:** David J. Hopkins, ex-CBS-Columbia sales director, Sept. 17 joins McCann-Erickson, N. Y., as v.p. & gen. staff executive in planning & development div., reporting to staff v.p. Anthony Hyde . . . George DePue Jr., account executive for foods div. of Anderson, Clayton & Co., formerly exec. v.p. of Robert W. Orr & Assoc., appointed v.p. of Bryan Houston Inc., N. Y. . . . Frank O'Connor, production mgr. of Ted Bates & Co., Hollywood, elected asst. v.p. and transferred to N. Y. in charge of new program development . . . Hendrik Booraem Jr., v.p. & head of TV dept., C. J. LaRoche & Co., named an account supervisor and will share management responsibilities; Jay Bottomley continues as TV dept. mgr. . . . Robert Durham, Kenyon & Eckhardt v.p. in charge of new business, has resigned . . . Ted Wick, ex-CBS, appointed west coast publicity director, J. Walter Thompson, Hollywood . . . John T. Hopkins III, ex-gen. mgr. of city-owned WJAX, Jacksonville, now TV-radio director, Newman, Lynde & Associates, Jacksonville agency.

Survey of TV and radio, from the concepts of wave motion through the law of broadcasting, with a low bow to the FCC which "has on the whole steadfastly advised against the statutory enlargement of govt. power," is neatly packaged in *Broadcasting in America* (Houghton Mifflin Co., 502 pp., \$8) by Sidney W. Head, director of broadcasting & film service, U of Miami. TV's origin, growth, relations to other mass media, potentialities, and regulations are detailed with a clarity to satisfy upcoming trade executives. Technical discussion of the medium is confined to the introductory chapters, but forms an important backdrop to the explanation of network practices, and the political and social impact of TV about which the book revolves. For "do-it-yourself" broadcasters, Mr. Head delves into FCC licensing rules & regulations, concluding with a comparison of the TV, radio and motion picture codes. Many tables, drawings, graphs & photographs supplement the text.

Story of Boston's Catholic TV studio "WIHS-TV" is told by Rev. Walter L. Flaherty, Archdiocesan TV Centre director, in exceptionally thorough 18-p. article in RCA's Aug. *Broadcast News*. Church opened own 3150-sq. ft. studio in brownstone building Jan. 1955, has televised 45-min. *TV Parish of the Air* each Sun. since for estimated 300,000 viewers in New England. Three Church-owned monochrome cameras, plus field-type control, switching & monitor systems are manned by technicians from WNAC-TV, which telecasts services. Other activities include color film, LP record production, recent "TV Workshop for Nuns."

TV-radio impact on sluggish voters is described in *Let's Vote, Neighbor*, new 20-p. NARTB booklet which tells how week-long "Register, Inform Yourself & Vote" drive in Davenport, Ia. drew 2267 registrants for spring primary—"at least 2000 more than could normally be expected." Booklet tells broadcasters how to conduct own campaigns.

U. S. premiere of Prokofieff opera "War & Peace" and world premiere of Stanley Hollingworth's "La Grande Breteche" will highlight NBC-TV Opera Theatre's 1956-57 season of 6 performances, at least half to be in color.

Top 5 shows in first Aug. Trendex ratings were all giveaway or panel shows—\$64,000 *Question*, \$64,000 *Challenge*, *Do You Trust Your Wife?*, *What's My Line?*, *I've Got a Secret*, in that order.

Another big magazine raises rates: McGraw-Hill's *Business Week* hikes black-&-white page from \$2456 to \$2740 as of July 6, 1957, based on circulation increase of 30,000 to 300,000.

Sesac has moved headquarters to Coliseum Tower, 10 Columbus Circle, N. Y.

**WEEK'S 3 STARTERS**, all vhf, encompass good variety of stations—WTVW, Evansville (Ch. 7), whose channel FCC proposes to give to educators in current deintermixture rule-making; satellite KFXJ-TV, Montrose, Colo. (Ch. 10); new small-market KAVE-TV, Carlsbad, N. M. (Ch. 6). These bring total on air to 487, 96 of them uhf.

WTVW got started Aug. 21 in 2-uhf station market right after FCC granted it STA over opposition of off-air WKLO-TV, Louisville (Ch. 21). Commission ruled that station's facilities "are generally consistent" with its CP; that objections to its financial qualifications aren't valid. WTVW has also started fight to retain Ch. 7, filing petition asking Commission to call off its deintermixture proposal. Station started a temporary site with used DuMont 5-kw transmitter, 6-bay RCA antenna on 300-ft. tower. Pres.-gen. mgr. and 44.5% owner is Rex Schepp. Base rate is \$600. Rep is Hollingbery.

KFXJ-TV, Montrose, made first tests Aug. 18 after equipment delays. Owned by Rex Howell, it's satellite of his KREX-TV, Grand Junction (Ch. 5), 50 mi. away, picking up its signals directly. It uses 100-watt Gates transmitter, 6-bay RCA antenna on 75-ft. tower. Operations director is Carl Q. Anderson. At start, satellite will be offered as bonus of KREX-TV, which has \$120 base hour. Rep is Hal Holman.

KAVE-TV, Carlsbad, took to air Aug. 24, using DuMont 5-kw transmitter, RCA 3-bay antenna, 301-ft. Liberty tower. Gen. mgr. is John H. Battison, whose wife heads group which acquired CP and radio KAVE for \$150,000 (Vol. 11:39). Mrs. Battison, pres., holds 76%; Edward P. Talbott, chief engineer of KROD-TV, El Paso, 16%; Philip M. Baker, Washington attorney, 5%; Charles D. Cole, engineer of Austin Co., Cleveland station contractor, 3%. Jack Rathbun, ex-KSON, San Diego, and WDAK-TV, Columbus, Ga., is operations mgr.; I. Biby, program mgr.; Bill Carnahan, ex-WABT & WBIQ, Birmingham, chief engineer. Station is CBS Extended Market Plan affiliate. Base hour is \$150. Rep is Branham.

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In our continuing survey of upcoming stations, this is latest report:

CHEK-TV, Victoria, B. C. (Ch. 6), aims for Sept. 29 test patterns, having started pouring foundations and ordered 500-watt Standard Electronics transmitter due Sept. 24, reports v.p.-gen. mgr. Charles R. White. Alford antenna atop 180-ft. Stainless tower will give 1.8-kw ERP. Pres. is David M. Armstrong, owner of radio CKDA; Norman Bergquist, chief engineer. Base hour will be \$210, U. S. rep—Forjoe; Canadian—TV Representatives Ltd.

Equipment shipments and orders reported this week: By DuMont—5 kw transmitter to upcoming KDIX-TV, Dickinson, N. D. (Ch. 2), due Oct. 1; 5-kw transmitter to upcoming educational WYES, New Orleans (Ch. 8), target unspecified. By RCA—High-gain uhf antenna to WTVH, Peoria (Ch. 19), to increase ERP from 214-kw to 500-kw by "early fall"; uhf antenna to upcoming educational WHYH-TV, Philadelphia (Ch. 35), due in Oct.; order for 25-kw amplifier from educational WQED, Pittsburgh (Ch. 13).

KOVR-TV, Stockton, Cal. (Ch. 13), filing application to move transmitter from Mt. Diablo to Butte Mt. in Amador County, some 75 mi. to west, reports it will become ABC-TV affiliate when FCC approves shift.

Twelve 19x12-in. maps, one for each vhf channel, are being distributed to clients by A. Earl Cullum Jr. consulting engineers, Dallas. Each shows authorized stations, pending applications, unused allocations, educational allocations.

Latest AM station sales reported: WBIW, Bedford, Ind., by William C. Smith Jr. for \$72,000 to rep Joseph Hershey McGillvra and Mrs. McGillvra; Allen Kander, broker. WIOU, Kokomo, Ind. by R. H. Blackledge, publisher of *Kokomo Tribune*, M. W. Zimmer and others for \$180,000 to John Lord Booth group, owner of stations in Flint, Detroit & Saginaw, Mich. and South Bend, Ind. and TV applicant for Parma-Onondaga, Mich. WBAC, Cleveland, Tenn., by Robert W. Rounsaville for \$137,500 to Thad F. Fitch, present manager of station and Walter T. Kile, local auto dealer & real estate man. WICK, Tampa, and WSOK, Nashville, by H. C. Young Jr. for total of \$540,000 to Robert W. Rounsaville who now has 7 radio and holds CPs for 3 TV stations. WHBL, Sheboygan, Wis., by Charles E. Broughton and Robert A. Saltzstein, 53.1% for \$39,925, to Paul F. Skinner, gen. mgr. and 6% stockholder.

More TV topics picked for IRE professional group's fall symposium Sept. 14-15 at Mellon Institute Auditorium, Pittsburgh (for previously selected subjects, see Vol. 12:25): (1) TV aural standby system—Benjamin Wolfe, WAAM, Baltimore. (2) Non-rigid transmission lines—Henry R. Kaiser, WWSW, Pittsburgh. (3) High power & DA remote control—George W. Bartlett, NARTB. (4) TV automation—Diehl, Hoffman & Shepard, GE. (5) TV service area measurement—Robert S. Kirby, Bureau of Standards. (6) Video tape—Ross Synder, Ampex. (7) Film system automatic level control—A. F. Inglis, RCA. (8) Sawtooth testing of audio amplifiers—Richard C. Hitchcock, Syntrotron Co. (9) Co-channel interference reduction using picture carrier frequency control—W. L. Behrend, RCA. (10) 50-w microwave amplifier—Lawrence W. Mallach, Lambda-Pacific.

Power & height increases: WEHT, Henderson, Ky.-Evansville, Ind. (Ch. 50) from 1-kw to 12½-kw transmitter Aug. 24; WWTW, Cadillac, Mich. (Ch. 13), to 316-kw in early Sept.; KSBW-TV, Salinas-Monterey, Cal. (Ch. 8), to 240-kw Sept. 11; KOLO-TV, Reno (Ch. 8) now operating from new site on Slide Mt., with 11.7-kw ERP, 2920-ft. above average terrain.

DuMont foreign Multiscanner sales to date: Monochrome—CJCB-TV, Sydney, N. S.; CFCM-TV, Quebec City; HJRN-TV, Bogota, Columbia; PRG3-TV, Rio de Janeiro. Monochrome & color—JOAK-TV, Tokyo, & JOAR-TV, Nagoya, Japan. Shipments have been made to 46 U. S. stations.

YSEB-TV, San Salvador (Ch. 6), begins programming in early Sept. as first TV station in Republic of El Salvador. Mgr. Boris Eserski reports 1200 sets sold in one week during Aug. tests, hopes for 7000 when programming begins. Eserski, also local DuMont distributor, says he's retailing sets "practically at cost."

Symposium for industry engineers will be conducted Sept. 17-28 by General Bronze Corp., 711 Stewart Ave., Garden City, L. I., to demonstrate new antenna feed system (for TV, scatter, etc.), waveguide test equipment, magnetic aircraft antennas, etc.

San Francisco's KSNB-TV (Ch. 32) & KSNB have purchased modern 4-story building at 1111 Market St., which they're converting into \$500,000 TV-radio center with 24,000-sq. ft. of floor space. Station claims 200,000 uhf receivers in San Francisco-East Bay area.

RCA color equipment shipments: 2 live studio cameras to WRCV-TV, Philadelphia, Aug. 7; 2 to KGW-TV, Portland, Ore. Aug. 24; 2 to KRCA, Los Angeles, Aug. 24; 3-V film camera to WISH-TV, Indianapolis, Aug. 14, and to WNEM-TV, Bay City, Mich. Aug. 23.

John O'Hara, the novelist and *Collier's* columnist, has been added to the George Foster Peabody TV-radio awards board, which will announce 1956 winners next April 9.

**TUBE PRICES HIKED; GE's FACTORY SERVICE:** Picture tube prices are going up 4-10% in month or so -- biggest increases to be on aluminized tubes. That's the informal word from key tube makers, and apparently the hike will be industry-wide. Details are unavailable as we go to press.

Whether or not they anticipated this, fact is that some of leading set makers have either raised TV prices or declared intention to raise them (Vol. 12:33). As for reaction of dealers to the price increases, it's quite mixed -- some saying they welcome chance to put higher price tags on some sets, others declaring them meaningless because of local competitive conditions.

Most pertinent appraisal of dealer reaction was given us by NARDA managing director A. W. Bernsohn: "Your dealer today is by no means the master of his prices, regardless of any action the manufacturer may take. Stated simply, he just can't increase prices if his competitor across the street doesn't. The old law of supply and demand still rules -- and nothing can negate it.

"But the increases will enable dealers to move their inventory -- and that's a big help. A retailer can now tell his customers that prices are going up, so now is the time to buy while he still can offer merchandise at the old prices. It's not deception, but it is a very practical merchandising device."

Business columnist Herbert Koshetz, N.Y. Herald Tribune, takes same position: "As in the case of automobiles, it will be found that the eventual selling price of TV sets and appliances will be governed mainly by the law of supply and demand and not by prices arbitrarily set by the producer."

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**Factory Servicing:** Still another reflection of the "bigness" complex in TV marketing, plus fact that TV servicing has itself become big business, may be discerned in GE's announcement Aug. 25 of plans to establish direct factory service for TVs and appliances "in all areas where dealers and customers demand it." Action of GE, whose TV market position has been rising steadily as result of its success with 14-in. portables, may be emulated shortly by full-line competitor Westinghouse.

There's significance in San Francisco remark this week of Chris J. Witting, Westinghouse v.p.-gen. mgr. of consumer products, that highly competitive conditions in TV-radio-appliance business have led to sacrifice of quality and service for sake of price. Philco has been toying with idea of national service subsidiary a la RCA Service Co., is already doing much more factory servicing than appears on surface.

GE chose veritable lion's den for announcement of factory service plan -- the annual meeting of Texas Electronics Assn., composed of service and appliance dealers who figure to lose business as result. But Wm. L. Parkinson, planning study mgr. of GE appliance & TV receiver div., tried to allay their fears, calling factory service "good competition" which can help service industry establish higher ethical standards and realize a fair return on investment. He admonished them to expand to handle "steadily increasing volume of business" rather than "fussing and fuming about those manufacturers whose marketing policies may include plans to provide factory service in areas where it is considered necessary."

He spelled out just how big servicing has become. Based on "the present TV set count of 45,000,000 receivers" (higher by 5,000,000-6,000,000 than most industry estimates) and average of 1.5 service calls per receiver per year (at \$16 average charge), he said that the cost of TV maintenance this year will exceed \$1 billion. "To this figure," said Parkinson, "we must add another billion dollars to cover the cost of antenna installations, radio maintenance and service on other electronic products." He predicted "annual national bill for installation and maintenance" of more than \$4 billion in 1960, based on 59,000,000 monochrome, 7,500,000 color sets.

**Probe of Trade Rules:** Federal Trade Commission is in process of investigating "several" instances of alleged violations by set manufacturers of Rule 9 of industry trade practices governing advertisement of screen sizes. This was confirmed to us this week by Harry A. Babcock, chief of FTC investigations unit, who declined to give details under the agency's policy of withholding public information until it files a complaint. We learn, however, that a recent ad in a Washington newspaper was basis for at least one of the inquiries. Rule 9 specifies that viewable area of screen can be designated in sq.-in., horizontally or diagonally -- but if the latter method is used, ad must clearly say so. Protests to FTC by RETMA and by several set makers that the rule is confusing have been rejected (Vol. 12:13,17). It's also reported that FTC is investigating possible violations of Rule 12, covering designation of used glass envelopes in new tubes, and that a west coast tube maker has been asked for information on its practices under the rule.

**Dr. DuMont Dissents:** One set maker who disagrees with those who see TV manufacture shaking down to a handful of producers as in the auto industry -- reiterated this week by Westinghouse's Chris Witting -- is Dr. Allen B. DuMont. Addressing the Texas Electronics Assn. Aug. 24, he predicted:

"My belief is that we will end up with 3 types of producers. First, there will be the large, mass-volume producers with full appliance lines who will continue to get a major volume of the business through advertising and merchandising power and distribution through volume distributors...Probably there will always be a second group who are fringe producers. By fringe I mean that they operate without much concern for quality and without original design or engineering; they assemble, and sell strictly on a price basis. Finally, I see a third group of manufacturers remaining...This group, in order to survive, must build receivers of a quality consistently superior to the mass merchandisers."

Dr. DuMont predicted 9,000,000 annual TV sales by 1961, explaining: "Normal new set buyers should continue to account for at least 4,000,000 receivers a year. Add to that the replacement for receivers that have finally become unserviceable and are scrapped and we should anticipate that yearly sales will creep up to 9,000,000 within the next 5 years. By that time I think about 5,000,000 sets a year will be scrapped and will be replaced."

**Production:** TV output totaled 160,479 week ended Aug. 17, compared to 146,546 in preceding week and 180,094 in corresponding week of 1955. It was 33rd week of year and brought production for year to date to approximately 4,171,000, compared to 4,677,000 in corresponding period year ago. Radio output totaled 256,777 (53,599 auto) week ended Aug. 17, compared to 261,937 (42,491 auto) week ended Aug. 10 and 255,855 (101,594 auto) in corresponding week of 1955. Radio production for 33 weeks totaled 7,945,000 (2,631,000 auto) vs. 8,497,000 (4,301,000) in like 1955 period.

**MERCHANDISING NOTES:** Supermarketing TV: Era of diversified retail outlets for TV sets (Vol. 12:33) has already started; 6-store Harris Supermarket chain in Charlotte, Gastonia & Salisbury, N. C. is marketing TV sets, with banks financing them and appliance stores delivering and installing . . . Otto Graham, the great Northwestern U and Cleveland Browns quarterback, signed by Motorola for series of personal appearances at events sponsored by its distributors & dealers in pro league cities during fall selling season . . . Color sets only are being sold in separate store opened by Burnham's, Buffalo, near its main store where it sells black-&-white sets; idea is that they're "competitive"—and big ad campaign is backing up unusual venture . . . Admiral promotion offers dealers top prize of \$500 for most attractive window display of its portable TVs, giving \$250 additional to each dealer displaying 50 portables . . . \$500,000,000 volume is "potential" for hi-fi business this year, keyed to consumer demands for improvements in styling and performance, said Radio Craftsman v.p. Lee Goodman in Los Angeles seminar sponsored by Institute of Hi-Fi Manufacturers . . . Reflecting upgrading of TV-radio-phono business, Jensen Mfg. Co. is doubling

production capacity of its speaker plant in Guttenberg, Ia. (Charles M. Cain, plant mgr.) . . . In the record business, too, the "majors aim at company-owned branches in place of distributors," says Hollywood dispatch in Aug. 25 *Billboard*—though it goes on to list present lineup of majors as Capitol with 26 branches, 11 distributors; Columbia, 34 distributors, 3 branches; RCA Victor, 43 distributors, 5 branches.

Quoteworthy quotes: "The day of hit-or-miss selling is gone forever, and I say good riddance. In achieving sales success today, there is no substitute for planning, for defining objectives, and following them through. Particularly these days when everything is so much more scientific, there is no substitute for scientific study of problems, scientific accumulation of data, and scientific evaluation and use of that data . . . That old tale about eager customers beating a path to the door of the mousetrap maker is a pleasant story, but is 100% removed from reality."—Sylvania chairman-pres. Don G. Mitchell, in Aug. 21 address at commencement exercises, Rutgers U Graduate School of Sales Management & Marketing.

**Topics & Trends of TV Trade:** Shipments of TVs to dealers totaled 2,775,022 in first half of 1956, when production was 3,415,202, according to RETMA state-by-state report. They compare with shipments of 3,084,717, production of 3,828,793 in first 6 months of 1955. New York led as usual, with 314,230; California second, 274,143; Pennsylvania third, 185,261. June shipments were 388,914, compared to 326,979 in May and 407,087 in June 1955. Here's first-half 1956 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	44,842	New Jersey	94,309
Arizona	19,042	New Mexico	9,794
Arkansas	30,350	New York	314,230
California	274,143	North Carolina	61,838
Colorado	22,345	North Dakota	8,018
Connecticut	43,259	Ohio	150,267
Delaware	6,754	Oklahoma	36,517
District of Columbia	23,767	Oregon	32,349
Florida	91,012	Pennsylvania	185,261
Georgia	63,214	Rhode Island	13,643
Idaho	11,294	South Carolina	28,476
Illinois	149,308	South Dakota	9,230
Indiana	64,993	Tennessee	49,666
Iowa	28,982	Texas	158,141
Kansas	30,198	Utah	11,357
Kentucky	45,097	Vermont	7,373
Louisiana	56,861	Virginia	53,023
Maine	17,362	Washington	43,399
Maryland	37,142	West Virginia	30,308
Massachusetts	82,922	Wisconsin	47,304
Michigan	106,734	Wyoming	3,250
Minnesota	36,287		
Mississippi	26,398	U. S. Total	2,766,993
Missouri	62,239	Alaska	1,754
Montana	8,335	Hawaii	6,275
Nebraska	22,980		
Nevada	3,757	Grand Total	2,775,022
New Hampshire	9,623		

Whirlpool-Seeger expects to market a "full line of RCA Whirlpool major appliances" in early 1957, pres. Elisha Gray told stockholders this week in letter accompanying financial report for first 6 months of 1956 (see p. 15). New products include a combination washer-dryer, now being field tested, and an electronic range due Sept. 1 (at about \$1200). Marketing of refrigerators, currently confined to Sears Roebuck outlets, will be extended to independent dealers. Gray gave this product-by-product review of first-half 1956:

Laundry appliances—"Sales of both RCA Whirlpool and Kenmore laundry appliances have increased appreciably over the same period of a year ago . . . A sales analysis of RCA Whirlpool automatic washers provides a promising indicator of consumer acceptance of our eventual full line." Air conditioners—"Our first line of RCA Whirlpool air conditioners met with immediate consumer acceptance. We are practically sold out at both the factory and distributor levels, and dealer stocks are nearly depleted." Freezers—"RCA Whirlpool freezer sales, which started slowly at the beginning of the year, have shown substantial and satisfactory increases during the second quarter." Refrigerator-freezers—"Coldspot refrigerator and freezer sales . . . have been steady and consistent." Ranges—"Sales of RCA Estate ranges have fallen somewhat short of expectations. Present inventory, while not excessive, is sufficient for current sales requirements . . . A new line of RCA Whirlpool built-in ranges, primarily for the builder market, was recently introduced and well-received by our distributor organization."

Note: Though he used the term in describing his company's plans, Gray said that "full line", as used in our industry, is somewhat of a myth." No progressive company, he said, ever attains this status fully because "there are always additional products in development."

New Capehart Corp. (Robert Gross, pres.) will auction off \$700,000 worth of TV production machinery and test equipment (no TV or radio sets) at old Capehart-Farnsworth factory in Ft. Wayne Aug. 28-29; new Capehart TV-radio-phono line, to be made by unidentified manufacturer, will be marketed starting in Nov. (Vol. 12:33).

Comparison of top sales executives' earnings in 1955 vs. 1951, in Aug. 17 *Sales Management Magazine*, includes figures for 6 electronics industry executives among 120 listed, shows they generally shared in trend to greatly hiked retirement benefits. Following are figures for the 6: W. C. Johnson, Admiral sales v.p.—received \$54,531 directly & \$16,397 retirement benefits in 1955 vs. \$60,576 directly & no benefits in 1951; W. Myron Owen, Aerovox pres.—\$60,790 & \$5643 in 1955 vs. \$67,799 & none in 1951; H. A. Ehle, International Resistance exec. v.p.—\$38,139 & \$12,347 in 1955 vs. \$36,611 & \$90 in 1951 (was sales v.p.); John M. Otter, Philco exec. v.p.—\$77,900 plus 1190 "credit units" (\$2.67 per unit) & no benefits in 1955 vs. \$97,000 & none in 1951 (was sales v.p.); Joe Friedman, Trav-Ler pres.—\$75,000 & none in 1955 vs. \$68,750 & none in 1951; L. C. Truesdell, Zenith sales v.p.—\$85,200 & none in 1955 vs. predecessor Henry C. Bonfig's \$83,492 & \$767 in 1951.

Complaint against Emerson Radio (No. 6614) was filed Aug. 24 by Federal Trade Commission, which charged it with falsely advertising that its transistorized radios contain no vacuum tubes and that they are the smallest pocket radios ever made. FTC said that "in fact, the radios contain vacuum tubes as well as transistors and are neither 'transistor' radios nor the smallest pocket radios ever made." Hearing has been scheduled in N. Y. Oct. 31. Emerson, which is granted 30 days to answer, declined immediate comment.

"Captive market": How an enterprising dealer sold 18 TV sets to Parchman State Prison near Drew, Miss., with inmates themselves paying for sets on installment plan, is told in interesting *Retailing Daily* story (Aug. 23). Tate Stokeley, owner of local City Furniture Co., reports few defaults in payments so far "but folks thought I was crazy to sell TV sets to convicts on time-payment terms." Inmates' enthusiasm is reflected in this quote from prison newspaper: "TV is a tremendous thing. Now we can catch up on a world almost faded from memory."

Radio shipments to dealers, excluding auto sets, totaled 3,270,809 in first 6 months, up 23% from the 2,515,807 shipped in first half of 1955, reports RETMA in state-by-state and county-by-county tabulation available to members on request. Production of home radios (table, clock, portable) in first 6 months of 1956 totaled 4,345,514, compared to 3,397,473 in corresponding 1955 period. June shipments totaled 798,414, as against 551,712 in May and 542,382 in June 1955.

RETMA's new computing & data processing systems section (W. J. Morlock, GE, chairman), formed recently within technical products div. to service special requirements of computer industry, holds first meeting Sept. 17 at Hotel Roosevelt, N. Y., in conjunction with Instrument Society of America's annual international instrument-automation conference.

Sylvania purchases plastics assembly plant of Ruel H. Smith Enterprises in Titusville, Pa., taking possession of 45,000-sq. ft. facility Sept. 3 under supervision of parts div. in Warren, Pa. Louis R. Wanner heads combined Warren-Titusville plastics operations, with Raymond J. Ledebur continuing as supt. of Titusville plant.

Magnavox TV-radio div. will move its adv., sales promotion, sales training "and certain other sections" of sales dept. shortly from Ft. Wayne to recently-acquired Sentinel Radio plant in Evanston, Ill., in order to provide additional space for expansion of govt. & industrial div. in Ft. Wayne.

Motorola has distributed to 12,000 retailers its 16-p. booklet, *Machine, Material, Methods and Men*, describing firm's close attention to product quality control in TV.

Westinghouse offering three 11-in. portables, each 27 lb., with 15 tubes, priced at \$130 in gray, turquoise-sand & terra cotta-sand.

**Trade Personals:** Joseph B. Elliott, ex-RCA Victor exec. v.p., recently resigned pres. of Schick, on Sept. 1 joins Raymond Rosen & Co., Philadelphia RCA distributor, as exec. v.p. in charge of distribution; he works with pres. Thomas F. Joyce, with whom he had been associated at RCA for 15 years . . . Norman L. Harvey promoted to tube operations mgr., Sylvania electronics div., from TV-radio div. chief engineer; Verlis H. Wiley promoted to TV chassis engineering mgr. . . Cyrus H. Warshaw promoted to gen. sales mgr. of Philco's Lansdale Tube div.; George I. Giess promoted to operations mgr. . . Kenneth C. Kleidon, ex-Raytheon, appointed national color TV mgr., Hycon Electronics Inc., Pasadena, Cal., his job being to help TV manufacturers, distributors, dealers & servicemen with new techniques and equipment for testing and servicing color TV sets . . . Dwight R. Anneaux, ex-Hotpoint & Montgomery Ward, joins Whirlpool-Seeger as mgr. of special markets . . . Louis L. Ackerman resigns as CBS-Columbia v.p. & purchasing director . . . Anthony Dillon, ex-CBS-Columbia, joins Olympic as market development mgr. . . John H. Snediker, ex-B. F. Goodrich, appointed Motorola special accounts mgr., serving in Akron as liaison with Goodrich . . . Albert V. Saphin, who founded Monarch-Saphin Co. in 1935 as one of first discount house chains in N. Y., opens Saphin Assoc., 1133 Broadway, N. Y., as consultant on discount operations; Monarch-Saphin went out of business in 1952 . . . Sam F. Jenkins promoted to Wilcox-Gay midwest sales mgr. in charge of German-made Grundig-Majestic hi-fi sets and Wilcox-Gay recorders . . . Eugene Kneloff, ex-Olympic Radio, named adv. & sales promotion mgr. of Radio Merchandise Sales Inc. (antennas) . . . W. C. McKnight named Setchell-Carlson adv. mgr. . . Edwin George May, ex-Sentinel sales director, appointed gen. sales mgr. of Trav-Ler private label & distributor sales . . . Jack Schweighauser promoted to national sales mgr., Snyder Mfg. Co. antenna div. . . Clarence P. Baird, ex-Raytheon TV-radio div., joins Hoffman Electronics as field engineer, headquartering in Houston . . . Morton M. Schwartz, pres. of Olympic Radio's Chicago factory branch, named sales v.p. of parent company, now a div. of newly-named Unित्रonics Corp.; he replaces Herbert Kabat, resigned.

John S. Meek, who recently sold his interest in now inactive Scott Radio Labs, Plymouth, Ind., to Monogram Mfg. Co., Culver City, Cal., is now v.p. and director of technical product merchandising of the Martin Co., Chicago ad agency handling Wilcox-Gay, among other accounts.

**RUSSIAN TV TODAY:** Two of the most complete descriptions to date of Soviet TV have been published this month—one by an anonymous correspondent in Aug. *Wireless World* (London), the other summarizing observations of Radiodiffusion-Télévision Française's Jacques Donnot, recently returned from Soviet tour, in July-Aug. issue of European Broadcasting Union's *EBU Bulletin* (Geneva).

Both articles say there are presently 15 TV "centres" (each with studios, cameras, scanners, etc.), though other sources have listed 25 transmitters, including small repeaters. During next 5-year plan, ending in 1961, goal is 75 TV stations, 40,000,000 sets-in-use. Excerpts from *Wireless World* article:

"In the principal cities the hours of transmission are from 7-11 p.m. every day, except Thursdays when the stations close down for maintenance work. Extra transmissions are radiated during holidays [and for special events]. The main Moscow transmitter (there is also a low-power experimental station) has [15-kw transmitter and] ERP of about 40-kw . . .

"TV transmitting aerials are of the batwing type with 3 such aerials stacked one above the other [on] self-supporting towers of about 500-ft. The most recently built mast

**DISTRIBUTOR NOTES:** Philco Distributors Inc., Chicago, promotes Carl Krumrei to gen. mgr., replacing J. A. Bilheimer, now heading Philco Denver distributorship; Walter Eichelberger promoted to succeed Krumrei as gen. sales mgr. . . Sylvania appoints Midland Distributing Co., Billings, Mont. (A. A. D. Rahn Jr., pres.) . . . DuMont appoints Independent Distributors Inc., 4303 Brighton Blvd., Denver (Glenn I. Payton Jr., owner) . . . Hotpoint Appliance Sales Co., Buffalo, appoints Richard J. Levi, ex-CBS-Columbia, as sales mgr. . . Crosley Chicago appoints Jack E. Lau, ex-Frank J. Hogan Adv., Chicago, as merchandising mgr. . . Graybar appoints Wm. Giebel appliance sales mgr. for N. Y. district . . . Sylvania appoints Cincinnati Appliance Wholesalers, 3930 Reading Road, Cincinnati (Robert Jacobson, pres.) and Straus-Frank Co., 8401 Ambassador Row, Dallas (Robert Straus, exec. v.p.).

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SMPTE elevates 16 members to fellows: Frank L. Marx, ABC; Herman M. Gurin, NBC; Warren R. Isom & Michael Rettinger, RCA; Willy Borberg, General Precision Labs; Edouard P. Genock, Jasper S. Chandler, Robert G. Hufford, Walter I. Kisner & John G. Streiffert, Eastman Kodak; John W. DuVall & Wilton R. Holm, E. I. duPont; Fred Hynes, Todd-AO; John B. McCullough, MPAA; Richard O. Painter, General Motors Proving Grounds; Edward Furer, Producers Service Co.

Dr. Raymond A. Heising, radio pioneer with Western Electric and Bell Labs from 1914 until retirement in 1953 who is credited with more than 100 patents, including those for several widely-used modulation systems, to receive IRE's Founders Award at banquet in Waldorf-Astoria March 20, 1957; Dr. Julius A. Stratton, MIT chancellor, to receive IRE's 1957 Medal of Honor at same affair.

Paul V. Galvin, Motorola pres. and 1956 winner of RETMA's Medal of Honor, named chairman of RETMA's awards committee to select 1957 recipient; he was also reappointed chairman of RETMA organization committee. John B. Swan Jr., Philco, reappointed chairman of RETMA traffic committee; Wm. L. Fogelson, P. R. Mallory & Co., reappointed vice-chairman.

Electronic Parts Distributors Show Inc., operator of industry's annual parts show in Chicago each May, elects these officers: pres., Wilfred L. Larson, Switchcraft Inc.; v.p., Jerome Kirshbaum, Precision Apparatus Co.; secy., Wm. J. Moreland, Conrac Inc.; treas., J. A. (Shine) Milling, Howard W. Sams & Co.

(at Kiev) is of unconventional design, being made up of tubular members which provides an economical, effective and very good-looking structure. At a range of 70 mi. these main stations are said to provide a field strength of the order of 220 uv/m which produces a satisfactory picture on the ordinary Soviet receiver . . .

"In the 1500-sq. ft. studio of the Moscow TV center 5 cameras are installed, all with image iconoscope tubes. Electronic viewfinders with 5-in. tubes are in general use. The film scanners at Moscow are 35mm machines, optically multiplexed on 2 iconoscope-type cameras . . . In Moscow there are 2 outside broadcast [remote] units of Soviet manufacture. Each of these consists of 2 vehicles adapted from standard omnibuses . . . With the exception of a temporary coaxial cable between Moscow & Kalinin [87 mi.], there is at present no system for linking together the various stations . . ."

Most sets in use have 7-in. tubes, though it's claimed that production of that size has been halted in favor of 14 & 17-in. tubes. Prices are 1275, 1900 & 2300 roubles for 7, 14 & 17-in. sets—a basic worker's wage being 800-1000 roubles a month, skilled workman earning about 2000.

"Most observers agree the Soviet receivers provide a



most excellent interlace," but brightness & contrast is low. Russia claims to have 6-700,000 receivers in Moscow area, 100,000 in Leningrad and some 70,000 in Kiev. Annual TV license fee is 120 roubles.

"So far as color TV is concerned, the experimental frame sequential system has been abandoned and development work has begun on a 625-line simultaneous color system. Experimental transmissions are expected to begin in about 2 years . . . TV is being given high priority in the next 5-year plan, with the emphasis on getting a service into the homes of the people without too many technical frills."

The *EBU Bulletin* article includes this comment on programming: "The Soviet TV service's programs might be said to be characterized by their good quality, conscientious production, large audience and a certain aversion to anything new. There is a good deal of variety, however, filmed transmissions alternating with [live], with the bias slightly in favor of the former. The second [Moscow station] uses full-length films exclusively, which may be shown on TV after the tenth day of their projection in cinemas. There are numerous documentaries and cartoons and the public is very keen on them.

"Recorded performances of plays as well as direct re-transmissions from theatres, concert halls, circuses, etc. figure largely in the programs, but a considerable number of plays and variety programs are also produced in the studio. [Sports programs] occupy an important place. Current affairs do not fare so well; there are few direct reportages of daily events, and no daily news summary . . ."

A third report on Russian TV, appearing in recent issue of *Yorkshire Evening Post* (England) gives number of operating TV stations as 36—"12 govt.-sponsored stations and a further 24 sponsored by local authorities." It states the Soviet TV industry soon will be producing about 2,500,000 sets a year.

NOTE: Excellent roundup on Russian TV in Aug. 24 *Retailing Daily* by its associate European news director J. W. Cohn under Moscow dateline, reports 1,000,000 sets-in-use at end of 1955, with 2,000,000 expected by end of 1956. In addition to 75 stations planned by 1961, some 200-300 booster stations are anticipated, says story.

Consolidated Electronics Industries Corp., formerly Reynolds Spring Co., quadrupled sales and multiplied profits more than sixfold in 9 months ended June 30, thanks to switch from making auto springs to electronics equipment. Sales soared to \$20,218,305 from \$4,872,157 in like 1955 period. Profit before taxes was \$3,241,423 vs. \$488,838 as of June 30, 1955. Net after taxes—\$1,555,648 (\$2.25 per share). No comparable figure for 1955 when provision for Federal income taxes was not required due to carry-over losses (see *TV Factbook No. 23*, p. 446). Firm is 40% owned by North American Philips, subsidiary of Philips of Holland.

Color TV technical papers featured in July *Journal of the SMPTE*: (1) "Color Kinescope Recording on Embossed Film," by Eastman Kodak's C. H. Evans & R. B. Smith. (2) "Recent Improvements in Black-&-White Film Recording for Color TV Use" by Wm. L. Hughes, Iowa State College. (3) Color and monochrome TV lighting survey reports, by Gerald F. Rester, RCA, and Wm. R. McCown, WSM-TV, Nashville. Papers were all delivered at SMPTE's New York convention last spring.

Litton Industries, Beverly Hills, Cal. (Charles B. Thornton, pres.) has arranged to purchase Triad Transformer Corp., Los Angeles (L. W. Howard, pres.), maker of electronic transformers, reactors, etc., whose sales ran \$3,500,000 in fiscal year ended June 30. Litton recently reported fiscal year earnings of \$900,000 on sales of \$15,000,000.

"Wamoscope" is unusual type of CR tube developed by Sylvania under Office of Naval Research contract and demonstrated for first time at Western Electronic Show in Los Angeles this week. Tube is device about 2-ft. long, with 5-in. screen, containing within envelope virtually entire microwave receiver for radar, closed-circuit military TV and similar applications. Describing device, NRL's Dr. Robert M. Page said that signals go directly from receiving antenna to tube; that "compared with a conventional radar receiver, this means that the local oscillator, mixer IF amplifier, detector, video amplifier and their associated circuitry are eliminated. "Wamoscope" name was derived from "wave-modulated oscilloscope." Other Sylvania developments shown and/or described at Show: (1) 7 developmental subminiature tubes for guided missiles. (2) New computer & counter tubes, including miniature cold cathode decade counter for fire control equipment. (3) Traveling wave tube for military aircraft, weighing 80% less than present equipment. (4) New transistor developments. (5) Improved radar elements, including new bantam TR & tunable magnetron.

Electronics industry has grown 81% since 1950, currently employs 1,750,000 or 2.7% of total labor force in U. S., writes GE's Dr. W. R. G. Baker in upcoming Sept.-Oct. *Signal Magazine*, which also contains excellent review by RCA's Dr. Elmer W. Engstrom of recent military & industrial TV developments. Dr. Baker said biggest expansion has been in Los Angeles area, where 460 firms are expected to aggregate \$1 billion in electronics billings this year, and in New England, where more than 150 new electronics plants have been added since 1952. Note: In speech to Western Electronic Show & Convention in Los Angeles Aug. 24, Dr. Baker called electronics the nation's 4th largest industry and urged it to assure its future growth, by making certain that new products are not marketed before they're ready, by fulfilling responsibilities for proper research and development, and by assisting scientific manpower training.

Electronics index: U. S. Census Bureau advance report (S. I. C. Code 3662) on electronics tube industry, released this week, shows that the value added by manufacture of electronic tubes (except X-ray) amounted to \$462,000,000 during 1954, up 391% from the last previous Census of Manufactures of 1947. "Value added" is derived by subtracting cost of materials, etc. from value of shipments, which totaled \$708,700,000. There were 156 establishments, employing 70,900 persons, with payroll of \$186,800,000. Next Census of Manufactures is scheduled to cover 1958.

"World's fastest electronic printer," described by RCA at Western Electronic Show & Convention this week, translates "Bizmac" coded data from magnetic tape into letters & numerals at rate of 240,000 characters a minute. Characters are formed on 10-in. face of "Compositron" tube, photographed on 35mm film, then enlarged 11 times & printed on sensitized forms or letterheads at rate of 40 documents a minute. RCA said device is still in experimental stage.

Two new transistors announced by Philco: "micro-alloy," designed primarily for high-speed computers and said to be at least 10 times faster than vacuum tubes; "surface-barrier diffused," designed for 20-500-mc operations. Both are fabricated through surface-barrier technique, will be produced at Philco's new Landsale Tube Co. plant at Spring City, Pa.

"Biggest little electron tube in the world," is how GE describes 200,000-gal. water tower of new TV tube plant being built at Owensboro, Ky. It's shaped like the 6BK7 circuit tube, will be floodlighted to attract attention of motorists on nearby Chicago-Florida highway.

**Color Trends & Briefs:** "Our color billings were \$288,000 in July, will run about \$190,000 for August, \$400,000 for September—and by December should hit at least \$500,000 a month. Within a year or so, if we can get deliveries, color TV should represent a \$25,000,000 annual business for our company alone."

These unusual disclosures were made by Thomas F. Joyce, pres. of Raymond Rosen & Co., Philadelphia area RCA distributor, in departing from text as he spoke before Aug. 18 session of NARDA Institute in Washington. Though he's probably the most enthusiastic tub-thumper for color TV outside the RCA hierarchy itself, what he had to say created something of a sensation among the dealers & distributors and the sprinkling of TV-radio-appliance manufacturing people present.

He revealed also that his territory's quota of color sets is 15,000 between now and end of year, though normally its factor is 3% of RCA distribution; he did not say he expected to move that many for the year, nor do his own predictions of 1956 color set billings indicate he will—but his statement that color was really "beginning to move" was borne out by one of his top dealers present, Mort Farr, of Upper Darby, Pa., ex-chairman of NARDA board, who arose to say that he had ordered 200 of them for his one store.

\* \* \* \*

The RCA "color line" was laid out, from the distributor-dealer standpoint, probably more clearly than even the parent company's spokesmen have yet ventured to expound it. There were no ifs, ands or buts in Joyce's presentation and he certainly held the rapt interest of his audience despite obvious fact that some disagreed. They did sit up, however, when he disclosed how certain big banks have eased installment buying credits (see p. 1). He said:

"The coming \$5 billion dollar industry in America is color TV," said Joyce. "You are getting in on the ground floor if you get in now." He cited RCA estimates of color TV sales: In 1954, 5000; 1955, 20,000; 1956, 300,000, of which 200,000 will be RCA; 1957, 750,000; 1958, 2,250,000; 1959, 4,500,000; 1960, 5,500,000.

As of Jan. 1, 1956, he said, the RCA investment in color has amounted to \$70,000,000 for research & development; \$23,000,000, for manufacturing and plant facilities; \$18,000,000, on broadcast facilities; \$63,000,000, in production commitments (cabinets, chassis, kinescopes, etc.); \$6,000,000, on color advertising & promotion for next 18 months alone—for a total of \$180,000,000. "And RCA Service Co., over and above this, has invested about \$2,250,000 in color test equipment to make sure this equip-

ment is properly installed and properly serviced so you have satisfied customers."

"Now you might well ask," he said, "Who is smoking opium? Well, let me tell you, it isn't RCA. Gen. Sarnoff and Frank Folsom and their associates didn't build RCA into a company that last year did over \$1 billion worth of business in the domestic market, plus a couple of hundred million with their international company, by smoking opium. They built it into that kind of business by having visions of the future and the guts to make investments ahead of the future to be prepared for the future when it arrived."

He went on to relate plans for colorcasting—NBC's promised minimum of 80 hours per month; CBS plans ("from a reliable source") for color TV 5 nights a week plus 5 daytime shows. He described RCA's line of 10 color models, starting at \$495 with step-ups of \$50 to \$850, told of plans for servicing color sets, disclosed installment-buying policies instituted by Philadelphia's biggest TV-appliance banker, First Pennsylvania Co.

Whereas the big Philadelphia bank first required 25% down on color as against 15% on black-&-white, with 24 months to pay, Joyce said it reduced the color down-payment to 10%, then approved 30 months to pay. "Now what is the significance of that? It's this:

\* \* \* \*

"Last year there were about 2,000,000 TV consoles sold in the U. S. for more than \$300 retail. We did a tremendous job in our territory, and RCA did a tremendous job nationally, on a console which sold for \$329.95. Now, using the same down payments across the board with 24 months to pay on a black-&-white and 30 months to pay on color, the monthly payment charge is \$14.62 on a black-&-white and \$16.15 on a color set—a differential of \$1.53 a month.

"I was taught in school that there were 30 days in a month, and if you divide that into \$1.53, it comes down to the fact that for only 5¢ a day more your customer can have a color TV set . . . It's going to be a pushover!"

Joyce then reported that Commercial Credit Corp., Baltimore, has now approved 36-month terms, with minimum monthly payments of \$15, and that First Camden National Bank and other banks in his area are now doing likewise. He also quoted Wm. Kelly, pres. of First Pennsylvania Co., as having indicated his bank will soon allow 36 months.

"Why do cold-blooded bankers give 30 to 36 months to pay on color as against 24 months on black-&-white?" Joyce concluded. "Believe me, it's not out of the kindness of their hearts. It's because a color TV set is a better investment from their standpoint than a black-&-white set."

### Network Color Schedules

(Aug. 26-Sept. 9, 1956)

- Aug. 26—NBC: *Zoo Parade*, 5-5:30 p.m.
- Aug. 28—NBC: *Matinee Theatre*, 3-4 p.m.
- Aug. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Aug. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Aug. 31—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 2—NBC: *Zoo Parade*, 5-5:30 p.m.; *Alcoa Hour*, 9-10 p.m.
- Sept. 3—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 4—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Sept. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 7—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 9—NBC: *Film*, "The Magic Box," 8-9 p.m.

Local color reports: In Kansas City, 210 color sets were sold in 6 months to July 31, bringing total to date to 479, says local Electric Assn. . . . In WBTV, Charlotte area, 510 color sets were counted as of Aug. 10 by WBTV researchers.

Mass color set market remains some years off, is still opinion of Dr. Allen B. DuMont. Speaking at Texas Electronics Assn. banquet in Houston Aug. 24, he said: "With present color circuits and tube costs, I don't know any manufacturer who can market a set for under \$500 and get a reasonable profit margin. I doubt that the ideal color picture tube has yet been developed, and the quality of the black-&-white picture on a color set has been a problem. Some industry leaders see this fall as the time for the color breakthrough. I hope they are right, but I'm afraid I'm from Missouri and want to be shown."

RCA closed-circuit color system costing \$180,000 will be installed at U of Michigan medical school by early 1957, for teaching surgical & clinical procedures. Equipment includes live color studio cameras, live 3-V camera, film 3-V chain, single-vidicon monochrome camera, ten 21-in. home-type color sets. In Washington, RCA color system is due to begin operating in Oct. at Walter Reed Hospital, Armed Forces Institute of Pathology and Army Medical Service Graduate School; system has grown to include 8 camera chains, 60 receivers.

**Financial & Trade Notes:** One of the smaller TV-radio manufacturers who doesn't go along with the full-line distributorship idea, is showing continuingly good profit, is thoroughly confident he can meet competition of the giants and has no intention of being "gobbled up by a dinosaur" is Packard-Bell Co., Los Angeles. Its exec. v.p. Robert S. Bell, Harvard-trained, nephew of founder-pres. Herbert A. Bell who started the company with the old Mission Bell radios, expressed himself quite positively Aug. 16 before Security Analysts of San Francisco:

**On sales and profits:** Packard-Bell, he reported, will end fiscal year Sept. 30 with consolidated sales of \$26,600,000, compared to \$21,641,690 in 1955 fiscal year, with profit close to \$1,500,000, or \$1.10 per share on 688,000 shares outstanding, as against \$1,241,242 (92¢) last year. (For 9-mo. report, see Vol. 12:30; for annual data since 1950, see *TV Factbook No. 23*, p. 452.) The 1957 volume, he predicted, will run \$30,000,000 with \$1,800,000 net before taxes.

**On home products:** Hi-fi and radio are going strong, up 126% in sales from year ago. TV sales to end of July were up 15.5% as against 10% decline nationally. Firm soon will have 14 & 17-in. "portables"—but Bell takes dim view of them, calling them merely "sets with handles, much too small to be sold as initial sets" and unsatisfying to the housewife who "appreciates cabinets made of top quality woods" and who "doesn't want a piece of tin in her living room." Referring particularly to portables, he derided the industry's penchant for following-the-leaders, and for "insincere sales gimmicks [and] an abysmal lack of genuine salesmanship." He observed, sarcastically: "If the automobile industry followed TV, most would be manufacturing Volkswagens and motorcycles."

**Other observations:** Mass market for color will come gradually, and even in 10 years it will not replace black-&-white; Packard-Bell is now making limited number of color sets at \$499 to \$595, hopes to have one in next 2-3 years as low as \$300. Company has no plans to seek markets outside the 11 western states, expected TV business to double in next 5 years. Accent will continue on servicing, which is not only profitable per se but "our most valuable tool in the sale of home products," particularly repeat sales of TVs & radios. Servicing represents about 12% of revenues. Firm has 28 factory service branches, plus 3 in sparsely populated areas who are also its own distributors; otherwise, there are 44 private distributors, and Packard-Bell is perfectly content not to get them or itself involved in white goods or appliance tieups.

Technical products division accounts for 25% of revenues. Company makes airborne electronics gear (including an IFF contract with RCA) and test equipment for missiles (for Northrup, Hughes, Douglas)—and this division's revenues will run close to \$7,000,000 this year. Also part of its diversification: printed circuits, having recently acquired Technical Reproductions Co.; plush doors for housing developments, its own Bellwood furniture plant having made 67,000 of these (sold for more than \$345,000) in July alone; electronic door openers, new item added this month.

Whirlpool-Seeger earned \$6,429,272 (\$1.04 per share on 5,813,750 common shares outstanding) after taxes of \$6,998,585 on sales of \$179,060,360 in first 6 months. Net earnings were after deduction of \$3,287,054 for "pre-production and start-up costs," semi-annual report stating that net earnings would have been larger by 27¢ per share had these costs not been deducted. Sales total includes \$6,932,611 in defense billings. Whirlpool-Seeger merger, in which RCA and Sears each owns about 20%, became effective last Sept. (For other Whirlpool-Seeger appliance news, see p. 11.)

Electronics Investment Corp., mutual fund formed last year in San Diego and headed by Charles E. Salik, reports total net assets of \$11,408,689 as of July 30 (all common stocks except for \$234,000 P. R. Mallory 4½% conv. and \$1,498,593 govt. bonds)—only slight increase from the \$11,353,630 reported in first annual report of April 30 (Vol. 12:25). Portfolio changes in quarter to July 30 included purchase of 3000 Allis Chalmers, 500 American Bosch Arma, 3400 Bell & Gossett, 2200 Boeing, 5000 Philco (now holds 13,000), 3100 Raytheon (now 13,100), 875 Sperry Rand (now 9000), 1000 Square D (now 3000), 7100 Storer, 1000 Westinghouse. Sales during quarter: 7000 Magnavox (1400 retained), 2500 National Cash Register, 2000 No. American Aviation (2000 retained), \$500,000 govt. bonds (\$1,500,000 now held). Other changes include Babcock & Wilcox 3-for-1 stock split (4725 shares now owned); IBM 5-for-4 stock split (640 now owned).

General Precision Equipment Co. reports \$1,154,559 net income (84¢ per share) for first 6 months on sales of \$74,124,196 vs. \$2,173,654 (\$1.95) on \$70,238,745 same 1955 period. Second quarter net income was \$807,585 (64¢) on \$41,445,373 sales vs. \$1,211,668 (\$1.10) on \$35,985,184 in second 1955 quarter. Backlog of orders as of June 30 was \$141,372,000, compared with \$129,861,000 March 31, \$127,192,000 Dec. 31. "Substantial improvement" in last 6 months of this year was predicted by chairman Hermann G. Place, though he said third quarter is likely to be affected adversely by vacation shutdowns and steel strike.

Erie Resistor Corp. net profit for 24 weeks ended June 17 rose to \$394,758 (\$1.29 a share) from \$383,903 (\$1.25) in corresponding 1955 period. Sales were \$10,548,000 vs. \$8,837,707. Pres. G. Richard Fryling in interim report to stockholders said almost-completed Andover (O.) plant starts operations in a few weeks, and new Hawthorne, Cal. plant will produce electro-mechanical equipment.

Audio Devices Inc., N. Y. (recording discs, magnetic tape & film), recently listed on American Stock Exchange (Vol. 12:28), reports profit for first 6 months of 1956 was \$103,952 (17¢ a share) on sales of \$1,818,181. Comparable 1955 figures were unavailable, but for all 1955 profit was \$219,955 (35½¢) on sales of \$3,472,871.

Clarostat Mfg. Co., Dover, N. H. (resistors) reports net income of \$76,817 (18¢ a share) for first 6 months of 1956 vs. \$69,046 (17¢) during same 1955 period. First-half sales were \$3,511,990 vs. \$3,009,328 last year.

Wilcox-Gay Corp. reports net profit of approximately \$200,000 on sales of \$4,648,106 during first half of 1956; in 1955, when it went through Chapter X proceedings, its 12-mo. loss was \$351,385 (Vol. 12:32).

National Co., Malden, Mass., reports net loss of \$52,425 for first 6 months of 1956 on sales of \$3,121,728 vs. loss of \$88,405 on sales of \$2,332,746 in same 1955 period.

\* \* \* \*

**Dividends:** Sylvania, 50¢ payable Oct. 1 to stockholders of record Sept. 10; Philco, 20¢ Sept. 12 to holders Sept. 1; Hoffman Electronics, 25¢ Oct. 1 to holders Sept. 7; Clevite Corp., 25¢ Sept. 10 to holders Aug. 31; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Sprague Electric, 30¢ Sept. 14 to holders Aug. 30.

**More evidence of the boom in records:** Capitol Records profit reached new peak of \$1,599,367 (\$3.35 a share) on all-time high sales of \$25,647,468 in fiscal year ended June 30. Comparable 1955 figures are unavailable because of change in fiscal year—but in calendar 1955 profit was \$920,022 (\$1.92) on sales of \$21,308,633.

**An up-beat movie report:** Trans-Lux Corp. reports net income rose to \$184,324 (33¢ on 560,000 shares) in first 6 months of 1956 from \$112,412 (20¢ on 570,000 shares) in same 1955 period.

New Haven's WNHC-TV (Ch. 8), along with radio WNHC, will be taken over on Aug. 28 by Triangle Publications Inc., FCC having approved \$5,400,000 deal after protest by WICC-TV, Bridgeport (Ch. 43) was withdrawn (Vol. 12:32). No changes in station personnel are contemplated by Roger W. Clipp, gen. mgr. of Triangle's TV-radio div., and Katz representation continues under contract. WNHC-TV gen. mgr. Aldo DeDominicis and ex-pres. Patrick Goode, founder and former chief owners, remain under long-term consulting contracts with new owner (Vol. 12:18, 21, 25). Triangle also owns WFIL-TV, Philadelphia (Ch. 6), WBNF-TV, Binghamton, N. Y. (Ch. 12), WFBG-TV, Altoona, Pa. (Ch. 10)—with their radio adjuncts—and 50% of radio WHBG, Harrisburg. It also has deal pending to acquire off-air WLBR-TV, Lebanon, Pa. (Ch. 15). This week, approval of WLBR-TV purchase was recommended in initial decision by FCC examiner J. D. Bond, who rejected protests of one Reading & 3 Harrisburg uhf stations that Lebanon station would be WFIL-TV satellite; that Triangle would acquire undue competitive advantage; that undue concentration of interests would result (Vol. 11:27, 31, 39, 45). Bond said resumption of WLBR-TV would "provide needed local facilities where none are now operated," adding that evidence failed to show "Triangle will utilize unfair or oppressive competitive practices to the disadvantage of other broadcast operators."

Henry J. Kaiser, of wartime shipbuilding fame, who now rules his vast industrial empire (aluminum, chemicals, steel, cement, electronics, etc.) from his home in Honolulu, is casting about for TV-radio outlets of his own in Hawaii—but as yet hasn't decided whether he will buy or build. He wants at least one TV and one radio station of his own to operate in connection with his recently completed \$10,000,000 Hotel Hawaiian Village at Waikiki. For TV, Ch. 11 & 13 are still available in Honolulu, as well as Ch. 7 educational, and presumably have not been applied for up to now because the 3 networks, served by kinescope recordings, already have their affiliations and there's question whether more stations could survive economically. Sales deal was recently made with Crowell-Collier for sale of Honolulu's KULA-TV (Ch. 4) for \$600,000 (Vol. 12:17). For details about Honolulu's 3 existing stations and 3 satellites, see *TV Factbook No. 23*, pp. 250-251.

Syrians will see first TV when U. S. & British firms open studios at Damascus Fair, Sept. 1-30. Pye Ltd. (Britain) will make on-the-air telecasts; RCA plans closed-circuit broadcasts to 15 monitors throughout Syrian capital. Among other exhibitors will be Admiral & Zenith, the former showing its solar-powered portable radio. Closed circuit TV with 3 monitors, 3-D displays of TV-radio-phono history, will be features of U. S. "industrial progress" exhibit at International Trade Fair, Izmir, Turkey (Aug. 20-Sept. 20).

Colo. Gov. Edwin C. Johnson, who's serving as his own "FCC" by telling operators of unauthorized vhf boosters they can keep going under his executive order (Vol. 12:31), has made at least 2 "grants" in addition to first one in Steamboat Springs. Latest are to groups in Rifle & Glenwood Springs, Colo. No other governor has emulated Johnson, who admits he sought no legal advice on moves. He's former Democratic Chairman of Senate Interstate & Foreign Commerce Committee.

Fear for their jobs because of TV was expressed by American Federation of Teachers union, when 700 members at annual convention in Pittsburgh this week voted unanimously for resolution stating in part: "While we champion the use of TV as an audio-visual aid to the individual in a classroom, we are unalterably opposed to mass education by TV as a substitute for professional classroom techniques."

Another closed-circuit TV "first" came this week when CAA announced system will be used to help unscramble congested air traffic in N. Y. area. Pictures of long-range radar screen at N. Y. Air Route Traffic Control Center—where "blips" of approaching aircraft are numbered for positive identification—will be transmitted via TV to approach control towers at LaGuardia, Idlewild & Newark. Control center employes can "hand off" planes to one of 3 fields simply by pointing at numbered "blip" on radar screen, avoiding lost time, confusion. "I don't dare to estimate how much faster it will handle planes," said James V. Bernardo, CAA aviation development advisor, "but it surely will be more efficient. It surely will improve the situation." Other newly reported closed-circuit uses: (1) Three TV cameras guard N. Y. Central railroad crossings in Springfield, O. (2) Twin cameras provide safe view of new Navy gun tests at Chincoteague, Va. (3) Carrier *USS Hancock* has installed own closed-circuit system financed out of recreation funds.

Two applications for stations and 3 for translators were filed with FCC this week. Seeking Ch. 13 in Sioux Falls, S. D. is Video Independent Theatres Inc., Oklahoma movie chain and grantee of KSPS, Hot Springs, Ark. (Ch. 9) and KVVIT, Sante Fe, N. M. (Ch. 2). WLAN, Lancaster, Pa. filed for Ch. 21, asking mileage waiver. Translator applications were for Ch. 70, 74 & 82, Kingman, Ariz., by Mohave County Board of Supervisors (George C. Ricca, chairman), to relay KLRJ-TV, Henderson, Nev., KTVK-TV & KOOK-TV, Phoenix. Total applications on file: 123 for stations (25 uhf), 16 translators. [For details, see *TV Addenda 23-G* herewith.]

Community antenna operators are appealing recent decision of Judge Rabe F. Marsh, U. S. District Court, Pittsburgh, that they must collect 8% "wire & equipment service" tax from subscribers. Test case had been invited by National Community TV Assn., using Meadville, Pa. system as guinea pig. On another legal front, Cal. Supreme Court will hear argument in San Francisco Sept. 4 on appeal of Martinez system and NCTA from ruling of state utilities commission declaring system to be public utility; NCTA's E. Stratford Smith will present argument.

Two microwave systems for community antenna systems, sought in applications filed with FCC this week: (1) Montana-Idaho Micro-Wave Inc., 233 E. Main St., Bozeman, Mont., requested approval of \$16,154 Lambda-Pacific system to bring signals of KID-TV, Idaho Falls (Ch. 3) to Bozeman system. It proposes \$712 monthly charge. (2) Black Hills Video Corp., 908 Pyramid Life Bldg., Little Rock, Ark., filed for \$15,000 Philco system to relay Lubbock station signals to Clovis, N. M. CATV operator, plans to charge \$1100 monthly.

TV goes to the races: American Totalisator Corp., Baltimore, biggest manufacturer of racetrack tote boards, has purchased zoom-lens GPL closed-circuit system for new installation at Hagerstown (Md.) racetrack. Using remote pan & tilt in weatherproof housing atop clubhouse, picture of tote board is relayed to monitors in tote room and calculating room to check on operation & accuracy of board at all times.

Harvard and MIT scientists have agreed to participate in series of 23 filmed programs, aimed at giving better understanding of science & scientists and at correcting popular misconceptions about science, to be produced at WGBH-TV, Boston (Ch. 2, educational) and distributed to educational TV stations through Educational TV & Radio Center, Ann Arbor.

Finland begins regular TV programming this fall with 6 hours weekly from Helsinki station operated by govt.'s Finnish Radio Co. TV expansion plan calls for 4 stations by 1960, total of 15 eventually.

# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 1, 1956

**RADIO SET SALES BOOMING**, with home sets up 45% and auto radios in comeback. Year's total may reach 14,000,000—5-year record. Reasons for boom (p. 1).

**DELAY IN ALLOCATIONS** proceeding produced by technical "anomalies." Comments deadline shifted to Nov. 15. FCC sets Sept. 20 for big uhf parley (p. 2).

**UHF WITH OPERATING LOSS** of \$49,000 first 2 years, WEHT in Evansville area, sold with radio for \$820,000. Way cleared for CBS & NBC to get added uhf's (p. 3).

**HOUSE COMMITTEES RESUME** work on TV. Evins committee report includes "hot" CBS-FCC memos. Celler and staff begin sparring with networks (pp. 3-4).

**COLORADO'S ONE-MAN "FCC"**, Gov. Johnson, tells more boosters to stay on, writes FCC chairman mountain areas "should be encouraged" to use them (p. 5).

**THREE VHF DECISIONS** weighed by FCC, Jacksonville finalized, St. Louis & Charlotte postponed. Petitions for new channel shifts pile up (p. 5).

**FORTUNE MAGAZINE WRITER** finds TV networks, time sold cut, inclined to treat some ad agencies as "intrusive outsiders" and to "push them around" (p. 7).

**CONVENTION AUDIENCE RATINGS** are contradictory, but sponsors seem satisfied. Need for some sort of "capitalization" seen for 1960—but how much? (p. 7).

**PHILCO EXPANDS OWN SERVICING**, expects to have 16 factory branches by year's end. Motorola's Bob Galvin foresees another round of TV price increases (p. 10).

**TOP DEFENSE CONTRACTORS** of 1955, as ranked by Defense Dept., include firms dominant in electronics fields; GE ranks 2nd, RCA 22nd, Philco 26th (p. 12).

**WESTERN UNION BUYS** into Teleprompter, investing \$750,000. With AB-PT it also buys into Wind Tunnel Instrument Co., their third such venture (p. 13).

**FLAT TUBE** long way off for home TV, Kaiser says. Development for military aircraft still incomplete. Experiments with 2-color & 3-color types (p. 14).

**CROWELL-COLLIER REPORTS** financing for Bitner station purchases, gets FCC approval to take over Harry Maizlish's KFVB, Hollywood. Many AM transfers (p. 8).

**FIRST MOBILE ELECTRONICAM** goes to Paramount, Hollywood, DuMont aiming for movie market, claiming increased production speed & economies (p. 8).

**CROSBY VIDEO TAPE** project taken over by Minn. Mining & Mfg. Co., which says it has no plans to compete with Ampex now. CBS awaits Ampex deliveries (p. 9).

**TORONTO'S CBLT SHIFTS** to Ch. 6, claims 1,000,000 more viewers, many in U. S. Interference with Buffalo's WBEN-TV (Ch. 4) reported. Upcoming stations (p. 9).

**THE HOME RADIO BOOM—AND REASONS WHY:** The continuing vitality of radio set sales this year astonishes everybody in trade who stops to think about it -- especially those who figured TV would leave radio for dead by now. Quite the contrary: all the current evidence is that radio is prospering side by side with TV.

With 142,000,000 radios in use (including 35,000,000 auto sets), with 97% of the nation's 49,000,000 households owning at least one radio, and with 74% of them owning TVs, you'd logically expect some slackening in the pace of radio sales. But the simple fact is that home radio sales in first 7 months were some 45% higher than same period year ago -- and, assuming continuation of current upswing in auto production, industry estimates are for total radio sales of 14,000,000 this year (vs. projected 7,300,000 for TV). That would be highest for any year since RETMA first started to compile retail radio sales statistics in mid-1951.

Radio's peak production was in first full "unfrozen" postwar year of 1947, when 20,000,000 units were made; it's not known how many were sold at retail that year, but trade doesn't expect this output to be approached in foreseeable future.

\* \* \* \*

More statistics on the radio sales boom: In first 7 months, about 3,967,000 home radios were sold at retail -- 1,506,000 table models, 1,406,000 portables and 1,054,000 clock. They compare with 2,732,983 sold in the first 7 months of 1955 -- including 1,198,391 table, 840,662 portables, 693,930 clock. For quick comparison, portables were up 67%, clock radios up 52%, table sets up 26%.

For all of 1956, one top producer estimates that distributor sales (which vary comparatively little from retail sales) will total 7,800,000: 3,100,000 table

models, 2,400,000 portables, 2,300,000 clock. Some other radio makers believe this estimate conservative, forecasting up to 8,000,000. Home radio sales at retail last year totaled 6,921,000 -- 3,007,000 tables, 1,879,000 portables, 2,035,000 clock.

Auto radios are in special category, keyed to auto production and marketed through non-appliance outlets. Reflecting sharp drop in auto output in spring and early summer, production of auto radios in first 7 months totaled 2,512,216, about 38% below the 4,065,859 turned out in same period year ago. However, there's a current upswing in auto production -- and trade's market men now foresee output of about 6,000,000 auto sets for year, compared to 7,229,594 in 1955.

At average retail price of \$28, the expected 8,000,000 home radio sales this year should produce dollar volume of about \$224,000,000. By contrast, the sale of 7,300,000 TV (at \$200 average) represents retail volume of about \$1.46 billion.

\* \* \* \*

How explain radio's resurgence? One big radio manufacturer offered these reasons, which seem to match pretty closely the thinking of others in field: (1) Renewed interest by manufacturers in building and styling better products, in manner of auto industry. (2) Distributors and dealers, beset by shrinking TV profits, are giving greater emphasis to radios, where unit prices may be lower but percentage of profit is higher. (3) Hi-fi boom has stimulated sales of higher-quality radios and radio-phono combinations. (4) Little transistor radios, though still expensive, have proven much more popular than expected. (5) Radio has far broader distribution than TV -- sold in drug & jewelry stores and other outlets which far outnumber the 120,000 TV outlets. (6) More money is being spent to advertise and promote radios, and some smaller manufacturers have been able to capture sizable chunks of the radio set market, even against the dominant brand names.

**ENGINEERING FOULUP DELAYS ALLOCATIONS:** Snafu over FCC's engineering proposals in deintermixture rule-making forced FCC this week to postpone deadline for comments from Sept. 10 to Nov. 15, as anticipated (Vol. 12:34), and legal problems involved threaten to become even more complicated. However, they don't affect comments on Commission's all-uhf proposal, for which deadline remains Oct. 1 -- and FCC has set Sept. 20 for organizational meeting to kick off "crash research" program for uhf.

Reason for postponing deadline on the 13 channel shifts proposed by FCC is that Assn. of Federal Communications Consulting Engineers pointed out certain technical anomalies in methods Commission specified for computing coverage and interference (see Special Report, June 30, 1956, for full text).

Engineers say these problems can be ironed out easily, but stickler is fact that Commission has introduced concept of computing interference -- without benefit of rule-making -- a vital departure from existing rules. Commission's solution is likely to be initiation of a new rule-making proceeding to set up standards affecting interference and coverage, and to let this proceeding run parallel with its deintermixture rule-making -- hoping the two can be made to jibe. It's entirely possible that whole matter can become tangled in long technical vhf-uhf duel.

\* \* \* \*

Calling for big meeting to start uhf study, FCC invited 4 representatives each from Assn. of Maximum Service Telecasters (mostly vhf), Committee for Competitive TV (mostly uhf), Joint Council on Educational TV, NARTB and RETMA.

Commission suggested that a "TV Allocation Research Committee (TARC)" be formed, recommended that RETMA provide chairman (presumably pres. W.R.G. Baker). Commission said that others would be welcomed after TARC is established.

TARC should "cooperate with and advise" FCC on whole allocations problem, Commission stated, with objective of finding out whether uhf can do the whole TV job -- and if it can't, determine what can.

Commission said group should look into uhf & vhf propagation, transmitters, receivers, antennas, transmission lines, measuring techniques, allocation principles. It reiterated Chairman McConnaughey's suggestion that a non-profit research corporation be formed to cover costs, said it expects industry to supply engineers and equipment. Open meeting is 10 a.m., Sept. 20, Room 7134, McConnaughey presiding.

**UHF FETCHES \$820,000; OTHER TRANSFER DEALS:** In the current flurry of station sales deals, it's noteworthy that uhf outlets are often involved -- that property values of at least some of the 96 surviving uhf stations seem to be looking up.

Witness the recent sale of WINT (Ch. 15) in uhf-only Ft. Wayne area as part of the \$10,000,000 Indiana TV-radio package purchases by Whitney (Vol. 12:34) -- no separate values placed on the individual stations, however; the \$650,000 purchase of half interest in WGBI-TV, Scranton (Ch. 22) by Philadelphia Bulletin's WCAU-TV (Vol. 12:31); the \$580,000 purchase of WFIE, Evansville, Ind. (Ch. 62) by the owners of pioneer WAVE-TV, Louisville (Vol. 12:25).

Earlier this year, there was also the \$225,000 paid out for controlling stock of WAFB-TV, Baton Rouge (Ch. 28) by the Edgar Stern group that owns WDSU-TV, New Orleans (Vol. 12:11). And of course there's the proposed acquisition, stymied by objections from nearby Harrisburg & Reading uhf's, of now silent WLBR-TV, Lebanon, Pa. (Ch. 15) for about \$240,000, by Philadelphia Inquirer-WFIL-TV group (Vol. 11:45).

This week, a bigger uhf deal than any of these was agreed upon -- purchase of WEHT, Henderson, Ky. (Ch. 50) for \$820,000 from the Malco theatre group (M.A. Lightman) which owns movie houses in Evansville and in Tenn., Ark. & Miss. Three-year-old station, located across river from Evansville in what was "uhf-only country" until Rex Schepp's WTVW (Ch. 7) last week elected to chance FCC's avowed plan of deintermixture for area, had a net operating loss of \$49,000 up to June 30, 1955 but in its 1956 fiscal year is understood to have operated at a profit, as yet undisclosed.

Prime mover in deal, handled by broker R.C. Crisler, is Edwin G. Richter Jr., now local sales mgr. of WTVN-TV, Columbus, owned by the Cincinnati Taft interests. He's slated to become gen. mgr. and will hold 21.8% of the stock. He induced the Henry S. Hilberg family, Cincinnati, and the family of John R. Clark Jr., Cincinnati attorney, to come in for 36.3% each. Hilberg is a big meat packer; Clark's wife is a member of wealthy Buse family which owns Distiller Products, Cincinnati. Another stockholder will be Ernest Felix, management consultant, ex-ABC, 5.5%.

Hulbert Taft Jr. is in no way connected with the deal; Richter happens to be employed in one of his stations, which gave rise to rumors of Taft as buyer. Deal provides for payment of \$200,000 down and remainder over 7 years. It also includes radio WEOA, Evansville (250 watts, 1400 kc, CBS).

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Also on the plus side, so far as the economic importance of uhf stations is concerned, was clearance given this week for more uhf station purchases by CBS & NBC -- CBS buying WGTH-TV, Hartford (Ch. 18) for \$650,000 from General Teleradio (Vol. 11:28,36,49) and NBC taking over WKNB-TV, New Britain-Hartford (Ch. 30) for \$606,000 cash plus about \$200,000 in obligations (Vol. 11:2,9,19,22,26). Their plan is to make Connecticut River Valley all-uhf so far as their networks are concerned.

Protests against these acquisitions, which would have forced them to hearing, were dropped this week by new owner of WNHC-TV, New Haven (Ch. 8), only vhf in area; Walter Annenberg group is quite content to keep this pre-freeze vhf on ABC. In case of NBC, sale had been set for evidentiary hearing after objections not only by old WNHC-TV ownership but by uhf WATR-TV, Waterbury (Ch. 53). Both dropped objections this week. FCC will undoubtedly grant transfers, and both CBS & NBC will get second permissible outlets of their own and commit themselves further to upbuilding uhf.

CBS already operates WXIX, Milwaukee (Ch. 19) and NBC has WBUF-TV, Buffalo (Ch. 17), both basic network outlets.

**HOUSE COMMITTEES WARMING UP AGAIN:** Congressional prodding and poking at TV industry picked up a bit this week, now that the political conventions are out of the way:

- (1) Rep. Evins (D-Tenn.) issued record of his Small Business subcommittee hearings (Vol. 12:12) which were held last spring in effort to find FCC-industry skulduggery.
- (2) Rep. Celler (D-N.Y.) resumed laying groundwork for Judiciary subcommittee hearings due to start in New York Sept. 12.

Focal points of Evins' committee printed record were 8 letters and memos out of the 10-12,000 subpoenaed from CBS. Most important of these was CBS pres. Frank Stanton's memo of phone conversation with FCC Comr. Lee Aug. 13, 1954. At the time,

CBS was sweating out FCC approval of its \$6,000,000 purchase of WBBM-TV and the \$335,000 purchase of what's now WXIX, Milwaukee (Ch. 19). In Stanton's memo, Lee appeared to be estimating whether or when approval would come (for text, see below).

In cold type, memo would seem to put Lee in embarrassing position. However, Rep. Celler's staff saw memo some months ago, called Lee & Stanton into closed session. There, Lee & Stanton explained that memo was Stanton's paraphrase of conversation, and Celler apparently was quite satisfied with explanation. In view of Celler's attitude, Lee seemed unconcerned about publication of memo this week.

Also in Evins committee record were brief CBS memos regarding conversations with other commissioners on color, etc. Included, too, was some correspondence concerning appointment of Hart S. Cowperthwait as chief of the Commission's rules and standards div. (for details, see below).

There were no such documents from NBC -- though it also submitted bales of subpoenaed correspondence -- presumably because it doesn't keep such records. One upshot of whole business, if nothing else, will be that everyone -- particularly FCC personnel -- will clam up with CBS unless it guarantees to quit putting such material on paper and keeping it.

Asked about CBS's policy, a spokesman said: "We believe it's better to keep track of such things; we have nothing to hide." He was quite miffed, however, that Evins had documents entered in the record "without testimony, explanation, cross-examination -- nothing."

Also included in record are statements from obvious crackpots and cranks. Committee counsel Everette MacIntyre says committee's report on hearing -- its evaluation and conclusions based on record issued this week -- is being prepared by the staff, will be ready by end of Sept.; issuance is then up to Rep. Evins.

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Rep. Celler is preparing for real whingding in New York, meanwhile. He and counsel Kenneth Harkins & Samuel Pierce met with network officials Aug. 30 in an attempt to lay groundwork. One problem he's encountered is fact that talent groups, like AFTRA, etc., are balking at baring their financial souls, and networks are loathe to give out figures voluntarily.

Celler has promised to go into everything under the TV sun, told us: "The TV industry has outgrown the anti-trust laws covering it, and we want to find out what needs to be changed. We're going into the very bowels of the industry." He has promised to explore option time, talent contracts, must buys, affiliations, etc. Hearings are set for Sept. 12-13, 17-21, 24-26 -- all in New York.

Celler's staff has also been leafing through FCC commissioners' personal files -- but isn't expected to find anything juicy there.

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**C**OMR. LEE's phone conversation with CBS pres. Frank Stanton, concerning CBS's pending purchases of Chicago & Milwaukee TV stations two years ago, hit headlines this week when published in Evins committee report because, standing alone, implications could be read into it. As written by Stanton in a reminder memo for himself, here's what Lee is supposed to have said:

"I have given a little bit of thought and study to our problem. I would say on the Chicago thing -- it's my impression that you have nothing to worry about. I don't think anything would be jeopardized by anything else you would do.

"On Milwaukee, I am not in a good position to advise you. I am almost afraid to say anything that might influence you because I could be so wrong. No matter what you did there, I am sure it would not reflect on the Chicago deal.

"As a matter of fact, you have got some time on the Milwaukee business. I doubt if that multiple ownership stuff will go through for a couple of months. The opinion seems to be that we would need a full Commission to final-

ize it, and everybody seems to be going somewhere for the next couple of months.

"The only point I can really make is that I feel confident that on the Chicago deal it is all right. I could be wrong, you know, but I think that is pretty solid."

Only 7 other memos and letters were gleaned by Evins committee from the 10,000 to 12,000 CBS submitted. One was report by CBS Washington representative Ralph Hardy on meeting between CBS chairman Wm. S. Paley and commissioners; he said, among other things, "Webster talked very frankly about Chicago" and "WSP and Doerfer mutually impressed." Another was 1953 memo regarding commissioners' views on when color decision would come. Still another was report that Comr. Sterling (since retired) said "he had very little faith" in the new NTSC-RCA color system but that FCC would have to hold hearings on it "because of the pressures."

Then there were 4 letters involving promotion of Hart S. Cowperthwait to chief of FCC rules & standards div.: (1) Cowperthwait's letter to Stuart V. Willson, pres. of Northern States Power Co., Eau Claire, Wis., expressing appreciation for help in getting the position. (2) Willson's letter to CBS board member Dorsey Richardson of Lehman



Bros. (since resigned), saying he hoped his contact with Cowperthwait would be useful to CBS. (3) Richardson's letter informing Stanton of the foregoing. (4) Stanton's letter to Richardson saying that he'll keep the fact in mind.

Most of record comprised hundreds of pages of previously reported testimony (Vol. 12:12), plus voluminous documents requested of FCC by committee. These include: list of employes above grade GS-7, with their salaries; list of initial TV decisions; list of FCC investigations in last 2 years; list of TV court appeals; description of decision-making processes; classification of TV station ownership, etc. Commission noted, incidentally, that its records are incomplete on ownership (newspaper, theatrical, manufacturing, etc.); that it used compilations from our old Spring-Summer TV Factbook No. 22 because it found they have "a high degree of accuracy."

**C**OLORADO'S Gov. Edwin C. Johnson writes us that he had to defend operators of unauthorized vhf boosters in his state or "admit to my old playmates that Washington, D. C. was bigger than Denver and that I was chicken." The former chairman of the powerful Senate Interstate Commerce Committee, who served in Washington during the gestation and birth of the infant TV, has issued "executive orders" telling operators to continue regardless of what FCC says (Vol. 12:32, 34).

"Mountain-locked" viewers in western Colo., he states, "went for TV like a hungry coyote," and he warned: "Out here, we are gentle folks who tend to our own knitting until someone goes out of his way to rub us the wrong way . . . All I am after is to have FCC be just a little sensible. Their rules on boosters are necessary along the Atlantic seaboard where all the channels are being used in every direction, but out in the Rocky Mountains where stations using the same channel are spaced 1000 miles apart, there is absolutely no earthly logic, common sense or reason for ruling out the booster . . . It cannot interfere with anyone. The mountains see to that, and, besides, there is no one within 1000 miles to disturb. Has not the FCC heard that out here we are a land of magnificent distances?"

Writing also to FCC Chairman McConnaughey Aug. 21, Gov. Johnson said: "The truth is that all methods short of the installation of TV stations are still in the experimental stage. These mountain areas should be encouraged to do what they can to receive TV by means of the booster system. Such an experiment will prove valuable as a guide to the FCC. There is much to be learned about serving small communities." The Colorado governor has already told booster operators at Steamboat Springs, Craig, Rifle, Glenwood Springs, Carbondale and New Castle, Colo. to go on operating as members of his "official communications staff."

Note: It's estimated there are scores, if not hundreds, of unauthorized vhf boosters operating throughout the west. FCC has made test cases out of several, now awaits Court of Appeals decision on pilot case of C & J Community Services, Bridgeport, Wash. Meanwhile, it has neither personnel nor inclination to proceed legally against others unless they produce dangerous interference to air navigation, etc. No other western governors have shown signs of emulating Gov. Johnson.

About 20% of TV homes in N. Y. City owned more than one set as of May, reports Pulse Inc.—much higher than national multiple-set ownership of 4% in Feb.-March, as reported by Advertising Research Foundation on basis of Census Bureau data (Vol. 12:31).

Power increases: KGVO-TV, Missoula, Mont. (Ch. 13), to 191-kw Aug. 30; WQED, Pittsburgh (Ch. 13, educational), to 138-kw Aug. 29, first educational outlet to move to high power.

**B**ACK ON THE JOB after month's vacation, FCC tackled 3 substantial vhf decisions this week, got one out, couldn't muster majority for other two. The final decision gave Jacksonville's Ch. 12 to Florida-Georgia TV Co., denying WPDQ & WJAX.

Other 2 cases considered were St. Louis' Ch. 11 and Charlotte's Ch. 9. In St. Louis case, two commissioners favored CBS, two St. Louis Amusement Co., two 220 TV Inc., one St. Louis Telecast. Commission will take another crack at it in a few weeks. Agreement couldn't be reached on Charlotte, either, and it was passed over to later date.

Two uncontested applications were granted routinely—Ch. 9, Aberdeen, S. D. to Aberdeen TV Co., controlled by McNaughton family, owners of AMs and newspapers in Effingham & Pekin, Ill. plus AMs in Elgin, Ill. & Ft. Madison, Ia.; Ch. 12, Alpine, Tex., to Alpine TV Co., owned by Dallas realtor O. L. Nelms.

In Jacksonville case, Commission chose Florida-Georgia TV Co. because of "broadcast experience, integration of ownership with management, and, in lesser degree, diversification of business interests." Vote was 4-2-1, Comrs. McConnaughey & Bartley dissenting, Craven abstaining. Major stockholders: Harold S. Cohn, operator of WRHC, Jacksonville, 19%; contractors George H. Hodges & Alexander Brest, 26% each; Mitchell Wolfson, 5%; Sidney Meyer, 5%; Wolfson-Meyer Theatre Enterprises, 10%. Wolfson-Meyer organization also controls WTVJ, Miami (Ch. 4), and Messrs. Wolfson & Meyer own 15% each in Charlotte Ch. 9 applicant Piedmont Electronics & Fixture Corp.

Court appeal from Commission's proposal to take Ch. 3 from WISC-TV, Madison, was filed by the station this week. It charged that it was misled by FCC which "expressly proscribed" filing comments on limited-city basis; that Commission is asking for "unrealistic assumptions of uhf maximum power and non-existent antenna height"; that proposed new technical standards were issued without necessary rule-making.

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New channel allocations sought this week: (1) "Frozen" grantee WWL-TV, New Orleans (Ch. 4), asked FCC either to eliminate WDSU's Ch. 6, making city all-uhf, or to change zone reference point (d) from lat. 30° 48' 00" to 30° 26' 30" to permit addition of Ch. 11 to New Orleans. (2) Philipsburg-Clearfield TV, prospective applicant, requested assignment of Ch. 3 to Clearfield, Pa. (3) KGMS-TV, Sacramento (Ch. 46), asked that Ch. 12 be substituted for 46 in Sacramento, 11 for 12 in Chico, Cal., and 8 for 11 in Yreka, Cal. (4) WFAM-TV, Lafayette, Ind. (Ch. 59) urged substitution of 18 for 59 in Lafayette, 59 for 18 in Lebanon. (5) WTVO, Rockford, Ill. (Ch. 39) sought substitution of Ch. 3 for 39 in Rockford, 39 for 3 in Madison, Wis., 68 for 54 in Fond du Lac, Wis. (6) WICS, Springfield, Ill. (Ch. 20) asked for shift of Springfield's Ch. 2 to Terre Haute, Ind. as well as to St. Louis, Mo. (7) WKNX-TV, Saginaw-Bay City, Mich. (Ch. 57) urged change of Ch. 12, Flint, to Ch. 12, Saginaw-Bay City-Flint. (8) WMAZ-TV, Warner-Robins, Ga. (Ch. 13) requested assignment of its channel to nearby Macon.

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Uhf translator rules have been relaxed temporarily, FCC's examination of transmitters submitted for type approval showing they don't meet requirements regarding spurious emissions and methods for measuring power output. To encourage use of translators, Commission is granting "limited type approval" with proviso that translator operators must correct interference problems if any arise.

**Personal Notes:** Oscar Katz, CBS-TV research director, elected v.p. in charge of CBS-TV daytime programming, reporting to Hubbell Robinson Jr., exec. v.p. in charge of network programs . . . Henry B. Owen, exec. v.p. of KING Broadcasting Co. (KING-TV & KING, Seattle), and one of city's leading citizens, is chairman of reelection campaign committee for Senator Warren Magnuson (D); the Senator, chairman of Senate Interstate Commerce Committee, is 4% stockholder in Ch. 7 application for Seattle of Saul Haas (KIRO) group which has favorable initial examiner's decision but awaits final FCC action . . . John C. Mullins, of Tulsa, who bought KBTW, Denver last year and sold KPHO-TV, Phoenix to Meredith in 1952, was married Aug. 29 in Las Vegas to Martha Halliburton Dirickson, also of Tulsa; after honeymoon in Hawaii, they will make their home in Denver . . . Norman S. Ginsburg, adv. & promotion mgr. of NBC-TV Films, and Frederick Jacobi, publicity mgr. of NBC-TV Films, get same titles with NBC subsidiary California National Productions Inc. (formerly Kagran Corp.) . . . Jerry A. Danzig, director of program planning & development for NBC-owned stations and NBC Spot Sales, placed in charge of expanded NBC Radio program dept., succeeding John P. Cleary, named gen. programming exec. for NBC-TV; Wm. K. McDaniel, gen. mgr. of KNBC, San Francisco, heads national radio sales, N. Y.; George Graham, administrator of NBC-TV Sales, named director of sales service for radio; Fred Horton continues as radio sales director, reporting to McDaniel . . . Peter B. James has resigned as mgr. of WJAR-TV, Providence and leaves Sept. 8 on 2-month European tour, after which he will make known his plans; his duties were assumed as of Sept. 1 by George O. Griffith, v.p., Outlet Co., with J. S. (Dody) Sinclair as administrative asst. and David J. Shurtleff as TV sales director in addition to his present post as gen. mgr. of radio . . . Edward M. Scala promoted from program director to gen. mgr. of WFBG-TV & WFBG, Altoona, Pa., recently acquired by Triangle Publications Inc. (WFIL-TV, Philadelphia) whose TV-radio gen. mgr. Roger W. Clipp also announced appointment of David J. Bennett, ex-gen. mgr. of WTPA, Harrisburg, and onetime pres. of Pa. Assn. of Broadcasters, as his exec. asst. . . Byron Dowty, program director of KDKA-TV, Pittsburgh, Sept. 12 becomes program mgr. of KFMB-TV, San Diego . . . Armand Grant resigns as asst. gen. mgr. & sales director of WAAM, Baltimore . . . Edward A. Wheeler, WEAW-FM, appointed chairman of NARTB's FM Radio committee, succeeding H. Quenton Cox, Portland, Ore. . . Robert D. Swezey, WDSU-TV, New Orleans, reappointed chairman of NARTB's freedom of information committee . . . Howard (Mac) McFadden, ex-radio sales v.p., Walker Representation Co., N. Y., joins NBC Spot Sales . . . Robert Nystedt, ex-CHCT-TV, Calgary, now v.p., Red Top Milk Co., Troy, Wis. . . Howard Evans promoted to gen. sales mgr. of WSVA-TV & WSVA, Harrisonburg, Va. under new Transcontinent-Hamilton Shea ownership; other changes include Lee Dechert, local sales mgr.; Richard Johnson, sales promotion & adv. mgr.; Alvin Mullenax, radio program director . . . Gordon Duff, ex-NBC producer (*Phileo-Goodyear Playhouse*), joins CBS-TV as producer-director . . . Arthur C. Schofield promoted to v.p. for adv. & promotion, Storer Broadcasting Co. . . Kenneth J. Coleman, ex-Consolidated Film Industries, named asst. sales mgr. of Pathe Labs, N. Y., in charge of contacts for TV, industrial & educational films in east.

FCC Chairman McConaughy will be speaker, rest of commissioners to be guests, at first fall luncheon meeting of Radio & TV Executives Society at Hotel Roosevelt, N. Y., Sept. 12.

**Recent FCC personnel changes: Broadcast Bureau—** Attorney John C. Harrington, with FCC 1946-48, recently with Justice Dept., joins office of bureau chief Edward Kenehan; attorney Allen Cordon, ex-Interior Dept., and law trainee John P. Cole, 1955 George Washington U graduate, join TV branch; attorney Edward J. Brown, in hearing div. until last April, returns to FCC, assigned to renewal & transfer div.; engineers Herbert L. Beury & Edward P. Lynch shift from aural existing facilities branch to Common Carrier Bureau; engineer Ernest Herider shifts from renewal & transfer div. to chief engineer's office. **Common Carrier Bureau—**Asst. bureau chief Curtis M. Bushnell resigns to establish private accounting practice; engineer Edward L. Clinkscales appointed chief of wire services & facilities branch. **Safety & Special Radio Services Bureau—**Attorney J. Russel Smith moves from Common Carrier Bureau to asst. chief of law, enforcement & procedures office; attorney Jack L. Estep, ex-General Motors, Atlanta, joins aviation div.; attorney Harry Ross Jr., ex-Agriculture Dept., joins public safety & amateur div.; engineer Arthur T. Caplen shifts from Field Engineering & Monitoring Bureau to marine div.

CBS-TV Affiliates Assn. holds board meeting Sept. 6-7 at Hotel Broadmoor, Colorado Springs, Colo., with CBS-TV pres. Jack Van Volkenburg, exec. v.p. Merle Jones and 8 other top network executives present. Board comprises: C. Howard Lane, KOIN-TV, Portland, Ore., chairman; Paul Adanti, WHEN-TV, Syracuse; Richard Borel, WBNS-TV, Columbus; Glenn Marshall Jr., WMBR-TV, Jacksonville; T. B. Lanford, WJTV, Jackson, Miss.; C. Bruce McConnell, WISH-TV, Indianapolis; Wm. Quarton, WMT-TV, Cedar Rapids; Clyde Rembert, KRLD-TV, Dallas; James Russell, KKTU, Colorado Springs; and, representing EMP affiliates, Frank E. Busby, WTVY, Dothan, Ala. and Rex Howell, KREX-TV, Grand Junction, Colo. & satellite KFXJ-TV, Montrose, Colo.

Mutual has "every firm intention of staying in the [radio] network business" but requires greater cooperation from affiliates, pres. John B. Poor told 540 affiliates in Aug. 29 closed-circuit talk on terms of new contract effective Nov. 1. He said: "The proposed new affiliation contract, in recognition of Mutual's as well as the affiliates' problem, sharply reduced the amount of network option time, provided additional and improved programming for local sale at no cost to the station, but at a cost to the network many times in excess of the station payment reduction resulting from the pre-cleared time provisions of the contract."

Douglas Meserve, 51, one of NBC's rising young executives in the '30s, who resigned in 1940 to join wartime OFF & OWI in Washington, then went to Army military govt. school and as a lieutenant colonel became military governor of Bremen, plunged to his death Aug. 28 from the 24th floor of San Francisco's Russ Bldg. After the war, he engaged in TV and educational film production with his father in Los Angeles. Surviving is his widow and a son; she is the former Elaine Ewing, who also served with OWI during war and once was Washington representative for J. Walter Thompson Co.

Douglas M. Moffat, 74, U. S. Ambassador to Australia and onetime chairman of N. Y. State Temporary Commission on Educational TV, which rejected proposal for a state-financed educational TV network (Vol. 9:9-10), died Aug. 30 of heart attack in Sydney. Survivors are his widow, a son and daughter.

Wm. H. Johnson, 66, news & public relations v.p. of KCJB-TV, Minot, N. D. and onetime managing editor of *Minot Daily News*, died of heart attack at his home Aug. 30. Surviving are widow and 4 children.

**Network Accounts:** The TV networks, with demands for their time far exceeding availabilities, treat some ad agencies as "intrusive outsiders"—and they don't like it. So writes Daniel Seligman in "The Amazing Advertising Business" in Sept. *Fortune Magazine*, first of a series which presumably will have lots more to say on TV aspects of the subject. "Ideally," he states, "they [agencies] would like to be in on the production of more shows; they would like to have something to say about which shows get on the air; they would like some firm assurances that shows would be allowed to stay on the air so long as the sponsor was happy with them. They would like, in short, to have as much influence in TV as they did in radio during the great days of that medium in the 1930s." But scramble for prime time has meant that even some large sponsors & agencies have been "pushed around" on occasion . . . Helene Curtis to be alt. sponsor of Ray Bolger's *Washington Square* on NBC-TV starting Oct. 21, alt. Sun. 4-5 p.m., thru Gordon Best Co., Chicago . . . Wesson Oil to sponsor  $\frac{1}{3}$  of *Caesar's Hour* on NBC-TV for 15 weeks starting Sept. 22, Sat. 8-9 p.m., thru Fitzgerald Adv., New Orleans . . . Dodge to sponsor second Lawrence Welk Show, *Lawrence Welk's Top Tunes and New Faces*, on ABC-TV starting Oct. 8, Mon. 9:30-10:30 p.m., thru Grant Adv.; it's in addition to *Lawrence Welk Show* on ABC-TV Sat. 9-10 p.m. . . . Vick Chemical to be alt. sponsor (with Pall Mall) of *Big Story* on NBC-TV Fri. 9:30-10 p.m. and (with Tums) of new Jonathan Winters comedy series on NBC-TV Tue. 7:30-7:45 p.m., thru BBDO . . . Sweets Co. of America (Tootsie Rolls) to be alt. sponsor (with General Mills) of *Tales of the Texas Rangers* on CBS-TV starting in fall, Sat. 11:30-noon, thru Moselle & Eisen, N. Y.

Texaco again sponsoring Metropolitan Opera direct from stage every Sat. at 2 p.m. starting Dec. 8 on ABC radio network—and again no TV performances are scheduled.

**FIRST AUDIENCE RATINGS** on TV's coverage of the political conventions were confusing, to say the least—actually contradictory. But despite criticism of the 170 hours of simulcast TV-radio time, mainly on score of dullness and boredom (Vol. 12:34), sponsors seemed quite satisfied with results.

Philco (ABC) said its TV shipments to dealers during convention weeks were double those of 2 preceding weeks. Westinghouse (CBS) reported sales of major appliances during conventions increased 50% over same weeks of 1955. RCA, co-sponsor on NBC with Oldsmobile and Sunbeam, said it was "happy" with sales results.

First to come out with audience ratings was Sindlinger & Co., Philadelphia, which found only about 27% of nation's 40,000,000 sets were operating at any given time during conventions, and that average TV viewing during Democratic convention was "the lowest in 64 weeks of daily studies"—failing to approach ratings for some top-rated entertainment shows. Sindlinger stated there was even less interest in Republican convention, though no figures were announced.

Trendex released a 15-city survey Aug. 28 showing average of 45% of sets tuned in during conventions, that ratings were higher for Republicans than for Democrats, but that a smaller percentage of set owners watched conventions in 1956 than in 1952.

American Research Bureau Aug. 31 issued preliminary report indicating that 20,060,000 TV sets had been tuned in on Democratic convention at some time in first 2 days, that unduplicated audience of 93,831,000 persons (or 84%

ADVERTISING AGENCIES: Tom Lewis, Young & Rubicam's first TV-radio v.p. in Hollywood, recently active in TV & film production there, including the *Loretta Young Show* (she's his wife), this week became v.p. in charge of TV-radio dept., C. J. LaRoche & Co., dividing his time between N. Y. & Beverly Hills . . . Henry A. Mattoon, for last 3 years pres. of Reach, Yates & Mattoon Inc., before that with Dancer-Fitzgerald-Sample Inc., Compton Adv. and Ruthrauff & Ryan, joins McCann-Erickson as v.p. & chairman of marketing plans board in N. Y. office . . . John L. Zimmer, ex-Ted Bates, joins Cunningham & Walsh as asst. to TV-radio v.p. Edward H. Mahoney and as exec. producer . . . John B. Lyman, ex-NBC, and Sheldon Stuart, ex-KCOP, Los Angeles, appointed production supervisors, Foote, Cone & Belding broadcast service office, Hollywood; Harold Gilpin, ex-KTTV, Los Angeles, named business mgr. . . . Charles J. Helfrich, ex-Cunningham & Walsh, named TV-radio media director, Erwin, Wasey & Co., Los Angeles . . . David E. Fulmer promoted to program director and head of Guild, Bascom & Bonfigli Hollywood TV staff . . . Wm. A. Thomson promoted to TV production mgr., Young & Rubicam, San Francisco . . . Kingman T. Moore, ex-Young & Rubicam, joins TV-radio dept., Ted Bates & Co., N. Y. . . . Henry J. Opperman promoted to TV-radio director, Geoffrey Wade Adv., N. Y.

Ben Gedalecia, BBDO, named chairman of planning committee for research workshop of AAAA's eastern annual conference Nov. 27-28 at Hotel Roosevelt, N. Y. Other committee members: J. W. Daisey, VanSant, Dugdale & Co., Baltimore; Henry Halpern, MacManus, John & Adams, N. Y.; George E. O'Connor, Geare-Marston Inc., Philadelphia; Christopher A. Sante, Lennen & Newell, N. Y.; Robert E. Stark, Young & Rubicam, N. Y.

New reps: WSVA-TV, Harrisonburg, Va. to Peters, Griffin, Woodward Inc. (from Pearson); WCYB-TV, Bristol, Va. to Weed (from Gill-Perna).

of all TV homes) had watched at least part of Democratic convention by time of balloting on 4th day. No report was issued on GOP convention.

Such wide disparities in ratings prompted *Wall Street Journal* to remark: "Such a conflict raises doubt about many market tests—covering consumer products, magazine readership as well as size of TV audiences. All these tests presume that a sampling of the public will present a representative view."

Meanwhile, intra-industry post-mortems on conventions seemed to agree on need for "capsulization" of 1960 conventions—but there was little agreement on how, or even whether, they could be curtailed. Overriding considerations are competition, probability that 1960 conventions will be less cut-&-dried and less likelihood of pressure from FCC and Congress. Amid talk about curtailment, mostly in the theatrical trade press, there was this observation from a top network executive:

"I hope the day never comes when TV decides to gloss over anything as important as these conventions."

Quoteworthy quote: "As a feat of reporting the peculiar, indeed the unique, business of these national conventions, the networks can do what no other journalistic medium can do. They have in fact become not only a medium for reporting the story of the conventions to the general public. They have become also a prime medium of communications for those participating in the convention itself as candidates, managers and delegates . . . Speaking broadly, the more the TV directors favor the off-stage reporting, which they do very well, at the expense of the on-stage, the more they will serve the public and the more they will interest it."—Columnist Walter Lippman (who chose to follow the conventions on TV at home).

**CROWELL-COLLIER** pres. Paul C. Smith, following another meeting Aug. 31 with Bitner principals, announced that financing arrangements have been completed for \$16,000,000 purchase of the 3 TV and 4 radio stations comprising Consolidated TV & Radio Broadcasters Inc. (Vol. 12:17, 21-22, 32) but he declined to disclose details. Nor would he indicate whether, per recent discussions, some of the properties may be sold separately after their acquisition by the big magazine publishing house on the basis of \$19.50 per share to be paid in cash for the 349,000 shares of publicly-owned stock and on terms of \$3 cash and \$16.50 in 5% notes payable in 8 years for the Bitner group's 42.5% holdings (258,060 shares).

Bankers' names were not revealed, except that Reynolds & Co.'s Robert Palmer, who handled the original Consolidated stock issue, was in on all the discussions of the last few weeks. It's generally agreed that some fast footwork will be necessary to complete financial arrangements to get applications filed with FCC in time for approval by Oct. 31 option deadline originally set by the principals.

Crowell-Collier's deal for \$1,000,000 purchase of KULA-TV, Honolulu (Ch. 4), along with radio KULA, in exchange for stock in the publishing house (Vol. 12:17), was called off this week by mutual agreement, and mgr. Jack A. Burnett was elected pres. of licensee TV Corp. of America. He stated Aug. 27 that mortgage holders had refused to allow the proposed exchange to be submitted to stockholders. Though chairman Albert Zugsmith stated TCA would now acquire additional TV-radio properties on the mainland, it was regarded within realm of possibility that Honolulu stations might be acquired by Henry J. Kaiser interests, who have avowed their intentions of getting stations to operate in connection with their new Hotel Hawaiian Village, Waikiki (Vol. 12:34).

First radio property actually to be acquired by Crowell-Collier is KFVB, Hollywood, for which FCC approval of transfer was obtained this week with takeover due sometime in Sept. Purchase price was \$2,350,000 (Vol. 12:22), sole owner Harry Maizlish to be paid \$250,000 cash, 25,000 shares of Crowell-Collier and notes. Maizlish retains the FM adjunct, will be paid \$35,000 a year for consulting services over next 7 years.

**A**IMING FOR MOVIE MARKET, DuMont this week sent first mobile Electronicam, its single-lens live-&-35mm film camera system, rolling toward Hollywood. Destination is Sunset studios of Paramount Pictures, 26.6% owner of DuMont, where 3-camera system will be used for film production and subleased to producers using other Paramount facilities.

Pushed last year primarily for filming TV shows during live telecasts (Vol. 11:16), Electronicam has been put on wheels, modified for movie makers—permitting director and assistants to sit in air-conditioned trailer, viewing scenes over closed-circuit TV exactly as they will appear on film. DuMont v.p. Keeton Arnett claims unit will cut movie production costs by eliminating retakes and expensive delays while rushes are printed and run; it permits instantaneous focusing by cameraman without complicated measurements. During test runs, he says, Electronicam delivered 35 complete 5-min. TV shorts in 7 shooting days.

System is housed in 2 trailers—32-ft. outdoor unit containing power supply, etc., and an 18-ft. unit containing five 17-in. monitors, swivel chairs, 12-ft. window. Electronicam is claimed capable of accomplishing these operations singly or simultaneously: (1) Records pictures on high quality film. (2) Delivers pictures to viewfinders and

Week crowded with AM sales deals brought news that WINR, Binghamton, N. Y. (1-kw D, 500-w N, 680 kc, NBC) has been sold for \$165,000 to Joseph L. Rosenmiller Jr., an account executive with H-R Television Representatives Inc., and Peter A. Bordes, N. Y. market analyst. Purchase from ownership group headed by Mayor Donald W. Kramer includes CP for Ch. 40 which buyers said they would "strive to put on the air as soon as economically possible."

Other AM station sales reported this week: WBAT, Marion, Ind., by John L. Ramp, for \$140,000, to operators of WKBV, Richmond, Ind., headed by Clarence M. Brown. WARE, Ware, Mass., by Scott Killgore group, for \$105,000, to Dr. Bertram Roberts and Al Roberts, holding 55% jointly, and Sherwood Tarlow, 45%, latter also operator of WGUY, Bangor, Me. & WHIL, Medford, Mass. WSTP, Salisbury, N. C., by Piedmont Bestg. Corp. (Robert M. Wallace, pres.), for \$83,000 to co-owners Ted Austin, ex-WGEM-TV, Quincy, Ill. and Tom Harrell, ex-WFNC, Fayetteville, N. C. WPFA, Pensacola, Fla., by Charles W. Lamar (who retains CP for off-air Ch. 15 WPFA-TV), for \$77,500, to Chicago TV-radio personality and veteran broadcaster J. W. (Bill) O'Connor; KQUE, Albuquerque, N. M., by Wm. W. Phelps and Hugh DeWitt Landis, for \$135,000, to Harold W. Cassill & associates, who also own KEOK, Ft. Dodge, Ia. Blackburn-Hamilton was broker in the WARE, WSTP, WPFA & KQUE deals.

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FCC approvals of radio station transfers this week, by coincidence, all involved California outlets. In addition to Harry Maizlish's sale of KFVB, Hollywood, to Crowell-Collier (see adjoining column), these sales were approved: KFOX, Long Beach, by oilman W. T. McDonald and Dr. John B. McDonald, to Arthur B. Hogan, of Albert Zugsmith Corp., for \$536,000 (Vol. 12:20). KVSM, San Mateo, by Mr. & Mrs. Les Malloy, San Francisco TV-radio personalities, to Zugsmith-Hogan interests, for \$400,000 (Vol. 12:21). KDB, Santa Barbara, by F. Robert Bauer to group headed by James Harford, for \$125,000. KBOX, Modesto, by group headed by Milton L. Hibdon to McClatchy Bestg. Co. as companion to its KBEE (FM) there, for \$75,000—Commission finally settling long hassle over question of overlap with McClatchy's KFBK, Sacramento & KMJ, Fresno (Vol. 10:50, 11:6, 12).

monitors. (3) Records kinescope with sound. (4) Delivers standard TV signals to video tape recorder.

Paramount is leasing equipment on one-year basis, paying between \$1500 and \$3000 a month, reports Arnett, who said that discussions are also under way with "3 major west coast studios" and that DuMont hopes to have 2 more units in Hollywood within 6 months, 10-12 by end of 1957.

Combination TV-film cameras were shown in Hollywood last year by both McCadden Productions and Camera Vision Productions Inc.; latter used separate lenses for TV and film cameras (Vol. 11:13).

Paul Mountcastle's sale of radio WROL, Knoxville (5-kw, 620 kc, NBC) for \$200,000 to WATE (Ch. 6), in which he holds 50% voting control under trust agreement, with v.p.-gen. mgr. W. H. Linebaugh holding other 50%, was approved this week by FCC. Mountcastle also is chairman of Life & Casualty Co., which owns 50% of WLAC-TV, Nashville (Ch. 5). Plan is to change Knoxville call letters to WATE-TV & WATE, move to new building.

Richard Hubbell's *TV Programming & Production*, third revised edition, has just been published by Rinehart & Co., 232 Madison Ave., N. Y. (272pp., \$5.50).

**Telecasting Notes:** Leo the Lion's roar will soon be heard on TV—and the fact that MGM capitulated at long last, releasing 725 of its pre-1948 features (Vol. 12:34), impels *Variety* to forecast "the merger of other Hollywood production-distribution companies with TV interests on a permanent basis." So far, we've been unable to discern any more theatrical acquisitions of TV facilities than the 25% interest Loew's bought in the *Los Angeles Times'* KTTV, though it's avowedly out for more ownerships and may get them . . . **Movie people cut very little ice in TV station or network ownership and, considering recent balance sheets, it's hard to imagine them laying out the sort of money that Jock Whitney's investment firm has just paid for Indiana and Texas stations (Vol. 12:34)—and the fact is that none of the Hollywood majors is as strong financially as any of the 3 big networks . . . As for exhibitors, they never did amount to much in the TV log, surprising when you consider they're often big people in their local communities. Indeed, the list of theatrical interests' ownerships in TV stations was so meager (32 entities—producers, exhibitors or performers—identified with the ownership of some 50 stations, more often than not as minority stockholders) that we decided to omit it from our last *TV Factbook* (No. 23) even though we had always carried it before . . . How little part the movie people played in building TV stations, is manifest from fact that there are only 2 pre-freeze pioneers owned by theatrical interests—Paramount Pictures' KTLA, Los Angeles, and Kallet Theatres' WKTU, Utica, N. Y.; AB-PT's 5 stations and RKO Teleradio's 5 antedate their theatrical tieups . . . But theatre people are profiting from TV—that's clear. Aside from increased employment of actors and technicians, consider the upsurge of Walt Disney Productions since he went into TV; the big money Warner Bros., et al, are collecting from their backlogs; the report that Screen Gems now accounts for 15% of parent Columbia Pictures' profits . . . Film fare on TV has won such consistently good audience that even ABC-TV as a network and the owned-stations of the other networks now carry old features in a big way. Only this week, RKO Teleradio's WOR-TV, New York, which never quite found its niche among the big-money earners, disclosed that after Sept. 24 it will devote nearly all its programming to feature films, repeating some of them as many as 3 times one after the other, just like a movie theatre. In fact, after the baseball season, the only live shows remaining on the WOR-TV schedule will be those of Ted Steele each weekday afternoon . . . But there's no danger of Hollywood taking over TV; quite the contrary, for TV footage shot there today far exceeds theatrical film—and there must be an end some day to the feature film backlogs . . . As for new feature-length pictures, they will continue to go to theatres, though there will be fewer of them. It's apparent Hollywood's day of quantitative production for theatres is running out in favor of qualitative production on a reduced scale . . . Some 1100 theatres are reported to have closed down during first half of this year, leaving about 18,000—and 8000 of these account for most of the industry's boxoffice.**

Republic Pictures Corp. pres. Herbert J. Yates disclosed this week he has rejected offer of Cantor, Fitzgerald & Co. for his controlling interest (600,000 shares at \$10.50 a share), and the investment firm said it would look elsewhere for opportunities in TV & theatrical securities; it also stated it would continue to hold some \$1,000,000 of 4% debentures of Republic.

NARTB code review board lists 287 stations and 3 networks as subscribers to TV code as of Aug. 31, having added 15 stations since June 1.

Ed Sullivan, released from New Haven hospital this week, returns to his CBS-TV show Sept. 16.

**V**IDEO TAPE project of Bing Crosby Enterprises, Hollywood, is being taken over by Minnesota Mining & Mfg. Co., St. Paul, prime producer of magnetic tape for all purposes—but MM&M officials disavow intentions of entering competition for TV station market now. Rather, they say, purpose is to aid tape development generally, widen market. They describe acquisition as follows:

MM&M gets one experimental recorder, hires project chiefs John Mullin & Wayne Johnson, will set up lab at site to be selected in Hollywood area. MM&M will make and sell certain types of magnetic recorders to Govt., as did BCE. After govt. sales reach specified amount, undisclosed, BCE will turn tape patents over to MM&M. Latter will then proceed to develop commercial recorder sales, with payment for patents to depend on extent of sales.

MM&M initial payment is \$75,000, and spokesman says total eventually will be far less than rumored \$1,000,000. MM&M has no Ampex video recorder, which has achieved phenomenal sales to stations since introduction at NARTB convention (Vol. 12:16), "because they're expensive and hard to get; the Crosby recorder will do the job."

At one time, BCE recorder made quite a stir, was first demonstrated in 1951 (Vol. 7:46), later adapted for color (Vol. 11:10). It's been eclipsed, apparently, by Ampex black-&-white development, RCA color.

Meanwhile, CBS is preparing for first use of Ampex recorders sometime this fall. Engineering v.p. Wm. Lodge reports that the 5 on order haven't been received yet, adding that no specific date for start has been set. "We're purposely not setting a deadline," he says, "because whenever you have a new thing, you've got to get your men familiar with it. There are no bugs in it, but the boys have never seen anything like it before. We're definitely planning to use it this fall to take care of west coast time delays." As for color tape: "We aren't attempting to estimate when that will be ready."

CBS isn't involved in the MM&M-BCE deal. It still holds 25% interest in Bing Crosby Enterprises, but this doesn't include its electronics activities.

Note: Orradio Industries Inc., Opelika, Ala. (John Herbert Orr, pres.), maker of "Irish" brand magnetic recording tape, reported this week it had received "sizable order" from CBS for its Videotape, expects to make delivery within a month.

**F**IRST CANADIAN STATION to shift channel is CBC's CBLT, Toronto, which switched to Ch. 6 on Aug. 29, also increasing power to 100-kw ERP. Move from Ch. 9 was made to get maximum power at minimum cost, according to CBC. CBLT now claims potential Canadian audience of 2,360,000—with 1,000,000 new viewers as result of change, 700,000 in U. S. Reports from Toronto, however, have viewers there complaining that Ch. 6 interferes with WBEN-TV, Buffalo (Ch. 4), which always has enjoyed large Canadian audience.

There were no new station starters this week either in U. S. or Canada—and it appears now that next to go on air will be WSYE-TV, Elmira, N. Y. (Ch. 18), projected as satellite of WSYR-TV, Syracuse (Ch. 3). Also slated for Sept. starts: KGW-TV, Portland, Ore. (Ch. 8); KDIX-TV, Dickinson, N. D. (Ch. 2); KWGB-TV, Goodland, Kan. (Ch. 10); WAGM-TV, Presque Isle (Ch. 8); CHEK-TV, Victoria, B. C. (Ch. 6).

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Nicaragua's first TV station, YN-TV, Managua (Ch. 8), is now operating, reports gen. mgr. Luis Felipe Hidalgo who estimates sets-in-use at 300. Equipment is RCA, including 100-watt transmitter.

**SET MAKERS MEAN BUSINESS ON SERVICING:** Philco expects to have 16 factory service branches for TV-radio-appliances by year's end, an increase of 10 from those now in operation in New York, Chicago, Philadelphia, Detroit, Newark and Silver Spring, Md. (Washington). Philco v.p. Henry T. Paiste declined to specify where new branches would be set up, but in reply to our inquiry he stated:

"Philco Service Co. will be available for service to Philco customers where the competitive situation and public have demanded it, and where Philco customers cannot obtain service from servicing dealers. It is expected to be in operation in about 16 cities this year. Philco will continue to furnish factory-supervised service to all servicing dealers on the same basis as it has during the last 6 years."

He said that several markets were "service orphans" in sense that adequate servicing was unavailable. This, he said, has led to unjustified complaints about Philco products -- and consequently Philco had no alternative but to provide its own servicing. There's also the fact that servicing has become big business, likely to exceed \$1 billion for TV alone this year (Vol. 12:34).

Westinghouse consumer products executives will hold regular monthly meeting Sept. 11 in Columbus, O. -- and question of establishing factory service branches is certain to be discussed thoroughly. While no decision is expected to come from that meeting, there's no doubt that interest in subject has picked up since last week's announcement by GE that it plans to establish service branches for TVs & appliances "in all areas where dealers and customers demand it." GE this week said it was too early to say where or when first branches would be established.

Some independent service organizations, as expected, are reacting quite bitterly to the spread of factory servicing. Several set makers have privately told RETMA of "anti-manufacturer" attitude by service dealers since GE's announcement -- and RETMA itself is known to be considering possible revamp of its service training school program in New York as result.

A "whispering campaign" by independent service dealers in Philadelphia -- with some servicemen agreeing not to use components of a manufacturer with factory service -- was reported by Retailing Daily. The attitude expressed is that "it's a case of big business infringing on little business."

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**More Price Increases?** A new round of TV price hikes, in addition to those announced in last few weeks (Vol. 12:31-33), is foreseen in near future by Motorola exec. v.p. Robert W. Galvin. He informed his distributors of Motorola's plans to do so -- and later told us he believed other major set makers would do likewise. Specifically, he maintains portables are priced too low -- and expects to raise them by another \$10 or so this fall. Of those who have raised TV set prices thus far, only Motorola has increased portable prices (see p. 11). Galvin wrote his distributors:

"We realized when we determined our portable prices in July -- reflecting competitive pressures -- that those levels could not be maintained permanently. Now seems to be the time for us and the industry to apply more sober judgment to this category as a first step to the establishment of a liveable price level.

"Frankly, we consider our present move [hiking portables] only the first step in this direction. Over and above the price changes announced today (Aug. 24), it is probable that a somewhat higher level of set prices will be required in the near future to provide a healthy and reasonable profit opportunity to the industry."

**Tube Hikes, Too:** Sylvania, Westinghouse, Tung-Sol and DuMont have notified set makers that price of picture tubes will be increased by 75¢ to \$2 in Sept., the increase on staple 21-in. size amounting to about \$1. RCA and GE said they hoped to hold present tube prices as long as possible -- but acknowledged that they might

have to go along for competitive reasons. Price increases were accompanied in most cases by reduced allowances on tube envelopes. The tube makers maintain that tube business has been virtually profitless over the last year or so.

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**Production:** TV output totaled 169,462 week ended Aug. 24, compared to 160,479 in preceding week and 167,471 in corresponding week of 1955. It was 34th week of year and brought production for year to date to approximately 4,341,000, compared to 4,844,000 in corresponding period year ago. Radio output totaled 278,871 (71,716 auto) week ended Aug. 24, compared to 256,777 (53,599 auto) week ended Aug. 17 and 239,401 (96,538 auto) in corresponding week of 1955. Radio production for 34 weeks totaled 8,223,000 (2,700,000 auto) vs. 8,736,000 (4,400,000) in like 1955 period.

**Topics & Trends of TV Trade:** Nation's jewelry stores, inspired by their success in selling radios, are now looking to portable TVs as their next product. Considerable enthusiasm for portables was reported from convention of National Retail Jewelers Assn. this week in Waldorf-Astoria, N. Y., where Philco's demonstration of its portable TVs prompted unusually large number of inquiries.

Dealers expressed opinions that compactness of portables make them ideal for small stores and window displays. But they said biggest problems in handling of portables were servicing and lack of warehouse space for inventory—both of which, they felt, could be solved by assistance of distributors.

Note: Non-appliance dealers are already proving valuable outlets for "personal" portables. In Washington, for example, one of biggest retail outlets for RCA's 8½-in. portables is a fashionable shop specializing in leather goods and travel accessories.

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DuMont plans to stay in TV set business indefinitely, letter from pres. David T. Schultz to all distributors stating: "DuMont was the first to put a TV receiver on the public market and you may rest assured that after the attrition of competition has taken its toll, DuMont will still be in the market, meeting the demand for receivers of the highest quality and making it possible for distributors and dealers to realize profits on the sale of our products." DuMont has denied all rumors of impending deals and mergers, latest being report that it would be purchased by Borg-Warner.

Radio Condenser Co., Camden, N. J., has quit making TV tuners, pres. Russell E. Cramer stating they were unprofitable—especially because uhf has failed to catch on. It will continue making auto radio turners, magnetic clutches for auto radios, audio frequency filters. TV tuners at one time represented some 20% of firm's volume.

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Philco's TV price increases, announced this week, amounted to \$10-\$20 on 12 middle and upper-end receivers—eight 21-in. consoles, one 24-in. table, three 24-in. consoles. Left unchanged were 14-in. portables (at \$110 & \$140) and 17-in. portable (\$160). Philco also added to its line a 21-in. mahogany horizontal-chassis console at \$325.

GE raised factory prices on 5 of its 18 TV models this week, leaving portables (starting at \$100) unaffected. GE, which does not set list prices, estimated that as a result of increased cost to distributors, retail price would go up \$10-\$20 on three 21-in. table models and two 21-in. consoles.

Motorola's \$10-\$20 price hikes, effective Sept. 10 and Oct. 1, were on 14 out of 27 basic models. They covered all screen sizes in line, including 14-in. portables, which were raised from \$100 to \$120, \$120 to \$130, \$130 to \$140.

Zenith Radio has hiked 18 TV sets (out of 52 in line) average of \$10-\$20.

**Trade Personals:** Larry F. Hardy, Philco corporate v.p., named to new position of v.p.-consumer products, in charge of TV, radio, appliance & automotive divs.; Raymond A. Rich resigns as v.p.-gen. mgr. of appliance div., succeeded by Harold W. Schaefer, engineering v.p. of appliance div. . . Henry F. DeLong, manufacturing mgr. of GE's large lamp dept., Oct. 1 becomes gen. mgr. of cathode-ray tube dept., Syracuse, succeeding J. Milton Lang, who is being reassigned; DeLong reports to L. Berkley Davis, gen. mgr. of new electronic components div. . . Henry F. Callahan promoted to gen. mgr. of Sylvania lighting div., Salem, Mass. . . Gordon L. Fullerton, mgr. of Sylvania CR tube plants in Ottawa, O. & Fullerton, Cal., also assumes direction of Hatboro, Pa. plant . . . John S. Mills, ex-Crosley-Bendix gen. sales mgr. and one of founders of old Tele-tone Radio, forms Mills Electro-Dynamics Corp., 4133 Lejeune Road, Coral Gables, Fla., for production of complete hi-fi systems . . . Verne Roberts, ex-Raytheon, named sales mgr. of Magnavox's Spartan div., headquartered in Magnavox's newly acquired Sentinel Radio plant, Evanston, Ill. . . Herbert J. Naper, ex-Montgomery Ward & Webster-Chicago (now Webcor), named sales mgr. of Admiral International . . . Milton Auster, Olympic Radio field sales mgr., promoted to director of branch operations; Wm. Goldy, pres. of Los Angeles factory branch, named western operations director . . . Harold J. Schulman, ex-CBS-Columbia, Admiral & DuMont, joins Trav-Ler Radio as asst. to pres. Joe Friedman . . . Marvin E. Weck, ex-Management Systems Inc. & Montgomery Ward, named operations director of Columbia Records' LP Record Club, reporting to v.p. Norman A. Adler . . . B. P. E. Wolbarst appointed national sales v.p., Master Video Systems Inc.

**DISTRIBUTOR NOTES:** Jos. M. Zamoiski Co. this week relinquished Philco franchise in Washington and Baltimore after 21 years, will take on Zenith TV-radio-phono line from disbanded Simon Distributing Co., and will continue with Whirlpool-Seeger laundry line. Hotpoint Appliance Sales Co. is planning branch in Washington to take over Hotpoint white goods from Simon and start distribution of its new TV line. GE transferred its TV-major appliance distribution in Washington from GE Supply Co. to newly formed GE Appliances Co. (Chesapeake branch). GE Supply Co. will continue with radios and small appliances . . . RCA Victor Distributing Corp. appoints Edward L. Dodelin v.p. & mgr. of Buffalo branch, succeeding Wm. E. Boss, who assumes Dodelin's position of v.p. in charge of staff sales, Chicago . . . Philco Distributors Inc., Philadelphia, appoints Pat Cocchiaraley as appliance sales mgr., succeeding Leonard Gross, now radio sales mgr. of parent company . . . Cooper Distributing Co., Newark (Motorola) appoints Howard Gross, ex-CBS-Columbia, as TV-radio mgr., succeeding Robt. Baron, now in charge of appliances.

H. J. Hoffman, Machlett Labs, reappointed chairman of RETMA membership & scope committee; Lewis D. Spencer, Motorola, renamed tax committee chairman.

**Color Trends & Briefs:** Color every night—sometimes as much as 3 straight hours—is promised for the new season by NBC pres. Robert Sarnoff, who said network's color schedule will be increased more than 500% this fall. Nighttime color programming in fourth quarter will total 120-130 hours compared to 22.5 hours in fourth quarter last year; monthly color—including daytime—will average 80 hours during fall-winter season. Fall nighttime color schedule will include:

- Sundays—Chevy Show, Alcoa Hour, Goodyear Playhouse, Hallmark Hall of Fame, rotating, 9-10 p.m.
  - Mondays—Robert Montgomery Presents, 9:30-10:30 p.m.; Producer's Showcase, one week in 4, 8-9:30 p.m.
  - Tuesdays—The Big Surprise, 8-8:30 p.m.; Noah's Ark, 8:30-9 p.m.
  - Wednesdays—Kraft TV Theatre, 9-10 p.m.
  - Thursdays—Dinah Shore Show, 7:30-7:45 p.m.; Lux Video Theatre, 10-11 p.m.
  - Fridays—Walter Winchell Show, 8:30-9 p.m.; Chevy Show, one week in 4, 9-10 p.m.
  - Saturdays—Perry Como Show, 8-9 p.m.; several Your Hit Parade shows, 10:30-11 p.m.; Oldsmobile Spectacular, one week in 4.
- Daytime color will include: Matinee Theatre, daily 3-4 p.m., and Washington Square, new Ray Bolger series, alt. Sun. 4-5 p.m.

\* \* \* \*

**Two-sets-in-every-home, color div.:** In Lansdowne, Pa., E. Matlack told RCA dealer Fred Holtby that his family decided to trade black-&-white set for second color set because: "We think color TV is so far superior. We're not too anxious to watch black-&-white. We feel that in a very short time almost every show on TV will be colorcast."

Aug. color billings of \$135,000, representing sale of about 270 sets to dealers, are reported by RCA Washington distributor Southern Wholesalers. Says v.p. John O'Connor: "Our promotions are stressing the '3 Ps of color'—price, picture size, programming."

**Electronics Reports:** Single navigation system for all types of aircraft, combining parts of military TACAN and civilian VOR/DME into common VORTAC system, was recommended this week by govt. Air Coordinating Committee. Ending 2-year dispute over which system is preferable, ACC decided to merge civil VOR—vhf omnidirectional radio range which tells civilian planes their direction from stations—with distance measuring component of TACAN.

Switch to new system by mid-1959 will involve: (1) New ground installations, costing \$56,000,000 first year of changeover, \$15,000,000 second year, \$10,000,000 each of several years thereafter. (2) Changeover by 123 planes licensed for old-type DME to new VORTAC DME by 1960, plus purchase of VORTAC DME by many civilian planes which now use no distance measuring equipment. (3) Equipping some military aircraft to receive VOR signals.

Where tactical requirements demand, military planes will use complete TACAN system, which means that 2/3 of 295 ground installations planned by 1959 will have overlapping equipment. CAA estimates that 30,000 civil aircraft already are equipped with VOR.

\* \* \* \*

**ELECTRONICS PERSONALS:** Maj. Gen. Charles T. (Buck) Lanham, USA ret., v.p. & director of Penn-Texas Corp. and onetime chief of public relations for Gen. Eisenhower at SHAPE, elected a director of Hallicrafters, now a Penn-Texas subsidiary . . . Dr. I. I. Rabi, Columbia U physics professor who won Nobel Prize in 1944, and Wm. Gregory Jr., N. Y. investment banker, elected directors of Hycon Mfg. Co., Pasadena, Cal. . . . Gill Robb Wilson elected a director of Ultrasonic Corp. . . . H. Chapman Rose, Cleveland attorney and former Under Secretary of the Treasury, elected a director of Clevite Corp.

Quest for specialized manpower, which led Zenith to advertise for electronic engineers in London, has led GE to advertise for engineers in Italy and Remington Rand to place "urgent" ad in Zurich, Switzerland newspaper offering free passage to U. S., 2 years of training, good pay.

**Network Color Schedules**  
(September 2-15, 1956)

- Sept. 2—NBC: Zoo Parade, 5-5:30 p.m.; Alcoa Hour, 9-10 p.m.
- Sept. 3—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 4—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 5—NBC: Matinee Theatre, 3-4 p.m.; Kraft Television Theatre, 9-10 p.m.
- Sept. 6—NBC: Matinee Theatre, 3-4 p.m.; Lux Video Theatre, 10-11 p.m.
- Sept. 7—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 9—NBC: Film, "The Magic Box," 8-9 p.m.
- Sept. 10—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 11—NBC: Matinee Theatre, 3-4 p.m.; Kaiser Aluminum Hour, 9:30-10:30 p.m.
- Sept. 12—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 13—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 14—NBC: Matinee Theatre, 3-4 p.m.
- Sept. 15—NBC: Perry Como Show, 8-9 p.m.

Academy of Advertising Arts, San Francisco (Richard Stephens Jr., director) has added course in color TV as result of watching KRON-TV's recent closed-circuit color clinic for advertisers and agencies. Course consists of 20 weekly lectures and demonstrations by Wm. Wagner, KRON-TV art director.

First delayed kine of live color show is scheduled for broadcast Sept. 29 from NBC's Burbank studios, as engineers rush installation of lenticular film system to enable color shows to be photographed and processed as fast as black-&-white.

Color sales development unit has been set up by WNBQ, Chicago, first to be formed by local station, will be managed by Howard W. Coleman, ex-adv. & promotion mgr.

**ELECTRONICS MANUFACTURERS,** their identities as such often obscured by fact they're best known in other fields, notably aircraft and motors, held high ranking among top 1955 defense contractors. List of the 35 contractors who accounted for 56% of defense contracts last calendar year, released this week by Defense Dept., includes GE, AT&T, RCA, Philco, Avco, Raytheon, Collins Radio, among others less well known for their work in telecommunications and related electronics arts. The list:

Rank	Company	Millions of Dollars	% of U.S. Total
1.	Boeing Airplane Co.	797.2	5.2
2.	North American Aviation Inc.	790.9	5.2
3.	General Dynamics Corp.	781.7	5.1
4.	United Aircraft Corp.	587.4	3.8
5.	General Electric Co.	570.2	3.8
6.	American Tel. & Tel. Co.	505.3	3.3
7.	Ford Motor Co.	472.2	3.1
8.	Lockheed Aircraft Corp.	412.7	2.7
9.	Curtiss-Wright Corp.	354.7	2.3
10.	Douglas Aircraft Co. Inc.	291.1	1.9
11.	Glenn L. Martin Co.	271.4	1.8
12.	Hughes Aircraft Co.	205.9	1.3
13.	Bendix Aviation Corp.	194.1	1.3
14.	General Motors Corp.	182.1	1.2
15.	McDonnell Aircraft Corp.	172.9	1.1
16.	Standard Oil Co. (N. J.)	155.1	1.0
17.	Chance Vought Aircraft Inc.	143.8	1.0
18.	Republic Aviation Corp.	139.2	0.9
19.	Merritt-Chapman & Scott Corp.	131.5	0.9
20.	International Business Mach. Corp.	128.4	0.8
21.	Sperry-Rand Corp.	127.7	0.8
22.	Radio Corp. of America	125.7	0.8
23.	Goodyear Tire & Rubber Co.	106.5	0.8
24.	Brown-Raymond-Walsh	100.6	0.7
25.	Standard Oil Co. of California	98.4	0.7
26.	Philco Corp.	97.6	0.6
27.	Avco Mfg. Crp.	84.5	0.6
28.	Cities Service Co.	82.4	0.5
29.	General Tire & Rubber Co.	70.0	0.5
30.	Pomcroy-Hawaiian-Bechtel	66.4	0.4
31.	Texas Co.	64.5	0.4
32.	Alco Products Inc.	64.4	0.4
33.	General Precision Equipment Corp.	62.1	0.4
34.	Raytheon Mfg. Co.	59.7	0.4
35.	Collins Radio Co.	57.8	0.4



**Financial & Trade Notes:** Teleprompter Corp., having scored another triumph with its oft-mentioned and frequently-televized prompting device at the recent political conventions, this week sold Western Union 20,000 of its authorized but unissued shares at \$25. This \$500,000 purchase, plus agreement to buy \$250,000 worth of 4% subordinated convertible debentures, in effect gives Western Union a 14% interest in Teleprompter—or 16%, assuming conversion of the subordinated note and assuming exercise in full of presently outstanding employe options on 25,300 shares. The sales are subject to stockholder ratification at meeting Sept. 11.

Teleprompter Corp., whose trade-name has virtually become a generic term for automatic cueing, will use the funds to retire approximately \$300,000 in bank borrowings and for working capital. Its engineers will be given free access to Western Union laboratory facilities.

It's Western Union's first venture into the "show business" aspects of electronics and communications, though it has been investing in other enterprises and only this week joined again with American Broadcasting-Paramount Theatres Inc. in another electronics venture via minority investment (see adjoining column). Pres. Walter P. Marshall said the \$750,000 Teleprompter investment "makes a continuation of our policy of diversifying our activities by acquiring an interest in companies whose present and future operations have applications for use in our communications interests."

Traded over-the-counter, Teleprompter has been quoted at 22 to 29½ so far this year, closed Aug. 31 at 25 bid, 26½ asked. It was organized about 5 years ago by its pres.-chairman Irving B. Kahn, then with 20th Century-Fox, after that firm had evinced no interest in exploiting the electronic prompting device perfected by Hubert J. Schlafly Jr., one of its engineers, and Fred Barton. They're now Teleprompter's engineering and Hollywood vice presidents, respectively.

While the device is now used by all the networks, many ad agencies and about 100 TV stations, more than half the firm's business now involves servicing group meetings for industries (among clients: General Motors, Standard Oil of N. J., RCA) and for civic, religious, educational & political organizations.

Walt Disney Productions earned \$2,091,975 (\$1.60 a share) on revenues of \$20,371,831 in 9 months ended June 30, according to SEC registration covering proposed offering of \$7,500,000 subordinated debentures due 1976 and convertible into common through Sept. 1, 1966. Comparable 1955 figures are unavailable, but in fiscal year ended Oct. 1, 1955 firm earned \$1,352,576 (\$1.04, adjusted for 2-for-1 stock split) on \$24,638,652. TV film sales accounted for 23% (\$4,747,304) of 9-month revenues, movies 55.7%, other sales 21.3%. In fiscal 1955, TV film accounted for only 10% (\$1,961,121), movies 72%, other sales 18%. Firm disclosed that Disneyland Park, of which it owns 34%, earned \$187,891 between opening July 18, 1955 and July 29, 1956, after charging off \$887,692 pre-opening expenses & \$1,792,437 depreciation.

Twentieth Century-Fox reports net income of \$2,156,670 (82¢ a share) for 6 months to June 30 vs. \$2,790,800 (\$1.06) in same 1955 period. Second quarter net was \$1,695,931 (65¢) vs. \$1,366,989 (52¢). For half year, film rentals fell to \$47,321,374 from \$50,962,792; TV rights brought in \$2,340,000 this year, nothing last year.

Ampex Corp., whose videotape recorder was big hit of NARTB convention in April (Vol. 12:16), earned \$311,275 (58¢ a share) on sales of \$10,196,967 in fiscal year ended April 30, compared to \$365,736 (69¢) on sales of \$8,163,663 in preceding fiscal year.

Firm's 1955 net earnings were \$96,743 (81¢ per share) on gross revenue of \$1,215,559 as against \$38,589 (38¢) on \$533,661 in 1954 (Vol. 12:13). First-half 1956 report, not yet released, will show net profit equal to total for 1955, according to Kahn. Of the company's 122,000 shares outstanding (now 142,000 plus 25,300 optioned) out of 250,000 authorized, Kahn holds the largest single block—20,000—and has options on 8100 more at \$13.20. Fred Barton holds 16,552 shares and has options on 1500 more, also at \$13.20; Hubert J. Schlafly Jr. holds 13,350 and has options on 6400 at same price; sales v.p. Herbert Hoebler Jr. holds 4685 and has options on 2800 at \$23.75.

The 10-year 4% debentures are convertible into common at \$30 in first 5 years, at \$35 thereafter. Western Union first became interested in Teleprompter Corp. in connection with project for an all-televcasting industry private wire communications system to interconnect networks, reps, agencies, programmers, et al, with stations throughout the country (Vol. 12:26)—a leased-line system of its own such as airlines and banks operate. This project is still in the planning stages and will be subject of report shortly to be submitted to recently formed industry committee.

\* \* \* \*

Western Union and American Broadcasting-Paramount Theatres Inc. this week purchased 25% interest each in Wind Tunnel Instrument Co. Inc., Newton, Mass., paying approximately \$400,000 for 33,950 shares each, balance to be held by officers and employes of Wind Tunnel whose management continues under pres. Lawrence Bernbaum, onetime MIT teacher and inventor. Firm specializes in aeronautical research, engineering and instrument making, its principal customers being aircraft & engine manufacturers, university labs and U. S. & foreign govts. Funds will be used for expansion, with tripled sales volume foreseen by Bernbaum within next few years.

It's third such investment venture made jointly by AB-PT and Western Union in last few years. Each owns one-third of stock of Microwave Associates Inc., Boston, designers and producers of magnetrons, silicon diodes, radar components, test equipment, etc. Last March, each also purchased 22% stock interest in Technical Operations Inc., Arlington, Mass., nucleonics, electronics & operations research firm (Vol. 12:1, 7).

**Dividends: Consolidated TV & Radio Broadcasters Inc.** (Bitner), 28¢ on common, 5¢ on B, payable Oct. 1 to stockholders of record Sept. 14; Penn-Texas Corp., 2½% stock div. Sept. 30 to holders Sept. 7 (same as paid in June quarter); Capitol Records, 25¢ Sept. 30 to holders Sept. 15; Wells-Gardner, 20¢ Sept. 14 to holders Sept. 5; Arvin Industries, 50¢ Sept. 29 to holders Sept. 10; Decca Records, 25¢ Sept. 28 to holders Sept. 14; Zenith Radio, 75¢ Sept. 27 to holders Sept. 7; Republic Pictures, 25¢ on preferred Oct. 1 to holders Sept. 10; 20th Century Fox, 40¢ Sept. 29 to holders Sept. 14; Universal Pictures, 25¢ Sept. 28 to holders Sept. 14.

Skiatron Electronics & TV Corp. and wholly-owned subsidiary Skiatron Broadcasting Co. report to SEC profit of \$6289 on sales of \$210,301 in first 6 months of 1956 vs. loss of \$47.66 on sales of \$95,356 in same 1955 period. Frank V. Quigley, firm's secy., has been elected treas., replacing Kurt Widder, who continues as gen. counsel.

Sprague Electric earned \$1,028,080 (83¢ a share) on sales of \$21,835,551 in first 6 months of 1956, compared to \$1,485,724 (\$1.20) on sales of \$21,083,045 in same 1955 period.

Flurry in Storer stock that saw 12,100 shares traded on NYSE last week (Vol. 12:34) subsided this week; only 2600 shares were traded during the week, and it closed Aug. 31 at 29—week's high being 29¾, low 28¼.

**F**LAT PICTURE TUBE'S long gestation appears nowhere near termination, as far as home TV receivers are concerned, according to Kaiser Aircraft & Electronics Corp. (formerly Willys Motors electronics div.). When first reported under development for military use last year (Vol. 11:3, 30), it was thought day of picture tube 2-3 inches thick wasn't far off. Though tube was demonstrated and described at Western Electronics Convention in Los Angeles last week, and engineer Franklin Chiang spoke enthusiastically about home-TV possibilities, Kaiser spokesman at Oakland, Cal. headquarters told us this week:

"We haven't even got it down pat for the Navy yet. We'd love to have it for TV, but we don't. It's strictly research now; there are no production people working on it. There's trouble sealing the tube right now. All the production prototypes have gone to the military, and we're also working on a tube for the CAA. We've done it in color—both 2-color and 3-color—but the military is interested only in 2-color tubes. We really have to get the military job done before we think about commercial TV. We haven't licensed other tube makers to produce the tube."

Tube demonstrated at Western Electronics Convention gave picture 8-in. square, reportedly good quality—viewable from both sides, incidentally. Larger tubes, around 15-in., have been produced.

Though flat tube may eventually bring smaller, thinner TV cabinets, it's totally different from "picture-on-the-wall" or "mural TV" approach of RCA & GE (Vol. 10:52). Both are experimenting with "light amplifiers," devices which use no electron tubes. Presumption is that these will make possible screen actually no thicker than a picture.

Military purpose of tube is to simplify aircraft instruments. One proposal was to mount 2 in plane—one directly in front of pilot, other below it. Being transparent, first tube wouldn't interfere with pilot's vision during contact flight, but on instrument flight would display information on altitude, speed & position, plus mountains, etc. Second tube would provide radar-like map of earth below, plus information on fuel, distance to base, etc.

Spurt in applications characterized this week's filings—4 for conventional stations, 5 for uhf translators. The applications: For Ch. 13, Alliance, Neb., by Frontier Bcstg. Co., operators of KFBC-TV, Cheyenne, and KSTF, Scottsbluff; for Ch. 3, Wilmington, N. C., by Carolina Bcstg. System, owner of WNCT, Greenville; for Ch. 13, Sioux Falls, S. D., by Morton H. Henkin, 50% owner of KSOO; for Ch. 3, San Angelo, Tex., by banker Lowell Smith and auto dealer Joe N. Weatherby. Translator applications: For Ch. 76, 79 & 82, Palm Springs, Cal., by non-profit Palm Springs Translator Station Inc. (Howard Morris, pres.); for Ch. 70, Cortez, Colo., by non-profit TV Inc. (John E. Moss, pres.); for Ch. 71, Ellensburg, Wash., by club Kittitas Valley Assn. (Frank E. Beckner, pres.). Total applications on file: 122 stations (25 uhf), 21 translators. [For details, see *TV Addenda 23-H* herewith.]

U. S. Information Agency's TV div. reached estimated 40,000,000 persons overseas in first half of 1956 with 460 programs telecast over 150 stations, according to USIA's semi-annual report to Congress. Programs included: popular *Report from America*, shown monthly over BBC at 7:50 p.m., soon to be produced in French, Italian, Spanish & Portuguese; *Opening New Paths in the Americas*, new series in Spanish & Portuguese for Latin America; news & special events; adaptations of domestic shows. Other USIA TV activities: film supplements to commercial newsreels abroad; help to foreign govts. in planning closed circuit educational TV.

Add closed-circuit uses: (1) GPL vidicon cameras and Raytheon microwave relays enable resident engineer to supervise work on Long Sault and Barnhart Dams—part of \$600,000,000 St. Lawrence power project near Massena, N. Y.—at point between sites, saving hours of travel time. (2) At Philco govt. & industrial div., Philadelphia, single guard monitors 3 entrances to classified areas, allows authorized personnel to enter by releasing electric locks on doors, (3) Soldiers at Ft. Monmouth, N. J. were required to view pre-Labor Day safety film, "Slow Down & Live," via closed-circuit system Aug. 30. (4) GE is using closed-circuit TV (in color) in lieu of periscopes for crane operators handling radioactive material at Hanford, Wash. plutonium plant; system comprises 2 camera pickups, two 7-in. monitors.

Closed-circuit educational TV experiment costing \$179,000 will be launched by N. Y. State Education Dept. Oct. 1, when 2 high schools in Hempstead, L. I. and 2 state teachers colleges in Albany and Brockport are hooked up. Master Video Systems Inc., 37 W. 53rd St., N. Y., is leasing equipment to State, which plans to have about twenty 24-in. receivers installed in each school. It's far cry from ambitious state-financed educational TV network, for which U of N. Y. State has been holding 8 uhf CPs since 1952 but has been unable to build for lack of money—or even from the \$900,000 scaled-down version requested by Gov. Harriman.

Unusual use of closed-circuit TV, as reported by John Gunther in "Inside Las Vegas," written for Aug. 26 *American Weekly*: Sands Hotel has small TV camera watching every roulette wheel, so that proprietor and friends can sit in a back room and observe play all over casino. Author Gunther also relates how Wilbur Clark's Desert Inn has a TV near the doorway so that any visitor may be seen approaching. In his own bedroom, Clark also has a TV set that descends from ceiling by push of a button, enabling him to watch shows while lying in bed.

CBS and Zenith have settled suit growing out of CBS's cancellation of pro-subscription TV commercial on *Omnibus* (Vol. 11:15, 12:12). Terms of settlement weren't disclosed. After cancellation of commercial, Zenith dropped its sponsorship, sued for \$100,000 in breach of contract damages and \$113,747 claimed to be due in rebates. CBS filed countersuit for \$137,817, claiming it due for Zenith's share of production costs. Suit was withdrawn through stipulation of parties in N. Y. Federal district court.

First Afghanistan view of TV came Aug. 26 at Jeshyn Fair, Kabul, when King Mohammed Zahir Shah appeared on closed-circuit TV before 8000 subjects at U. S. exhibit sponsored by Commerce Dept.'s Office of International Trade Fairs. At Izmir Fair, Turkey, 18,000 saw U. S. TV on opening day Aug. 20 (Vol. 12:34). Similar TV exhibits are set for fairs in Stockholm, Sept. 1-16; Salonika, Greece, Sept. 2-23; Zagreb, Yugoslavia, Sept. 7-20; Bangkok, Thailand, Sept. 7-22. Color telecast of mock surgical operation will be shown at Vienna Fair, Sept. 9-16.

President Eisenhower's live-TV news conference at Republican convention last week (Vol. 12:34) was a one-shot—and President himself says it probably won't set precedent for live coverage of his regular news conferences in Washington, now filmed. Asked about it at Aug. 31 meeting with newsmen, he replied that San Francisco arrangements were special and reflected unusual circumstances of a political convention.

Westinghouse's meter div., Baltimore, reports perfection of a "Load Survey Recorder," tape-recorder metering device that can tell power companies exactly when residents are using electrical appliances and how much power they require.

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# Television Digest

with ELECTRONICS REPORTS

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 8, 1956

WEAVER QUILTS NBC, which names McAvity, Denny, Clifford, Adams as executive v.p.'s under Sarnoff in new functional regrouping of all activities (pp. 1 & 5).

\$10 BILLION BEING SPENT on all advertising media this year, TV accounting for well over 12%. What final McCann-Erickson figures for 1955 show (pp. 1-2).

ALLOCATIONS "ANOMALIES" tackled by engineering group, as organizations prepare for FCC-industry uhf-research meeting and rule-making deadlines (p. 3).

HYDE & BARTLEY FIGHTING multiple-ownership rules relaxation, fearing "concentration," but majority leans toward easing restrictions (p. 3).

POLITICAL TELECASTING a main feature of next week's Gore committee hearings. Celler aims to explore gamut of networking in 10 days (p. 4).

\$15,000-a-WEEK FOR 52 MGM pictures reportedly being paid by Colgate-Palmolive for Fri. night one-time runs on Los Angeles' independent KTTV (p. 6).

SPREAD OF FACTORY SERVICING appears inevitable despite antagonism of dealers and local servicemen. GE, Philco, others going ahead (pp. 10-11).

STATUS OF PHILCO explained by Skinner; 1956 earnings will be lower but worst humps are over—costly home laundry, automation, transistor ventures (p. 12).

NEW U. S. HOUSEHOLDS may form at rate of 778,000 a year until 1960; 1,200,000 a year by 1970; could total 67,000,000 by 1975, says Census (p. 14).

500 COLOR SETS IN HOTELS reported by Wells TV, major installer. Expansion of color programs under way, with CBS also readying big shows (p. 9).

COVERAGE CALCULATIONS pertinent in Spartanburg case, court rules, rebuking FCC. First translators granted, one now on air in Hawthorne, Nev. (p. 8).

READING'S PIONEER UHF quits air, unable to stand competition from nearby vhf's—62nd uhf to give up ghost. Notes on upcoming new stations (p. 8).

**WEAVER RESIGNS, NBC EXECUTIVE SHAKEUP:** Topside reorganization of NBC, disclosed at lengthy board meeting Sept. 7, brought unexpected but oft-rumored resignation of Pat Weaver as chairman of the board and long-awaited regrouping of executive setup into 4 new functional entities, each headed by an executive v.p. reporting to president Robert W. Sarnoff. The realignment of duties follows recommendations of survey made by management consultants Booz, Allen & Hamilton.

Weaver would say only that he had resigned "without recriminations"; that his contract does not preclude him from continuing in TV; that he has "lots of TV plans" but isn't going to do anything about them for rest of this year; that "I don't know where I'm going to do them but I am going to do them." Neither NBC nor RCA hierarchy would talk about the resignation, except to refer to Weaver in most affectionate terms, but the scuttlebutt was that the final parting was result of disagreement over policy & program ideas deemed too costly for NBC to undertake.

New big 4 management structure has the following v.p.'s promoted to executive v.p.'s: Thomas A. McAvity, for TV network programs and sales; Charles R. Denny, for operations; John M. Clifford, for administration; David Adams, for corporate relations. (For further details, see p. 5.)

**TV'S SHARE OF THE \$10 BILLION AD BUDGET:** This year's grand total U.S. advertising volume (all media) should pass \$10 billion, as against approximately \$9.2 billion in 1955 -- and TV should account for at least \$1,235,000,000 of it, or approximately 20% more than the \$1,025,300,000 it racked up in 1955.

The \$10 billion forecast is Printers' Ink's, based on final revisions this week of its preliminary tables of advertising expenditures by media released in Feb. (Vol. 12:6). Whereas we were able to state then that about \$1 out of every \$9 went into TV in 1955, the figure should climb to a whopping 12-plus percent for 1956.

The tables are prepared by McCann-Erickson research under the direction of Robert J. Coen, and they've come to be so firmly accepted by the advertising frater-

nity generally that we've made it a point to publish them regularly both in preliminary and final forms -- with the generous permission of Printers' Ink.

Final revisions for all media for 1955 (with some changes made also in 1954 figures) are embraced in the 1946-55 tabulations (our own quick-reference format) printed below. We suggest you clip this tabular and paste it over the one carried on p. 24 of our last TV Factbook (No. 23).

\* \* \* \*

Interest in these figures always runs high, for each medium likes to know what share of the total budget it's getting and what are trends. Hence they're issued in preliminary form first, and in the case of TV are frankly estimates that await check against FCC's annual audits. But the preliminary figures usually stand up fairly well, as witness last February's \$1,005,000,000, now revised to \$1,025,300,000.

These are actual dollars spent on the medium, including time, talent, production and all other costs -- what the advertisers paid. The McCann-Erickson formula, tested over the years, is that total TV volume can be adduced by multiplying network time costs by a factor of 1.75, spot time costs by 1.17, local time costs by 1.5. In other words, an additional 75¢ is spent by the advertiser for every \$1 paid for network time, an added 17¢ for every \$1 for spot, 50¢ for every \$1 local.

Thus we're given \$540,200,000 as the total sum spent on the networks in 1955, \$260,400,000 on spot, \$224,700,000 on local. TV is exceeded only by newspapers and direct mail. There's a column showing the radio breakdowns, too (factors here being time cost multiplied by 1.4 for network shows, 1.08 for spot, 1.2 for local) -- and it shows interesting trends when studied against figures for preceding years.

The \$1,235,000,000 guesstimate for 1956 was projected for us by Television Bureau of Advertising, and it looks about right to us. The 1956 breakdown should be about like this: network \$640,000,000, up about 19%; spot \$325,000,000, up 25%; local \$270,000,000, up 20%. At all events, the Sept. 7 Printers' Ink assures: "TV will continue to be the major source of potential gain for 1956."

## Annual Volume of Advertising in United States By Media, 1946-1955

(Final revised figures)

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission  
(In Millions of Dollars)

MEDIUM		1946	1947	1948	1949	1950	1951	1952	1953	1954	1955
TELEVISION	Total	....	....	....	57.8	170.8	332.3	453.9	606.1	809.2	1,025.3
	Network	....	....	....	29.4	85.0	180.8	256.4	319.9	422.2	540.2
	Spot	....	....	....	9.2	30.8	69.9	93.8	145.5	206.8	260.4
	Local	....	....	....	19.2	55.0	81.6	103.7	140.7	180.2	224.7
RADIO	Total	454.4	506.4	561.6	571.4	605.4	606.3	624.1	611.2	558.7	539.3
	Network	199.6	201.2	210.6	203.0	196.3	179.3	161.5	141.2	114.4	82.9
	Spot	98.2	106.4	121.1	123.4	135.8	138.3	141.5	145.6	134.9	129.7
	Local	156.6	198.8	229.9	245.0	273.3	288.5	321.1	324.4	309.4	326.7
NEWSPAPERS	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	3,087.8
	National	247.8	335.6	393.7	475.7	533.4	548.9	562.4	642.7	635.1	743.3
	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	2,344.5
MAGAZINES	Total	426.5	492.9	512.7	492.5	514.9	573.7	615.8	667.4	667.9	729.4
	Weeklies	201.7	245.5	257.5	245.4	261.1	296.8	325.3	350.7	362.7	396.4
	Women's	126.7	132.9	133.4	128.6	129.4	143.6	148.8	158.2	151.9	161.1
	General	75.7	85.3	86.5	83.6	87.5	95.0	101.2	117.9	114.3	133.4
	Farm	22.4	29.2	35.3	34.9	36.9	38.3	40.5	40.6	39.0	38.5
FARM PUBLICATIONS (other than those under Magazines)	Total	13.9	19.5	20.4	20.5	21.2	25.7	29.4	30.8	31.8	33.8
DIRECT MAIL	Total	334.4	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	1,202.4	1,298.9
BUSINESS PAPERS	Total	211.2	232.5	250.9	248.1	251.1	292.1	365.2	395.0	407.5	446.2
OUTDOOR	Total	85.9	121.4	132.1	131.0	142.5	149.2	162.1	176.3	186.9	192.4
	National	60.1	78.9	89.2	88.4	96.2	100.7	109.4	119.0	126.2	129.9
	Local	25.8	42.5	42.9	42.6	46.3	48.5	52.7	57.3	60.7	62.5
MISCELLANEOUS	Total	679.6	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,524.6	1,604.4	1,841.3
	National	385.4	400.8	508.8	539.8	610.1	693.1	766.0	845.4	894.5	1,045.9
	Local	294.2	372.2	438.4	469.8	515.2	572.3	642.6	679.2	709.9	795.4
TOTAL	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	5,406.8
	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	3,787.6
GRAND TOTAL		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	9,194.4

**ALLOCATIONS PREPARATIONS SHAPING UP:** FCC moved briskly this week to rectify those "anomalies" discovered in the engineering portion of its deintermixture proposals (Vol. 12:35). Having postponed to Nov. 15 deadline for filing comments, Commission this week gave industry engineers until Sept. 15 to come up with recommendations on technical data acceptable for "interim allocation purposes."

Group of top-notch engineers, members of Assn. of Federal Communications Consulting Engineers, met with Comr. T. A. M. Craven and FCC staff engineers this week. Craven outlined FCC's problem, asked for help, turned over to group all the propagation data on which the questionable curves are based.

Little trouble is expected with vhf data, which engineers consider reasonably good. Uhf is the catch, because of meager backlog of measurements available. AFCCE pres. Everett L. Dillard appointed blue-ribbon committee, headed by Stuart Bailey, to tackle job -- but filing of comments isn't limited to AFCCE. All segments of industry are invited to comment.

Commission made clear, meanwhile, that it wants comments on all-uhf move (due Oct. 1) limited only to TV; that it isn't inviting non-broadcast interests to tell how they could make better use of vhf than TV does. In answer to query from communications attorney Jeremiah Courtney, Commission stated:

"The Commission believes that it would be premature to explore alternative uses for the vhf frequencies until more progress is made in determining the full technical potential of uhf transmission and reception and the feasibility of the proposed transfer of TV to the uhf band." Organizational meeting to spark drive on uhf research has been set by FCC for Sept. 20 (Vol. 12:35).

Educational TV interests gathered in Washington this week, under auspices of Joint Council on Educational TV, to consolidate forces against attacks on their vhf channels and to plan participation in "crash research" program for uhf.

With big stake in allocations -- having 258 channels reserved for them (172 uhf) -- they pledged vigorous fight to keep unused vhf channels from being turned over to commercial interests, vowed to cooperate in fostering uhf growth.

FCC Chairman McConaughy assured educators, at Sept. 6 dinner meeting, that there's no plan afoot at Commission to hustle them out of the reserved channels. Commissioners seemed impressed as 14 educational station managers gave brief resumes of their operations to date.

RETMA pres. Dr. W. R. G. Baker warned educators, during luncheon talk, to "do less talking and more constructing," told them unused uhf channels would be difficult to hold indefinitely if all TV is moved to uhf.

Assn. of Maximum Service Telecasters continued preparations for participation in allocations research, deciding on Wilkes-Barre area as target for first uhf propagation measurements. Group is still considering selection of Washington counsel, also plans to establish Washington office with an executive director.

**FCC FOCUSES ON MULTIPLE OWNERSHIP ISSUE:** Shaping up into very sharp fight at FCC is question of relaxing multiple-ownership rules (Vol. 12:34). Commission got into the subject twice in last 2 weeks, in connection with Storer Broadcasting Co.'s proposed purchase of CP for KSLM-TV, Salem, Ore. (Ch. 3) and Storer proposal to substitute Ch. 3 for its uhf KPTV, Portland (Ch. 27). FCC approval would give Storer 6 vhf stations -- one more than allowed under present rules.

Final vote isn't yet in sight, but there's strong move within Commission to ease rules which now permit no one to own more than 5 vhf's & 2 uhfs. At same time, determined counter-move has begun -- notably by Comrs. Hyde & Bartley. They have never made any bones of fact they feel majority is much too quick to grant further acquisitions by multiple owners, particularly through purchases. Bartley usually plumps for hearings on such cases.

Arguments presented by Hyde & Bartley are in this vein: Present rules are not ideal, but no one has presented better ones. If wraps are taken off, there's bound to be concentration of stations in fewer and fewer hands. There's already too much trafficking in licenses through sales of stations. Present specific numerical

ceiling on ownership may sound arbitrary, but isn't the 25%-of-population concept also arbitrary? Why 25%? Why not 15%? Or 35%?

Comr. Hyde considers issue "on a par with allocations" in importance, says that relaxation would have a "very extensive impact on the broadcast business." "When you go to a broadcasters convention," he says, "you see that there are many, many important units in the business. It's not dominated by a few; there is no General Motors. I think it's the most important matter before the Commission."

Most of rest of commissioners, notably Chairman McConnaughey and Comr. Doerfer, look toward less restrictive policy. Some like the concept of dispensing with formulas and considering each acquisition on its merits. Some think wraps should be taken off purely broadcast entities but kept on other groups seeking simply to diversify their investments. Question of unshackling network ownership is particularly touchy right now -- because of intense Congressional scrutiny by Celler and Evins committees, et al.

Intense re-examination is going on, at any rate, and the best guess at the moment is that Commission will start rule-making, sooner or later, looking toward relaxation of its rules on multiple ownership.

Some important acquisitions still hang fire. Storer awaits FCC action on its proposed purchase of WMUR-TV, Manchester, N.H. (Ch. 9), which it plans to move nearer Boston. This week, off-air WTAO-TV, Cambridge-Boston (Ch. 56) joined Boston's WBZ-TV (Ch. 4) & WNAC-TV (Ch. 2) in opposing move, and WMTW, Mt. Washington (Ch. 8) is reported planning to do likewise.

Way is presumably clear for CBS to acquire WGTH-TV, Hartford (Ch. 18), now that opposition has evaporated (Vol. 12:35). NBC, however, still has to go through technicality of hearing to acquire WKNB-TV, New Britain (Ch. 30); hearing started Sept. 7, will continue Sept. 18, but no obstacle is seen to ultimate approval. No change in rules is required for these purchases, which would give each 2 uhfs -- allowable under existing rules.

**N**ETWORKS will have their hands full week of Sept. 10 as two Congressional committees go to work on them: (1) Sen. Gore's (D-Tenn.) elections subcommittee grilling network top-kicks, as well as GOP & Democratic bigwigs, on political broadcast practices. (2) Rep. Celler's (D-N.Y.) antitrust subcommittee beginning much-heralded hearings on network relationships with rest of industry.

Undoubtedly hoping to shake loose some free time for hard-up Democratic candidates, Sen. Gore's committee plans to examine political expenditures and contributions of all kinds, including TV-radio, in Senate Office Bldg. sessions Sept. 10-11. It has called in top campaign managers and fund-raisers of both parties, from GOP's Leonard Hall & Democrat's Paul Butler on down. From TV-radio industry, witnesses will be Ernest L. Jahneke, ABC v.p.; Richard S. Salant, CBS v.p.; Joseph A. McDonald, NBC treas.; Harold E. Fellows, NARTB pres. Gore says he wants answers on these subjects:

(1) Amount of political time contracted for between Sept. 1 and Election Day. (2) Amount of free time available. (3) Time charges and costs to networks. (4) Political broadcast policy & procedures. (5) Recommendations on legislation.

Lead-off witnesses in Rep. Celler's show in N. Y. (Room 110, Federal Bldg., Foley Square) will be TV film producers Sept. 13 (changed from Sept. 12), with the following scheduled: Ralph M. Cohn, Screen Gems; A. Frank Rheel, Ziv; John Newman, Official Films; Michael M. Sillerman, TPA. On tap for Sept. 14 are Asst. Attorney General Victor Hansen, head of anti-trust div.; John

Johnson, chairman of UHF Industry Coordinating Committee and operator of WTOB-TV, Winston-Salem (Ch. 26).

Agenda for rest of hearing, planned to run 10 days, hasn't been released, but committee said witnesses will include network presidents, station operators and representatives from other segments of TV industry.

After hassle last week between committee and network representatives over disclosure of talent contracts (Vol. 12:35), committee counsel Herbert Maletz said that networks would "cooperate"; that subpoenas weren't issued.

Hearing could develop into toughest to date, even though it will go over much of same ground other committees have explored. Sen. Magnuson's (D-Wash.) Commerce Committee went into option time and the like, but he wasn't very fierce about it. Evins committee's hearing was a quickie, didn't get far in hunt for evidence that networks and vhf decision winners were playing a happy game of political footsie with the FCC (Vol. 12:35).

Celler and his colleagues & staff are pretty dogged investigators, have spent considerable time boning up on industry. They say they intend to explore contracts and relationships between networks and affiliates, film producers, talent, FCC. In addition, they'll look into discounts to network advertisers and "problems of TV station operators."

Members of committee, in addition to Celler: Democrats—Rodino (N.J.), Rogers (Colo.), Quigley (Pa.); Republicans—Keating (N.Y.), McCullough (Ohio), Scott (Pa.). Some 4-5 are expected to be on hand most of time. Sessions are due to run every day week of Sept. 17, most of week following.

Hearings will be fertile field for FCC's network study group, which will have observer on hand—probably attorney Ashbrook Bryant.

**Personal Notes:** Eldon Campbell, ex-gen. sales mgr., Westinghouse stations, has joined Time Inc. as consultant on broadcast management affairs—his first chore, according to Time Inc. pres. Roy E. Larsen, being to start working next week with G. Bennett Larsen, general manager & 20% owner of KTVT & radio KDYL, Salt Lake City, on local station development projects . . . Gilbert A. Ralston, CBS-TV exec. producer, promoted to new post of CBS-TV director of network programs, N. Y., reporting to Harry Ommerle, v.p. in charge of network programs, N. Y.; Wm. Morwood promoted to succeed Ralston as exec. producer, with Crandall Brown, ex-MGM, succeeding Morwood as story editor . . . Wm. N. Davidson, who rose from messenger to become mgr. of NBC's WRCA-TV, N. Y., selected from RCA group to attend special course at MIT School of Business Management, Oct. 1-Dec. 7; 15 other companies also picked students for the 10-week study of the executive function and business environment . . . John Stilli named sales mgr., Westinghouse's KDKA-TV, Pittsburgh, replacing Lloyd G. Chapman, recently resigned to join Vic Maitland & Assoc. as TV-radio director; Don Trageser succeeds Stilli as radio KDKA sales mgr.; B. Calvin Jones, production mgr., KYW-TV, Cleveland, appointed KDKA-TV program mgr.; Paul G. O'Friel, from N. Y. office, named adm. asst. to Harold C. Lund, v.p. & gen. mgr. . . . Harry Trigg promoted to director of programming for WNBQ & WMAQ, Chicago, succeeding George Heinemann, recently named program mgr. of WRCA-TV, N. Y.; Trigg reports to Henry T. Sjogren, asst. gen. mgr. of the NBC stations . . . Wynn Nathan, MCA-TV sales v.p., is moving with his syndication staff from Hollywood to N. Y. this week; David Sutton continues as v.p. in charge . . . Garrett E. Hollihan, ex-sales mgr. ABC western div. radio network, joins Petry Los Angeles office following decision of regional network to handle own representation after Oct. 31 . . . Joseph L. Rosenmiller Jr. has resigned from H-R Television Inc. to

join with Peter Bordes, market analyst, and others in setting up station-management group; they already control WESO, Southbridge, Mass., last week purchased WINR, Pinghamton, N. Y., and its CP for Ch. 40 (Vol. 12:35) . . . Hugh Ben LaRue, sales mgr. of radio WINS, N. Y., appointed executive v.p. of KTVR, Denver, present staff under station mgr. Jon R. McKinley remaining unchanged; Denver independent's ownership overlaps with that of WINS (Elroy McCaw, John Keating, John Shaheen) . . . Dick Drummy Jr. named commercial mgr. of WFAA-TV, Dallas, succeeding Mike Shapiro, now managing director of KTVX, Muskogee-Tulsa, and KATV, Little Rock-Pine Bluff . . . Fred Dodge, ex-NBC merchandising dir., recently with Hearst, named pres. of Fisherman Press, publisher of *Fisherman Magazine* and *Tackle Industry* . . . John H. Buckstaff, ex-WTVN-TV, Columbus, named supervisor of TV-radio, Illinois Institute of Technology, Chicago, succeeding Kirk Logle, now with NBC there . . . Norwood J. Patterson named executive supervisor of TV-radio & real estate holdings of his father, Sherwood H. Patterson, owner of KSAN-TV & KSAN, San Francisco; Richard P. Bott succeeds him as gen. mgr. of KSAN-TV, with Len T. Cinnamond, ex-KNTV, San Jose, succeeding Bott as mgr. of radio KSAN . . . Tom Storey promoted to film director, WLWT, Cincinnati, succeeding Grace Payne, retired; Joe Fiorini named asst. to Storey . . . D. Donald Lonie Jr. resigns as local sales mgr., KPTV, Portland, Ore., to join Portland public relations firm of Robert H. Hancock & Assoc. . . . W. B. (Nick) Reisenweaver, chief engineer, WSJS-TV, Winston-Salem, N. C., resigns to operate own sales & service business specializing in office-to-car, intraplant and other 2-way systems.

Dr. Harry Heath, Iowa State College, elected chairman and O. J. Bue, Montana State U, vice chairman, of National Council on Radio & Television Journalism; Donald E. Brown, news editor, WILL, Champaign, Ill., exec. secy.

**NBC THIS TIME DID NOT** go outside its own organization for executive appointments—pres. Robert W. Sarnoff pointing out that each of the 4 new executive vice presidents (p. 1) has virtually “grown up” with the organization in the era of its greatest growth, meaning since the upsurge of TV. Here's the new functional setup of NBC's new Big Four:

(1) Thomas A. McAvity, already v.p. in charge of the TV network, continues as such but with the new exec. v.p. title and with all TV network program and sales executives reporting to him. It's understood NBC figures TV will soon account for at least 85% of its revenues.

(2) Charles R. Denny, now exec. v.p. for operations, continues in charge of owned-&-operated stations and spot sales, and in addition will have newly named radio network v.p. Matthew J. (Joe) Culligan reporting to him. He will also be in charge of production facilities and of NBC's program by-product subsidiary, California National Productions, formerly known as Kagan Corp., headed by v.p. Alan W. Livingston.

(3) John M. (Mac) Clifford, as exec. v.p. for administration, will have reporting to him the talent & program contract administration, law dept., treasurer, and v.p. for Pacific div. He continues in charge of personnel dept., engineering & facilities administrations and controllers office.

(4) David C. Adams, as exec. v.p. for corporate relations, heads up a newly-created group of functions consisting of station relations under v.p. Harry Bannister, NBC Washington office under v.p. Frank M. Russell, and planning & development under v.p. Hugh M. Beville Jr.

Three other vice presidents will also report directly to pres. Robert Sarnoff: (1) Kenneth Bilby, public relations v.p., in charge of press, national advertising & promotion, continuity acceptance. (2) Emanuel Sacks, staff v.p. serving as a sort of liaison with RCA, where he holds a similar title. (3) Joseph V. Heffernan, staff v.p., formerly financial v.p. Resigning is George Frey, v.p. for network sales (see p. 7).

As for Pat Weaver's resignation, Sarnoff first announced it via teletype to all stations and to the press associations. Except for the board chairmanship, and for adjustments of some executives into the new framework, it was indicated that the reorganization is now complete. Weaver's departure, at 47, after 8 years with NBC, all of them spent in TV except for the period of his promotions to pres. and then chairman last year, may or may not end the era of “great innovations” he sparked—the 2-hour and 90-min. “spectaculars,” now standard procedure on the networks and a new noun in the dictionary; the participation shows *Today*, *Home*, *Tonight*, *Wide Wide World*; and, on radio, *Monitor*.

J. R. (Jack) Poppele, TV-radio management consultant who resigned last July as Voice of America chief, has been appointed member of U. S. Information Agency's broadcast advisory committee, which also includes: Joseph A. McDonald, NBC, acting chairman; Howard S. Meighan, CBS; Frank L. Marx, ABC; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV, Houston; Chris J. Witting, Westinghouse; Prof. Donley F. Feddersen, Northwestern U; Henry P. Johnston, WABT, Birmingham; Roger W. Clipp, Triangle Publications TV-radio div. Next BAC meeting will be in Washington Sept. 13-14.

**Telecasting Notes:** Colgate-Palmolive has made first reported purchases of the newly-released MGM backlog—paying fabulous sum of \$15,000 per week for 52-week one-time runs of as many feature films on Los Angeles independent KTTV, which has scheduled them to start Oct. 12, Fri. 8-10 p.m. The \$780,000 film-&-time package deal sets some sort of record and is on a station whose Class AA rate (7-10 p.m.) is \$2000 per hour, subject to frequency discounts. Unless there's some trick bookkeeping involved, it certainly is hard-cash testimony to KTTV management's belief that movies are better than ever (for TV). The *Los Angeles Times'* station, which recently sold 25% of its stock to MGM parent Loew's Inc. for \$1,600,000 (Vol. 12:33), thus in one 1-year sale regains about one-fifth of the \$4,000,000 it's reported to have contracted to pay for the full 725 films comprising the MGM backlog . . . Not all details are out yet, and presumably Colgate-Palmolive will get the pick of the 725 availabilities—though there's some question about how many of its films MGM can legally clear, print and deliver in time. Trade talk also has it that the deal precipitated the break between Colgate-Palmolive and one of its major agencies, William Esty Co., which handles some \$12,000,000 worth of its billings for Fab, Vel, Liquid Shave, etc. They "resign" one another as of next Dec. 31 . . . If films prove big click, they could very well steal away network audience, if not actual network budgets, for more such localized purchases. KTTV-MGM are so sure of themselves, it appears, that they're booking the films opposite such Fri. night features on NBC-TV as *Walter Winchell, On Trial, Big Story*; on CBS, *West Point, Zane Grey Theatre, Crusader, Schlitz Playhouse*; on ABC, *Jim Bowie, Crossroads, Treasure Hunt, The Vise* . . . ABC-TV started the trend to films in prime time when it set up *Famous Film Festival*, with top-hole feature films, as a Sun. 7:30-9 p.m. foil against the big shows on CBS & NBC, notably CBS's Ed Sullivan. On Oct. 6 it will shift the feature over to Sat. nights at same time, featuring British films of relatively recent vintage—e.g., *Genevieve, Col. Blimp, Titfield Thunderbolt, Hamlet* (in 2 parts) . . . *Time Magazine* raises question: "Will topnotch oldtime movies on TV screens enrich or degrade U. S. television?" It cautions against overconfidence, saying some of "great" oldtimers may not look so shiny today in view of changes in America's tastes and talents. Of recent release of *Top Hat*, the Irving Berlin-Fred Astaire-Ginger Rogers smash hit of 1935, it said "combo was still

sprightly, but, technically, *Top Hat* showed its age" . . . United Artists has sold NBC's WRCA-TV, N. Y. 39 feature films never before seen on TV, including 13 in color, all 1949 or later, allowing 10 runs per picture over 3 years. Among the shows to be carried in color: *Top Banana, Melba, Sabre Jet, Man with a Million, Buana Devil*. Among the black-&-white: *Personal Affair, Jackie Robinson Story, Twist of Fate, Act of Love, I the Jury* . . . Further evidence of sponsor predilection for feature films: On CBS's N. Y. flagship WCBS-TV, 55 sponsors have taken up all time availabilities on daily *Early Show, Late Matinee, Late Show, Late Late Show* (after 1 a.m.) and *Picture for a Sunday Afternoon* . . . Warner Bros., out for more TV commercial business (first clients: Eastman Kodak, Lever Bros.), planning to open offices in N. Y. & Chicago; Walter Bien heads service, recently started at Burbank studios . . . Summertime viewing runs about half that of early spring, judging from ARB ratings. ARB found average rating of 35 prime-time network shows fell from 21.9 in March to 11.5 in Aug., when they had summer replacements. Only 2 shows scored higher than the shows they replaced—*Arthur Murray Party*, replacing *Johnny Carson* on CBS-TV; *It's Polka Time*, replacing *Ethel & Albert* on ABC-TV . . . Rodgers & Hammerstein have signed to do 90-min. musical version of "Cinderella" for CBS-TV, starring Julie Andrews, now featured in Broadway smash-hit "My Fair Lady"; it's expected to be put on in color as a Sun. spectacular . . . CBS's 90-min. *Playhouse 90* series signs Shirley Booth for 2 appearances, first as lead in "The Perle Mesta Story," second undetermined; also Eddie Cantor as co-star in "Seidman & Son," play about N. Y. garment factory owner who does not see eye to eye on social problems with son, Korean war veteran; scheduled for Oct. 11, *Playhouse 90* has Ed Wynn co-starring with son Keenan in "Requiem for a Heavyweight."

KTVR, Denver (Ch. 2) has purchased MGM's film library for \$1,000,000, according to Sept. 7 report by Loew's Inc.—and "in a separate deal" has signed agreement to sell one-fourth interest to Loew's at price yet to be determined. Station is the one founded as KFEL-TV immediately after lifting of freeze by Eugene O'Fallon, who sold it early in 1955 to J. Elroy McCaw & John Keating for \$400,000 plus assumption of \$300,000 in liabilities; they later sold half interest to John Shaheen's Founders Corp. (Vol. 11:25).

Guild Films Inc., which recently diversified into station ownership by buying WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) with radio WMAM for \$287,000 cash plus assumption of about \$350,000 in obligations (Vol. 12:23), this week reported it was acquiring 7 film program series from 5 companies in exchange for 500,000 shares of its common stock (currently quoted on ASE at 3¼) plus options to acquire 75,000 more within 12 months at \$5 a share, another 75,000 within 18 months at \$6, another 75,000 within 24 months at \$7. Last annual statement (Vol. 12:20) showed 1,032,686 shares outstanding out of 2,000,000 authorized. Pres. Reub Kaufman said new acquisitions include 182 half-hour films, 78 quarter-hour, estimated their worth at \$2,500,000, said they bring Guild library to 20 program series, 500 feature films, 190 cartoons. Latest acquisitions were purchased from Motion Pictures for Television Inc. (Matty Fox) and other lesser known companies, and include old *Sherlock Holmes, Janet Dean, Duffy's Tavern, Paris Precinct, Flash Gordon, Col. Tim McCoy & Junior Science* series.

Plans to build 303-ft. receiving antenna 3.6 mi. north-east of Wausau, Wis. airport, submitted by City TV Cable Inc., community TV system, were turned down last week by Washington Airspace Panel.

Industrialist Henry J. Kaiser said in Honolulu this week that he will build an all-color TV station and a radio station in aluminum-domed auditorium to be added to his new \$10,000,000 Hawaiian Village Hotel in Waikiki. Kaiser's Washington office said radio application is en route (though counsel Haley, Doty & Wollenberg had not received it up to Sept. 6) and that application for one of Honolulu's available TV channels (Ch. 11 & 13) will follow soon (Vol. 12:34). Honolulu's zoning commissioners haven't yet okayed Kaiser's plans and reportedly take a dim view of building stations in fashionable Waikiki. Washington spokesman admitted plans are "in a state of flux" and said possibility that Kaiser may yet buy one of 3 existing TV stations in Honolulu should not be ruled out.

Mobile microwave towers, mounted on trucks, will be used by Bell System for first time for TV Sept. 16 when remote pickup from Hillside, Ill. is made for NBC-TV's *Wide Wide World*. Hydraulic mechanisms raise towers with microwave dishes 75 ft. in 5 minutes.

Reports of interference caused by switch from Ch. 9 to Ch. 6 by CBLT, Toronto (Vol. 12:35) are exaggerated, according to CBC which issued statement this week declaring that only "a relatively small number" of interference complaints have been received.



**Network Accounts:** Trend to more co-sponsorships or alternate sponsorships of night-time half-hour shows on the networks apparently has halted, reports Sept. 3 *Sponsor Magazine*, which counts up only 33 of them booked for the new season—16 on CBS, 11 on NBC, 6 on ABC. Handy alphabetical lineup of all sponsored network TV shows and their average weekly costs, including talent, production and agency commissions but excluding time charges, is published by *Sponsor*. Tabulated are 115 night-time shows costing \$230,000,000; 37 daytime shows, \$45,000,000; 9 spectaculars thus far booked, \$20,750,000; major sports events, \$8,000,000—for grand total outlay of \$303,750,000 for programming alone. Highest priced show is *Producers' Showcase* on NBC, \$320,000 weekly; lowest priced, *Uncle Johnny Coons*, NBC, \$2350; average one-hour drama, \$57,500; average half-hour drama, \$33,000; average half-hour situation comedy, \$36,000; average weekly half-hour quiz show, \$28,000; average weekly daytime serial, \$11,500. Eleven quiz shows are booked, and they'll give away aggregate of \$8,050,000 during the season . . . Lanolin Plus to be full sponsor of *Break the Bank* on NBC-TV starting Oct. 9, Tues. 10:30-11 p.m., thru Earle Ludgin & Co., Chicago; Benrus had previously dropped out as alt. sponsor . . . Alberto Culver of Hollywood (VO-5 hair dressing) buys alt. Tue. for 13 weeks of *It Could Happen to You* on NBC-TV starting Oct. 9, Mon.-thru-Fri. 4:45-5 p.m., thru Geoffrey Wade Adv., Chicago. . . Colgate-Palmolive buys Fri. segment of *Douglas Edwards and the News* on CBS-TV starting Sept. 14, Mon.-thru-Fri. 7:15-7:30 p.m., thru Ted Bates & Co., N. Y.; Whitehall Pharmacal switches from Fri. to Thu. sponsorship . . . Planters Nut & Chocolate Co. to sponsor every 4th *Eddie Fisher Show* on NBC-TV starting Oct. 5, Wed. & Fri. 7:30-7:45 p.m., thru Lynn-Fieldhouse Adv., Wilkes-Barre, Pa.; Coca-Cola remains as sponsor of other 3 shows.

Advertising agencies aren't big business by standards applied to industrial corporations, says Daniel Seligman in his first article on "The Amazing Advertising Business" in Sept. *Fortune Magazine* (Vol. 12:35). There are in the U. S. today some 3300 of them, employing about 45,000 people. Biggest is J. Walter Thompson with payroll in excess of 4300, billings of \$220,000,000 in 1955, gross income about \$33,000,000, profit about \$3,300,000. Its share-of-market (national advertising expenditures) is only about 4%. The Big 4—Thompson, Young & Rubicam, McCann-Erickson, BBDO—in fact have just 14% of the market, says article, and top 25 have only about 36%. McCann-Erickson, it's noted, is biggest so far as TV is concerned—with billings of around \$90,000,000 annually.

Katz Agency Inc., well known as a leader in TV-radio station rep field, also is a leader among newspaper reps—and that phase of its business is subject of illustrated story in Sept. 2 *New York Times* which relates how Emmanuel Katz, who had been gen. mgr. of *San Francisco Examiner* and asst. gen mgr. of *San Francisco Chronicle* came east in 1888 to persuade eastern advertising agencies to place ad copy in western newspapers. In 1900, he opened a branch in Chicago, headed by son George R. Katz, 1897 Harvard graduate. Latter, at 83, is still chairman of the firm, and his son Eugene is president.

Rate increases: KSTP-TV, St. Paul, has raised base hour from \$1450 to \$1550. WFBM-TV, Indianapolis, Sept. 1 raised base hour from \$960 to \$1200, min. \$180 to \$225. WJIM-TV, Lansing, Mich. Oct. 1 raises base hour from \$800 to \$1000, min. \$150 to \$200. Spot increases: WAVE-TV, Louisville, Oct. 1 raises base min. from \$215 to \$230. KFSB-TV, San Diego, has raised base min. from \$170 to \$190. Rate decrease: WAIM-TV, Anderson, S. C., cuts base hour from \$200 to \$150, min. \$45 to \$30.

**ADVERTISING AGENCIES:** George H. Frey, NBC v.p. in charge of TV network sales, who has been with NBC since it was founded 30 years ago, is resigning to become a v.p. of Sullivan, Stauffer, Colwell & Bayles . . . David E. Fulmer named program director and head of Hollywood TV staff of Guild, Bascom & Bonfigli Inc. . . . Lee P. Strahorn transferred by Young & Rubicam from N. Y. to Hollywood as TV-radio supervisor; C. D. Sargent promoted to director of TV commercials, Hollywood; Robert L. Erpenbeck, ex-N. W. Ayer, named art director for TV commercials . . . Ransom P. Dunnell, ex-D'Arcy Adv. and Cunningham & Walsh, joins H. B. Humphrey, Alley & Richards as TV-radio director . . . Don Underwood named exec. v.p., Bozell & Jacobs, N. Y., in charge of electric companies public information program, Max Barnes succeeding him as Washington office mgr. . . . Vernon Baim, ex-Grant Adv., joins Kenyon & Eckhardt, N. Y. as TV art director.

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**Narrow Narrow World:** NBC-TV says it will take advantage of favorable sunspots to attempt live pickup from London on opening show of *Wide Wide World* Sept. 16, Sun. 4-5:30 p.m. Explained exec. producer Barry Wood: "There is a high point in sunspot activity every 11 years which produces unusual radioactivity. We have reached that period and *Wide Wide World* will try to take advantage of the phenomenon to make the program live up to its name in every respect. We have established a special receiving point at Riverhead, L. I., and will try to establish contact with London to get a BBC picture. If we do not get the London picture on the first program, we will continue to try on succeeding *Wide Wide World* telecasts."

It's standard operating procedure now: This week, Michael Prendergast, chairman of N. Y. State Democratic Committee, announced appointment of Peck Adv. (Sylvan Taplinger, account executive) to help run its Senatorial campaign, allotting about \$200,000 for newspaper, TV, radio, direct mail & special promotions. This week, too, Republican National Committee's farm div. appointed Bozell & Jacobs as public relations counsel.

American Legion Auxiliary, at Los Angeles convention this week, bestowed annual Golden Mike awards on *Life Is Worth Living* (ABC-TV) as best religious telecast; *Perry Como Show* (NBC-TV), best musical telecast; *Disneyland* (ABC-TV), best youth show. Radio winners: Dr. Norman Vincent Peale, religion (NBC); *Voice of Firestone* (ABC), musical; *Lone Ranger* (NBC), youth.

ABC network officials and managers of its 9 owned-&-operated TV & radio stations hold semi-annual planning & operations meeting Sept. 10-11 at St. Regis Hotel, N. Y.

**CANADIAN SETS-IN-USE** now total 2,100,000, according to estimate of F. W. Radcliffe, gen. mgr. of RETMA of Canada, making that country third—to U. S. & Britain—in number of TV sets throughout world. Last report of Bureau of Broadcast Measurement, Toronto, based on survey last Feb., showed 1,962,600 TV households in the Dominion at that time, or 49% of estimated total of 4,007,900 homes. The BBM breakdown by Provinces follows:

Province	Population	Estimated Households	Estimated TV Households	
			%	No.
Newfoundland	420,200	84,000	14	11,700
Prince Edward Island	110,100	24,500	8	1,900
Nova Scotia	689,900	170,000	38	64,000
New Brunswick	564,000	130,600	31	40,600
Quebec	4,597,400	1,042,100	58	607,600
Ontario	5,263,100	1,380,700	62	851,500
Manitoba	864,600	238,300	34	81,300
Saskatchewan	897,300	243,300	18	44,000
Alberta	1,082,100	297,600	29	85,700
British Columbia	1,328,200	396,800	44	174,300
<b>TOTAL CANADA</b>	<b>15,816,900</b>	<b>4,007,900</b>	<b>49</b>	<b>1,962,600</b>

**F**AR-REACHING ramifications to competitive TV hearings may develop from Court of Appeals decision this week in much-litigated case of WSPA-TV, Spartanburg, S. C. (Ch. 7). Delivering sharp rebuke to FCC, court held that FCC must give weight, in specific cases, to evidence on coverage as computed by propagation curves in its rules. Up to now, Commission has regarded curves as general guide rather than tool for calculating actual service in specific areas.

Court sent case back to Commission with orders to consider fact that WSPA-TV would give less coverage to Spartanburg area from Paris Mt. site than from its originally proposed Hogback Mt. site. Court concluded:

"For the Commission to deprive appellants of the propagation curves as a tool to measure coverage, while approving its own use of the curves as 'an attempt to make a rough judgment as to future economic loss,' is arbitrary and capricious." Decision has legal and engineering fraternity wondering whether Commission may be forced to permit splitting of engineering hairs in TV—something it has avoided since end of freeze and issuance of new rules in 1952.

Second phase of decision was scathing blast at principals of WSPA-TV. First applying for Hogback Mt. site, they later sought Paris Mt. site. Looking over evidence, court stated: "[WSPA-TV's] misrepresentation was calculated, deliberate and not insignificant. . ." But court went on to say it's up to Commission to determine whether this "misrepresentation so far deprives [WSPA-TV] of reliability as to disqualify it as a licensee." Court also conceded that even if site move does take some service away from Spartanburg area, Commission still has authority to decide whether other factors outweigh the fact that there's "axiomatic" injury to public in "such a curtailment

of service" resulting from the change of transmitter site.

WSPA-TV's antagonists, who've been fighting for some 2½ years, are uhfs WAIM-TV, Anderson, S. C. (Ch. 40) and WGVL, Greenville (Ch. 23), latter now off air. Unanimous decision was rendered by Judges Edgerton, Bazelon & Fahy—written by Bazelon, who is probably Commission's most severe critic on the bench.

Commission uncorked 3 CPs this week—a vhf educational and 2 uhfs. In addition, it granted its first translators, having relaxed technical rules somewhat last week.

CPs were awarded to: Ch. 8 (educational), Atlanta, to U of Georgia; Ch. 21, Roanoke, Ind. (channel allocated to Ft. Wayne), to Sarkes Tarzian, operator of WTTV, Bloomington, Ind. (Ch. 4) and applicant for Ch. 13, Bowling Green, Ky.; Ch. 16, Coos Bay, Ore., to radio KOOS.

First translator CPs: Ch. 70, Hawthorne, Nev., to Mt. Grant TV Booster Service Corp., rebroadcasting KRON-TV, San Francisco; Ch. 70 & 73, Bishop, Cal., to James R. Oliver, who will relay signals of KNXT & KRCA, Los Angeles. Hawthorne grantee took to air immediately, with Adler Communications Labs transmitter, and pres. Ben Adler reports that performance "surpassed expectations"; that grantee immediately ordered another. Adler reports he has built 100 such transmitters, has another batch of 100 under way—still priced at \$2750.

Repercussions of deintermixture "freeze" are being felt by others besides vhf grantees in affected areas. This week, Commission informed WHBF-TV, Rock Island, Ill. (Ch. 4) that its application for modification would be held in cold storage pending decision on Peoria deintermixture. WHBF-TV seeks to move 15 mi. nearer Peoria, increase ERP from 50 to 70 kw, raise antenna from 380 to 1000 ft. FCC said move would put Grade B signal into Peoria.

Commission also notified 3 applicants for Elmira's Ch. 9 they'll have to mark time until it's finally determined whether channel will be deleted, as proposed. Comr. Doerfer dissented from both actions.

**P**IONEER UHF WHUM-TV, Reading, Pa. (Ch. 61), 10th uhf to get on air (Feb. 22, 1953), went dark this week, making 62 uhf stations that have dropped out. There were no new starters this week, so on-air box score is now 486 (95 uhf). Reading's other station WEEU-TV (Ch. 33) left air June 1955 (Vol. 11:27). WHUM-TV wrote FCC this week that it could no longer withstand competition from 5 vhf signals penetrating area, decided to suspend indefinitely when lightning damaged antenna Sept. 4. Earlier this year, it reorganized in effort to overcome financial troubles, Robert C. Magee returning from Florida to take over as gen. mgr. from founder Humboldt J. Greig. Station told Commission it will keep CP but sell equipment to meet obligations.

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

WRAL-TV, Raleigh, N. C. (Ch. 5) expects to start Dec. 1, reports Washington attorney Frank U. Fletcher, whose father A. J. Fletcher is pres. & 90.27% stockholder. It will be 3rd outlet in area, which has been getting service from WNAO-TV, Raleigh (Ch. 28) and WTVD, Durham (Ch. 11), and it has signed NBC affiliation. Foundation is ready for 1000-ft. Stainless tower. Transmitter house is nearly ready, but contract for transmitter & antenna hasn't been signed yet. Fred Fletcher, holding 5.41%, will be v.p.-gen. mgr.; Ted Cramer, ex-KTVX, Muskogee-Tulsa, operations mgr.; David Witherspoon, from WRAL, promotion & publicity director; Virgil Duncan, also WRAL, chief engineer. Base hour not reported. Rep will be H-R Television.

KDIX-TV, Dickinson, N. D. (Ch. 2) has 5-kw DuMont transmitter on hand, expects to begin Oct. 1 as CBS Extended Market Plan affiliate following Sept. 20 test pat-

terns, reports gen. mgr. Orville F. Burda, 7.6% owner. Studio-transmitter building is nearly ready and 6-bay RCA antenna was scheduled for installation Sept. 5 on 520-ft. Andrews tower. Local businessmen owners include mayor Frank P. Whitney. TV personnel coming from radio KDIX are Eugene A. Spear, sales mgr.; Lauren Haacke, program director; Benjamin G. Lockerd, chief engineer. Base hour will be \$150. Rep will be Hal Holman.

KICA-TV, Clovis, N. M. (Ch. 12) began construction of studio-transmitter building Aug. 1 but hasn't set target, reports ½ owner & gen. mgr. Garfield C. Packard, ex-Raymer. It has ordered 5-kw GE transmitter, will use 200-ft. guyed Stainless tower. Rates not set. Rep not chosen.

WMVS, Milwaukee (Ch. 10, educational), hasn't set target yet, reports Wm. F. Rasche, director & principal of Milwaukee Vocational & Adult Schools, but he says plans are firming up. Grantee has accepted offer of WITI-TV (Ch. 6) to permit side-mounting of WMVS antenna at 700-750-ft. level of WITI-TV's 1046-ft. tower. Plans are to start transmitter building at site within 30-40 days. School has operated closed-circuit TV studios for 2 years, producing some 170 films & kines, many of which have been telecast by Wisconsin commercial stations.

Equipment shipments reported this week: By DuMont—5-kw transmitter Aug. 28 to upcoming WAGM-TV, Presque Isle, Me. (Ch. 8), due in mid-Sept. By RCA—25-kw amplifier Aug. 29 to WKBT, La Crosse, Wis. (Ch. 8), planning boost to 251-kw; 50-kw amplifier Aug. 30 to KLTV, Tyler, Tex. (Ch. 7), planning boost to 316-kw; custom-built 5-section superturnstile antenna Aug. 10 to WDAF-TV, Kansas City (Ch. 4).

**Color Trends & Briefs:** More than 500 hotel color set installations have been made by Wells TV Inc., 52 Vanderbilt Ave., N. Y., major entity in hotel TV field. Exec. v.p. Arnold Wells reports RCA sets have been installed or are being installed as follows: 50 in Governor Clinton, New York; all suites of Onondaga, Syracuse; 25 in Leamington, Minneapolis; 25 in Olds, Lansing; 25 in Biscayne Terrace, Miami; 25 in Washington, Indianapolis; 25 in North Park, Chicago.

Noting that most hotels lease sets, Wells says: "A company such as ours can handle the obsolescence problem, which is more serious today than ever before because color TV is so close. We find that all the hotels with which we do business want to be protected in their lease against the advent of color and we provide a method to change over from black-&-white to color.

"The hotels are also worried about picture-on-the-wall TV. In one of your recent editions it was stated that TV receivers in 1958 will be even more shallow which points to the trend. Hotels feel that they must have the latest equipment in order to be more competitive and a TV lease affords the opportunity to have the most modern sets in their rooms at all times. We, in turn, take the older sets and put them into smaller hotels at cheaper rates."

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Quiescent on color most of summer, CBS gets back in the picture in Oct., scheduling 13½ hours: *Red Skelton Show*, 9:30-10 p.m., Oct. 2, 9, 16 & 23; *Arthur Godfrey & His Friends*, 8-9 p.m., Oct. 3, 10, 17, 24 & 31; *Ford Star Jubilee*, 9:30-11 p.m., Oct. 6; *Climax*, 8:30-9:30 p.m., Oct. 11 & 25; *Bob Crosby Show*, 3:30-4 p.m., Oct. 12, 19 & 26; *Heckle & Jeckle*, 1-1:30 p.m., Oct. 14, 21, & 28.

Local color: KTVT, Salt Lake City (Ch. 4) has installed equipment for producing 56 color combinations from monochrome slides, will use color in all program promotion slides. DuMont reports order for Multiscanner film-&-slide color conversion equipment from WVET-TV, Rochester (Ch. 10).

Enlightened self-interest, as revealed in ad in Aug. 28 *New York Times* over signature of Orlando (Fla.) *Sentinel-Star*—"Martin Andersen, Editor & Sole Owner & Ad Writer": "Who's Afraid of TV? When TV came into our Town a couple years ago, like most publishers we shuddered in our boots. We expected to lose \$100,000 in national business. Instead of that, we added a few extra editions for our fine country readers and sparked up our sheet generally and we have gained several hundred thousand dollars a year in both local, national advertising and circulation since TV came to town. Maybe we ought to get a second TV station . . . We've sure done better with one than we ever did with none. Incidentally, our papers editorially broke up a log jam to get TV started. Two factions were fighting to get it and we turned the heat on, forced the weaker side to quit. No. We don't own TV. All we own is the *Sentinel-Star*, which has four times the combined circulation of Miami, Tampa, Jacksonville papers in our 5 county area."

Salute to Hollywood on NBC-TV's *Wide Wide World* Sept. 30 will bring to screen George Sidney, the director, rehearsing Kim Novak in new movie show; Mervyn LeRoy, director, host to gathering of stars in his home; Roy Rogers and his wife, Dale Evans, from their Chatsworth ranch, where movies are made; Joseph Cotten, Ernest Borgnine, Sheree North, Dan Dailey. Dore Schary, MGM v.p., will serve as spokesman for the industry, and Mary Pickford and Leon Ames will report on work of motion picture relief fund when cameras switch to the Motion Picture Country Home for the Aged and Ailing.

**Network Color Schedules**  
(September 9-22, 1956)

- Sept. 9—NBC: *Film*, "The Magic Box," 8-9 p.m.
- Sept. 10—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Kaiser Aluminum Hour*, 9:30-10:30 p.m.
- Sept. 12—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 13—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 14—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 15—NBC: *Perry Como Show*, 8-9 p.m.
- Sept. 16—CBS: *Lamp Unto My Feet*, 10-10:30 a.m.
- Sept. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, 8-9:30 p.m.
- Sept. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Big Surprise*, 8-8:30 p.m.; *Noah's Ark*, 8:30-9 p.m.
- Sept. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.
- Sept. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Sept. 21—NBC: *Matinee Theatre*, 3-4 p.m.
- Sept. 22—NBC: *Fashion Show*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

Growing pains in color development seem to be cropping up in Britain just as they did in U. S. This week, reports from London state that commercial program contractor Associated TV Ltd. is conducting experiments with "subjective color" on black-&-white sets—an "optical illusion" produced by "secret process" involving transmission of black-&-white film with "flutter" in it. U. S. went through big rash of such developments several years ago, during height of color controversy. None ever amounted to anything.

As color sales & service aid, Sylvania is offering 10-min. film "Make Way for Color" to all its electronic products district sales offices, for showings to distributors and dealers.

Color seminar for ad agencies conducted recently by WBTV, Charlotte (Ch. 3) drew attendance of 53 from the Carolinas.

RCA's color TV window display contest Sept. 19-29 offers dealers cash prizes up to \$1500 for most attractive and "representative" displays of its color sets.

Tiny TV receivers—even as small as pocket sets—are predicted by veteran electronic predictor editor Hugo Gernsback in Aug. *Radio-Electronics*. In the portable battery-operated TV line, here's what he foresees for the future: (1) Transistorized cigar-box TV, weighing 5 lb. and with collapsible plastic or fabric screen giving 7 or 8-in. wide picture. (2) Smaller set with 3-in. picture tube, accompanied by magnifying spectacles for viewing purposes. (3) "Personalized" TV set with 2 miniature picture tubes, each with ½-in. screen "attached to an eyeglass frame which brings the tiny picture less than one inch from your eyeballs." (4) "TV pocket set," weighing a little over 1 lb., measuring 6x3½-in., throwing reflected image on 3½x2½-in. screen in back of set.

Quoteworthy quotes: "Human nature poses a real challenge for the religious or educational broadcaster because many people today would rather be entertained than taught or inspired. And TV and radio are constantly striving to develop new ways to heighten entertainment values. In order to capture and hold the attention of an audience of respectable size—in fact, even to avoid having a disastrous effect on the audience levels of programs that follow—a religious or educational program must utilize a high degree of showmanship without, of course, compromising the integrity of its message. Bishop Fulton Sheen's broadcasts are just one excellent proof that this can be done successfully."—Donald H. McGannon, pres. of Westinghouse Bestg. Co., to Catholic Broadcasters Assn.

**FACTORY SERVICE PLANS KICK UP A RUCKUS:** A cause celebre of major proportions appears to be building as consequence of GE's expressed intentions to start a factory servicing program (Vol. 12:34) and Philco's avowed effort to expand its servicing operations to 16 branches by year's end (Vol. 12:35). Factory servicing programs already announced, and the prospect of more to come, have aroused intense hostility among the servicing fraternity -- especially the dealers who, as in the auto field, count on servicing as a bread-&-butter business the year round.

"I've never seen the dealers so distressed by any single event," said NARDA managing director A. W. Bernsohn. "The service dealer and the non-service dealer are both up in arms. I've received more than 40 letters of protest since GE's announcement 2 weeks ago. And some of the letters are coming from small-market areas where they know a factory service branch won't be set up.

"They are threatening to boycott manufacturers who have factory servicing by refusing to buy their tubes and components. They contend that factory servicing not only means loss of servicing business to them but also loss of TV set business. They reason, and with a fair measure of truth, that by setting up a factory servicing branch, the manufacturer tells the consumer, in effect: 'There's no need for you to buy a TV set from a dealer who has his own servicing; we'll provide the service.'

"The factories have caused much of the hostility, in my opinion," Bernsohn continued, "by not informing the parts jobbers and the dealers of the details -- where and when the branches will be set up."

Considering that there are 75,000 TV-radio technicians who make more than 500,000 service calls daily and represent a business of \$1.5 billion per year (the figures are from J. A. Milling, pres. of Howard W. Sams & Co. and a onetime v.p. of RCA Service Co.) the influence of the serviceman on set-&-parts sales, brand prestige, etc. is manifestly very great.

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Wm. L. Parkinson, planning & study mgr., GE appliance & TV receiver div., who formally disclosed GE's servicing plans at meeting of Texas Electronics Assn. in Houston 2 weeks ago, admitted that reaction of some independent service organizations has been "quite embittered -- but we expected that." He also admitted reports that GE tubes and components are "being boycotted in several markets."

GE hopes to start factory servicing by Oct. 15 or Nov. 1 in 3 test cities -- Toledo, Ft. Wayne, Columbus. "Ideally," said Parkinson, "we would then like to wait about 6 months before entering any other markets. However, I don't believe we will be able to wait. We're getting cross-pressures right now. Independent servicemen are trying to get us to hold off, but our own independent distributors are urging us to move quickly in their markets. We'll just play it by ear for the moment."

GE will franchise some independent servicemen as factory branches, Parkinson disclosed. "I did not mention that in my Texas speech, so it hasn't been reported," he said, "but just because we're setting up factory service branches in some markets doesn't mean we're sending out a crew from our factory. Where we can find a strong independent, we'll franchise him as our branch. The branches will be known as: General Electric Co. -- Appliance & TV Receiver Service.

"Let me explain our philosophy on this program. We don't want to replace any independent serviceman or take any business away from him. We're out to lend stability to the service business, to cut down on the complaints we're getting about servicing -- and, believe me, they are enormous. Frankly, we have a great deal of respect for the competence of the average serviceman -- but we also must face the fact that a very high percentage of them are unqualified. They, and only they, figure to be hurt by our program."

Philco has been moving into servicing quietly and without fanfare, and its thinking was set forth quite candidly in this column last week by v.p. Henry Paiste (Vol. 12:35). It isn't disclosing yet where it will open next, but subsidiary Philco Service Co. has servicing setups in New York, Chicago, Philadelphia, Detroit, Newark & Silver Spring, Md. Latter is a suburb of Washington; it's the latest setup to get under way, and its local advertisements this week were tipoff to its purpose of providing "direct factory service" on TVs, air conditioners, refrigerators, ranges, freezers, phonographs, radios -- all obtainable through one phone number. "Genuine Philco parts, all work guaranteed, standard service rates" -- and even "expert auto drive-in service, all makes" -- are offered in the Washington ads.

Westinghouse is known to be considering factory service, and subject is sure to be discussed at monthly meeting of key consumer products executives in Columbus Sept. 11. Admiral operates servicing depts. only at its 17 factory distributing branches, and says it has no plans for service-only branches. Nor does Motorola, which presently operates only 4 distributing-servicing branches; it's recalled that Motorola's theme at its June convention was "Independence with Independents."

RCA Service Co. started it all some 10 years ago, of course, by offering service policies with its TV sets when there were very few TV technicians and TV was a novel instrument. Though it was assailed by competitors, including GE and Philco, fact is the servicing system worked, paid off, even led to repeat customers for RCA receivers and parts. Its intention of widening the servicing structure to embrace all RCA-brand appliances is believed to have impelled others to move in the same direction -- despite their previous avowals of loyalty to the local serviceman.

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**TV Market Upswing:** TV-radio and some appliance merchandisers are back in a buoyant mood again. Retail sales are going well -- so well, in fact, that Sept. TV retail sales may actually come close to 978,838 record for 5-week month achieved in Sept. 1955. In preceding 3 years, it's interesting to note, Sept. was second highest retail month. Thence, through Jan., TV-radio business usually is very good.

In the back-to-school movement, portable TVs are beginning to share the surge of sales enjoyed seasonally by radios, especially clock radios. Sept. 23-29 is National TV Week, with lots of promotional steam being put behind it. Even World Series ads are beginning to break, always good for a push in sales. It appears that TV follows basic consumer buying trends and all the prophecies are for good business in the final 1956 quarter even in the face of prices that are edging upward.

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**Production:** TV output totaled 174,093 week ended Aug. 31, compared to 169,462 in preceding week and 185,114 in corresponding week of 1955. It was 35th week of year and brought production for 8 calendar months to about 4,531,000, compared to 5,008,894 in first 8 months of 1955. Radio production totaled 257,815 (62,340 auto) week ended Aug. 31, compared to 278,871 (71,716 auto) week ended Aug. 24 and 226,774 (71,147 auto) in corresponding week of 1955. Radio output in first 8 months totaled about 8,487,000 (2,774,000 auto) vs. 8,955,905 (4,541,858) in like 1955 period.

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**DISTRIBUTOR NOTES:** Philco appoints Artophone Corp., 2100 Wyandotte, Kansas City, as distributor, replacing Inland Distributing Co.; Artophone also has offices in St. Louis and Evansville, and v.p.-gen. mgr. W. C. Wilson, from Evansville, has taken charge of Kansas City operation . . . Motorola appoints Handweg Distributing Co. Inc., 213 N. Willow Ave., Tampa (Howard C. Handweg, pres.) for Fla. west coast . . . Sentinel appoints Speed Queen-Atlantic, N. Y. City (Wm. Leck, pres.), replacing Sanford Electronics Corp. . . . Hoffman Electronics appoints Western Supply Co., Salt Lake City (G. Lamont Richards, pres.) and Midland Distributing Co., Milwaukee (A. E. Bramucci, pres.) . . . Hoffman Sales of Los Angeles appoints J. B. Chadwell as gen. mgr., replacing Jack Herbst, resigned; Hoffman Sales of Fresno names Richard Scott, from Long Beach branch, as gen. mgr. . . . Olympic Radio appoints Nash-Ringel, Albany; Appliances Inc., At-

lanta; Alabama Appliances Co., Birmingham . . . Trav-Ler Radio appoints Jerry Kaufman as sales director in charge of its 6 factory branches . . . Westinghouse Electric Supply Co., Chicago, names Carl Scarim, ex-Admiral, as merchandising supervisor . . . American Wholesalers Inc., Washington (Motorola) reports resignation of C. D. Kendall as TV-radio mgr., his duties assumed by gen. mgr. A. Bennett . . . GE Appliance Co. branch in Fresno, which recently acquired Valley Electrical Supply Co., names Robert P. Swanson, for last 3 years sales mgr. in Indianapolis, as gen. mgr. . . . Dallman Co., San Francisco (Philco) appoints Martha Apple as adv. mgr. . . . Admiral Omaha distributor, Onthank-Harrison Co., reports resignation of R. J. Harrison as v.p.-gen. mgr.

Westinghouse white goods convention has been scheduled for week of Sept. 24 in Columbus, O. plant, for introduction of new lines of refrigerators and ranges.

## Topics & Trends of TV Trade: "What's with Philco?"

is question oft asked throughout the trade, particularly in view of recent top-level executive changes, to say nothing of distributor switches in such key cities as Washington, Baltimore, Kansas City. Last week's Defense Dept. disclosure that Philco ranked 26th (\$97,600,000) in 1955 defense contracts (Vol. 12:35) would not seem to betoken any appreciable slippage on that score. And while Philco isn't in the advertising forefront, as it was until it dropped the long-standing *Philco Playhouse*, it certainly put a good foot forward for its consumer products with its sponsorship of the recent political conventions on ABC-TV.

Philco's 1955 sales went up to \$373,359,297 from \$349,278,998 in strikebound 1954, with net earnings of \$8,423,329 (\$2.37 per share) as against \$6,768,965 (\$1.69) in 1954. For first 6 months of 1956, sales dropped to \$166,862,000 and profit to \$831,000 (17¢) from \$178,041,000 & \$3,575,000 (90¢) in same 1955 period. And third-quarter 1955 results will not be as good "as we'd like to see them, but we won't lose money," according to interview with pres. James M. Skinner Jr. in Sept. 6 *Wall Street Journal*. For this year as a whole, he said earnings will be lower than 1955—but he insisted "we are moving in the right direction and our profit position is improving."

Reasons he gave for second-quarter loss of \$686,000 were (1) high costs involved in going into home laundry field, (2) adaptation of TV production lines to automation, (3) major losses on high-cost transistor plant. Latter losses, he said, are being stopped and mass production of transistors should represent modest profit over next 5 years or so. TV line got off to slower start than usual due to automation, but "our factories are just now getting up to high speed."

Portable TVs, Skinner said, will be profitable in the long run although present margins are slim. He thinks worst of their depressing effect on the TV price structure is now over. As for color TV, Philco's new leadership is as strongly at odds with RCA as the old; Philco has made and sold a few color sets but Skinner said it is frankly holding back on production because "we do not believe the public is yet ready to buy color in real volume and we feel demand will be somewhat slow and gradual."

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Dept. stores are revising pricing policies on TV-radio-appliances in effort to regain customers lost to discount houses in last few years, according to N. Y. *Journal of Commerce*, which reports dept. store owners now convinced they can't win a merchandising battle merely by criticizing discount houses. "They are, instead, probing into the weak spots of this form of competition, copying some of its strong points and correcting the shortcomings of dept. store operations, which many businessmen in the field now admit spurred on the rapid growth of discount houses."

Dept. stores are eliminating "frills," charges for extra services, etc. to bring operations more closely into line with discount house economies. "What dept. store executives feel more strongly than they have in a long time," says *Journal of Commerce*, "is that they cannot maintain prices above those of their competitors and expect to maintain or increase volume. They are moving rapidly toward competing with discount houses on a price basis and, on items where this is not profitable, many are tending to avoid carrying them rather than be undersold."

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Officers-directors of U. S. & Canadian RETMAs hold annual joint conferences at the Homestead, Hot Springs, Va., Sept. 27-28—preceded Sept. 25 by meetings of U. S. RETMA's finance and membership & scope committees, Sept. 26 by set and parts divisions' executive committees.

## Trade Personals:

P. B. (Pinky) Reed, v.p.-govt. services dept., RCA Service Co., which now has more than 3000 electronics technicians stationed around the world, left Sept. 4 on 5-week flying trip to inspect RCA personnel & operations at major defense commands in Hawaii, Japan, Formosa, Philippines & Thailand; he will then visit NATO and U. S. command headquarters in Paris for discussion of communications problems . . . Robert L. Borchardt promoted to mgr. of technical information center, Motorola communications & electronics div.; Frederick W. Alexander to adv. mgr., Robert E. Newlin to new post of product promotion supervisor . . . Herman B. Amster, ex-General Instrument Corp. chief industrial engineer, appointed industrial engineering mgr. for radio product line, IT&T's Federal Telephone & Radio . . . Samuel J. Spector elected chairman, Insuline Corp. of America, his son Myles S. Spector succeeding him as pres.; Bernard L. Cahn, asst. secy., continues as v.p. & sales director, Wm. J. Schoenberger as exec. v.p. in charge of engineering & mfg. . . . Harold E. Martin promoted to Sylvania product sales mgr. for metal parts, headquartering in York, Pa.; Clyde W. Foster joins Sylvania parts div. as sales rep in Chicago office . . . Leonard Kleifield, ex-Westinghouse & DuMont, named Sonora Chicago regional sales mgr. . . . Robert F. Scalise, ex-H. L. Link Agency & American Sterilizer, joins Sylvania parts div. as field sales rep, working out of Warren, Pa. headquarters . . . Edward A. Altschuler, American Electronics, named gen. chairman of Institute of Hi-Fi Manufacturers show in Los Angeles, Feb. 6-9 . . . Paul Civitts, Sylvania div. supervisor at Seneca Falls TV tube plant, announces these new sales service supervisor promotions: Dean C. Miday, private brand sales; Robert W. Plunkett, equipment sales service; Edward T. Westgren, renewal picture tube sales . . . Rear Adm. Thomas P. Wynkoop elected RCA v.p. for commercial marine distribution; he's been pres. since 1949 of Radiomarine Corp., RCA subsidiary recently merged into parent corporation.

Whirlpool-Seeger budgets \$20,000,000 for all-media ad campaign in calendar 1957, thru Kenyon & Eckhardt, Chicago, and Netedu Adv., St. Joseph, Mich. Besides this, during rest of 1956, it will plug laundry equipment on following shows: *Producers' Showcase*, starting Sept. 17, every 4th Mon.; *Perry Como Show*, Sept. 22, alt. Sat.; *Saturday Night Spectacular*, Sept. 29, every 4th Sat.; *Matinee Theatre*, Oct. 17, regular partic. Commercials will feature *Kukla, Fran & Ollie*.

Excise tax collections on TV-radio-phonos-components totaled \$161,098,000 in fiscal year ended June 30, compared to \$136,849,000 in preceding fiscal year, reports Internal Revenue Service. Collections in quarter ended June 30 totaled \$31,396,000, as against \$34,170,000 in corresponding period of 1955.

Sarkes Tarzian's broadcast equipment div. reports order for complete TV studio packages from Fisk U, Nashville, and Toledo U, Toledo; also shipments of 100-slide automatic slide projectors to WBAL-TV, Baltimore; WKBN-TV, Youngstown; KCKT, Great Bend, Kan.; KDIX-TV, Dickinson, N. D.

Emerson will spend \$8,000,000 in biggest ad campaign in its history starting in fall to promote TVs, radios, phonos & air conditioners, thru Grey Adv. (Ted Kaufman and Armand Rivchun, account executives).

Sylvania increases price by \$10 on three 21-in. table models (\$180 to \$190, \$200 to \$210, \$240 to \$250) and on 21-in. console (\$270 to \$280)—leaving 14-in. portables unchanged at \$120 & \$130.

Electronica Venezolana, located on outskirts of Caracas, has begun making TV tubes at rate of 100 per day, reports Pan American Union.

**Financial & Trade Notes:** Officer-&-director stock transactions reported by SEC for July: Avco—Harry Oederkerk sold 16,000 shares, holds 21,370. CBS—Clarence Hopper bought 100, holds 100; C. F. Stromeyer bought 2500 "B," holds 3570 personally, 5788 jointly. Columbia Pictures—Jack Cohn sold 3400, holds 61,856 personally, 1669 in trust, 61,174 as voting trustee. DuMont Labs—Allen B. DuMont bought 500 in Jan., sold 1000 in June, holds 37,601; Armand G. Erpf bought 500, holds 2500. Emerson Radio—Louis G. Pacent Jr. bought 600, holds 1000. General Electric—W. R. G. Baker bought 2136, holds 9569; Fred J. Borch bought 345, holds 1343; Ralph J. Cordiner bought 4500, holds 14,625; Henry V. Erben exercised option to buy 3225, sold 1225, holds 13,565; Cramer W. LaPierre bought 1695, holds 2238; Clarence H. Linder bought 2070, holds 6780; Wm. A. Mann sold 100, holds 440; W. V. O'Brien exercised option to buy 1800, holds 4610; Philip D. Reed bought 3300, holds 8100; Chauncey Guy Suits bought 2070, holds 2090; Clarence C. Walker bought 1125, holds 3558. Oak Mfg. Co.—Peter B. Atwood bought 200, holds 700. Paramount Pictures—Y. Frank Freeman bought 200, holds 3300. Philco—James T. Buckley sold 1200, holds 8351; James H. Carmine acquired 7211 from profit-sharing plan, holds 20,949. RCA—Charles B. Jolliffe bought 150, holds 863, sold \$4600 in 3½% convertible sub-debentures, holds none; Meade Brunet sold \$3800 in 3½% convertible sub-debentures, holds none. Warner Bros.—Albert Warner sold 151,000, holds 15,000, sold 26,000 in trust, holds 6700 in trust; Jack L. Warner bought 500,000, sold 600,000, holds 198,999 personally, 13,400 in trust. Westinghouse—John M. Schiff bought 500, holds 12,500.

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IT&T total sales & revenues may reach \$540,000,000 in 1956 (vs. \$502,760,051 in 1955), with all foreign divisions in 22 nations in black for first time in recent history, according to cover article in Sept. 1 *Forbes Magazine*. After long 1933-1951 dividend drought, IT&T is now paying at annual rate of \$1.80 per share, while a prime goal of new pres. Maj. Gen. Edmond H. Leavey, USA ret., is to bolster earnings of U. S. divisions which now account for only 35% of total. Since sale of subsidiary Capehart (at loss of about \$1,000,000, *Forbes* says), IT&T has made no consumer products. Noting IT&T's concentration on foreign telephone, communications & electronics systems, *Forbes* says, U. S. excluded, IT&T is "in effect the Bell Telephone and RCA of the western world."

National Union Electric Corp., which pulled out of tube manufacture in 1954 when it sold Hatboro, Pa. plant to Sylvania (Vol. 10:45, 48, 49), reports net loss of \$100,121 on sales of \$444,933 in 28 weeks to July 15 compared to loss of \$167,224 on sales of \$650,072 in corresponding 1955 period. Firm is headed by radio industry pioneer C. Russell Feldmann.

Dividends: Admiral, 25¢ payable Sept. 29 to stockholders of record Sept. 15; Cornell-Dubilier, 30¢ Sept. 22 to holders Sept. 12; Corning Glass Works, 25¢ Sept. 28 to holders Sept. 17; Loew's Inc., 25¢ Sept. 30 to holders Sept. 17; Sangamo Electric, 37½¢ Oct. 1 to holders Sept. 14; RCA, 25¢ Oct. 22 to holders Sept. 21.

Wilfred L. Larson, Switchcraft Inc., elected pres. of newly-named Electronic Industry Show Corp., formerly known as Radio Parts & Electronic Equipment Shows Inc., which sponsors annual parts distributors show in Chicago. Jerome M. Kirshbaum, Precision Apparatus Co., named v.p.; Wm. J. Moreland, Conrac, secy.; J. A. Milling, Howard W. Sams & Co., treas.

Walter Stanton, pres. of Pickering & Co., named secy. of Institute of High Fidelity Mfrs.; Charles F. Fenton, pres. of Fenton Co., designated treas.; they succeed Vinton Ulrich, resigned as secy.-treas.

**ELECTRONICS PERSONALS:** Harvey W. Lance, ex-head of microwave systems research at Naval Ordnance Lab, Corona, Cal., rejoins National Bureau of Standards as chief of Calibration Center now under construction at Boulder (Colo.) Labs, with immediate job of securing personnel & equipment and planning operations; Wilbur F. Snyder named asst. chief. Purpose of Center will be to measure and standardize all electrical & radio quantities . . . Najeeb E. Halaby, recently with Laurence Rockefeller, appointed v.p. in charge of company development, Servomechanisms Inc., Westbury, N. Y. . . . Charles D. Brown promoted to marketing mgr., GE light military electronics dept., succeeding Peter J. Schenk, now projects sections mgr., GE defense electronic div.'s new technical military planning operation in Cal. . . . V. G. Nielsen elected administration & finance v.p., Ramo-Woolridge Corp.; Gen. Gordon P. Saville, USAF ret., elected military requirements v.p. . . . Wilbur F. McKeehan, GE district sales mgr. in charge of tube sales to Air Force, Dayton, O., promoted to mgr. of tubes sales to Navy, headquartering in Schenectady . . . Myron Bakst appointed asst. mgr. of Federal Electric's DEW line project . . . Nathan Schnoll, retiring as chairman of Industrial Instruments Inc., Cedar Grove, N. J., has sold his stock to group of employes headed by pres. Bernard Dreskin; Schnoll continues as pres. of Industrial Devices Inc. and Industrial Development Labs . . . D. B. Mundy promoted to director of electronics branch, Canadian Dept. of Defense Production, assuming electronics duties of W. H. Huck, Asst. Deputy Minister of Defense . . . Air Vice-Marshal John L. Plant, RCAF ret., appointed exec. v.p., Collins Radio Co. of Canada Ltd.

Malcolm P. Herrick promoted to asst. to John H. Voss, v.p. & gen. mgr. of Stromberg-Carlson telecommunications div. (formerly telephone), with responsibility for industrial products; Wm. A. Rockwood promoted to asst. gen. mgr.; Harry M. Bruckart named asst. to v.p., responsible for dial switching systems, succeeded as chief engineer by Robert E. Dobbin; W. Wallace Weedfall promoted to asst. to v.p., in charge of carrier, multiplex & microwave systems.

New RCA "air alert" radio automatically seeks and finds Civil Defense "Conelrad" frequencies (640 & 1240 kc), comes on automatically even when speaker is turned off. C. M. Lewis, RCA communications products dept. mgr., said receiver "was designed especially to provide users of mobile two-way radio systems with a completely automatic self-triggering warning device." Receiver measures 9½x13½x6-in., weighs 15-lbs., lists at \$115.

Tiny 13-oz. transmitter has been developed by Navy for transmissions from man-made satellite as it orbits 1500-mi. above earth's surface after launching sometime in 1957 or 1958. "Minitrack" transmitter employs Western Electric and Philco transistors, 1.2-volt Mallory mercury batteries, operates on 108 mc, has 10 milliwatt output.

Annual Fall Radio Meeting, sponsored by RETMA and IRE, is scheduled Oct. 15-17 at Syracuse's Hotel Syracuse—agenda including discussions on automation, semi-conductor applications, ultrasonic remote control for home TV sets, portable TV design, transistor feedback pre-amplifiers.

Automation, printed circuits and computers are among principal topics scheduled for AIEE-IRE fifth annual Industrial Electronics Symposium at Cleveland's Hotel Manger, Sept. 24-25.

Latest in RETMA lab manual series for TV-radio technicians, "Basic Electricity" by Paul B. Zbar & Sid Schildkraut of RETMA teaching staff, has been published by McGraw-Hill Book Co., N. Y. (84pp., \$1.75).

Radio Technical Commission for Aeronautics schedules fall meeting Oct. 22-23 at Marott Hotel and CAA Technical Development Center, Indianapolis.

**N**EW U. S. HOUSEHOLDS will be formed at average rate of 521,000 to 778,000 a year during next 5 years, with rate accelerating to 895,000 to 1,200,000 a year by 1970, if Census Bureau projections just released hold true. Rate could swell total households from 47,788,000 in 1955 to 61,584,000-67,378,000 by 1975—a 30-40% increase in 20 years.

Figures are not forecasts, Census warns, but simply extensions of household & marital changes which have taken place during post-war years. In current series, four different projections were made on different assumptions—which accounts for range in figures—but all assumed continued high employment, no wars or catastrophes.

Taking highest projection, households will total 51,838,000 by 1960, 56,145,000 by 1956, 61,378,000 by 1970. No separate projections were made on rise in farm and non-farm households, but Census said it seems likely farm households will continue to fall off while non-farm climb. Projections also showed average size of households would drop from 3.34 persons in 1955 to about 3.21 in 1975.

Complete report, titled *Projections of the Number of Households & Families, 1960-1975*, (Series P-20, No. 69) may be obtained for 10¢ from Census Bureau, Washington.

Colorado's "one-man FCC," Gov. Ed Johnson, has "granted" another unauthorized vhf booster—this one for Estes Park. Town is already served (with pickups of Denver stations) by Estes Park TV Co., community antenna system with 200 subscribers, in which some \$30,000 has been invested. Gov. Johnson, former Democratic chairman of Senate Interstate & Foreign Commerce Committee, named as member of his "official communications staff" Edward E. Schultz Jr., Estes Park businessman. Latest move makes total of 7 boosters so "authorized" by Gov. Johnson (Vol. 12:35).

Donald G. Fink, Philco research director, is winner of 1956 SMPTE award for "Color TV vs. Color Motion Pictures," published in June 1955 *Journal of the SMPTE*. Presentation will be Oct. 9 during SMPTE convention at Ambassador Hotel, Los Angeles. RCA's Otto H. Schade received honorable mention for "Image Analysis in Photographic & TV Systems" in Nov. 1955 issue.

Dr. Wesley T. Hanson Jr., head of color photography div., Eastman Kodak labs, chosen to be first recipient of SMPTE's Herbert T. Kalmus gold medal award for "outstanding contributions in the development of color films, processes, techniques or equipment useful in making color motion pictures for theatre or TV use."

KCCC-TV, Sacramento, Cal. (Ch. 40), founded exactly 3 years ago by Ashley L. Robison, nephew of the late radio commissioner Harold A. Lafount, in partnership with Harry McCart, is being sold to Lincoln Dellar, operator of local radio KXOA, for reported \$400,000; price is said to include assumption of liabilities. It was city's first station, now has 2 vhf competitors, will continue on ABC.

"TV's Most Surprising Success"—the story of USC Prof. Frank Baxter and how he has made lecturing on English literature and drama top-rung entertainment as well as educational programming, mainly on KNXT, Los Angeles—is featured in Sept. *Readers' Digest*, reprinted from Aug. *Television Age*.

The Japanese, leaders in telecasting and TV set ownership in Far East, will show Communist China its first working TV setup at exhibits in Peiping Oct. 2 and Shanghai Dec. 1. Russia had previously displayed equipment but never put on an actual telecast.

New industrial TV equipment offered by British Marconi at \$1400-\$1680 employs camera 5¼x4x11¾-in., 4½-lbs., 100 watts.

Radio station sales approved this week by FCC: KEAR, San Francisco, by S. A. Cisler to David Segal's Mid-America Bestg. Co. for \$442,500 (Vol. 12:25). KXXI, Monterey, by S. A. Cisler to Pacific Ventures Inc. (owners include Nevada businessmen, singer Morton Downey and Dollar shipping interests), for \$125,000 (Vol. 12:26). KWBU, Corpus Christi, by Texas Baptist General Convention to group headed by oilman Glenn Alexander, for \$200,000 (Vol. 12:31). WFPG, Atlantic City, by group headed by John J. Laux to Jerome Sill, ex-WMIL, Milwaukee, for \$150,000 (Vol. 12:32). WBAC, Cleveland, Tenn. by Robert W. Rounsaville to mgr. Thad F. Fitch and auto & real estate dealer Walter T. Kile, for \$137,500 (Vol. 12:34). KWG, Stockton, Cal. by James E. Longe & Lewis B. Saslaw to Douglas D. Kahle & Robert J. Ramsey, for \$85,000 (Vol. 12:31). Also reported this week was sale of part-time now-commercial WBBR, Brooklyn, by Watchtower Bible & Tract Society to H. Scott Killgore group for \$130,000; call letters are to be changed to WPOW by Killgore, whose Tele-Broadcasters Inc. also operates WPOP, Hartford; KUDL, Kansas City; WKXV, Knoxville; WKXL, Concord.

Efforts of Ted Granik & Wm. Cook to force sale to them of WESH-TV, Daytona Beach (Ch. 2) and radio WFMJ (Vol. 12:8, 14, 18) suffered blow this week when circuit court in Deland, Fla. ruled their Oct. 20, 1954 agreement with owner W. Wright Esch wasn't an enforceable contract. FCC has approved sale of WESH-TV to John H. Perry newspaper interests, of WMFJ to Harold Kaye & Emil J. Arnold. Granik & Cook protested sales, took case to Court of Appeals when Commission denied protests. Court then overruled FCC, said they're entitled to hearing, and Commission this week set case for oral argument Sept. 17.

Twenty RCA fellowships at \$3500 each and 33 scholarships at \$800 each go this fall to 53 outstanding students studying science, industrial relations, dramatic arts, music and medical electronics at more than 30 U. S. colleges & universities. Dr. C. B. Jolliffe, RCA v.p. & technical director, in announcing the bequests this week, said that for the first time in RCA's 12-year-old aid-to-education program an unrestricted gift of \$750 will also go to each non-tax-supported school maintaining one of the fellowships and \$500 to each school with one of scholarships.

Home picture-phone's debut "may be sooner than you think," says current Hughes Products ad for its Tonotron tube. Now used to transmit maps and other navigational pictures to ships & aircraft, Hughes claims Tonotron "will make possible 'face-to-face' telephone calls to and from your office or home." Bell Labs recently unveiled several experimental picture-phones employing vidicon tubes and Dage & GE have also developed equipment for transmitting TV pictures over telephone lines (Vol. 12:34).

Plans for 1957 NARTB convention, set for Conrad Hilton Hotel, Chicago, April 7-11, include concurrent TV & radio meetings to give broadcasters an extra half-day to discuss own media problems. Tentative agenda: April 8, FM session, labor relations clinic; April 9, Keynote Award presentation, concurrent sessions, banquet; April 10, FCC Roundtable, radio-only meeting; April 11, concurrent sessions, TV-only meeting.

Nuclear fallout forecast maps will be supplied to all TV stations by Weather Bureau during Civil Defense Week, Sept. 9-15, with request stations show them for 30 seconds during regular weather telecasts to impress public with possible danger from radiological fallout during atomic attack.

New TV transparency projector for black-&-white and color, Teloprojector Model 4B, is offered at \$1195 by Gray Research & Development Co., Manchester, Conn.



# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 15, 1956

**JUSTICE DEPT. TV ANTI-TRUST** probe's unlimited scope revealed in chief trust-buster's strong statement; Dept. urges tighter multiple ownership limits (pp. 1 & 5).

**CHANGE IN VIEWING PATTERNS** seen possible in big flow of top-notch non-network feature films; first ratings indicate wide public acceptance of TV movies (p. 3).

**MAGNUSON PRODS FCC** on allocations, urges more de-intermixture. Industry gears for Sept. 20 FCC parley. RCA interference-reduction technique (p. 4).

**2 STATIONS QUIT TV CODE** membership as result of NARTB's crackdown on violations. FTC plans special TV-radio "watchdog" office on fraudulent ads (p. 6).

**SHORTAGE OF STATIONS** called basic problem by TV film producers before Celler subcommittee, softening their earlier charges against networks (p. 6).

**POLITICAL TIME PURCHASES** may pass \$6,000,000 this year—\$2,000,000 in network TV buys, remainder local TV-radio, Senate investigators are told (p. 8).

**NO COLOR PRICE CUTS** in sight, RCA warns, giving no assurance against price hikes. Set makers urged to clarify factory service positions (p. 11).

**RCA-NBC COLOR PROMOTION** given additional boost in 120-city closed-circuit show stressing heavy program schedule and set prices (p. 14).

**ELMIRA HAS 2 UHF's**, as partial satellite WSYE-TV starts, repeating programs of WSYR-TV, Syracuse. Notes on upcoming new stations (p. 9).

**UHF CAN'T COVER WEST**, according to KOB-TV, Albuquerque, operated by former FCC Chairman Coy. Prospective applicants seek channel shifts (p. 9).

**CBS TAKES OVER 5TH STATION** Sept. 16, changing Hartford uhf's call letters to WHCT, bringing Struthers from radio WEEL, Boston, as manager (p. 16).

**RECORD NETWORK TV** billings of \$18,488,479 achieved by CBS in July, 3-network total of \$37,604,705 up 25.4% from July, 1955 (p. 16).

**NO KID GLOVES IN JUSTICE NETWORK PROBE:** Virtually every charge ever made against TV networks' way of doing business is under all-out investigation by Justice Dept., the govt.'s new chief trust-buster reported to Celler anti-trust subcommittee Sept. 14 -- in a report assailed by network officials as "conviction before the trial."

Asst. Attorney General Victor R. Hansen, making his first official appearance before a congressional committee in second day of Celler's New York TV hearings, read a statement reminiscent of Senate Commerce Committee's "Plotkin Report" on network practices -- containing all the charges, but none of the networks' answering arguments. Though he said it probably would take a year to complete the investigation, his statement left little doubt that Justice Dept. thinks it has good chance of building up strong case against TV networks.

He also administered serious blow to efforts in FCC and Congress to relax the Commission's multiple-ownership rules, while he was at it. Only other witnesses heard by subcommittee this week were officials of 4 leading TV film producing-distributing companies -- appearing under subpoena -- who exhibited conciliatory attitude toward the networks, 4 months after blasting them in confidential presentation to FCC's network study committee (see story on p. 6).

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Hansen indicated Justice Dept. thinks it has legal precedent for anti-trust action against networks in 1948 Supreme Court decision (Paramount case) which divorced motion picture production from theatre ownership. He said he saw "striking similarity between the TV industry structure and that movie pattern" which the top court struck down. "Networks' control over the nation's TV stations," he added, "dwarfs the majors' powers over theatres condemned in Paramount [case]."

Evidence so far "suggests that the principal networks beyond doubt have power to dominate if not control major aspects of TV," he asserted. "This power, it seems clear, spills over simple distribution of entertainment to engulf production of programs, building of scenery and tie-ups of talent...Our inquiry now focuses on whether that power has been, or will likely be, used to exclude competition."

"Divestiture" was cited by Hansen as possible remedy for network abuses if TV chains were brought to trial and convicted. In answer to question by Rep. Keating (R-N.Y.), he replied that was frequently the "only solution" in such cases. Divestiture of what? Divestiture of networks from station ownership, from control of programs and from "production facilities."

"Every relevant facet of network operations" is being spanned by Justice Dept. inquiry, he said, announcing that FBI would be asked to take more active role in probe later this month. (For point-by-point breakdown of report, see p. 5.)

Grand jury investigation of NBC-Westinghouse swap of stations in Philadelphia & Cleveland is continuing in Philadelphia, he said, with decision on possible action due before year's end. Then he made this comment:

"Ownership and operation by TV networks of their own stations gives them an opportunity -- perhaps even a temptation -- to indulge in tactics which pose serious anti-trust questions. [And] the roles of the parties to this exchange of broadcasting facilities have served to underline the disparate bargaining power of a station owner -- even as large as Westinghouse -- in its relations with the major networks."

That grand jury probe may be going far beyond NBC-Westinghouse swap in its TV study -- as has been hinted in past (Vol. 12:33) -- was intimated by Hansen's refusal to answer question whether same jury may be looking into "other things."

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Hansen was congratulated for his "vigorous" statement by the 3 congressmen present -- Celler (D-N.Y.), Rodino (D-N.J.) & Keating (R-N.Y.). Celler expressed the "hope" that the networks may "voluntarily abandon some of their practices" and thereby avoid possibility of vexatious litigation. Turning to Hansen, Celler warned that he would be "beset by all manner of pressures" in dealing with networks. Asked later if subcommittee had been subjected to pressure, congressman snapped: "Don't ask me that. It ought to be pretty plain."

Networks wouldn't comment on Hansen's testimony, but individual officials complained that they had already been "indicted and convicted" by the trust-buster's statement, before inquiry was completed. They viewed his testimony as politically inspired, designed to appease Celler and to answer Democratic complaints that GOP Administration is "soft" toward big business. Without exception, they were angered.

The 3 network presidents will appear before subcommittee, in Room 110, Federal Bldg., N.Y., in next 2 weeks. Tentative schedule: ABC's Robert Kintner Sept. 20, CBS's Frank Stanton Sept. 21 & 24, NBC's Robert Sarnoff Sept. 25-26.

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Hansen is out to kill current drive to revise FCC multiple station ownership limits, and may have started similar move in Celler subcommittee with off-the-cuff remark that he opposes any liberalization until Justice investigation is completed. "I understand there is pressure for such liberalization," he said. "In my opinion, such action would tend to increase concentration of ownership in the TV field and would be contrary to public interest. If anything, the multiple ownership regulations should be tightened and not relaxed."

There was speculation this week that FCC was getting ready to issue broad notice of rule-making simply seeking industry ideas on multiple ownership, without proposing any specific changes on its own -- but that was before Hansen's blast.

The cover-the-waterfront aspect of Justice investigation, as revealed this week, all but eclipsed Celler's opening statement announcing the items to be blatted into his investigation. They included: Option time, must-buy policies, networks' power to grant or withhold affiliations, "discrimination" by networks among their affiliates, FCC chain broadcasting regulations, network control of programs, availability of network time to all advertisers and agencies, relationship of AT&T to telecasting industry, uhf problems, network music publishing ventures.

Music publishing angle gets subcommittee's scrutiny in next hearings Sept. 17, when scheduled witnesses are showman Billy Rose, BMI pres. Carl Haverlin and songwriters Stanley Adams & Jack Lawrence. Among other witnesses to be heard next week probably will be UHF Industry Coordinating Committee chairman John Johnston.

**FEATURE FILMS MAY CHANGE VIEWING PATTERNS:** Outstanding program trend of this new TV season may well be a burst to prominence -- even dominance, at times -- of non-network programming, in the form of top-notch feature films.

First ratings of the new high-powered movie packages on both independent and network-affiliated stations indicate that public is still hungering for good features on TV, and large numbers seem to prefer them to some network programs. Buys of the MGM, RKO, Warner, Columbia, 20th Century-Fox and Selznick packages by such prominent station groups as Westinghouse, Storer, Crosley, CBS (for its o-&o's), DuMont and RKO Teleradio indicate the importance feature film programming is likely to assume during the 1956-57 TV season.

Most significant aspect of feature film trend is long-time network sponsor Colgate-Palmolive's \$780,000 plunge into sponsorship of 52-week MGM feature series on single station -- Los Angeles Times' KTTV, now 25% owned by MGM (Vol. 12:36). This type of sponsor interest in feature movies can't be ignored as bellwether of future big-money dealings of important national sponsors direct with stations for top-name feature film package shows. As Variety interpreted Colgate move Sept. 19:

"As more and more 'big money' heretofore dedicated to the 'network principle' is siphoned into single-station feature film buys, the very precepts of coaxial networking of shows are seriously challenged. That's why the Metro invasion into TV with its 'billion-dollar bundle' looms as perhaps the most significant video event of the year." Variety states that networks are "frankly disturbed."

Colgate-KTTV deal should grease the skids for MGM's station-acquisition-and-feature-film-sale program. Movie company has already bought 25% of KTVR, Denver, in addition to KTTV stock purchase, and it's negotiating other similar deals.

\* \* \* \*

An approach to feature film sales on national basis moved large step forward this week when National Telefilm Assoc. announced in full-page newspaper ads that it has signed 102 "affiliates" for its NTA Film Network, to begin operation Oct. 15 (Vol. 12:25). Its initial programming will consist of weekly 90-min. feature, to be nationally sponsored, from package not yet on TV. It's understood NTA hopes to get Samuel Goldwyn's backlog, including several Danny Kaye films, for the series.

NTA's affiliates include New York Daily News' WPIX, Chicago Tribune's WGN-TV, Los Angeles Times' KTTV, other prominent independent and network-affiliated outlets. Its initial programs will be slotted in various times by affiliated stations -- but largely in slots they normally use for feature films. Next year, according to NTA, amount of programming will be doubled, with ten 30-min. film programs weekly planned for 1957-58 season, 10 hours of film plus live sports & special events by 1959-60.

Some financial details of another fancy feature film deal were released this week -- Matty Fox's spots-for-movies barter involving International Latex Corp. and RKO film package (Vol. 12:30). Fox's C&C TV Corp. substantiated earlier reports that Latex has guaranteed it minimum of \$20,000,000 over next 5 years, plus a percentage of Latex's gross sales possibly running as high as another \$25,000,000, in exchange for the spot time controlled by Fox in 100 markets.

Fox appealed to station owners, in 4-p. trade ads this week, to follow such groups as Westinghouse, Crosley, Triangle & Storer which are bartering Latex spots in part payment for 742-feature RKO package. Exclusive of the Latex guarantee, Fox reportedly has already collected \$6,000,000 cash from sale of the RKO films.

\* \* \* \*

There's no doubt stations are buying the new feature film packages -- and there's little doubt that features will have greater impact on viewers than almost any non-network programming presented to date. New York Times' Jack Gould gave this size-up in long article on feature movies in Sept. 9 issue:

"Nothing is so hazardous as attempting to forecast programming trends in TV, but the advent of so much filmed entertainment seems likely to have at least a few effects on viewing habits. For one thing, it no longer pays to pass up the independent stations; often they now have a feature film that may be a good deal better than some TV live plays or other network attractions..."

"In essence, what is now happening in the entertainment world could be likened to the entry of a third force in show business. The established TV and motion picture theatre industries are confronted by a specter out of the past -- the huge reservoir of entertainment that has been locked up until now in Hollywood.

"Sooner or later, the flood of ready-made diversion was bound to find its way to TV. But what is more than a little amazing is that the networks elected to let the Hollywood backlog slip out of their hands into the control of individual stations. It could prove to be a king-sized boner. Or the chains may be dead right in assuming the hungry TV medium can always use all the program forms it can find. Either way, the fortunate viewer can sit on the sidelines and just enjoy the scrap."

[For other feature film reports, see Telecasting Notes.]

**MAGNUSON CRACKS WHIP ON ALLOCATIONS:** Aiming to keep FCC from straying out of line on deintermixture, educational reservations, etc., Senate Commerce Committee Chairman Magnuson (D-Wash.) recently sent long letter from Seattle to Commission, giving his "personal views" on what it should and should not be doing.

FCC isn't going far enough on deintermixture, nor is it going fast enough, Magnuson indicated. Among points he made:

(1) Many of ABC's ideas on wide-scale deintermixture (Vol. 12:30), "merit consideration," though he has doubts about some.

(2) Don't add even first or second vhf station to markets with good uhf conversions -- rather, try to reverse this trend.

(3) Recent vhf grant of Ch. 5 to WRAL-TV, Raleigh, is "difficult to understand," and FCC should "take the earliest possible opportunity to prevent further entrenchment of vhf in Evansville, Madison, Fresno, Corpus Christi, Miami, Norfolk, Spartanburg and any other areas where previously existing uhf stations may be suffering from the impact of vhf grants made since Nov. 10, 1955."

(4) Broadcast Bureau is wrong in its recommendations that vhf grants be thawed in Peoria, Springfield, Hartford & New Orleans.

(5) In view of proposals to take a vhf channel out of Albany & New Orleans, it doesn't make sense to put vhf channels into Miami & Norfolk, particularly when both markets have substantial uhf conversion and "terrain suited to uhf."

(6) Vhfs should be removed completely from Evansville & Madison, not turned over to educators, and Ch. 9, Hatfield, Ind., should be deleted to make deintermixture in Evansville area "complete."

(7) Why did you delete educational reservation of Ch. 3 in College Station, Tex., and why do you propose to make Duluth-Superior's Ch. 8 commercial? Magnuson conceded educators are slow to utilize channels but said delays are "logical."

(8) "Still disturbed" about vhf transmitter moves, he frowned on plans of KOVR, Stockton, Cal. (Ch. 13) to move 75-mi. westward, and "the continuing situation in Flint, Mich.," asked these questions: "Do you consider the effect of such shifts on other stations, particularly uhf? Do you measure increase or decrease in service to the public? Do you look to their impact on the over-all allocation plan? Do you consider such moves may permit overshadowing of a small community with an allocation of its own, with possible danger to development and continuation of local service?"

Magnuson concluded that he's "looking forward, as are other members of the Committee, to prompt and aggressive Commission action to effect interim deintermixture." He wished FCC "every success" in its crash uhf research program and said that "if the Commission works at it" an eventual shift to uhf may be successful.

Group of consulting engineers, meanwhile, completed analysis of technical problems in FCC's June 26 allocations proposal (Vol. 12:35-36), prepared to submit it to the Commission Sept. 17 -- despite fact FCC extended deadline at last minute to Oct. 1. Consensus of committee, under chairman Stuart L. Bailey, appears to be that inadequate uhf propagation data is most troublesome problem and that present information is insufficient to support coverage predictions. Committee points out the obvious errors, notes the factors that need further study (such as uhf receiver noise levels), says that FCC and industry engineers can resolve many differences.

FCC & industry preparations continued this week for Sept. 20 session at Commission to organize study of uhf capabilities. Invited to attend are 4 members each

from Assn. of Maximum Service Telecasters, Committee for Competitive TV, Joint Council on Educational TV, NARTB & RETMA. McConnaughey says he's confident group will have good ideas for implementing Commission's suggested TV Allocation Research Committee (TARC). (Incidentally, TARC Electronics Inc., Westbury, L.I., which has long had the name, asks: "Where does that leave us? In the middle.")

\* \* \* \*

In Pittsburgh this week, at an IRE broadcast engineering meeting, RCA engineer W.L. Behrend disclosed technique for reducing co-channel interference that could have impact on allocations. Using extremely close control of transmitter frequencies, an estimated 10-db improvement has been achieved.

RCA engineers at Princeton, 45-mi. from N.Y., have been observing operation of NBC's co-channel (Ch. 4) WRCA-TV, N.Y. & WRC-TV, Washington, with new technique for 2 months, feel confident of its efficacy.

RCA doesn't say what development could mean in terms of co-channel station separation, but other engineers say it's logical to assume reduction of 50 mi. or so is conceivable. It's presumed data will be offered FCC.

Tight frequency control is achieved through use of excellent crystal, new crystal oscillator circuit & bridge, new triple crystal oven that holds temperature to variation less than .002 degrees Centigrade. Frequency variation over 2 months was held to less than 5 cycles per second.

**F**ULL SCOPE of Justice Dept.'s anti-trust investigation of TV networks was revealed for first time by Asst. Attorney General Victor R. Hansen in his testimony this week before House Judiciary anti-trust subcommittee in New York (see story, p. 2). These are specific areas of the inquiry as delineated in his report:

(1) "Must buy" policies—Minimum station purchase lists "may tend to coerce advertisers into the purchase of network TV time on stations which they do not want [and] may unduly restrict the chance of the independent TV station competing with the network affiliate to sell his time to an advertiser already tied to the network affiliate."

(2) Time sales & rates—"We plan to press our scrutiny of time-selling procedures to determine whether they constitute restraints upon affiliated and independent TV stations . . . Affiliated TV stations broadcasting the network program receive only a small part of the advertiser's expenditure. Moreover, each network fixes time rates charged, not only by its owned-&-operated TV stations, but also by all its affiliated stations for those time periods which are sold to network advertisers. Our preliminary investigation aims to get the facts in order to determine whether this constitutes illegal price-fixing."

(3) Talent—"We inquire whether networks presently insist in TV as they allegedly did in radio, that advertisers use network shows in which network talent appears as a condition to the purchase of choice network time. Conversely, do networks seek to bar talent from their competitors' stage?"

(4) Program production—"The networks are tending toward dominance in program production . . . Such dominance may be buttressed by arrangements between the networks and AT&T [which] make it difficult for any other than existing networks to transmit live programs."

Investigation of charges that networks use their bargaining power to require sponsors to buy network-owned programs was started more than 2 years ago, he said. Because of magnitude of job, FBI was called into case in March 1956 and began "broad general inquiry into network practices relating to the sale of network time and shows." Later this month, he said, FBI will be asked "to obtain a wide variety of information concerning

network procedures for selling time to advertisers." FBI will interview network officials, "selected TV station owners" and TV advertisers.

He itemized these facets of network operation as undergoing Justice scrutiny: "(1) The pricing of shows, both network & independent. (2) Discounts. (3) Rebates. (4) Program rejections. (5) Kinescoping [he amplified this as "networks' refusal to kinescope shows made by independent producers"]. (6) Production facilities, live & filmed. (7) Demand for and supply of network time. (8) The percentage of prime network time occupied by network-owned or controlled shows. (9) Scenery and set production. (10) Long-term contractual arrangements of networks with talent (actors, producers, directors)."

Hansen has been in office for 2 months, is successor to Stanley N. Barnes, who initiated TV inquiry.

Civil anti-trust suit seeking \$4,350,000 damages was brought against CBS this week by Lou Poller, charging network forced him to sell equipment & leases of now-defunct WCAN-TV, Milwaukee (Ch. 25), to CBS in 1954 at far below its "fair value" of \$2,000,000. Among co-defendants named were WOKY, Milwaukee, and Thad Holt, Birmingham, Ala. management consultant. Filed in Federal District Court in Washington by attorney George Beneman, as correspondent for Wolf, Block, Schorr & Solis-Cohen, Philadelphia, suit alleges: (1) Poller had to sell station to network "at whatever price [CBS] was willing to pay" for fear of losing CBS-TV affiliation to WOKY-TV (now CBS's WXIX, Milwaukee, Ch. 19)—Holt acting as CBS agent in securing option to buy WOKY-TV. (2) Of \$756,363 paid by CBS for WCAN-TV equipment, Poller had to accept \$256,363 in form of WOKY-TV equipment worth only \$50,000. (3) WCAN-TV was negotiating sale to Storer Broadcasting Co. in mid-1954, but CBS persuaded Storer to break off. CBS Inc. pres. Frank Stanton promptly replied that there "is no basis in fact and . . . no basis in law" for Poller's complaint, claimed that CBS purchased WCAN-TV equipment at "urgent request" of Poller only after he stated in writing he would stay in business. "Mr. Poller is now trying to take advantage of his own failure to live up to his representations," Stanton concluded, "and would appear to be putting the bite on the hand that fed him."

**A** LLOCATIONS MUDDLE and the shortage of TV outlets are directly to blame for the problems of independent program producers, 4 of the largest TV film producer-distributors maintained in testimony Sept. 12—opening New York TV hearings of Rep. Celler's House Judiciary anti-trust subcommittee.

Appearing involuntarily under subpoena were representatives of the 4 distributors making up the recently formed Assn. of TV Film Distributors—Screen Gems' Ralph M. Cohn, Ziv's A. Frank Reel, Official Films' Herb Jaffe and TPA's Michael M. Sillerman, accompanied by counsel Harry Plotkin.

Same group's May 31 presentation to FCC's network study committee (Vol. 12:22)—hitherto confidential and unreleased—was made public by Celler subcommittee when counsel read it virtually paragraph-by-paragraph for confirmation by the film distributors. Though the film men insisted they still stood by their original statement, their apparently more conciliatory attitude toward networks caused Chairman Celler to remark: "Maybe in the interim something has happened to soften your attitude."

Group was questioned sharply about its previous charges that networks insist that sponsors use network-owned shows instead of independent packages and that networks use "pressure" to get profit-participation deals in outside-produced shows which they buy. Cohn, who served as spokesman for the group, said that such practices were "all part of give-&-take bargaining" and that "anybody would try to get as good a deal as he can." Under counsel's prodding, he and his competitors reviewed cases in which they said networks had insisted on using network-owned productions in place of independent packages, despite fact that the sponsors wanted the independent shows.

While insisting that solution of station shortage prob-

lem would automatically relieve troubles of independent producers and smaller advertisers, Cohn reiterated endorsement of 2 proposals his group made to FCC, but only as "interim measures":

- (1) Reduce option time to 1½ hours daily.
- (2) Bar affiliates from taking more than 90 successive minutes programming from networks, requiring them to devote at least one hour between 90-min. periods to non-network programming, except that 90-min. total may be exceeded by not more than 10 hours a month, for special events, sports, etc.

The film group had made these charges, read into record by Celler subcommittee counsel, in its presentation to FCC network study group:

"The TV industry . . . is not being conducted on normal principals of free competition. These limitations on free competition, however, do not result only from the scarcity of stations, but are aggravated by restrictive practices of the TV networks which are sanctioned by the [FCC's] chain broadcasting rules . . . We find ourselves in direct competition with the networks that essentially control the exhibition of our films . . . We face serious curtailment of our services and possibly complete extinction . . .

"Using its power to approve or disapprove, the network can and does refuse to accept the program of the independent, usually at the same time stating its willingness to accept another show in which, by a strange coincidence, it has a profit participation . . . The networks are exercising an increasing monopoly power over the entire field of TV which is slowly blocking off independent operations from an opportunity to compete."

As session ended, Celler directed witnesses to supply full details on each instance where a network had demanded profit participation as condition of exhibiting program and each case where network rejected independent program in favor of one produced by network or network-affiliated company.

**C**RACKDOWN BY NARTB in last 6 months on flagrant violators of its TV code (Vol. 12:12), has resulted in resignation of 2 stations, unidentified of course, from code membership, though both are still members of NARTB. In addition, an NARTB spokesman told us, 2 or 3 other stations "have such a persistent record of violations that their membership is in jeopardy."

All of the remaining 20 stations to which personal representations have been made in last few months have brought their questionable practices into conformity with code, though "discussions are still continuing with a few of them."

Full report on compliance with code will be presented at next meeting of code review board Oct. 2-3 at The Tides, Irvington, Va. Report will state, among other things, that there is almost no fraudulent advertising on TV; that biggest problems involve taste, length and presentation of commercials.

Meanwhile, it's learned that Federal Trade Commission will consider at its Sept. 18 meeting a proposal to establish a special office to deal with any fraudulent advertising on TV-radio, particularly bait-&-switch ads. Approval of new office, proposed by FTC executive director Alex Akerman Jr., is regarded as certain. Akerman told us he expects to have office in operation by Oct. 1.

Congress granted \$100,000 this year to make closer check on false advertising on TV & radio. Akerman proposes not only to set up special office for purpose, but also to have regular FTC field men on other duties spend part of their time monitoring programs and checking local stations for possible misleading advertising.

Balance sheets filed with FCC this week for transfer of three TV stations: (1) WEHT, Henderson, Ky. (Ch. 50) & radio WEOA, Evansville, being sold by Malco theatre group for \$820,000 to Richter-Hillberg-Clark interests (Vol. 12:35), has deficit of \$78,840. Fixed assets represent \$449,719 (\$305,704 in TV equipment) out of total \$510,527 assets, according to June 30 balance sheet. (2) WJNO-TV, Palm Beach (Ch. 5), being bought by John Phipps for \$880,000 from WJNO Inc. (George H. Buck, pres.), Theodore Granik and Wm. H. Cook (Vol. 12:32), involves \$492,500 in cash, rest being in obligations. June 30 balance sheet lists \$22,629 deficit for 1954 (when station began operation in Aug.), \$40,815 deficit in 1955, \$8888 profit first quarter, \$5398 deficit second quarter. It has \$433,039 in fixed assets out of total \$569,973 assets. (3) KCCC-TV, Sacramento (Ch. 40), is being sold for \$67,500 cash, Ashley L. Robison getting \$50,000, partner Harry W. McCart the balance. In addition to assuming liabilities (Vol. 12:36), buyer Lincoln Dellar is lending corporation \$35,000. June 30 balance sheet lists \$61,258 deficit. Fixed assets represent \$175,712 of total \$333,642 assets.

Cancellation of Vance L. Eckersley's option to buy Ch. 36 CP of WRAK-TV, Williamsport, Pa. (Vol. 11:43), filed with FCC this week, discloses these terms: Eckersley, acting for WGBI-TV, Scranton (Ch. 22), for which he is attorney, negotiated deal whereby CP was to be acquired for \$17,000—\$7000 in cash and \$10,000 in par value common stock in new corporation, to which Eckersley was to turn over option. About same time that *Philadelphia Bulletin* (WCAU-TV & WCAU) negotiated purchase of 75% of WGBI-TV for \$650,000 (Vol. 12:31), Eckersley notified WRAK-TV owner George E. Joy that he had exercised option on WRAK-TV sale—but he failed to make payments.

**Personal Notes:** Wm. R. (Billy) Goodheart Jr., NBC-TV general programming executive, has been placed in charge of network TV sales, in series of continuing top-level changes in wake of Sylvester L. (Pat) Weaver's resignation last week as chairman; slated for election to v.p. at next board meeting Oct. 5, he replaces George H. Frey, now v.p. of Sullivan, Stauffer, Colwell & Bayles. Carl M. Stanton, ex-v.p. of film div., named v.p. for TV programs & sales, business affairs, reporting to Tom McAvity, exec. v.p. for TV network programs & sales; Michael H. Dann, v.p. for TV program sales, and Walter D. Scott, v.p. & TV sales director, both report to Goodheart. Frederic W. Wile Jr. resigns as v. p. in charge of programs for Pacific div., his duties assumed temporarily by Hal Kemp . . . Jack Steck, exec. program director, WFIL-TV, Philadelphia, promoted to exec. asst. in charge of program development, James A. Felix to program director, Lewis Klein to production mgr. . . . Jay J. Heitin promoted to new post of sales director, James Barry to sales mgr., WRCA-TV, N. Y.; George C. Stevens elevated to sales director of radio WRCA, Herman Maxwell to sales mgr. . . . Wm. A. Fay, pres. of WROC-TV, Rochester (formerly WHAM-TV) reported in good condition following recent coronary occlusion . . . Robert B. Hoag resigns as pres. of rep Hoag-Blair Co., John Blair, pres. of parent John Blair & Co. taking over presidency, Richard Foote becoming gen. mgr. . . . Edward H. Macaulay named head of NBC Radio Spot Sales western div. sales office . . . Ralph Harmon, engineering v.p. of Westinghouse stations, named member of USIA broadcast advisory committee . . . C. D. Tully, ex-Duluth *Herald & News-Tribune*, named to newly created post of gen. mgr. of its WDSM-TV, Duluth-Superior . . . Howard W. Maschmeier, exec. asst. to Roger W. Clipp, gen. mgr. of Triangle stations, and Gordon J. Grant, ex-radio WCOP, Boston, join Triangle's N. Y. sales office, concentrating on national spot TV sales & service . . . Harry Downie promoted to program director, WICC-TV, Bridgeport, Conn., replacing Bob Crane, now radio KNX, Hollywood . . . H. M. (Mack) Humpidge promoted to commercial mgr. of WSAV-TV, Savannah, succeeding Thomas E. Belcher . . . Jim McNamara promoted to sales mgr. of WALA-TV, Mobile; John Dixon succeeds him as asst. program director . . . Stuart M. Nathanson, ex-KIMA-TV, Yakima, Wash., named production mgr., KTVW, Tacoma . . . John H. Pindell, ex-KING-TV, Seattle, named sales mgr. of upcoming KGW-TV, Portland, Ore., due on air shortly . . . Wm. Nelson Shafer promoted by American Research Bureau to Pacific Coast mgr., reporting to Roger Norman Cooper, western div. mgr. . . . Ben Coleman promoted to asst. director of Screen Gems syndicate sales; Henry Gillespie appointed midwest area mgr., Frank Browne southern area mgr., Richard Dinsmore continuing as western

**ADVERTISING AGENCIES:** Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, appointed campaign chairman for Advertising Week, Feb. 10-16, assisted by presidents of the TV networks; Advertising Federation of America and Advertising Assn. of West, sponsors of annual event, expect media to exceed this year's contributions of \$1,000,000 in time and space . . . Henry S. Jacobson, ex-Ted Bates, joins Lennen & Newell Inc. as v.p. on Colgate-Palmolive group . . . Shelley Platt named TV-radio production mgr., Ben Colorassi TV art director of Norman, Craig & Kummel, N. Y. . . . Ed Gardner of *Duffy's Tavern* fame joins J. Walter Thompson TV dept., N. Y., as producer . . . Miss Rosann Gordon named TV-radio media buyer, T.A.A. Inc. . . . Storrs Haynes joins J. Walter Thompson as a TV group head.

Weekly TV supplement, 4-p. insert for Sun. entertainment section, has been inaugurated by *N. Y. Daily News*, operator of WPIX (Ch. 11).

area mgr. . . . Phil Cowan, ex-CBS-TV press relations mgr., heads expanded Screen Gems publicity dept., replacing Frank Young, resigned . . . Donald Goldsmith promoted to mgr., CBS-TV Film Sales Chicago office, replacing Wm. Perkinson, now Los Angeles office mgr. . . . Wilbur S. Edwards, ex-CBS-TV Film Sales, Chicago, joins Encyclopedia Britannica Films, Wilmette, Ill. . . . Jack Singer, ex-*Billboard*, joins ABC-TV sales development dept. as presentation writer . . . Wm. McCarter, ex-WFIL-TV, Philadelphia, named production mgr., educational WHYY-TV, Philadelphia (Ch. 35), due in fall.

Celebration of his 50th anniversary in radio & TV at Waldorf-Astoria Sept. 30, being readied for RCA chairman Brig. Gen. David Sarnoff, will feature presentations by RCA pres. Frank M. Folsom and senior exec. v.p. Elmer W. Engstrom, with counsel John T. Cahill serving as toastmaster. Among presentations will be report on "gifts" Gen. Sarnoff requested for the occasion some years ago: video tape, light amplifier, electronic air conditioner. Oct. 12 *Collier's Magazine* will feature "Sarnoff's Fabulous 50 Years," by Thomas Whiteside, who wrote notable "profile" on NBC chairman Sylvester L. Weaver in *New Yorker* 2 years ago (Vol. 10:45).

CBS Radio Affiliates Assn. elects these new officers: chairman, John M. Rivers, WCSC-TV & WCSC, Charleston, S. C.; vice-chairman, Charles Caley, WMBD, Peoria; secy.-treas., J. Maxim Ryder, WBRY, Waterbury, Conn. Directors: Frank Fogarty, WOW-TV & WOW, Omaha; Worth Kramer, WJR, Detroit; Lee Wailes, Storer stations.

Warren D. Quenstedt, former FCC attorney now on leave from law firm of Segal, Smith & Hennessey, is Democratic nominee for Congress from Va. 10th District, contiguous to District of Columbia.

Frank M. Folsom, RCA pres., has been selected for annual Poor Richard Club's Gold Medal Award of Achievement, to be presented in Philadelphia Jan. 17.

Robert B. Caldwell, 74, chairman of KMBC-TV & KMBC, Kansas City, and radio KFRM, Concordia, Kans., died Sept. 3 in Colorado Springs, Colo. while on vacation. A noted lawyer, civic leader and onetime chairman of Federal Reserve district in Kansas City, he had suffered heart attack 10 days earlier. He is survived by his widow, son, daughter, 6 grandchildren.

Harry Frazee Jr., 54, NBC staff director and veteran radio producer (*Conversation, Doctor's Wife, Faith in Action*), onetime program mgr. of old Blue Network and ex-producer of *Gangbusters* on CBS, died Sept. 12 in N. Y. Surviving are his widow, 2 sons and mother.

Notre Dame football games will again be closed-circuited to hotels this season by Sheraton Closed Circuit TV. Five games have been tentatively selected for hotel viewing, originations and play-by-play to be handled (but not televised on the air) by Notre Dame's WNDU-TV, South Bend (Ch. 46).

Live CBC network service will be extended westward Sept. 30 in huge 42-relay jump to Winnipeg—serving stations in Sudbury, North Bay and Port Arthur along the way. Included in schedule to be offered will be World Series. Completion of entire trans-Canadian network from Sydney, N.S. to Victoria, B.C. is scheduled for 1958.

If primary election is straw-in-the-wind, Senate Commerce Committee chairman Warren G. Magnuson (D-Wash.) is in good position to get reelected. In this week's primary, he garnered 398,096 votes, compared to Republican candidate Gov. Arthur Langlie's 261,488; neither had opposition.

**N**O POLITICAL FIREWORKS exploded during Sen. Gore's (D-Tenn.) 2-day hearings this week on political campaign expenditures, as spokesmen for the TV networks and NARTB reported political broadcast time sales to date and reiterated dissatisfaction with Sec. 315 of Communications Act, which requires broadcasters to make equal time available to all candidates.

CBS v.p. Richard S. Salant, NBC treas. Joseph A. McDonald and ABC v.p. Ernest Lee Jahncke Jr. revealed that Republican & Democratic national committees have thus far ordered \$2,179,630 worth of time for presidential campaign, of which more than \$2,000,000 will be spent for TV. Production and preemption costs will increase this figure very substantially, they added, and NARTB pres. Harold E. Fellows predicted total 1956 political outlays at both local and network levels might exceed 1952's \$6,062,000.

Fellows pledged his help—which Gore accepted—in repeating 1952 station survey to determine amounts spent locally by politicians, recommending Oct. 1 as best date for first poll while pointing out post-Election Day survey would get even better results. Gore replied emphatically that he is after current contributions & expenditures. Next day, he said he'll resume hearings Oct. 8 to find out status of political spending as of Oct. 1. Mutual Broadcasting System, overlooked by committee this week, has also been asked to report.

Network witnesses said orders for political broadcast time so far include: Republican National Committee, through BBDO—CBS-TV, 3½ hours of programs ½ hour or longer, plus 13 five-min. spots (\$472,750); CBS radio,

one 5-min. spot (\$1495); NBC-TV, 7 hours, plus 16 five-min. spots (\$475,000); ABC-TV, 1½ hours, plus 4 five-min. spots (\$160,000). Democratic National Committee, through Norman, Craig & Kummel—CBS-TV, 2¼ hours, plus 13 five-min. spots (\$360,750); CBS radio, 2¼ hours, plus one 5-min. spot (\$39,635); NBC-TV, 2 hours, plus 18 five-min. spots (\$376,000); NBC radio, 2 hours (\$34,000); ABC-TV, 2 hours, plus 26 five-min. spots (\$234,000); ABC radio, 2 hours (\$26,000).

All network witnesses said preemption costs have been kept low for office-seekers this year through advance planning and elimination of agency commission heretofore chargeable for preempted programs—though Salant said some agencies still refuse to accept networks' decision. NBC & CBS spokesmen added that 5-min. periods at close of such popular shows as *Big Surprise*, *Jackie Gleason Show*, *Person to Person*, *Lawrence Welk Show*, have been made available to parties for first time this year at 1/10 hourly rate instead of normal ¼ hourly rate.

McDonald, Salant & Fellows called for outright repeal of controversial Sec. 315, citing obscure political parties with which networks must deal—Vegetarian, Spiritual, Washington Peace. Sen. Mansfield (D-Mont.) expressed surprise, said he hadn't heard of most of them, and recommended that Senate Commerce Committee "do something" to remedy situation and to exempt broadcasters from liability for statements of politicians. Sen. Gore stated that networks "might be able to regulate themselves satisfactorily," but said he believed problem should be "approached with caution." A House Commerce subcommittee, which tackled a number of bills aimed at revising Sec. 315 this year, couldn't agree on changes and Senate bills for same purpose died in committee.

**Network Accounts:** Philco, currently realigning its adv. program, separating adv. and sales promotion functions and transferring its consumer products adv. from Hutchins starting Jan. 1 (p. 13), this week dropped election night coverage on ABC-TV & Radio; Buick will replace it, giving General Motors full sponsorship on ABC and part-sponsorship (with Oldsmobile) on NBC . . . Max Factor, in first network purchase since 1951, to be alt. sponsor (with Liggett & Myers) of *Noah's Ark* on NBC-TV starting Sept. 25, Tue. 8:30-9 p.m., thru Doyle Dane Bernbach . . . Ronson Corp. to sponsor 10-10:30 p.m. segment of *Playhouse 90* series on CBS-TV starting in Oct., Thu. 9:30-11 p.m., thru Norman, Craig & Kummel; Singer and Bristol-Myers had previously contracted for 9:30-10 segment . . . Sweets Co. of America (Tootsie Rolls) buys alt. sponsorship of *Heckle and Jeckle*, new title of *CBS Cartoon Theatre* reruns, on CBS-TV starting Oct. 14, Sun. 1-1:30 p.m., and (with General Mills) of *Tales of the Texas Rangers* on CBS-TV starting Oct. 6, Sat. 11:30 a.m.-noon, thru Moselle & Eisen . . . Lanolin Plus to be full sponsor of *Break the Bank* on NBC-TV starting Oct. 9, Tue. 10-10:30 p.m., thru Russel M. Seeds, Chicago . . . Shulton Inc. (toiletries) to sponsor 3 of Ed Murrow's *See It Now* shows on CBS-TV, Sun. 5-6 p.m. on Oct. 7 & Nov. 4, and Sun. 5-6:30 p.m. Dec. 2, thru Wesley Assoc., N. Y. . . Whitehall Pharmacal to be full sponsor of *Name That Tune* on CBS-TV starting Nov. 20, Tue. 7:30-8 p.m., following cancellation by Lanolin Plus . . . American Metal Specialties Corp. and Remco Industries, both toy makers, are first partic. sponsors on first 30 min. of new *Circus* show, featuring Paul Winchell and Jerry Mahoney, on ABC-TV starting Oct. 4, Thu. 8-9 p.m., thru Lavenson Bureau of Adv., Philadelphia . . . Swift & Co. to be alt. sponsor (with General Mills) of *Lone Ranger* on ABC-TV starting in Oct., Thu. 7:30-8 p.m., thru McCann-Erickson, Chicago . . . Remington Rand to be ½ sponsor

(with Liggett & Myers) of *Gunsmoke* on CBS-TV starting Sept. 22, Sat. 10-10:30 p.m., thru Young & Rubicam . . . Studebaker-Packard to sponsor Mon. segment of *News Caravan*, featuring Chet Huntley-David Brinkley team, on NBC-TV starting Oct. 29, Mon.-thru-Fri. 7:45-8 p.m., thru Benton & Bowles . . . Colgate Palmolive to sponsor Fri. segment of *Douglas Edwards and the News* on CBS-TV starting Sept. 21, Mon.-thru-Fri. 7:30-7:45 p.m.; Pall Mall cancels as Tue. sponsor . . . Pharmaceuticals Inc. switches *Ted Mack and the Original Amateur Hour* on ABC-TV to Sun. 7:30-8:30 p.m. starting Oct. 7.

**Rate increases:** WBRC-TV, Birmingham, Sept. 1 raised base hour from \$800 to \$850, min. \$210 to \$250. WTVP, Decatur, Ill. has raised base hour from \$300 to \$350, min. \$60 to \$70. WTOG-TV, Savannah, Oct. 1 adds Class AA hour (8-10:30 p.m. daily) at \$300, min. at \$60, Class A hour remaining \$250. Spot increase: KBTW, Denver, adds new Class AA 20 sec. only (7:30-9:30 p.m. daily) at \$175.

**More radio upheats:** John H. Reber, director of NBC Spot Sales, predicting "peak" year for spot radio in 1956, cites as one example a 47% increase in national spot billings by Washington's WRC in first 7 months over same period year ago. He said more than 50 new advertisers have bought TV & radio schedules through NBC Spot Sales in last 6 months.

**ABC Radio**, reviewing first year of operation of 5-min. sales in 9-10:45 a.m. time periods, reports plan has brought in more than \$7,000,000 in billings from 52 national advertisers, 24 of them using network radio for first time.

**Gillette is spending \$2,740,000** in Sept. & Oct. to promote its sponsorship of World Series on NBC-TV & Radio, giving "Vest-Pocket Encyclopedia of Baseball" to purchasers of its Super-Speed razors; agency is Maxon.

**New rep:** DuMont's WABD, New York and WTTG, Washington, to Weed (from Raymer).



**TWO UHF OUTLETS** again operate in Elmira, N. Y., WSYE-TV (Ch. 18) transmitting first test patterns Sept. 10 in preparation for programming start Sept. 15. Operating as partial satellite of WSYR-TV, Syracuse (Ch. 3), it brings on-air box score to 487 (96 uhf). Other Elmira station is WTVE (Ch. 24), which returned to air May 6 (Vol. 12:18). WSYE-TV has 1-kw GE transmitter and new antenna installed on Hawley Hill, having renovated building which it bought with 275-ft. Blaw-Knox guyed tower from defunct WECT (Ch. 18), which quit air in May 1954 (Vol. 10:22). Bob Bolger is resident mgr.-chief engineer. Station plans 18-hour daily schedule, repeating NBC, some ABC and local WSYR-TV shows, picking up signal direct from mother station 70 mi. away. Station has live RCA camera, will originate own local news & weather shows, totaling about 1 hour daily. Local spots also are being sold, but majority of time will go as WSYR-TV bonus (\$900 base rate). Rep is Harrington, Righter & Parsons.

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WAGM-TV, Presque Isle, Me. (Ch. 8) has DuMont 5-kw transmitter ready for final check, plans Sept. 29 test patterns, according to gen. mgr. & 49% owner Harold D. Glidden. Feed lines are being installed to 300-ft. Stainless guyed tower with custom-built 6-bay RCA antenna, at site 3 mi. N of town. New studio, equipped with 2 live cameras, is adjacent to radio WAGM at 489 Main St. It has signed with CBS under Extended Market Plan, hopes to begin programming in Oct., planning to start day after Armed Forces' AFL-TV, Limestone, Me. (Ch. 8) goes dark. Forrest Craig, from WAGM, will be sales mgr.; Don Jordan, ex-WLAM-TV, Lewiston, Me., production mgr.; Elmer Snow, ex-WABI-TV, Bangor, chief engineer. Base hour will be \$150. Rep will be Venard, Rintoul & McConnell.

WHYY-TV, Philadelphia, Pa. (Ch. 35, educational) has changed test pattern target to mid-Oct., plans programming in late Nov., reports managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C. Transmitter house is ready for 12½-kw RCA unit due week of Sept. 10, and antenna has been installed on 500-ft. Blaw-Knox tower. Studios will be at 1622 Chestnut St., formerly occupied by WCAU-TV & WCAU.

KUMV-TV, Williston, N. D. (Ch. 8) has GE transmitter, but hasn't set target as yet, reports Wm. Ekberg, gen. mgr. of Meyer Bestg. Co., which also operates KFYZ-TV, Bismarck (Ch. 5). Construction plans are ready for studio-transmitter building and 878-ft. Stainless tower. It plans 7-relay Raytheon microwave link with KFYZ-TV. Rep not reported.

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First completely transistorized image-orthicon camera—smallest and lightest yet—has been developed by RCA. Designed for military ground and airborne use, camera weighs 31-lbs., uses less than 50 watts, operates on DC, measures 20x9x6-in. Normally external components, such as tube power supply, sync generator and video amplifier are incorporated in camera case. RCA says camera can be used as direct replacement for conventional image-orthicon cameras now used by military, in most cases.

Equipment shipments and orders reported this week: By RCA—10-kw transmitter shipped Sept. 11 to KXLF-TV, Butte, Mont. (Ch. 6), planning shift to Ch. 4 and boost to 59.16-kw; 46-gain Pylon antenna Sept. 4 to WBRE-TV, Wilkes-Barre (Ch. 28). By DuMont—order for 25-kw transmitter and associated equipment from upcoming KCTE-TV, St. Paul (Ch. 2, educational) due early next year.

Power increases: NBC's WBUF, Buffalo (Ch. 17) Sept. 17 increases power to 486-kw ERP, from new 740-ft. tower; WDBJ-TV, Roanoke, Va. (Ch. 7) goes to 316-kw Sept. 16.

**VHF IS A "MUST"** in sparsely settled West at "present state of the art," according to KOB-TV, Albuquerque (Ch. 4), whose 50% owner is Wayne Coy, former FCC chairman who was a principal architect of present TV allocation plan.

"Based on present knowledge of uhf propagation," KOB-TV stated in comments filed with FCC, "it is believed that the substitution of uhf for vhf frequencies would deprive many communities in this area of all TV service. . . Any consideration of the proposals to reduce mileage separations between vhf stations as it might apply in the Rocky Mountain area is reckless and irresponsible insofar as the public interest is concerned, since it could only result in the loss of service to viewers who even under our present allocation system are restricted in their choice and selection of signals."

Station added that it appreciates fact uhf is necessary in some parts of country, said it plans to work in support of uhf research.

Two petitions for channel shifts were filed this week by prospective applicants: WBRE-TV, Wilkes-Barre (Ch. 28) sought shift of Ch. 56 from Cortland to Binghamton, N. Y., said it would apply immediately after allocation is made. Gregg TV Inc., Longview, Tex. (H.U. Garrett, pres.), asks that Denton's educational Ch. 2 be moved to Longview and opened to commercial entrepreneurs.

Nashville's WLAC-TV (Ch. 5), which is actually assigned to Old Hickory, Tenn., asked that its channel be officially placed in Nashville. Request is similar to that of WMAZ-TV, which has requested that its Ch. 13 be officially put in Macon, Ga. instead of Warner-Robins. Such suburban assignments arose in early post-freeze days when FCC was stickler about distances between post offices, insisted on putting channels in big-city suburbs if spacings didn't quite fit.

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Creditors of off-air WHUM-TV, Reading (Ch. 61) meet Sept. 17 to consider this reorganization proposal: (1) Sell all TV assets, applying proceeds to GE's preferred claim or prorating between claims of GE and Berks County Trust Co., Reading. (2) Pay all claims less than \$100. (3) Issue 10-year, 4% debentures to remaining creditors for 50% of claims, new series of 4% prior preferred stock for other 50%. (4) Prorate 80% of profits after taxes toward balance of Berks Trust claim and redemption of 10-year debentures, until after debentures are paid; then set aside only 50% of profits for redemption of preferred stock. (5) Retain Robert Magee as radio mgr., under 3-man creditor committee.

Radio station sales reported this week: KALI, Pasadena, by Henry Fritzen for reported \$600,000-plus to H. Scott Killgore group, which last week bought WBBR, Brooklyn (Vol. 12:36). WROD, Daytona Beach, by Mr. & Mrs. Edgar J. Sperry for \$125,000 to James F. McDonough and John E. Murphy. WBUX, Doylestown, Pa., by James Stolz for \$100,000 to WBUX Bestg. Co., in which he has 49% interest, with George Steiner, chief chemist of Princeton Worsted Mills, owning 49% and mgr. Wm. A. Lynch, 1%. FCC this week approved sale of radio WIOU, Kokomo, Ind. for \$180,000 to John Lord Booth group by R. H. Blackledge, publisher of *Kokomo Tribune*, M. W. Zimmer and others (Vol. 12:34).

H. & E. Balaban Corp.'s purchase of 50% of CP for WMCN, Grand Rapids, Mich. (Ch. 23) for \$7500 (Vol. 12:28) was approved this week by FCC. Continuing with WMCN are two original owners, theatreman John D. Loeks, with 33⅓%, and Howard W. Frech, 16⅔%. Balabans also own 50% of WTVO, Rockford, Ill. (Ch. 39) and WICS, Springfield, Ill. (Ch. 20), are applicants for Ch. 42, Birmingham, Ala.

**Telecasting Notes:** Another theatrical film backlog purchase was consummated this week—this one not involving feature pictures but the 32,000,000 ft. of news film dating back to 1898 in Warner Bros.' Pathe News library (Vol. 12:30). Purchaser of all assets of Warner Bros.' Pathe News is Studio Films Inc., N. Y. TV film producer-distributor headed by Sam Costello, which paid about \$500,000 for library, installations and cameras of Warner News. It has set up new Pathe Pictures Inc., 33 W. 60th St., with Benjamin Frye, exec. secy. of Studio Films, as pres., for distribution of the news film to TV in documentary programs, for backgrounds & incidental scenes, and to theatres in documentary form . . . Paramount is last holdout among movie majors against feature release to TV. But a few films controlled by its subsidiary Rainbow Productions reportedly will be acquired by Associated Artists Productions. Group includes such recent successes as "Bells of St. Mary" (Bing Crosby, Ingrid Bergman), "Good Sam" (Gary Cooper), and the Somerset Maugham films "Trio" & "Encore" . . . **First important batch of American post-1948 feature films to go to TV is United Artists 39-movie package, bought first by WRCA-TV (Vol. 12:36), then others. United Artists, which holds rights to 200-250 recent features, is expected to put them directly into TV circulation in more small packages . . . Post-1948 features from the majors can't be far off, as negotiations with film unions proceed in Hollywood—affecting perhaps 3500 played-out theatrical films made since that date . . . Guild Films acquires 179 Walter Lantz cartoons for U. S. TV distribution . . . Columbia Pictures' 104-film feature package has been sold to 84 TV stations . . . NBC flagship WRCA-TV goes deeper into feature films with daily 8:55-10 a.m. *First Feature* . . . Paramount and Columbia Pictures ban TV use of clips from current theatrical features, deciding they hurt boxoffice more than they help . . . Hal Roach Studios reports 67% increase in commercial billings this year over 1955, when it made \$2,225,000 worth of commercials . . . Elvis Presley's appearance on Sept. 8 *Ed Sullivan Show* resulted in 43.7 Trendex, highest rating show has had in nearly 2 years.**

TV's daytime audience is growing at faster rate than nighttime, with 40% of TV homes viewing before 9 a.m. each week, 70% between 9 a.m.-noon, 80% between noon-3 p.m., and 90% between 3-6 p.m., TvB pres. Oliver Treyz told Philadelphia admen this week. Quoting recent Nielsen survey, he said circulation of average network weekday program has jumped 20% from 2,362,000 viewing homes in 1955 (Jan.-June) to 2,823,000 in 1956, while average week end daytime show is up 23% from 3,489,000 to 4,301,000 homes. Nighttime network program circulation, he added, is up 18% from 6,100,000 per program in 1955 to 7,194,000 this year, with 95.9% of TV homes viewing 6-9 p.m., 95.2% between 9 p.m.-midnight. Counterattacking newspapers' recent assaults on TV (Vol. 12:20), Treyz said that since 1950, newspapers have upped circulation 6%, advertising costs 28%, cost-per-thousand 20%, while TV's cost-per-1000 dropped.

Low-cost multiplexing unit, which provides intelligible aural signal when TV sound transmitter breaks down, was described at IRE professional group's fall symposium in Pittsburgh Sept. 14 by its inventor, Ben Wolfe, engineering director of WAAM, Baltimore (Ch. 13). He said unit is not intended to replace emergency transmitter, can be built for \$100, modulates aural signal on picture signal, frequency separated.

Nominations for GE's 5th Edison radio amateur award close Jan. 3, 1957, with rules available now from Edison Award Committee, Electronic Components div., GE, Schenectady, N. Y. "Ham" judged to have performed greatest public service during 1956 receives trophy & \$500.

TV teaching began this week in big Hagerstown, Md. 5-year closed-circuit project backed by Ford Foundation and RETMA (Vol. 12:25-26, 33). Because of delays in equipment deliveries, initial instruction is confined to 4 high school subjects—with city's 1600 high school students each viewing one TV session daily. All high school classes are now equipped with receivers, and school system's TV cable system is being fed temporarily from Dage's mobile TV demonstration camera unit pending arrival of permanent camera chain equipment. Initial reports from school administrators indicate that both teachers and students are responding enthusiastically to project, which eventually will be extended to Washington county's entire 47-school system, using 6-channel closed-circuit setup. Meanwhile, N. Y. state video unit chief Francis E. Almstead predicted 25 of state's educational institutions will be equipped for closed-circuit TV within 5 years. GPL this week shipped to Fisk U, Nashville, 4-camera classroom studio package and big-screen projection system, to be used at first for chemistry and physics demonstrations, probably later for other subjects.

First educational TV production center in N. Y. City, now under construction in basement of Carnegie Endowment International Center, 1st Ave. & 46th St., should be in operation by early 1957, serving educational stations throughout nation as supplement to Educational TV & Radio Center at Ann Arbor. Dr. Carroll V. Newsom, chairman of Metropolitan Educational TV Assn., a non-profit organization chartered by State Board of Regents to operate the production center, said it was financed by \$500,000 in contributions from Ford's Fund for Adult Education, Avalon Foundation, Rockefeller Brothers Fund, New York Foundation, Old Dominion Foundation & Carnegie Endowment for International Peace.

Clamp on TV news coverage by Australian Olympics organizing committee, which plans to charge TV and newsreels for right to cover games, was unanimously opposed by NARTB's freedom of information committee in New York this week. Committee also unanimously endorsed CBS' right to exercise independent news judgment during Democratic Convention, when it aroused wrath of Democratic National Committee chairman Paul Butler by not showing complete film lauding Democrats (Vol. 12:33).

David Sarnoff Gold Medal for 1956, awarded annually by SMPTE, will be presented Oct. 9 to widow of Robert E. Shelby, v.p.-chief engineer of NBC until his death last December. A TV pioneer, Shelby was active in development of all-electronic TV, uhf development and color. Award recognizes "technical contributions to the art of TV."

Pleas of not guilty were entered in Philadelphia Federal Court this week by Philadelphia Radio & TV Broadcasters Assn., 10 radio stations and 9 of their officers, to charges of violating anti-trust laws by agreeing to maintain radio advertising card rates (Vol. 12:26, 31). No date was set for trial.

Impatient with rash of late filings in hearing cases, FCC chief examiner James Cunningham told 2 competing applicants for AMs in Huntsville, Ala. area that "lack of counsel" is no excuse, dismissed both of them. Applicants were Radio Huntsville Inc. and J. B. Falt Jr., seeking 1290 kc, 1-kw daytime.

FCC Comr. John C. Doerfer will be speaker at NARTB regional meeting in Salt Lake City's Hotel Utah Sept. 20, substituting for Chairman McConnaughey who will be heading FCC-industry confab on uhf research that day.

Storer's WJBK-TV, Detroit (Ch. 2) & WJBK mark formal dedication of new studios & offices with ceremonies Sept. 18.

**NO COLOR PRICE CUTS IN SIGHT, SAYS RCA:** Striving mightily to hypo color set sales, albeit virtually single-handedly as far as receiver manufacturers are concerned, RCA was impelled to issue formal statement Sept. 14 to warn that no price reductions on color receivers should be expected before next July -- and, in fact, said there's even possibility of price increases before then.

RCA pres. Frank M. Folsom stated: "While we can assure the public -- as well as our distributors and dealers -- that nationally advertised price levels of our color merchandise cannot be reduced, we cannot offer such assurance that, because of matters over which we have no control, color set prices will not be increased."

RCA seems to be calculating that announcement will give color market same merchandising lift that its recently-announced price increase on black-&-white receivers gave monochrome sales (Vol. 12:34). At that time, dealers took advantage of already-announced but not-yet-effective price increases to tell customers that real savings could be realized by buying immediately -- before prices go up.

"The greatest TV values in history" are represented in current color prices, said Folsom, predicting that "a fabulous demand" for color sets will develop and "will mean a new era for the entire TV industry."

"The present nationally advertised price of \$495 for a big RCA Victor color receiver results from years of pioneering and development," he said. "In achieving the \$495 price level, we have utilized all of the knowledge gained so far -- technically, production-wise, and in marketing. There is no means, presently known, that will enable us to pass along further savings to consumers before our 1958 line is introduced 9 months from now."

Folsom estimated that from 1956 through 1965, some 53,240,000 color sets will be sold at retail, at retail dollar volume of \$16,835,000,000. By contrast, he said 43,230,000 black-&-white receivers were sold from 1946 through 1955, representing retail dollar volume of \$13,011,000,000.

Other set makers obviously don't share RCA's enthusiasm for immediate color outlook. Philco, Admiral, GE and Motorola all told us this week that they had even scaled down their earlier modest color production goals for 1956.

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**Factory Servicing:** Dealers and service groups continued to generate heat on already red-hot topic of factory servicing, in wake of GE's announcement of plans to set up factory service branches where needed, and Philco's determination to extend its branches to 16 by year's end (Vol. 12:34-36). NARDA issued statement by its service committee chairman Kenneth Stults, urging manufacturers to clarify their position on central servicing in 4 major aspects: (1) How do factories intend to adjust prices to servicing and non-servicing dealers so both are treated fairly? (2) What standards will be required of independent service shops and self-servicing dealers to give them approval as official service agencies? (3) Will independent service agencies be permitted to purchase parts and components at prices equal to those of the factory-controlled service agency? (4) In what size communities will factory service branches be established and how will arrangements be made in smaller towns to give equal opportunities with the larger cities? Stults issued challenge in statement titled "What Happens While We Sleep!" To illustrate NARDA's contention that there's no need for factory servicing, he cited recent Elmo Roper polls indicating that overwhelming majority of set owners were satisfied with servicing.

**More Crosley-Bendix Rumors:** Avco took occasion this week to slap down a new crop of rumors intimating that Crosley & Bendix divs. would be sold or otherwise disposed of. Formal statement issued in N. Y. Sept. 14 said Avco had no intention of selling Crosley & Bendix divs. but asserted that negotiations were in progress to

produce part of Philco's laundry line at its Nashville plant. Philco said it had been negotiating with several manufacturers on ways to expand its full line output but none had been productive yet. Most persistent report circulating in trade this week was that Crosley's TV-radio operations would fold up on or about Oct. 15 -- but this, too, lacked official confirmation.

**Retail Sales:** Though July retail TV sales of 405,310 represented a seasonal decline from 5-week June sales of 439,362, it's encouraging to note that they exceeded the 381,567 sold in July 1955. It was second straight month that monthly sales exceeded those of 1955, when record 7,421,084 were sold in full year. For 7 months, retail sales totaled 3,273,560, compared to 3,584,562 in first 7 months of 1955. Retail radio sales in first 7 months, excluding auto sets, totaled 3,967,555, compared to 2,732,983 in same period year ago. Production of auto sets, regarded as equivalent to retail sales, totaled 2,512,216 in first 7 months vs. 4,065,859 in same period year ago. Here's recapitulation of retail sales:

	TV Retail Sales		Home Radio Sales		Auto Radio Sales	
	1956	1955	1956	1955	1956	1955
January...	614,213	647,585	531,206	474,945	519,648	573,837
February..	530,554	626,613	454,867	317,908	437,611	597,742
March.....	544,411	669,794	527,649	448,488	478,272	774,025
April.....	347,630	411,748	471,193	367,841	299,253	567,876
May.....	392,080	416,908	566,357	398,449	282,611	563,369
June.....	439,362	430,347	839,830	421,387	296,256	584,567
July.....	405,310	381,567	576,453	303,965	198,565	404,443
Totals..	3,273,560	3,584,562	3,967,555	2,732,983	2,512,216	4,065,859

**Production:** TV output totaled 155,571 week ended Sept. 7, compared to 174,093 in preceding week and 183,912 in corresponding week of 1955. It was 36th week of year, and brought production for year to date to about 4,686,440, as compared to 5,196,797 in corresponding 1955 period. Radio production totaled 223,303 (47,275 auto) in week ended Sept. 7, compared to 257,815 (62,340 auto) in week before and 234,812 (96,394 auto) in corresponding week year ago. Radio output for 36 weeks was 8,710,262 (2,821,758 auto) vs. 9,204,333 (4,632,072) in like period of 1955.

RETMA this week released revised production data for first 7 months of year, reporting 3,752,133 TVs, 7,225,862 radios (2,512,216 auto) turned out, compared to 4,173,088 TVs, 7,777,378 radios (4,065,859) in corresponding 1955 period. July TV production was 336,931 (41,803 with uhf tuning), compared to 553,025 in 5-week June (78,512 uhf). July radio production totaled 556,697 (198,565 auto), compared to 1,073,775 (296,256 auto) in 5-week June.

"Preferred tube types program" to encourage greater standardization of TV-radio circuitry has been inaugurated by RCA tube div. with publication of list of 60 "standard" tubes for TV-AM-FM receiver use—42 types for TV, 18 for AM & FM sets, including 6 types common to both applications. Tube div. gen. commercial mgr. L. S. Thees explained preferred-tube plan thus: "The program enables electronic equipment manufacturers to concentrate on fewer tube types, [making possible] lower tube production costs, lower warehousing and stocking expense. All of these factors can contribute to lower prices for the user. This program makes possible more uniform quality in production . . . In addition, equipment manufacturers who use preferred types in their designs are able to standardize on fewer accessory parts such as transformers, capacitors and resistors." Moreover, he added, preferred type tubes are regularly stocked by distributors and therefore easier to obtain for replacement purposes. RCA conducted similar program for radio manufacturers in 1940.

Wall chart picture tube selector, including color tubes, classifying 223 types by size, base, bulb structure, etc. and listing aluminized and non-aluminized tube replacements, is offered by GE tube distributors.

Picture tubes sales in first 7 months totaled 5,738,123, valued at \$105,657,579, compared to 5,429,817 at \$104,391,728 in first 7 months of 1955, reports RETMA. Receiving tube sales totaled 259,056,000, worth \$209,637,000, in first 7 months of 1956, as against 254,842,000 at \$189,849,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan. ....	892,385	\$ 17,016,391	40,141,000	\$ 31,314,000
Feb. ....	893,063	17,136,695	37,754,000	30,756,000
March (5 wk) ..	848,055	15,714,365	42,525,000	34,849,000
April .....	830,902	15,141,461	35,184,000	28,616,000
May .....	906,732	16,123,625	33,015,000	27,145,000
June (5 wk) ..	776,601	13,663,408	39,037,000	32,176,000
July .....	585,380	10,861,634	31,400,000	24,781,000
TOTAL	5,738,123	\$105,657,579	259,056,000	\$209,637,000

Emerson followed trend to price hikes, increasing 6 TV models by \$10 each, and sales v.p. Hal Dietz said "it is likely that other models may have to be increased" in Oct. Models affected by increase this week are the Port-O-Rama, 8½-in. portable TV-radio with phono jack, hiked from \$124 to \$134; 21-in. table, \$158 to \$168; three 21-in. consoles & a 24-in. TV-radio-phono combination, all with open lists.

**Topics & Trends of TV Trade:** Use of premium merchandise as incentives to promote TV-radio-appliance sales is on the increase as result of keener competition, Motorola merchandising mgr. David H. Kutner told Premium Advertising Assn. of America this week—but he warned that the trend can be overdone. "About the most important thing we have learned from our use of premiums," he said, "is that we are in the business of selling TV and radio sets, and hi-fi and phonographs, and that we are not in the business of moving premiums. Whenever we forget this, the operation may be a well publicized success, but the patient invariably dies." Motorola's newest premium is a regulation-size football, autographed by Otto Graham and offered through Motorola dealers at \$1.98 (retail value: \$7.95) . . . Westinghouse, which abandoned fair trading on small electric appliances a year ago, said sales of those appliances have spurted sharply since then, even despite recent strike; S. J. Stephenson, mgr. of portable appliance div., told news conference "there has been a clear realization that our present policy of fair margins as opposed to fair trade is healthier for all, and particularly for the small businessman" . . . Latest entry in fast-growing list of German manufacturers marketing radio-phonos in U. S. (Vol. 12:28-29) is Kuba-Tonnobelund Apparatus, Wolfenbuttel, which showed line of higher-priced radio-phonos combinations this week, selling to dealers through Edelmuth & Co., Cleveland, its exclusive U. S. rep . . . Hotpoint's fall TV ads will stress "all-family enjoyment" because a recent national survey "proved the whole family has something to say about purchasing a TV set," adv. mgr. Philip L. Crittenden stating: "People aren't interested in tubes, knobs and guns that shoot electrons; people want results, and the results of TV are enjoyment, family enjoyment" . . . Hoffman Electronics, celebrating 15th anniversary, launches big 60-day sales promotion campaign, offering 3 Buick Rivieras as top prizes to distributors . . . Pushing uhf, Buffalo retail outlet Bestway Stores offers up to \$150 trade-in allowance on an all-channel receiver, also promotes complete installation of uhf antennas for \$30 . . . "Be a 2-TV Family for Even Greater Enjoyment" is theme of New Orleans TV-Radio-Appliance Assn. 6-week second-set promotion starting Sept. 19, in cooperation with local utilities . . . Cost-of-doing-business survey, based on 1956 operating experiences, will be conducted shortly by NAMM among its members; field work will be under supervision of E. H. Scull Co., N. Y.

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Canadian TV set sales by distributors to dealers totaled 252,227 in first 7 months, compared to 273,512 in first 7 months of 1955, reports RETMA of Canada. Of the 7-month sales this year, 125,128 were consoles, 121,612 table models, 5487 combinations. July sales were 36,031, compared to 27,137 in June and 27,595 in July 1955. Montreal led in 7-month sales, with 47,197; Toronto, 41,081; other Ontario, 25,323; British Columbia, 19,637; Alberta, 17,487; Quebec City, 15,717; Manitoba, 15,559; Ottawa & eastern Ontario, 15,151; Hamilton-Niagara, 12,506; Nova Scotia, 11,891; New Brunswick & Prince Edward Island, 8116; Windsor, 7602; Saskatchewan, 6975; other Quebec, 4673; Newfoundland, 3312.

Philco's consumer products advertising will be switched from Hutchins Adv. Jan. 1, new agency to be announced shortly. Hutchins, which had been responsible for all Philco billings for 21 years, will continue to handle only the Philco service and national telephone directory accounts from its main office in Rochester, N. Y. All Philco of Canada divs. continue with Hutchins.

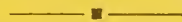
Latest in management aids issued by Small Business Administration is *Profitable Advertising for Small Industrial Goods Producers* available for 35¢ from Govt. Printing Office.

**Trade Personals:** Raymond W. Saxon, RCA northeast regional mgr., Boston, and formerly national TV sales mgr., promoted to director of all regional operations, headquartered in Camden and succeeding Martin F. Bennett, now corporate merchandising v.p. . . . Raymond B. George, Philco merchandising v.p., named sales promotion v.p.; and Max Enelow, Philco adv. counsel, named adv. mgr., in separation of sales promotion & adv. functions . . . Paul S. Kempf, ex-Pacific Mercury, appointed to new post of industrial relations director, Hoffman Electronics . . . Wm. T. Reedy named Packard-Bell adv. & sales promotion director, succeeding Robert H. Thompson, now sales mgr. . . . Julius Haber, RCA, reappointed chairman of RETMA public relations & adv. committee . . . Robert W. Plunkett promoted by Sylvania tube dept. to supervisor of equipment sales service, Edward T. Westgren to supervisor of renewal sales service, Dean C. Midey to supervisor of private brand sales service . . . James J. Lanigan Jr., recently with U. S. Information Agency in Southeast Asia, named by Sylvania public relations director George W. Griffin Jr. to handle public relations for tube divs.; Robert T. Sheeran handles TV-radio sets, Herbert C. Johnson Jr. corporate matters . . . Dave Gerstein, Olympic Radio director of govt. & industrial sales, promoted to v.p. . . . Charles F. Rork named asst. sales mgr., Tung-Sol international div. . . . George Haydu and Zoltan Haydu, former principals of tube manufacturers Haydu Bros., now a subsidiary of Burroughs Corp., form Haydu Products Inc., Plainfield, N. J., as suppliers of components to tube industry . . . L. F. Waelterman, who headed own manufacturer's rep firm in St. Louis, appointed Jerrold midwest regional mgr., St. Louis . . . Arthur J. Costigan elected v.p., Radiomarine dept., RCA Communications, having served since 1946 as communications v.p. of Radiomarine Corp. of America, now merged with RCA . . . John F. Zubrod, ex-Serrel, appointed product mgr., Whirlpool-Seeger air conditioning div., replacing Thomas Ford, resigned . . . Leo Kepler named Capitol Records merchandising mgr. for classical records . . . Mort L. Nasatir promoted to Decca Records adv. & merchandising director.



Col. Herbert H. Frost, 63, co-founder and first pres. of old RMA, serving in 1924, 1925 & 1928, and inventor of Frost radio headset, died Sept. 10 after 5-month illness. He had been serving most recently as Washington rep of Buda Co., subsidiary of Allis-Chalmers. He is survived by his widow.

Samuel Kagan, 52, pres. of Tel-O-Tube Corp., died Sept. 9 in Fairlawn, N. J. Surviving are his widow, son, daughter, mother.



FTC investigation, to determine why appliance dealers shouldn't pay same price builders do for comparable quantities of merchandise, is planned by NARDA, managing director Al Bernsohn stated in Atlanta this week. Request to FTC, subject to approval of NARDA regional meeting in Nashville, asserts that NARDA has seriously considered asking withdrawal of appliances from FHA financing.

John F. Rider Publisher Inc., TV-radio-electronics publisher, moves Oct. 5 to 116 W. 14th St., N. Y. Rider offers new TV receiver diagram service, providing all service information for each set on single sheet. Initially, it covers sets made during last 5 years by RCA, Philco, Admiral, GE, Emerson, Motorola, Crosley & Zenith.

Westinghouse increased prices on 12 TV models by \$10 and \$20 this week: 21-in. tables (\$170 to \$180, 2 models \$190 to \$200, \$200 to \$220, \$210 to \$230); 24-in. tables \$230 to \$250, \$240 to \$250, \$250 to \$260); 21-in. consoles (\$280 to \$290); 24-in. consoles (\$300 to \$320, 2 models \$320 to \$340).

**Color Trends & Briefs:** Accelerating fall color drive, NBC & RCA arranged largest color closed-circuit hookup to date Sept. 11—linking stations in 120 cities for audiences of RCA dealers & distributors, admen, station executives and newsmen for 50-min. show from new color studios in Ziegfeld Theatre, N. Y.

NBC pres. Robert W. Sarnoff described extensive schedule of *Saturday Night Spectacular* and *Producers' Showcase* programs to be co-sponsored by RCA and RCA-Whirlpool distributors, termed them "the kind of color programming that will make viewers feel they're missing plenty if they see it only in black-&-white."

RCA pres. Frank M. Folsom asserted: "The right set—at the right price—and plenty of programming to back you up! I say this is your year—color is here! Your only limit is the amount of effort you want to put into it."

Among programs listed by Sarnoff: Mary Martin & Paul Douglas in *Born Yesterday*, Claire Bloom in *Romeo and Juliet*, Lunt & Fontanne in *The Great Sebastians*, Esther Williams' *Aqua Spectacle*, Sonja Henie ice show, Sadler's Wells Ballet presentation of *Cinderella*, Audrey Hepburn & Mel Ferrer in *Mayerling*, Shaw's *Man and Superman*, Wm. Wyler's production of *The Letter*, Sol Hurok's *Festival of Music*, TV Emmy Awards, original musical *Jack and the Beanstalk*, musical *High Button Shoes*.

As special N. Y. area promotion, NBC's WRCA-TV will show 23½ hours of color during National TV Week, Sept. 23-29—including 8½ hours of local live shows and 3½ hours of color feature films. Plans include 4-page supplements Sept. 22 in *N. Y. Times* and *N. Y. Journal American* outlining color & black-&-white program plans, mailing of 100,000 ad reprints to "thought leaders" in N. Y., merchandising promotion with 3000 drug & food stores, Times Square moving sign—"Watch TV more . . . there's more on 4."

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NBC's first color kine demonstration in Hollywood this week, using new lenticular film, didn't impress *N. Y. Times* reporter who wrote that it "does not show off color TV to its best advantage. Color fidelity is not always consistent or true. Blues have a purplish tint and images tend to be fuzzy. Overlapping, or bleeding of one color into another, also was frequently evident. Network executives stated that this means of color kinescoping is a 'stop-gap' arrangement pending the development of delayed all-electronic color via magnetic tape."

Color-TV engineering course, running 18 successive Wednesdays, began Sept. 12 at U of California at Los Angeles under direction of Wm. Milwitt, engineer-in-charge, RCA Labs, Hollywood.

**DISTRIBUTOR NOTES:** Philco appoints Legum Distributing Co., 108 Light St., Baltimore (Edgar Legum, pres.) for Baltimore and Washington, replacing Jos. M. Zamoiski Co., now Zenith distributor; Legum is dropping Crosley-Bendix franchise Oct. 15 after 12 years . . . Hoffman Electronics appoints Providence Electric Co., Providence; W. L. Roberts Inc., Memphis; Jones-Cornet Electric Co. Inc., Welch, W. Va. . . . DuMont N. Y. promotes Murray Fink to field sales mgr. . . . Raymond Rosen & Co., Philadelphia (RCA) appoints John B. Hesser sales mgr. for RCA Whirlpool freezers . . . Graybar, Cincinnati (Emerson) promotes Ivan E. Roshon to mgr. of appliance sales . . . Graybar, Wilmington, Del. (Hotpoint) moves to 915 So. Heald St.

Philco will build consolidated 118,000-sq. ft. warehouse in Elizabeth, N. J., due for completion next March, to replace existing warehouse and showroom facilities in E. Orange, N. J. An adjacent office building will also be built.

## Network Color Schedules (September 16-29, 1956)

Sept. 16—CBS: *Lamp Unto My Feet*, 10-10:30 a.m.  
 Sept. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, 8-9:30 p.m.  
 Sept. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.  
 Sept. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft Television Theatre*, 9-10 p.m.  
 Sept. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 Sept. 21—NBC: *Matinee Theatre*, 3-4 p.m.  
 Sept. 22—NBC: *Be a Famous Figure*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.  
 Sept. 23—NBC: One-shot film *Sound of Fear*, 4:30-5:30 p.m.  
 Sept. 24—CBS: *Studio One*, 10-11 p.m. NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.; *News Caravan*, 7:45-8 p.m.  
 Sept. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Noah's Ark*, 8:30-9 p.m.  
 Sept. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *This Is Your Life*, 10-10:30 p.m.  
 Sept. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 Sept. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Truth or Consequences*, 8:30-9 p.m.  
 Sept. 29—NBC: *Perry Como Show*, 8-9 p.m.; *Spectacular*, "Esther Williams Aqua Spectacle," 9-10:30 p.m.

Promoting color in connection with National TV Week Sept. 23-29, Westinghouse this week issued press release stating, in part: "Color TV, already recognized as one of the 20th century's outstanding scientific and artistic achievements, will make its appearance in thousands of American homes in the near future. That's the prediction today from TV experts across the nation. In fact, they say, the chances are excellent that you—and a number of families in your neighborhood—will own big-screen color sets before next Christmas. Over 200,000 color receivers are expected to be manufactured this year—substantial increase over 1955."

Color conversion of Chicago's WNBQ—at cost originally estimated at \$1,250,000—has been completed, with last of 4 TV studios at NBC headquarters remodelled and available for colorcasting. New film studio is also in operation with one black-&-white and 2 color film camera chains, slide projectors, and switching & control equipment. With conversion complete, NBC Chicago operations are again consolidated in one building, with all production facilities in a new 25,000-sq. ft. penthouse on 19th-floor roof of Merchandise Mart.

"A Bet on Color" titles article in Sept. 15 *Business Week* on Milwaukee's WITI-TV (Ch. 6) independent all-color operation using DuMont Vitascan. Gen. mgr. J. I. Meyerson is quoted: "In TV right now, color is the a la mode on the pie. The color boom is right around the corner—what corner nobody knows—but when it comes, we'll be ready for it."

Quoteworthy quote: "Right now some 10,000,000 to 13,000,000 homes are top prospects for a second set—many of them immediate prospects. For 1956, we estimate that second-set purchases will increase to at least 16% of the total consumer purchase of TV. However, in many of these instances the new set is in reality a replacement set since the new, larger screen set becomes the primary set, and the other operative set gets relegated to a secondary position."—Herbert Riegelman, gen. mgr. of GE's TV receiver dept., to NARDA meeting in Milwaukee Sept. 11.

Two more RETMA lab manuals for TV-radio technicians, "Basic Electronics" (\$1.75) and "Basic Radio & Radio-Receiver Servicing" (\$2.00), by Paul B. Zbar & Sid Schildkraut of RETMA teaching staff, have been published by McGraw-Hill Book Co., N. Y. RETMA also plans courses on basic TV, color, hi-fi repair, PA systems.

Magnavox appoints Rothbardt & Haas Adv., Chicago, for all adv. of its Spartan & Sentinel brands. Magnavox's own brands continue with Foote, Cone & Belding, Chicago.

**Electronics Reports:** Electronic circuits and components operating at temperatures up to 1500 degrees Fahrenheit were demonstrated this week by GE as "crucial breakthrough of the thermal barrier" with important implications for guided missiles, atom-powered aircraft, etc. Demonstrated in New York were laboratory models of newly designed vacuum tubes, capacitors, resistors, transformers, coils, wires, printed circuit boards and an electric motor—operated in furnaces and in direct flame of blowtorches which would melt ordinary circuits to a puddle of glass and metal. GE also announced successful tests in which electronic assemblies have been operated at high temperature for more than 1000 hours in neutron flux of graphite reactor at Oak Ridge National Lab. To dramatize qualities of the heat-resistant components, GE Research Lab scientists demonstrated "hi-fire" phonograph with amplifier glowing brightly in 1500-degree oven—playing hot jazz, of course.

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New non-metallic permanent magnet material—Ferroxide—is covered by 2 patents issued this week to North American Philips Co. The ceramic material is electrically non-conductive and is said to retain its magnetic strength under most adverse conditions. It is produced without such critical and costly materials as cobalt and nickel, can be molded into various shapes, is unaffected by external fields and recommended for TV focus yokes and loudspeakers as well as motors, generators, refrigerator door latches, etc. Philips says several U. S. companies have been licensed to manufacture the material.

Scatter transmitter production has been started by Marconi for British Govt., the 20-kw units to be operated in 35-55-mc band for communications between United Kingdom & Malta, eventually to be extended to Cyprus & Middle East. Marconi has also supplied Admiralty with experimental 30-35-kw unit, a modified TV transmitter, for installation at Gibraltar with beam directed at Britain.

A community antenna system's financial details, rarely revealed because virtually all systems are privately owned and not regulated by Govt., came out this week when Barnes Engineering Co. reported that subsidiary Clarksburg (W. Va.) TV Cable Corp., serving about 7000 subscribers, earned \$263,988 in fiscal year ended June 30. Highly profitable venture listed \$255,333 operating income, \$151,851 expenses. Expense breakdown: \$34,310 general & administrative, \$64,399 operating, \$3142 interest. Biggest factor in net income was \$160,502 from "contributions in aid of construction," representing subscribers' initial connection fees. System's total assets as of June 30 were \$616,924, including \$259,354 in pole lines, \$171,936 in tap-off lines, \$116,879 in other electronic equipment. Barnes financial statement noted that Clarksburg operation "is well established and is adding new customers steadily, so that we anticipate a duplication of the above results for the coming year." Note: Importance of Clarksburg subsidiary to parent company is shown in fact that Barnes had net loss of \$99,528 for year, despite dividend income of \$285,599 from Clarksburg. Loss resulted from write-off of lost costs on contracts for subsidiary Multra Corp.

Storer Broadcasting Co. filed registration with SEC this week of 200,000 shares of \$1 par common, all owned by pres. George B. Storer—including 185,360 Class "B" shares to be converted by underwriters. Storer is offering shares to public "upon the recommendation of his estate planning consultants . . . to provide for payment of his estimated inheritance taxes," according to prospectus. After sale, he will hold 1,092,890 "B" and voting rights on 206,250 additional shares of "B" in trust. Outstanding shares will then total 973,610 common and 1,501,140 "B".

**ELECTRONICS PERSONALS:** Marvin Hobbs, onetime director of Defense Dept.'s old Munitions Board Electronics Div. and holder of other high defense posts, more recently director of marketing, American Machine & Foundry Co., joins Arma div., American Bosch Arma Corp., Garden City, N. Y. as director of new products dept. . . . Clyde C. Randolph elected v.p. in charge of western manufacturing, Western Electric Co., succeeding Reese F. Clifford, retiring; Noble Armstrong elected distribution v.p.; James N. Cost, installation v.p.; Charles D. Dugan, v.p.-controller . . . Col. Willet J. Baird, USA ret., named editor of *Signal Magazine*, published by Armed Forces Communications & Electronics Assn., succeeding late Col. George P. Dixon . . . Stanley J. Godwin promoted to GE district sales mgr. in charge of tube sales to Air Force, Dayton, O., succeeding Wilbur F. McKeenan, now mgr. of tube sales to Navy . . . Emerson S. Norris promoted to mgr. of facilities engineering, Sylvania atomic energy div., Bayside, N. Y. . . . Chester C. Pond promoted to product planning mgr., Philco govt. & industrial div.

Portable radar speed meter shown by Admiral at International Assn. of Police Chiefs meeting in Chicago this week weighs 26-lbs., costs \$995, runs off 12-volt auto battery. Size of typewriter case, it is said to "spot" speeders up to 200 feet. Available with unit are 16mm camera (\$295) which snaps pictures of speeder and speed indicator, and tape recorder (\$185) which registers high-pitched "beep" corresponding to violator's speed.

DuMont govt. div. opens new sales office at 802 Bugbee St., Jacksonville, under direction of southeast govt. sales mgr. Harry Del Muro, ex-DuMont TV transmitter sales rep for Texas. Office will handle govt. sales in 6 southeastern states.

Circuit Instruments Inc., subsidiary of International Resistance Co., has moved to new 12,500-sq. ft. plant at 2801 Anvil St. North, St. Petersburg, Fla.

Raytheon earned about 11¢ per share in fiscal quarter ended Aug. 31, reflecting continued losses from liquidation of TV-radio div. following its sale to Admiral in latter May (Vol. 12:21-22). Earnings in corresponding quarter of preceding fiscal year were \$764,000 (28¢). Pres. Charles F. Adams Jr. told stockholders meeting Sept. 13 that he anticipated improved earnings in current quarter ending Nov. 30; that company is currently negotiating with Navy to take over management of its missile plant in Bristol, Tenn.; that it currently has govt. backlog of more than \$180,000,000 and expects additional contracts.

Teleprompter Corp. stockholders Sept. 11 approved sale of 20,000 authorized but unissued shares at \$25 to Western Union, plus \$250,000 worth of 4% subordinated debentures over 10 years, convertible into common stock at \$30 a share in first 5 years, \$35 thereafter. Pres. Irving B. Kahn reported net earnings of \$76,422 for first 6 months of 1956, more than double the \$34,081 earned in same 1955 period. Full 1955 net earnings were \$96,743 (81¢) on gross revenue of \$1,215,559. Elected to Teleprompter board were Thomas F. McMains, v.p. & asst. to pres. of Western Union, and Theodore B. Gittings, public relations v.p. of Western Union.

Emerson Radio operations in fiscal quarter ended July 31 "most likely" resulted in a net loss for the period, according to interview with pres. Benjamin Abrams in Sept. 13 *Wall Street Journal*. He said that, at best, earnings were "very poor" compared to net profit of \$472,831 (25¢ per share) in corresponding period of preceding fiscal year. He blames company's bad showing this year on TV liquidation sales; publicity on imminence of color; low profit margins on portables.

## Network Television Billings

July 1956 and January-July 1956

(For June report see *Television Digest*, Vol. 12:32)

**R**ECORD TV NETWORK billings of \$18,488,479 were chalked up by CBS during normally light July, gain of 26.3% over same month year ago, according to Publishers Information Bureau monthly report. NBC achieved \$13,584,196, gain of 13.5%; ABC had \$5,532,030, up 69.5%—bringing 3-network total to \$37,604,705 for July, up 25.4%. Networks' total for 7 months of 1956 reached \$272,115,017, an increase of 19.8% over same 1955 period. The complete PIB July report:

	NETWORK TELEVISION					
	July 1956	July 1955	% Change	Jan.-July 1956	Jan.-July 1955	% Change
CBS	\$18,488,479	\$14,635,011	+26.3	\$124,987,904	\$108,326,852	+15.4
NBC	13,584,196	11,966,760	+13.5	103,113,928	90,777,503	+13.6
ABC	5,532,030	3,263,803	+69.5	44,013,185	25,032,408	+75.8
DuMont*	—	131,105	—	—	3,035,785	—
<b>Total</b>	<b>\$37,604,705</b>	<b>\$29,996,679</b>	<b>+25.4</b>	<b>\$272,115,017</b>	<b>\$227,172,548</b>	<b>+19.8</b>

	1956 NETWORK TELEVISION TOTALS BY MONTHS			
	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,488,479	13,584,196	37,604,705
<b>Total</b>	<b>\$44,013,185</b>	<b>\$124,987,904</b>	<b>\$103,113,928</b>	<b>\$272,115,017</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.

FCC Chairman McConnaughey received enthusiastic response to his speech before Radio & TV Executives Society in Hotel Roosevelt, N. Y. Sept. 12 when he stressed these points: (1) Station licenses should be lengthened from 3 to 5 years to "stabilize the industry." (2) Proposals that allocations investigations incorporate "economic and sociological" studies make him "a bit apprehensive." This was obvious reference to Senate Commerce Committee's "Bowles Committee," which has talked about having MIT or other university conduct such studies. "In a field so vital and so rapidly changing . . . I hesitate to rely on long or short term forecasts made by economists and their statistical colleagues." (3) Govt. controls should be kept at a minimum. (4) Duplication of Congressional investigations is much too time-consuming. They've taken up 7432 man-hours of FCC time, including 287 of his own—but "sincere" investigations are welcome. In interview after meeting, McConnaughey said he hopes FCC can take up question of subscription TV, but added he has no idea what will be done with it, whether hearing will be ordered, etc.—but reiterated personal belief experimental operation should be authorized.

Sudden strike at NBC's KRCA, Los Angeles, Sept. 12 forced cancellation of *Matinee Theatre* and cut video of *Tennessee Ernie Ford Show*, as cameramen and engineers walked off jobs for 4 hours in protest of NBC's contention that union did not have jurisdiction over 2 new clerks. Technicians returned to job after network agreed to negotiate issue in N. Y.

Annual outing of Federal Communications Bar Assn. will be held at Washington's Congressional Country Club Tues. Oct. 2, first time at location other than Vienna, Va. farm of late attorney Horace Lohnes. New features will include golf tournament starting at 11 a.m., buffet dinner at 7 p.m. Weekday was picked, varying from customary Saturday, because of Club's availability.

**C**B'S FIFTH TV STATION, second uhf, will be called WHCT—as CBS takes over WGTH-TV, Hartford (Ch. 18) and changes call letters Sept. 16, following final go-ahead from FCC this week. New gen. mgr. is Harvey J. Struthers, for last 5 years mgr. of CBS's radio WEEL, Boston, where sales mgr. Tom Gorman succeeds him.

Consummation of \$650,000 purchase from RKO Tele-radio Pictures was made possible when protestants WNHC-TV, New Haven (Ch. 8) and WATR-TV, Waterbury (Ch. 53) dropped objections and Commission made sale effective.

Purchase gives CBS following lineup of owned stations in addition to WHCT: WCBS-TV, N. Y. (Ch. 2); WBBM-TV, Chicago (Ch. 2); KNXT, Los Angeles (Ch. 2); WXIX, Milwaukee (Ch. 19).

CBS's plans call for immediately expanded programming schedule of WHCT, starting at 7 a.m., and construction of new studios.

Meanwhile, NBC is still going through hearing in its acquisition of WKNB-TV, New Britain (Ch. 30), which would bring its total to 7 stations, 2 of them uhf. Engineering data was placed in record last week; on Sept. 18, balance of testimony will be given by Charles Denny, operations exec. v.p., and Hugh Beville, v.p. for planning & development. Since opposition to acquisition was dropped by WNHC-TV and WATR-TV, it's presumed there's no obstacle to FCC approval.

Two applications for conventional and 4 for translator stations were filed with FCC this week. Seeking Ch. 7, Amarillo, Tex. is Southwest States Inc., comprising principals of KAMQ (Murry Woroner, pres.). Application for Detroit's Ch. 62 was filed by Plaza Radio & TV Co., owned by N. Y. adman Alex Roseman (50%), Eliot Hyman, principal owner of Ercona Corp. (25%), and David M. Harris, former owner of Associated Films (25%). Translator applications: For Ch. 80, Center-Sargent, Colo., by Eugene Strausser; for Ch. 70 & 76, Lewiston, Ida., by non-profit Orchards Community TV Assn. Inc.; for Ch. 70, Truth or Consequences, N. M., by city itself. Total applications on file: 121 stations (24 uhf), 22 translators. [For details, see *TV Addenda 23-J* herewith.]

Proving again that uhf can be profitable, treas.-gen. mgr. Wm. L. Putnam of WWLP (Ch. 22) in non-intermixed Springfield, Mass., announced that station will do more than \$1,000,000 business this year, having grossed nearly \$500,000 in first half, with earnings of more than \$82,000, or a little over \$2 a share. To the station's approximately 50 stockholders, he announced dividends of 10¢ per share and 5% stock. Station headed by Roger L. Putnam has been on air since March 1954, lost money during its first 2 years. According to FCC's TV station financial analysis, only 2 uhf stations grossed more than \$1,000,000 in 1955—one of them operating at a loss (Vol. 12:30).

Assignment of KMGM-TV call letters to Minneapolis' KEYD-TV (Vol. 12:34) was protested by Loew's Inc., parent of MGM, in letter to FCC this week. Terming use of call letters "unfair trade practice," Loew's said it could "seriously harm Loew's negotiations for the leasing of its films in this and other markets." It also pointed out cryptically that Loew's is in "direct competition" in the Minneapolis area with KMGM-TV.

Negotiations have been terminated for purchase of WMTV, Madison (Ch. 33), according to George R. Stephenson, exec. editor of *Madison Capital Times* (WIBA), which had sought to acquire 2/3 of Gerald A. Bartell's station there (Vol. 12:11). WIBA tried to arrange merger after it lost Ch. 3 decision to WISC-TV.

WROC-TV are new call letters of WHAM-TV, Rochester (Ch. 5), now owned by Transcontinent TV Corp., which sold radio WHAM to Riggs & Greene Inc.; latter retains old call letters.



# Television Digest

with **ELECTRONICS REPORTS**

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 22, 1956

**ALLOCATIONS JOCKEYING** appears as FCC's uhf research project gets off to slow start. RETMA's Baker heads 5-man organizational committee (p. 1).

**ALL NETWORK AFFILIATION CONTRACTS** to be made public at Celler hearings. ASCAP members urge divorce of networks from BMI and record business (p. 2).

**TV SERVES EDUCATION** with 23 non-commercial stations, more than 100 closed-circuit systems, variety of special programs. Big equipment market seen (p. 4).

**NTA FILM NETWORK'S LEGALITY** due to be questioned by station, which will ask FCC whether affiliation constitutes abdication of licensee responsibility (p. 5).

**CAPPER PUBLICATIONS SALE** to Stauffer, including WIBW-TV & WIBW, Topeka, and KCKN, Kansas City, for \$7,000,000, ends legatee litigation (p. 5).

**COURT APPEAL** taken by WJHP-TV, Jacksonville, which asks freeze on Ch. 12 CP, seeks deintermixture as in Duluth or New Orleans (p. 7).

**FIRST 1,500,000-WATT TV** station is Wilkes-Barre's uhf WILK-TV, which turns up power on GE 45-kw transmitter; WNOW-TV, York, Pa. may quit Sept. 30 (p. 8).

**PORTABLES GAIN IN IMPORTANCE** in improved TV market, accounting for 11% of Sept. output. Philco-Bendix laundry sale nears. TV exports grow (p. 11).

**"CAPTIVE" TV SERVICING** deplored by Sylvania official, but he warns servicemen to improve merchandising and selling or suffer consequences (p. 12).

**WESTINGHOUSE EXPANSION** calls for \$750,000,000 worth of consumer products sales annually by end of 1958, though short-term outlook presents problems (p. 13).

**BETTER INDUSTRY STATISTICS** promised by proposed revision of electronics category of gov't's Standard Industrial Classification, now being tested (p. 13).

**LAWRENCE COLOR TUBE** production within a year is goal of DuMont, as pres. Schultz states present tubes and receivers are too costly (p. 10).

**CONVENTION VIEWING** produced greatest audience in "history of mankind," according to TvB, as Nielsen figures contradict early Trendex findings (p. 9).

**MANY 2-SET HOMES**, little interest in spending \$500 for color, strong influence of TV in consumer purchases revealed in ABC Los Angeles survey (p. 14).

**MEAGER PROGRESS IN 'CRASH RESEARCH':** Very slow start was achieved by FCC-inspired industry allocations conference in Washington Sept. 20, which was designed by Commission to kick off program of gathering information with which FCC could determine whether a move of all TV to uhf is feasible.

Sole accomplishment of session was appointment of 5-man committee to meet Oct. 2 to draft recommended structure of organization to conduct the study.

The varied groups that made up participants in session immediately demonstrated fear project would go either pro-uhf or pro-vhf, take too long or get over too quickly, get bogged down in detail or become too superficial.

\* \* \* \*

Meeting began with all commissioners present save Doerfer. After Chairman McConnaughey pointed out need for study and said FCC's suggested organization for project (Vol. 12:35) was only a suggestion, Commission left room. It had appointed as temporary chairman of group ex-Comr. Edward Webster, who had been drafted for the chore at last minute. This was significant in itself, inasmuch as Commission had earlier suggested RETMA pres. W.R.G. Baker hold the position. Blunt fact is that some vhf forces consider Dr. Baker a bit too pro-uhf. Nonetheless, the group did accept Webster's designation of Baker as acting chairman of organizational committee.

Jockeying for position that showed up in meeting was illustrative of background maneuvering which has been going on. Pro-uhf Committee for Hometown TV, headed by Philip Merryman, of WICC-TV, Bridgeport, Conn. (Ch. 43), sought to get equal footing with the 5 organizations originally invited by FCC -- Assn. of Maximum Service Telecasters, Joint Council on Educational TV, Committee for Competitive TV, NARTB, RETMA. However, Webster ruled Hometown group out -- despite assertion of its counsel that it had verbal assurance from Commission that it could participate.

NARTB pres. Harold Fellows took lead in suggesting how things should be organized. He advanced concept of having large budget, paid chairman, 2 unpaid vice chairmen -- one for telecasting end, one for manufacturing. He was among the most strenuous objectors to seating of Hometown group, said that it has only 3 members, that its admission would bring in deluge of groups making basic structure unwieldy. Strongly-vhf AMST group agreed with him, while pro-uhf CCT gave Hometown a hand.

After 5-man organizational committee was named, with alternates, room was cleared and the 5 discussed project further. Dr. Baker proposed that group be set up on same basis as RETMA's successful NTSC which established black-&-white and color standards -- with no paid executives.

Two names mentioned to date, if paid top man is hired, are former FCC Comr. George E. Sterling and ex-Hazeltine research v.p. Arthur V. Loughren.

RCA senior exec. v.p. Dr. Elmer W. Engstrom, a RETMA representative, brought another question into meeting. At start of session, he asked Commission whether group would have immunity from anti-trust prosecution if it pooled technical information, said letter from Attorney General Brownell to that effect would clear air. Comr. Craven said he saw no problem because no information on specific apparatus was sought by the Commission. RCA spokesmen later indicated they still have doubts about participating unless Justice Dept. immunity is given. They called attention to wartime "Madison Hot Oil" case, wherein oil industry pooled information at the request of Navy, was later prosecuted on anti-trust charges anyway.

Members of the 5-man organizational committee are representatives of the 4-man delegations at sessions: Jack DeWitt, WSM-TV, Nashville, AMST; Ralph Steetle, exec. director of JCET; John Johnson, WTOB-TV, Winston-Salem, CCT -- plus RETMA's Baker and NARTB's Fellows.

\* \* \* \*

There were allocations overtones, meanwhile, in Rep. Celler's N.Y. hearing (see below). There, Dr. Allen B. DuMont testified that strong deintermixture seems most "intelligent move" now; that move of everything to uhf is less practical. He said that deintermixture such as he proposed in 1949 would be less costly and affect only about 15-20% of stations and population.

As for FCC's uhf research program, DuMont stated: "I think it's the same sort of a stall that Columbia pulled," referring to CBS's efforts to get its color system authorized during freeze. "In other words," he went on, "I think that it is simply something that is going to take 2 or 3 years to go through, and it just stalls the decision...I do not think it is necessary; I think they have ample information right now to go ahead with it."

Testifying in same hearing, ABC pres. Robert Kintner reiterated there's no "monopoly" in TV that FCC can't cure by quickly granting CPs for already-allocated vhf channels in 6 major cities and by substantial deintermixture. The 6 markets, where ABC-TV needs full-time affiliates: Boston, Pittsburgh, St. Louis, Miami, Indianapolis & New Orleans. Kintner noted that they contain 17,000,000 people, over 10% of the nation's population.

**CELLER 'DECLASSIFIES' AFFILIATION PACTS:** Contracts between the networks and their affiliated stations -- business secrets heretofore locked in the files of FCC and the networks -- are being thrown open to the gaze of the public and competitors by Rep. Celler's TV investigators.

The anti-trust subcommittee, during its questioning this week of ABC pres. Robert E. Kintner at its N.Y. hearings, inserted copies of ABC affiliation contracts in the record, and served notice it would make public all CBS & NBC pacts next week when it questions presidents Frank Stanton and Robert Sarnoff.

Traversing entire TV field in search of possible anti-trust violations, the subcommittee this week looked into ASCAP-BMI feud, allocations, ad agency commissions, network rates, AT&T charges -- with congressmen and subcommittee counsel making it clear that the networks are still the "defendants."

"Divestiture" -- a favorite word in the hearings last week during Justice Dept. testimony (Vol. 12:37) -- came up again this week, as a parade of ASCAP-affil-

iated witnesses appeared before subcommittee to urge that networks be divested of their interest in BMI and that RCA & CBS be parted from phonograph record business. Commenting on testimony of ASCAP-member witnesses regarding networks' interest in BMI and record companies, Rep. Celler made this pronouncement:

"I do hope that before there is any kind of vexatious very costly anti-trust suit filed -- and it is bound to come to filing if the situation does not change -- that the heads of the broadcasting companies and chains, like Gen. Sarnoff and Mr. Stanton and Mr. Goldenson, will see the light and will -- well, I am almost tempted to say, come to their senses."

Subcommittee got best publicity break with appearance of brace of top song-writing and show business names -- including Steve Allen, Oscar Hammerstein II, Billy Rose, Otto Harbach, Allan Jay Lerner -- whose spokesmen accused networks of dominating BMI and using it "for the purpose of depressing the price of music for broadcasting" and lowering public's taste by blocking from TV-radio the music of America's most popular and serious composers.

BMI pres. Carl Haverlin vehemently denied charges -- saying that ASCAP, not BMI, was the monopoly of the music business -- and cited survey showing that ASCAP tunes had 72.7% of all TV-radio performances, BMI only 16.1%.

\* \* \* \*

Network affiliation contracts were trotted out after Kintner said ABC was now adopting "standard contract" for its primary affiliates, providing for 22 free hours to network monthly and 30% payment thereafter, based on the "hour unit." He objected to making the individual contracts public on grounds that the network had right to keep "business relationships" confidential. Celler asked whether there wasn't a difference between conventional business relationship and a deal in industry "which partakes of the attributes of that which is very much akin to a public utility."

To show "wide variations" in amounts paid to ABC affiliates, subcommittee counsel cited these compensation rates: KHSL-TV, Chico, Cal. is paid at 15% of gross billing to advertisers; WMAZ-TV, Macon and KSD-TV, St. Louis, get 50%; WATR-TV, Waterbury, Conn. gives 12 hours free time, gets 27.5% for next 33 hours, 30% thereafter; WFIL-TV, Philadelphia, gets 30% for first 4 hours after 23 free hours, then 35%; KTVK, Phoenix, pays network \$6000 monthly in lieu of free time; many stations aren't required to give any free time at all.

Many of these contracts have already been replaced by "standard contract," Kintner noted. He added that others involve CBS & NBC affiliates in 2-station markets, with which ABC had to make best deal it could in order to have any outlet. In some cases, low compensation was to make up for high cable charges to remote areas.

In area of rates, subcommittee hammered away at new theme: That a TV program is a "commodity" and therefore networks are subject to Robinson-Patman Act which bans price discrimination designed to weaken competition. Justice Dept. statement that commodity label "is likely to" apply to TV programming was cited by staff attorneys, who grilled Kintner on variations in ABC-TV rate card for short-time and long-time buys. Kintner denied this constituted "discrimination."

Kintner defended concept of network -- including option time and "minimum buy" rule -- as vital to TV broadcasting, repeating points he made at Senate Commerce Committee's TV hearings. Again he blamed FCC and station shortage for any "monopoly" situation which might exist, and plugged for ABC's top-200-market allocations proposals (see p. 1). During course of questioning he revealed that ABC is "now exploring various cities" with idea of owning 2 uhf outlets.

\* \* \* \*

Big ad agencies' role in TV was subject of study inserted in record by subcommittee counsel Leonard Appel on basis of answers to questionnaires by 15 top agencies. He said study showed these 15 agencies handled 54.58% of all network TV advertising in Jan. 1956, or gross of more than \$21,000,000. The 5 ranking agencies, he said, accounted for 31.3% of network TV time. They were identified as Young & Rubicam, J. Walter Thompson, BBDO, McCann-Erickson & Leo Burnett.

Urging that stations be allowed to operate own relay links, 2 telecasters appeared before subcommittee to call AT&T line charges "excessive." Vance L. Eckers-

ley, WGBI-TV, Scranton, (Ch. 22) said his station "has passed the break-even point after more than 2 years of substantial losses," but would go back into red ink if forced to abandon its private microwave link. Pres. W. C. Bridges of WEAU-TV, Eau Claire, Wis. (Ch. 13), gave similar story, said his station would be forced back to the break-even point if required to use common carrier service.

Informed of FCC's 8-year investigation of AT&T's rates, Celler stormed: "I think it is outrageous, and the FCC certainly ought to take it upon itself immediately to render some sort of a decision after a short inquiry. It should not take 8 years to render a decision on a matter of this sort...."

**TV'S FAST-GROWING STAKE IN EDUCATION:** Opening of school terms this month finds TV solidly entrenched as an increasingly important tool in the educational process -- representing not only a boon to teachers and students in their academic pursuits, but also a growing market for equipment manufacturers. Basically, the contributions of TV to education take 4 major forms:

(1) Regular operations of 23 non-commercial stations on reserved channels, plus prospect of at least 8 more by June 30, 1957. Ralph Steetle, exec. director of Joint Council on Educational TV, estimates that a population of about 40,000,000 is served by these 23 stations now, 56,000,000 by next June. (For list of educational stations now on air and those due by next June, see p. 8.)

(2) Closed-circuit teaching in more than 100 colleges, school systems and other educational agencies. This is by far fastest-growing aspect of educational TV, growing so fast neither education nor industry is able to keep up with the new systems. Many institutions are offering complete courses via closed-circuit.

(3) Educational programs by colleges on commercial stations. No complete list of such programs is available, but among the more publicized are Georgetown U Forum on WTTG, Washington; Western Reserve U's "Telecourses" on WEWS, Cleveland.

(4) Educational-type shows on networks and stations. This category conceivably could take in almost entire range of public service program schedules because, in the view of educational leaders, every program which contributes to public enlightenment and understanding is essentially an educational program.

"Many people have the wrong idea about educational TV," said Steetle. "They think of it only in terms of the educational stations themselves. The concept is much broader than that. We contend that all forms of public instruction by TV, no matter whether they're on commercial or non-commercial channels, are part of it."

That equipment makers foresee a bonanza in any extension of closed-circuit uses, including those for education, is evident. Announcing full-scale entry into field this week, GE estimates that sales of closed-circuit equipment for all uses this year will total \$6,000,000, rising to \$75,000,000 annually in 10 years (p. 14).

\* \* \* \*

How fare the 23 educational stations? Generalizations are hazardous. Their records, like those of their commercial brethren, range from very good to very bad. Their program range is from 8 to 45 hours per week for each station, of which about 60% is live and about 25% furnished by Educational TV & Radio Center at Ann Arbor.

Survey conducted by the Center last spring showed that adult programs comprised 75% of schedule, led by programs on science and industry, followed by music and dance, arts and drama, history, national and world affairs, and psychology. Remaining programs were aimed mainly at children, chiefly for in-school instruction.

Methods of financing educational stations vary, and no single formula has proven adaptable to all. Some are financed by state legislatures; others, like WQED in Pittsburgh, are backed by community donations. Construction costs range from \$50,000 for WTHS-TV, Miami, to \$500,000 for WGBH-TV, Boston. Commercial stations have donated \$6,000,000 in equipment to educational groups in their communities.

Recent gathering of educational TV leaders, called by Joint Council to discuss allocations problem, gave several station officials opportunity to review their achievements and ponder future. To a man, they agreed that educational TV concept had been accepted in their communities, however diverse their methods of financing, and things could only go up from here on in.

**L**EGALITY of NTA Film Network affiliation agreement is being questioned by at least one TV station—which is expected next week to file request with FCC for clarification of whether NTA's contracts violate Commission's rules. The NTA Network announced last week it had signed 102 affiliates for its 1½-hour weekly feature film presentation, beginning week of Oct. 15 (Vol. 12:37).

The petitioning station is expected to call FCC's attention specifically to clauses in contract obligating affiliated stations to "televise such programs as shall be selected and furnished by the network" and giving network "the right to utilize the program time for such commercial sponsorship as the network in its discretion may desire, consistent with standard broadcast procedures." The FCC will be asked:

Are these clauses inconsistent with concept of licensee responsibility? Do they amount to abdication of control of station for 1½ hours a week, since there is no provision for network to give station prior notice of nature of the film and of the commercials? Furthermore, is the requirement that the station must provide program time at fixed day and time too inflexible to permit station to fulfill its statutory obligations?

NTA Film Network actually has 2 affiliation contracts—one providing for cash payments to member stations for time sold, and the other providing for payment in feature and TV film libraries in exchange for time. The former will be used principally in smaller markets, the latter in about 60 larger markets. NTA says its rates to advertisers will be based on stations' spot rates, with affiliates' spot reps getting commissions on the sales. The stations receiving cash compensation will get about 30% of what sponsor pays for the station—which NTA says is considerably better rate of compensation than affiliates get from major networks.

TV & movie blackout of Melbourne Olympics in U. S., Canada & Europe will result from restrictions on game coverage imposed by Australian Olympic Committee, according to this week's joint announcement by virtually all of western world's networks & newsreel agencies. After year of negotiations with committee's N. Y. agent, Paul Talbot of Fremantle Overseas Radio & TV Inc., industry turned down his latest proposal that committee itself film games, providing up to 3-min. of film daily—at cost—to newsreels. Industry objected that "this meant, in effect, [the newsfilm organizations'] handing over entirely their editorial rights and faced them with the possibility of having material which was unsuitable for different audiences and over the cost of which they had no control." They told Talbot, "it is clear that the film news pool will not be able to provide the minimum proper news service to the public." Earlier, said industry spokesman, Talbot had refused their offer to form pool, use only 9-min. of film in newscasts daily, furnish free prints to Olympics committee for commercial exploitation.

Expansion into movie production was announced this week by American Broadcasting-Paramount Theatres, Inc. pres. Leonard H. Goldenson in Sept. 21 address to Theatre Owners of American convention in New York. At same time as company enters field of theatrical film production, he said, it will reduce the number of theatres it owns. Said Goldenson: "In order to protect our major investment in this [theatre] industry, we have decided to go into the business of producing motion pictures. The extent of our participation at the start would be on a relatively small scale. . . . But as a long-range undertaking we would hope to gain the necessary knowledge to understand production so that we can consider approaching the problem on a larger scale."

**S**ALE OF CAPPER PUBLICATIONS publishing-broadcasting interests this week to Stauffer Publications, for approximately \$7,000,000, involves 2 very strong Kansas groups and ends litigation over legacy of late Sen. Capper. Broadcast properties involved, on which no separate price was placed, are WIBW-TV, Topeka (Ch. 13) & WIBW, and radio KCKN, Kansas City. Stauffer already owns radio stations KSEK, Pittsburg, Kan.; KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla.

Publications sold are: daily newspaper *Topeka Daily Capital* and *Kansas City Kansan*; national magazines *Capper's Farmer* and *Household*; 5 semi-monthly farm papers in Kansas, Michigan, Pennsylvania, Ohio & Missouri. Also included are Capper Printing Co. & Capper Engraving Co.

Stauffer's publications include daily *Topeka State Journal* and 10 smaller daily newspapers—in Kansas, Oklahoma, Nebraska, Missouri & California.

Sen. Capper died Dec. 19, 1951, left entire estate to some 15 key associates, headed by publisher-pres. Henry Blake. Blake's death early this year, after which Philip Zach became pres., started court fight for control which ends with sale. Negotiations were handled by Vincent J. Manno of Howard E. Stark brokerage firm.

Louis R. Draughon is acquiring ⅔ control of WSIX-TV, Nashville, Tenn. (Ch. 8) & WSIX by buying ⅓ held by W. H. Criswell for \$250,000, paying \$50,000 cash and \$200,000 by note, according to application filed with FCC. Draughon family sold stations for \$800,000 in Sept. 1954 (Vol. 12:32) to WSIX Inc., equally owned by Louis Draughon, Criswell and R. D. Stanford Jr. Statement of operations for year ended Dec. 31, 1955 shows ABC affiliate had TV income of \$457,276 (\$214,119 in local time sales, \$77,283 network, \$76,846 national, \$89,026 other), but operating expenses were \$566,896, resulting in \$109,620 loss. For period from Sept. 15, 1954-Dec. 31, 1954, TV income was \$126,851, operating expenses \$147,534, loss was \$20,683.

Philadelphia's WCAU Inc. had net profit of \$1,555,563 in 1955 after state and federal taxes, it's revealed in application filed this week for FCC approval of *Philadelphia Bulletin's* purchase of 75% of WGBI-TV, Scranton (Ch. 22) for \$650,000 (Vol. 12:31). Profit from WCAU-TV, AM & FM in 1954 after taxes was \$1,324,426—and July 14 balance sheet estimates pre-tax profit this year at \$1,021,528. WCAU Inc. also lists additional \$6,226,351 earned surplus, total assets of \$9,610,638. Combined July 1 balance sheet for WGBI-TV & radio shows \$267,087 surplus. TV plant represents \$441,602 of \$760,748 assets.

Holding up transfer of WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11) & radio WMAM to Guild Films, FCC this week stayed its approval of sale last July for \$287,000 cash and assumption of \$350,000 obligations (Vol. 12:36). If transfer has been consummated, Commission said, Guild Films has until Oct. 19 to return stations to M & M Bestg. Co. Action was taken in granting petition for review by WFRV-TV, Green Bay (Ch. 5), which claimed to be party in interest, stating it had already been adversely affected because of greater financial backing under Guild ownership, availability of films and plans to move WMBV-TV to Green Bay.

Albert Zugsmith interests are buying KSHO-TV, Las Vegas (Ch. 13), with radio KBML, Henderson, Nev., for more than \$350,000 from Moritz Zenoff. Sale cancels application for 50% of KSHO-TV filed by millionaire Wilbur Clarke, operator of Desert Inn (Vol. 12:24). Zenoff properties are being acquired by Television Corp. of America, licensee of KULA-TV, Honolulu (Ch. 4) & KULA, and principals also have interest in California radio stations KRKD, Los Angeles; KITO, San Bernardino; KFOX, Long Beach; KVSM, San Mateo.

**Personal Notes:** Thomas B. McFadden, NBC v.p. in charge of WRCA-TV & WRCA, N. Y., promoted to v.p. in charge of NBC owned stations and NBC Spot Sales, reporting to Charles R. Denny, new exec. v.p. for operations; Wm. N. Davidson promoted to gen. mgr. of WRCA-TV & WRCA . . . Ted Fetter, veteran TV-radio producer (*Jack Paar Show, Your Hit Parade*), joins ABC-TV as director of program dept., reporting to Robert F. Lewine, v.p. in charge of programming & talent . . . E. D. Leshin promoted to CBS-TV program production mgr., Hollywood . . . George Morris, ex-WGTH-TV, Hartford, Conn., named western sales mgr. of all General Teleradio stations, headquartering in Chicago; Wm. Finkeldey promoted to syndicated sales mgr. of General Teleradio's RKO Television, N. Y. . . . Russell G. Stebbins promoted to sales director of NBC's WNBQ & WMAQ, Chicago, reporting to asst. gen. mgr. Henry T. Sjogren . . . Leslie G. Arries Jr. resigns as gen. mgr. of WTTG, Washington, to join CBS-TV Spot Sales, Chicago . . . Charles Straus resigns as v.p. of Filmcraft Productions to join CBS-TV as asst. to Philip Feldman, director of business affairs . . . Donald H. McGannon, pres. of Westinghouse stations, appointed communications committee chairman for National Bible Week Oct. 15-21 . . . Jesse H. Cripe resigns as asst. operations mgr., WTVJ, Miami, to become gen. mgr. of Florida-Georgia TV Co.'s recently-granted Ch. 12 in Jacksonville, of which he owns 3% . . . Pel Schmidt promoted to commercial mgr., WAAM, Baltimore . . . Wallace M. Bradley named asst. to Wm. L. Putnam, gen. mgr. of WWLP, Springfield, Mass. . . . Pelham E. Mills Jr. promoted to gen. mgr. of KPLC-TV, Lake Charles, La., succeeding late David Wilson, who died Sept. 17 . . . Maurice M. Crain named engineering v.p., WLBC-TV & WLBC, Muncie, Ind.; Patrick S. Finnegan succeeds him as chief engineer . . . Edgar B. Filion promoted to TV div. v.p. of rep Meeker Co.; Louis J. F. Moore, radio div. v.p.; Carl Jewett, midwest operations v.p.; Vic Piano, sales development & promotion director; Chuck Standard, eastern TV sales mgr.;

Norm Cissna, midwest sales development mgr. . . . Frank J. Shea, ex-Pelican Films, appointed eastern operations director, Hal Roach Studios commercial div. . . . J. R. (Bud) DeBow, ex-Screen Gems & CHCH-TV, Hamilton, Ont., named mgr. of new Montreal office of S. W. Caldwell Ltd. . . . Carl M. Lawton, ex-WBZ-TV, Boston, named film mgr., KYW-TV, Cleveland . . . Raymond Falk, ABC Tokyo correspondent, named far eastern sales rep, ABC Film Syndication . . . Al Baccari Jr., ex-Foster & Kleiser Adv., named publicity mgr., KPIX, San Francisco . . . Robert Nystedt, ex-CHCT-TV, Calgary, most recently v.p. of Red Top Milk Co., Troy, Wis., joins news dept. of WISN-TV, Milwaukee . . . John W. McGuire, ex-MPTV, named marketing v.p., George Fotis & Assoc., N. Y., marketing & management consultants . . . Robert C. Brilmayer named v.p. in charge of TV & motion picture operations, Endorsements Inc., N. Y. . . . Thomas Dargan, program operations mgr. of KING-TV, Seattle, named program mgr. of upcoming KGW-TV, Portland, Ore. (Ch. 8), due in Dec., controlled by KING Inc.; Robert Prins promoted to succeed him at KING-TV.

Douglas R. Stringfellow, ex-Utah Congressman who gained national fame by admitting that his own story of being seriously wounded on a wartime OSS mission was a hoax, is new gen. mgr. of radio KMUR, Murray, Utah.

Joseph K. Close, pres. of WKNY-TV & WKNY, Kingston, N. Y., and radio WKNE, Keene, N. H., named special asst. to Theodore Streibert, director of U. S. Information Agency, with special responsibility for TV-radio projects.

Frederick R. Kappel becomes 9th pres. of AT&T, succeeding Cleo F. Craig, who advances to chairman. Kappel has been pres. of AT&T subsidiary Western Electric since Jan. 1954.

Martin Codel, editor & publisher of *Television Digest*, ill since Sept. 10, due to undergo abdominal surgery next week at Emergency Hospital, Washington.

**ADVERTISING AGENCIES:** Wm. Gibbs promoted to TV-radio production mgr., Young & Rubicam, San Francisco; Christopher A. Eaton, ex-KIEM-TV, Eureka, Cal., joins TV production dept. . . . Wm. Gay joins McCann-Erickson, Hollywood, as production director of Chrysler's *Climax* (CBS-TV) . . . Walter Weir, Donahue & Coe v.p. in charge of client services, promoted to exec. v.p.; Oliver Kingsbury, v.p.-secy., named chairman of management committee; Wm. Schneider, v.p. in charge of creative activities, assumes additional duties of chairman of plans board . . . Hill Blackett Jr., supervisor of Toni account and member of plans board, elected a v.p. of Clinton E. Frank Inc., Chicago . . . Donald Daigh, ex-Pedlar & Ryan, named exec. producer, Wm. Esty TV commercial dept., N. Y.

Henry J. Kaiser this week filed application for radio station in Honolulu, hasn't indicated further plans for TV (Vol. 12:36). Application was for 1040-ke, 5-kw, filed by Kaiser Hawaiian Village Radio Inc., 50% owned by Kaiser, 50% by Hal Lewis, KGU announcer-salesman and owner of ad agency.

WDSU-TV's purchase of 51% of WDAM-TV, Hattiesburg, Miss. (Ch. 9) for \$51,000 (Vol. 12:31) was approved this week by FCC. Remaining 49% is held equally by founding partners D. A. Matison Jr., Harold A. Matison, Milton J. Fine & Alvin H. Fine. Last year, WDSU-TV bought control of WAFB-TV, Baton Rouge (Ch. 28).

Ten \$3500 David Sarnoff fellowships were awarded this week to young RCA employees, who will work on graduate degrees during 1956-57 academic year in electrical or mechanical engineering, physics, applied mathematics, business administration or dramatic arts.

Klaus Landsberg, 42, v.p.-gen. mgr. of Paramount's KTLA, Los Angeles, and one of industry's pioneers in live news coverage, having won more than 40 awards for excellence in news and an international reputation for his personal supervision of networks' coverage of atomic bomb tests in Nev. in 1953, died of cancer Sept. 16 at his Hollywood home. A native of Berlin, he worked in European TV labs as early as 1934. He came to U. S. in 1938, joined NBC the following year and operated control board in TV demonstrations at World's Fair in N. Y. After brief period with DuMont, he went to Los Angeles, organizing KTLA for Paramount in 1941. He is survived by his widow, Mrs. Janice McDonald Landsberg, a son Cleve, and his parents. Lou Arnold, from Paramount N. Y. office, has been named acting gen. mgr. of KTLA.

Peter W. Seward, 78, former FCC asst. examiner, died in Wichita hospital Sept. 18. Once a trial court judge in Ft. Worth, he served with FCC 1934-45, leaving to establish private law practice. He was native of Bellefont, Kan.

Average TV station donated 172 hours of free time plus 1983 announcements & ID's worth total of \$187,774 in time & personnel during first half of 1956, reports Sept. 10 *Television Age*. Magazine says rate indicates average station will donate about \$380,000 to public service programs this year, compared with \$292,346 during 1955.

Don Belding, retiring next Jan. as chairman of Foote, Cone & Belding, will run for mayor of Los Angeles in April election. He's cross-filing as both Democrat and Republican, permitted under California law.

**A**SSAULT ON ALLOCATIONS policy of FCC was made in Court of Appeals this week when uhf WJHP-TV, Jacksonville (Ch. 36) asked court to rescind FCC's recent grant of Ch. 12 to Florida-Georgia TV Co. Station's argument is that Jacksonville situation is precisely same as Duluth's or New Orleans'—yet Commission has refused to initiate deintermixture as it has in those 2 cities. WJHP-TV has been trying to get FCC either to take Ch. 12 out of town—leaving WMBR-TV (Ch. 4) sole vhf—or to declare educational Ch. 7 available for commercial use, making total of 3 vhf's in city.

Hurried analysis of uhf propagation curves by Assn. of Federal Communications Consulting Engineers, submitted to FCC this week at latter's request, says in essence: Use care in estimating uhf service areas by means of average curves—unless terrain is clearly "average"—and even then supplementary data should be employed. A "conservative" and "approximate" rule-of-thumb in judging uhf service, AFCCE said, is line-of-sight concept.

It concluded that FCC's antenna-gain figures are satisfactory; that 15-db uhf receiver noise figure seems to be more realistic than FCC's 10-db; that specific transmitting antenna heights should be employed in calculations instead of FCC's assumed 1000 ft. AFCCE also recommended that adjacent-channel interference be considered but implied that other uhf mileage "taboos" should be dropped. Many engineers have never considered latter realistic, and they point out that many important low-end uhf channel assignments can be made if the taboos are eliminated.

Three uhf CPs were cancelled, meanwhile, because grantees didn't seek extensions. WOKA, Macon, Ga. (Ch.

47); KTVE, Longview-Tyler, Tex. (Ch. 32); KRSM, Yakima, Wash. (Ch. 23).

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Multiple-ownership debate at Commission has simmered down since Asst. Attorney General Victor R. Hansen told Celler subcommittee last week that rules should be tightened rather than relaxed (Vol. 12:37). Commission still has to make up its mind on what to do about Storer's 2 pending cases—purchase of CP for KSLM-TV, Salem, Ore. (Ch. 3) and WMUR-TV, Manchester, N. H. (Ch. 9).

This week, joint petition seeking hearing on the sales was filed by Portland, Ore. vhf's KFOR, KOIN-TV & KGW-TV, along with Boston vhf WNAC-TV and off-air Cambridge-Boston uhf WTAO-TV. They said sales present question "whether a multiple owner should be allowed to acquire a station allocated in one community only upon the condition that he be allowed to deprive that community of its only medium of self-expression and move it, lock, stock & barrel, into another larger community where existing services are already present."

Similar objection was filed this week against proposed move of KOVR, Stockton, Cal. (Ch. 13) 72-mi. to west, by KCCC-TV, Sacramento (Ch. 40). KCCC-TV said move would put it into "active local competition with a third vhf station," forcing it to lose ABC-TV affiliation.

In celebrated Vail Mills Ch. 10 case, FCC this week accepted Ch. 10 application of WCDA, Albany (Ch. 41) but said it would put channel on ice pending final decision on whether Ch. 10 would be deleted in allocations rule-making.

Commission announced U.S.-Canadian agreement assigning Ch. 5 to Pembroke, Ont., Ch. 7 to New Glasgow, N. S. Canada has agreed not to permit Pembroke transmitter closer than 190-mi. from Lake Placid, N. Y., 170-mi. from Rochester. Assignment of Ch. 19 to Bishop, Cal., was finalized.

Radio station sales reported this week: Bcstg. Corp. of America (W. L. Gleason), in bankruptcy since 1952, sold its 4 California AMs—KPRO, Riverside; KROP, Brawley; KYOR, Blythe; KREO, Indio—for \$400,000 to new Imperial Bcstg. System. Inc. Imperial principals are Richard L. Rosenthal, chairman (Citizens Utilities Co.); Frank K. Danzig, pres. (Ross-Danzig, Hollywood TV program packagers); A. Bartlett Ross Jr., v.p. (Ross-Danzig); Sherrill C. Corwin, v.p. (theatres & 15% of KAKE-TV, Wichita); Morris Pfaelzer, secy.-treas. (lawyer). KOVO, Provo, Utah by C. A. Tolboe for reported \$100,000 to Ashley Robison, who with partner Harry W. McCart is selling KCCC-TV, Sacramento, Cal. (Ch. 40) to Lincoln Dellar (Vol. 12:37). KRNR, Roseburg, Ore. by *Roseburg News-Review* (Frank Jenkins, pres.), also owner of Klamath Falls radio KFLW, for \$90,000 to James E. Doyle, former gen. mgr. & principal owner of KVWC, Vernon, Tex. WDKD, Kingstree, S. C., 50% owned by M. L. Few for \$70,000 to other partner E. G. Robinson Jr.

Magazine space rates will go up as much as 10% in 1957 because publishers no longer fear driving advertisers to TV and other media, according to Sept. 3 *Value Line*, investment survey published by Arnold Bernhard & Co., 5 E. 44th St., N. Y. TV advertisers, says survey, are finding actual audiences much smaller than potential audiences, while they "can safely assume" that most people who take magazines will see their ads. "It is not surprising, therefore," it continues, "that many advertisers are reviewing their TV commitments with an eye toward the 'effective' cost-per-1000, and comparing that cost with expense of advertising in other media." This is one reason, survey concludes, why magazine ad revenues will show a larger year-to-year dollar gain in 1956 "than in any year since 1939."

Radio station sales and transfers approved this week by FCC: WGOV, Valdosta, Ga. by E. D. Rivers Jr., who once held CP for WGOV-TV (Ch. 37), to Georgia-Florida Radio & TV Co. (W. H. Keller Jr., pres.), for \$100,000. WTSP, St. Petersburg, by Nelson Poynter, publisher of *St. Petersburg Times*, to equal owners Farris E., N. Joe & Sam G. Rahall for \$200,000 (Vol. 12:30). Rahalls own 26% of WCHS-TV, Charleston, W. Va. (Ch. 8) and control CP for WQCY, Allentown, Pa. (Ch. 39). WLCX, La Crosse, Wis. by Roy L. Phillippe to adman Lyle D. Lyons for \$45,000. WHBL, Sheboygan, Wis., 53.1% by Charles E. Broughton and Robert A. Saltzstein for \$39,925 to Paul F. Skinner, gen. mgr., already holding 6% (Vol. 12:34).

Broadcasting sessions Oct. 2 during AIEE fall general meeting in Chicago's Morrison Hotel, Oct. 1-5 include: "Walter Reed Hospital's Closed-Circuit Color TV," by L. E. Anderson, RCA; "Field Experience with A2A Video System," Raymond W. Gast, N. Y. Telephone Co.; "R-F Duplexing in Color TV & Aural Relaying," T. G. Custin, GE; "TV Allocation Trends," Oscar W. B. Reed Jr., Jansky & Bailey; "Systems Aspects of Tropospheric Scatter," Wm. Collins, Page Communications; "TV Antenna & Transmission Line Maintenance," L. O. Krause, GE, presented by S. S. Sabeff; "Zenith Royal 500 All-Transistor Radio," George Moore, Zenith.

Elaborate TV-radio communications system—feeding 7 TV and 10 radio programs to 1100 outlets—will be installed in Hotel Roosevelt, N. Y., by Jerrold Electronics Corp. System includes unique setup whereby hotel employes will carry transistorized microphones and speakers, communicate with supervisors by plugging into jacks in room radios. Jerrold will also install master TV system in Edgewater Beach Hotel, Chicago.

**F**IRST 1,500,000-WATT TV station is WILK-TV, Wilkes-Barre (Ch. 34), which boosted its power 50% Sept. 17 after receiving special authorization from FCC. The ABC-TV affiliate had been operating at 1-megawatt since Jan. 1955, using GE 45-kw transmitter. Increase was accomplished without addition of equipment—merely by turning up power of transmitter to 60-kw. WILK-TV chief engineer Theodore French, working with GE engineers, adjusted klystron-powered transmitter for the higher power after logging 20 months at 45-kw.

Station credited improvement in GE klystrons for ease with which power boost was accomplished. Wilkes-Barre's other TV station, WBRE-TV (Ch. 28), has also been radiating 1-megawatt since Jan. 1955. WGBI-TV (Ch. 22) in nearby Scranton in Oct. 1955 asked FCC for authorization for experimental operation in 1-2 megawatt range.

With no stations starting or stopping this week, total now operating stands at 487 (96 uhf).

On brink of deciding whether or not to leave air is WNOW-TV, York, Pa. (Ch. 49). Rep. Quigley (D-Pa.) let the cat out of the bag Sept. 19 at New York TV hearings of Celler anti-trust subcommittee (see p. 2), when he announced: "One of the York stations is closing at the end of this month." Sources at WNOW-TV indicated they're considering going dark but that they're also exploring "ways and means of staying on the air."

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

WTWV, Tupelo, Miss. (Ch. 9) plans Oct. 1 test patterns, NBC-TV programming later in month, reports gen. mgr. & 35% owner Frank T. Spain, ex-director of engineering of WHEN-TV, Syracuse, N. Y. Custom-built 5-kw transmitter, constructed in own New York City shop, is being installed in converted Beech Spring School, 2 mi. N. of Tupelo. GE antenna is on hand and 500-ft. Stainless tower is en route. Walter D. Spain will be sales mgr.; Robert D. Gordon, ex-WHEN, program director; Joseph G. Petit, ex-TV development engineer with NBC-TV in N. Y., chief engineer. Base hour will be \$150. Rep not chosen.

KONO-TV, San Antonio (Ch. 12) plans test patterns

These 8 educational TV stations, according to Ralph Steetle, exec. director of Joint Council on Educational TV, are due to go on air by next June 30 (see p. 4): WYES, New Orleans (Ch. 8); WETV, Atlanta (Ch. 30); WHYY-TV, Philadelphia (Ch. 35); WMVS-TV, Milwaukee (Ch. 10); KCTE-TV, Minneapolis-St. Paul (Ch. 2); WIPR-TV, San Juan, P. R. (Ch. 6); WMUB-TV, Oxford, O. (Ch. 14); Athens, Ga. (Ch. 8), no call letters assigned. These 23 stations are already on air: KUHT, Houston (Ch. 8); WKAR-TV, E. Lansing (Ch. 60); WQED, Pittsburgh (Ch. 13); KQED, San Francisco (Ch. 9); WHA-TV, Madison, Wis. (Ch. 21); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9); KUON-TV, Lincoln (Ch. 12); KCTS, Seattle (Ch. 9); WTIQ, Munford, Ala. (Ch. 7); WUNC-TV, Chapel Hill, N. C. (Ch. 4) WGBH-TV, Boston (Ch. 2); WBIQ, Birmingham (Ch. 10); WILL-TV, Champaign, Ill. (Ch. 12); WTHS-TV, Miami (Ch. 2); WTVS, Detroit (Ch. 56); WTTW, Chicago (Ch. 11); WOSU-TV, Columbus, O. (Ch. 34); KRMA-TV, Denver (Ch. 6); KETA, Oklahoma City (Ch. 13); WAIQ, Audalusia, Ala. (Ch. 2); WKNO-TV, Memphis (Ch. 10); KLSE, Monroe, La. (Ch. 13) [not yet programming].

Testing closed-circuit TV to help control traffic in Lincoln & Holland Tunnels, N. Y. Port Authority this week completed 30-day trial of GPL system at Lincoln Tunnel entrance. Other systems are to be tested at other tunnel points in city's program of evaluating value of TV in traffic control and merits of various equipment.

next Jan. 15-Feb. 1, reports James M. Brown, v.p. & gen. mgr. RCA 50-kw transmitter is on order, but shipment has been held up by building delay. It will use 574-ft. Ideco tower. Radio KONO (Eugene J. Roth, 94%) owns 50% of TV, with area businessmen holding other 50%. Bob A. Roth will be commercial mgr., also continuing in same capacity for radio; Justin R. Duncan, internal operations mgr.; George W. Ing, director of engineering. Base hour has been tentatively set at \$560. Reps will be H-R Television and Clarke Brown (south & southwest).

KETV, Omaha, Neb. (Ch. 7) plans to start in 1957, reports gen. mgr. Eugene Thomas for CP-holder *Omaha World-Herald*. It has 50-kw RCA transmitter ordered for early 1957 delivery and 12-bay superturnstile antenna is due this fall. Construction has started on studio-transmitter building and footings for 583-ft. Ideco tower. Rep not chosen.

WRLP, Greenfield, Mass. (Ch. 58), semi-satellite of WWLP, Springfield (Ch. 22), is shooting for Jan. 1 start, reports WWLP mgr. Wm. L. Putnam. Expanding original concept, he plans to use 12-kw transmitter (just bought \$183,000 worth of equipment from RCA), shift to Ch. 32, employ site 10-mi. northeast of present location near Shelburne Falls. Station will originate programs with local live-&-film equipment, in addition to carrying WWLP programs.

U of Georgia which got Ch. 8 educational CP for Athens, Ga. on Sept. 5, is negotiating equipment contracts, but hasn't set target, reports O. C. Aderhold, pres. Studio facilities will be ready about first of 1957. Gerard L. Appy, ex-WLWA, Atlanta, will be mgr. and University associate director in charge of communications; Edward Graham Jr., ex-WSM-TV, Nashville, chief engineer.

Sarkes Tarzian's broadcast equipment div. reports order for complete TV studio package from KGVO-TV, Missoula, Mont. (Ch. 13) and shipment of closed-circuit studio package to Toledo U.

Power increases: WTVH, Peoria (Ch. 19) Sept. 19 to 500-kw ERP; WIBW-TV, Topeka (Ch. 13) Sept. 3 to 316-kw; KLTU, Tyler-Longview, Tex. (Ch. 7) Sept. 21 to 316-kw; KIDO-TV, Boise (Ch. 7) Sept. 21 to 166-kw.

First formal opposition to translators from community antenna operator came this week when Paramount Pictures' Palm Springs Community TV Corp., Palm Springs, Cal., asked FCC to hold hearing on applications for 5 translators filed by Palm Springs Translator Station Inc. Community system alleges translator applicant isn't financially qualified, has begun to build before obtaining CPs. For Quincy, Wash., Commission this week granted experimental translator to Adler Communications Labs which seeks to determine capabilities of translator operation on Ch. 78, using signals of KXLY-TV, Spokane (Ch. 4).

Canadian TV microwave expansion, which brings live service to Winnipeg Sept. 30 (Vol. 12:37), has these targets for balance of trans-Canadian chain: St. John-Moncton-Halifax-Sydney, Dec. 1956; Winnipeg-Regina, March 1957; Regina-Saskatoon, May 1957; Regina-Calgary and Edmonton-Calgary-Lethbridge, Sept. 1957; Quebec City-St. John and Sydney-Charlottetown, Dec. 1957; (Ch. 13).

First translator call letters assigned: K70AA & K73AA to James R. Oliver, who holds CPs for Ch. 70 & 73, Bishop, Cal.; K70AB to Mt. Grant TV Booster Service Corp., Hawthorne, Nev. (Ch. 70).

Portuguese TV began regular programming Sept. 4, as RCA-equipped Lisbon station, owned jointly by Govt. and private interests, inaugurated nightly 2-hour evening program.



**C**ONVENTION TV VIEWING exceeded even the viewing level of regular TV programs during week just before political meetings, as well as 2 comparable weeks in 1955, Nielsen measurements revealed this week, indicating convention telecasts were not the "bust" some earlier reports purported them to be. Nielsen reports 9 out of 10 TV homes—32,100,000—viewed one or more sessions of each convention this year, leading TvB to observe that conclaves "were viewed by far more people than have ever witnessed any event in the history of mankind."

Other Nielsen findings: (1) Daily audiences ranging from 23,000,000 to 27,000,000 homes. (2) Gain of 1956 convention audience over 1952's was greater than gain in number of TV homes since 1952. (This finding is reverse of earlier Trendex survey, which found viewing down from 4 years ago, Vol. 12:35.) (3) Average home viewed conventions longer than in 1952, with Democratic averaging 9 hours & 20-min.; Republican, 7 hours & 22-min. (4) President Eisenhower's acceptance speech was viewed by 18,300,000 homes; Stevenson's & Kefauver's by 15,400,000.

Convention TV survey conducted by *South Bend (Ind.) Tribune*, owner of WSBT-TV (Ch. 34), revealed that 70% of 592 men and 73% of 602 women interviewed at home after each day of convention had watched proceedings on TV day before. About 63% watched 1-4 hours, 14.9% more than 4.

**Network Accounts:** Brown & Williamson Tobacco Co., only cigarette sponsor using daytime network TV, reports that a sales decline in its Raleigh brand has been reversed since buying 15 min. of *Tennessee Ernie Ford Show* on NBC-TV last Jan. Since then, it has bought alt. 15 min. of *It Could Be You* and *Queen for a Day* on NBC-TV, contemplates another unspecified daytime purchase on NBC-TV, thru Russel M. Seeds Adv. . . . Plymouth to sponsor *Ray Anthony Show* on ABC-TV starting Oct. 12, Fri. 10-11 p.m., thru Grant Adv. . . . U. S. Rubber Co. to be alt. sponsor (with American Tobacco) of *Navy Log* on ABC-TV starting Oct. 17, Wed. 8:30-9 p.m., thru Fletcher D. Richards Inc. . . . Hartz Mountain Products buys 10 min. of *Circus* series on ABC-TV starting in Oct., Thu. 8-9 p.m., thru George H. Hartman Adv., Chicago . . . Schick to be alt. sponsor (with Liggett & Myers) of *Dragnet* on NBC-TV starting in Oct., Thu. 8:30-9 p.m., thru Warwick & Legler . . . General Foods to sponsor *West Point Story* on CBS-TV starting Oct. 5, Fri. 8-8:30 p.m., thru Benton & Bowles . . . Sunkist Growers to sponsor alt. Tue. 4:15-4:30 p.m. segment of *Queen for a Day* on NBC-TV starting Oct. 9, Mon.-thru-Fri. 4-4:45 p.m., thru Foote, Cone & Belding, Los Angeles . . . Frigidaire to cancel *Do You Trust Your Wife?* on CBS-TV Tue. 10:30-11 p.m., effective Jan. 1.

Rate increases: WRVA-TV, Richmond, Va. Sept. 15 added new Class AA hour (7-10 p.m. Mon.-Sat., 6-10 p.m. Sun.) at \$700, min. at \$140, Class A going from \$650 to \$525. WINT, Waterloo-Ft. Wayne, Ind. Oct. 1 adds new Class AA hour (7-11 p.m. Mon.-Fri., 6-11 p.m. Sat. & Sun.) at \$400, 20 sec. at \$80, Class A hour going from \$300 to \$350. WABI-TV, Bangor, Me. has raised base hour from \$200 to \$300, min. \$50 to \$60. Spot increase: WHBF-TV, Rock Island, Ill. Nov. 1 raises Class AA 20 sec. from \$170 to \$200. Note: WJIM-TV, Lansing, Mich. has withdrawn Oct. 1 rate card (Vol. 12:36), Nov. 1 will establish new Class AA hour at \$1000, min. at \$200, with Class A hour going from \$800 to \$900.

Acceptance address by Stevenson on Sept. 13, simulcast over 3 TV and 4 radio networks, was seen and/or heard in some 14,000,000 homes, 10,000,000 more than were tuned into any single Stevenson broadcast in 1952, Democrats claim. Broadcast reportedly cost \$199,000, received 23.5 Trendex rating surpassed during week only by \$64,000 *Question*, \$64,000 *Challenge*, *What's My Line*. Following broadcast, Democratic National Committee chairman Paul Butler said party may add \$1,300,000 to planned \$1,500,000 TV-radio expenditures—if he can raise funds, and that will be attempted through closed-circuit TV appeals from Stevenson, Kefauver and others to state rallies and dinners Oct. 20. Republicans, avoiding saturation TV so far, will use all TV networks in election eve finale.

Despite TV's proven ability to reach audiences of unparalleled size, and politicians' heavy reliance on medium this fall, TV's effectiveness in current campaign is still being questioned. In article "TV Still Isn't Everything," Sept. 8 *Business Week*, claimed "TV becomes a less important campaign weapon this year than the old basic technique of going out to woo the voters in person." This week, *N. Y. Times* Washington columnist Arthur Krock wrote: "TV is a marvel . . . but if either Stevenson or Eisenhower had to depend upon it for the public conception of his personality & physical being, he would be at perhaps a fatal disadvantage . . . Video, while it does not compliment Stevenson, does not fail so conspicuously as with Eisenhower."

**M**OST INTENSE uhf conversion campaign ever launched is underway in Buffalo, where efforts by NBC's WBUF (Ch. 17) have doubled set conversion in 10 months to total of about 50% of all sets in city, NBC exec. v.p. Charles R. Denny testified at FCC hearing this week. Campaign story was offered as evidence in final day of brief hearings on NBC's application to buy WKNB-TV, New Britain-Hartford (Ch. 30), where Denny said same Buffalo "task force" will undertake similar conversion campaign if FCC approves station sale.

Denny said conversion drive will cost NBC \$100,000 by year's end. He outlined these angles: (1) Institutional ads in Buffalo papers to "dramatize" NBC's move of station to new studios, stressing uhf. (2) Intensive work with local set dealers to convince them they should sell & advertise only all-channel sets. (3) "Miss Channel 17" beauty contest, with ballots distributed through local stores and personal appearances by winners at Erie County Fair, attended by 250,000. (4) Labor Day "Safety Spectacular," sponsored by WBUF to create "talk," which drew 75,000 to local park to view fire & police dept. exhibitions, Coast Guard & helicopter rescues, fireworks, etc. (While not televised, it was covered by local non-NBC radio station.) (5) Converter promotions, including small RCA model at \$19.95, plus inexpensive crossover network which plugs into indoor antenna, (6) Full page newspaper ads on return of NBC fall shows; heavy promotion for World Series. (7) Planned door-to-door canvass of set owners as "mopping-up" operation.

New 7-hop \$128,711 Raytheon microwave system, connecting KUMV-TV, Williston, N. D. (Ch. 8) with KFVY-TV, Bismarek (Ch. 5) is proposed in application filed by Meyer Broadcasting Co., owner of both. Application states that Missouri Valley TV Corp., owned by some 7000 Williston area residents, will lend Meyer \$300,000 for construction of station & microwave, plus \$20,000 annual operating costs—with Meyer holding option either to assume ownership at end of 5 years by paying off loans or to turn facilities over to Missouri Valley TV Corp.

**Color Trends & Briefs:** Unable to spark interest in 1-gun Lawrence color tube among other tube makers, Chromatic TV Labs (50% owned by Paramount Pictures) this week announced agreement whereby DuMont (26% Paramount-owned) would aim for production of tube and receiver containing it within a year.

Though Chromatic had previously licensed Crosley and Thomas Electronics to manufacture the tube, neither ever went into production. Crosley has since sold tube plant.

DuMont pres. David T. Schultz said reason for undertaking job was that present 3-gun shadow-mask tubes are too costly, require high-priced receiver, demand too much servicing. He said it's too early to estimate how much tube might cost to produce or how much receiver might sell for, though Chromatic chairman Paul Raibourn has previously estimated receiver with Lawrence tube could retail for around \$340.

Initial development will be centered on 22-in. rectangular version of tube.

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Color test equipment packages, including keyed signal generators, amplitude linearity testers and high-pass filters, were recently shipped by Foto-Video Labs Inc. to KOIN-TV, Portland, Ore.; WAGA-TV, Atlanta; WHIZ-TV, Zanesville, O.; KIDO-TV, Boise; WTAP-TV, Parkersburg, W. Va. Among other Foto-Video equipment shipments are new model aperture and phase correctors to U of Michigan, Ann Arbor; WTVN-TV, Columbus, O.; WKRC-TV, Cincinnati.

Another prong of RCA-NBC's color drive was thrust forward this week in form of heavy advertising and contribution of articles to special sections of trade publications—8-p. section in Sept. 17 *Radio-TV Daily*, 26-p. in Sept. 22 *Billboard*, 16-p. in Sept. 19 *Variety*.

Description of Philco "apple" color TV set and picture tube is contained in 3 articles by Philco engineers in Sept. *Proceedings of the IRE*, based on papers presented at last March's IRE convention (Vol. 12:12).

### Network Color Schedules (Sept. 23 - Oct. 6, 1956)

- Sept. 23—NBC: One-shot film *Starmaster*, 4:30-5:30 p.m.  
 Sept. 24—CBS: *Studio One*, 10-11 p.m. NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.; *News Caravan*, 7:45-8 p.m.  
 Sept. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Noah's Ark*, 8:30-9 p.m.  
 Sept. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *This Is Your Life*, 10-10:30 p.m.  
 Sept. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 Sept. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *News Caravan*, 7:45-8 p.m.; *Truth or Consequences*, 8-8:30 p.m.  
 Sept. 29—NBC: *Perry Como Show*, 8-9 p.m.; *Spectacular*, "Esther Williams Aqua Spectacle," 9-10:30 p.m.  
 Sept. 30—NBC: *Alcoa Hour*, 9-10 p.m.  
 Oct. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.  
 Oct. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.  
 Oct. 3—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.  
 Oct. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.  
 Oct. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.  
 Oct. 6—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, 9:30-11 p.m.

RCA color-TV caravan begins tour of U. S. Oct. 1, presenting closed-circuit product demonstrations in some 150 key stores, RCA pres. Frank Folsom disclosed this week in address to Philadelphia Fashion Group. First participating group includes Allied Stores & duPont, starts Oct. 1 at Pomeroy's, Harrisburg, Pa., featuring RCA home instruments and goods made of duPont fibers. Four 1-hour presentations will be made daily. Allied tour ends at Jordan Marsh, Boston, Aug. 12, 1957; supervisor will be Samuel H. Cuff, Allied TV-radio advertising director. Caravan's itinerary will cover 40 cities, Folsom said, will present "well-integrated merchandise demonstrations, featuring children's and adult wear, home furnishings, cosmetics and other merchandise of interest to women. . . . There is nothing in fashion that you can create that cannot be sold effectively by color TV—of that I am convinced."

**Telecasting Notes:** MGM's big feature film library of more than 700 movies has already been leased by 17 stations—latest deal coming at week's end and involving Meredith group (KCMO-TV, Kansas City; WHEN-TV, Syracuse; KPHO-TV, Phoenix; WOW-TV, Omaha). Though this one doesn't involve station stock purchase by MGM, the movie maker is known to be carrying on negotiations to acquire part interest in 2 more TV stations, including one in Minneapolis-St. Paul. . . . Minneapolis' KEYD-TV, which recently was assigned KMGM-TV call letters, is understood to be ready to withdraw its request and ask for different call letters, following MGM's protest to FCC about unauthorized use of its initials (Vol. 12:34, 37). . . . MGM uncorked ad campaign this week with 4-p. trade press ads plugging its feature library. They stress that stations leasing MGM's "golden treasury of motion pictures" also acquire "full rights to be known as MGM TV affiliates, with all the advantages that such recognition implies [including] the right to use the most famous trademark in the entire field of entertainment—the lion of MGM." Movie company also offers complete promotion kits, including newspaper mats, locally slanted campaign material and trailers. . . . Two new movie program packages—from Columbia Pictures' backlog—have been wrapped up into hour-length series and offered to TV through Screen Gems: *Hollywood Mystery Parade*, 52 mystery features made from 1940 to 1948, featuring Boston Blackie, Bulldog Drummond, Ellery Queen, Lone Wolf and Crime Doctor movie series; *Surprise Package*, each made

up of one 2-reel comedy, a cartoon and a serial, with specially filmed opening and closing. . . . Decision on formula for sale of post-1948 features to TV has been postponed for at least 2 weeks by MPAA. . . . Big syndicated film buys announced this week: KEYT, Santa Barbara, Cal. buys 1000 half-hour film programs "to run in place of motion pictures in daytime and evening hours"; WISN-TV, Milwaukee, buys 1246 half-hour & quarter-hour dramas from MCA-TV. . . . Noel Coward reportedly negotiating with both CBS-TV & NBC-TV for TV spectacular rights to some of his musical comedies. . . . Entering TV film and theatrical feature production is Transfilm Inc., N. Y. TV commercial and industrial film company, which has named writer-producer-director Gary Stevens, former exec. producer & gen. mgr. of Warner Bros. TV div., to develop TV film and feature properties. . . . TV show casualties during last season totaled 41 in night network time, Sept. 22 *Billboard* reports in tally of oldtimers and some relative newcomers which won't be seen this fall. Majority of shows flop, says article, "because of the pressure of their competition whose audience attractiveness is greater". . . . Long runs: Groucho Marx's *You Bet Your Life* Sept. 27 begins 10th continuous year since its start on NBC Radio (now on TV & radio). NAM's Peabody-award-winning *Industry on Parade* Oct. 1 begins 7th year of continuous TV showing; the 15-min. filmed series—now seen on 265 stations—boasts "longest continuous run of any TV series on the air."

**PORTABLES' GROWING SHARE OF TV OUTPUT:** In current upbeat TV market -- stimulated by such hardy fall perennials as World Series, football season and back-to-school movement, plus such added starters this year as political campaigns and promotion of National TV Week Sept. 23-29 -- portables are accounting for about 11% of Sept. TV production. For year to date, they have accounted for about 10% of TV output and, in view of their popularity as Christmas gifts, are likely to represent about 12% of full 1956 production -- perhaps even more.

About 391,000 14-in.-&-under portables were produced in first 7 months of 1956, most recent period covered by official figures, out of total TV production of 3,752,133. Preliminary data indicates that the 10% rate was maintained in Aug., rising to about 11% in Sept. Projecting for full year, it's estimated portables will account for about 900,000 units in 1956, out of 7,500,000 total output.

Steady growth of portable TV market is indicated by comparison with first 7 months of 1955, when only 2% of all sets produced were portables. At that time, GE had field almost to itself with its highly successful 14-in. receiver. And, though no breakdown by brand name is ever released, one highly-placed industry market man with no axe of his own to grind told us: "I wouldn't be surprised if GE accounted for at least 50% of all portables produced by the industry this year."

Overwhelming majority of all portables are 14-in., of course. Just how many are smaller than 14-in. (i.e., RCA and Emerson 8½-in., GE 9-in., Admiral 10-in.) is not disclosed -- but one authoritative estimate is 10-15% of all portables.

Industry opinions differ on consumer acceptance of these so-called "personal" portables. Charles P. Baxter, v.p.-gen. mgr. of RCA Victor TV div., said company will exceed its original production goal through Sept. on 8½-in. portable (retailing at \$125). Admiral's Ross D. Siragusa also indicates satisfaction with 10-in. sales (at \$90 & \$110); GE says it's too early to assess 9-in. sales (\$100).

Contrary opinions on "personal" portable concept are expressed by some other industry leaders. Philco consumer products v.p. Larry F. Hardy says "we are convinced that our decision not to market portables under 14-in. was absolutely right." Motorola exec. v.p. Robert W. Galvin says "we have come to the rather conventional conclusion that 14-in. is the smallest screen the American consumer will accept."

\* \* \* \*

**Philco-Bendix Sale Nears:** The purchase of Bendix laundry brand name and assets by Philco appears to be imminent, awaiting only final legal settlement of technicalities. Avco chairman Victor Emanuel and Philco pres. James M. Skinner Jr. denied trade reports that the sale already had been concluded, said only that negotiations are in progress for Bendix to produce part of Philco's laundry line at Bendix plant in Nashville (Vol. 12:37). But insiders say that draft of agreement to sell Bendix brand name and assets has been, or shortly will be, tentatively approved. No part of Crosley TV-radio or refrigerator-freezer line is involved in transaction. Meanwhile, rumors persisted that Avco plans to quit TV-radio production shortly, despite Emanuel's denial that any part of Crosley & Bendix divs. was for sale.

**TV Exports on Increase:** Growing importance of overseas markets for TV receiver makers is manifested in preliminary Commerce Dept. statistics showing 80,434 TV sets exported in first 6 months of 1956, valued at \$9,497,560. They compare with exports of 37,054, valued at \$4,379,048, in first 6 months of 1955. Of exports in first half of 1956, Cuba took 23,079 (\$2,693,768); Venezuela, 13,718 (\$1,876,132); Brazil, 8286 (\$479,109); Colombia, 6309 (\$915,772); Mexico, 6015 (\$449,222); Canada, 3166 (\$276,143); Italy, 3163 (\$372,272); Panama, 2917 (\$384,419); Thailand, 1848 (\$316,103). Data covers only those sets made in U.S. and shipped abroad, does not include receivers made or assembled by overseas subsidiaries of U.S. set makers.

**Production:** TV output totaled 157,946 week ended Sept. 14, compared to 155,571 in preceding week and 198,874 in corresponding week of 1955. It was 37th week of year and brought production for year to date to about 4,844,387, as compared to 5,384,700 in corresponding 1955 period. Radio production totaled 245,060 (48,177 auto) in week ended Sept. 14, compared to 223,303 (47,275 auto) in week before and 270,207 (127,129 auto) in corresponding week of 1955. Radio output for 37 weeks was 8,955,322 (2,869,935 auto) vs. 9,452,761 (4,722,286 auto) in same period year ago.

**Topics & Trends of TV Trade:** Sylvania won't enter factory servicing, merchandising mgr. E. P. Atcherly told cheering convention of National Alliance of TV & Electronic Service Assns. this week in Chicago. But in next breath he warned the big gathering of independent servicemen that they must "avoid the twilight sleep of complacency" if they expect to "meet the competition of captive service organizations."

"One thing I can truthfully say about Sylvania is that in no case in any part of the U. S. do we compete with you," he said. "We feel that service is your business, and selling tubes is ours." But he added: "Independent TV service dealers have got to improve their merchandising and selling methods."

NATESA appointed 12-man executive council headed by Frank Moch to deal with problem of factory servicing, intensified by GE's recent announcement of plans to set up factory service branches where needed, and Philco's determination to spread factory servicing to 16 branches by year's end (Vol. 12:34-37). NATESA cited "the need for prompt action" after several leaders from state service organizations ripped into factory servicing plans.

NATESA's bitterness was best expressed in its refusal to vote annual "friends of service management" plaque in set manufacturing field. Executive council explained it was "due to the present unsettled situation regarding servicing business."

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**Quoteworthy quotes:** "I see television in 1975 as a built-in entertainment system, much the same as our heating systems are built into today's homes. . . . In 1975, portable TV probably will be used almost exclusively as a portable radio is used today, that is, outdoors—on picnics, at the beach and in boats. In the home, we'll have flat, picture-frame type TV on the wall in every room. The TV signal, from every available channel, will be picked up by one central receiving unit and the viewer can select any channel for any room."—Sylvania chairman-pres. Don G. Mitchell, in statement marking start of National TV Week.

TV shipments to dealers totaled 3,225,180 in first 7 months of 1956, when production was 3,752,133, according to RETMA state-by-state and county-by-county tabulations released this week and available to members on request to RETMA. Totals compared with shipments of 3,549,877, production of 4,173,088, in first 7 months of 1955. July shipments were 450,158, exceeding the 388,914 shipped in 5-week June but below 465,160 in July 1955.

U. A. Sanabria filed Chapter XI bankruptcy schedules in Chicago Federal Court this week, listing liabilities of \$1,568,665, assets of \$268,581 for his American Television Inc. (receivers); liabilities of \$857,733, assets of \$538,985 for American Television Mfg. Corp. (tubes).

National trade association directory, including addresses and names of top executives of more than 2000 groups, has been published by Commerce Dept., available at 40¢ from Govt. Printing Office.

Hotpoint increased prices \$10 this week on 5 TV models—two 21-in. tables, one 24-in. table, two 21-in. consoles. Portables are unchanged.

**Trade Personals:** Byard M. Pawson promoted to industrial relations mgr., Westinghouse TV-radio div. . . . Harold W. Schaefer, new v.p.-gen. mgr. of Philco appliance div., returned to desk Sept. 20 following removal of kidney stone . . . Maurice G. Paul Jr., who left Philco tax dept. in 1954 to become exec. v.p. of Federal Excise Tax Council, Washington, returns to Philco as asst. treas. . . . Joseph A. Hatchwell, DuMont, appointed RETMA service committee chairman, succeeding J. H. Craft Jr., Stromberg-Carlson; Glen McDaniel, RETMA gen. counsel, re-appointed legal committee chairman . . . Ward A. Weiland named mgr. of Collins Radio Seattle office, succeeding C. L. Pfeiffer . . . Robert A. Miner promoted to marketing mgr., Ampex audio div.; C. D. Dubois, ex-Abco Metal Products gen. sales mgr., succeeds Miner as sales mgr. . . . James J. Spelman, ex-Stromberg-Carlson, named Admiral regional mgr. for electronics products (including TV), headquartering in Rochester, N. Y.; Fred P. Williams, ex-Hotpoint & Crosley, named regional mgr. for Mo.-Kan.-Neb. area, headquartering in Kansas City . . . Daniel S. Whiteley, ex-Thor, named Admiral regional mgr. for appliances in Minn.-Dakotas territory . . . Daniel G. Fantelli, ex-Avco, named Admiral mgr. of built-in appliance sales, replacing Larry Coen, resigned . . . Robert B. Weiss resigns as European rep for Capitol Records to become managing director of Edwin H. Morris Music Co. international div.

**DISTRIBUTOR NOTES:** Hotpoint Appliance Sales Co. is forming branch in Baltimore, handling only TV at outset, taking over GE Supply Co.'s offices at Barclay & Forrest Sts. when latter moves to North Point Rd. & Quad Ave. . . . GE Appliances Co., 530 Foret Ave., Portland, has taken over distribution of TV & appliances for Me. (Joseph J. Sullivan, mgr.) . . . Hoffman Electronics appoints Western Supply Co., Salt Lake City (G. Lamont Richards, pres.) . . . Olympic of Chicago Inc. appoints Arnold F. Perdock as gen. mgr., succeeding Morton M. Schwartz, now consumer product sales v.p. of parent company . . . Westinghouse Appliance Sales Corp., N. Y., names Joseph Raspaolo major appliance sales mgr. . . . Zenith appoints Emery-Waterhouse Co., Portland, Me. (Charles L. Hildreth, pres.) . . . DuMont appoints Shelby-Skipwith Inc., 972 Union Ave., Memphis (E. M. Skipwith, pres.).

RCA moved for continuance to mid-1957 of trial date of \$61,000,000 patent infringement suit brought by Zenith and subsidiary Rauland Corp. against RCA, GE & Western Electric. In supplemental motion filed in Chicago Federal Court this week, RCA requested authority to take depositions from witnesses in Europe, Australia and New Zealand, arguing that testimony is essential to disprove Zenith charges and to "disclose nature & extent of business which Zenith has regularly carried on at various times in the very areas where, according to Zenith's lawyers, Zenith has been excluded."

Scott Radio Labs (Meck TV), sold recently by John Meck to Monogram Mfg. Co., Culver City, Cal., has been placed in receivership by Federal Court in South Bend, Ind.; St. Joseph Bank & Trust Co. of South Bend has been appointed receiver.

RCA raises speaker prices, degree pending on type, attributing rise to increased material and production costs.

**Financial & Trade Notes:** Westinghouse's plans call for sales of \$750,000,000 worth of consumer products annually by end of 1958, a big jump from last year's estimated \$430,000,000 in consumer products sales. So says brokerage house Goodbody & Co., 115 Broadway, N. Y., in 16-p. research study on Westinghouse's past, present and future. Its summary:

"Westinghouse's troubles are far from over, but it is back on the right road to full recovery. . . Still ahead are vexing problems, below-normal earnings and the possibility of cash dividend deferment—all of which could cause some weakness in the stock price before any important advance. In time, however, this stock should be restored to considerably higher price levels and the investment stature it deserves. For those investors who have the patience to travel the recovery route with Westinghouse, the rewards could be substantial."

Sales this year, it says, are likely to match last year's \$1.4 billion, despite losses resulting from 156-day strike at 30 consumer products plants which ended March 21. Profits this year are not expected to exceed \$1.25 per share, way down from \$2.46 in 1955, says report. In 1957, however, \$3-\$4 per share earnings are regarded as "minimum expectation," with sales moving to new record high of more than \$1.7 billion.

\* \* \* \*

Emerson Radio had net loss of \$271,618 in fiscal quarter ended July 31, compared to profit of \$472,831 in corresponding quarter year ago. This is deduced from its financial report released this week listing profit of \$46,048 (2¢ per share) in 39 weeks ended July 31, compared to \$1,584,012 (81¢) in same period year ago. Emerson had previously reported profit of \$317,666 (16¢) for 26 weeks ended April 28; hence, net loss for quarter ended July 31 is indicated. Only last week, pres. Benjamin Abrams told *Wall Street Journal* that operations in quarter ended July 31 "most likely" were unprofitable (Vol. 12:37). Sales data was not given.

Meredith Publishing Co. reports gross revenues of \$3,881,000 from its 4 TV and 4 AM stations in fiscal year ended June 30, or about 17% of company's total gross revenues of \$48,459,633. Broadcast revenues were up 21% from preceding fiscal year, when they totaled \$7,309,857, or 17% of over-all gross of \$42,753,555. Company earned \$4,047,146 (\$3.14 per share), compared to \$3,623,865 (\$2.81) in preceding fiscal year. Meredith owns WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City.

**Dividends:** Motorola, 37½¢ payable Oct. 11 to stockholders of record Sept. 28; American Broadcasting-Paramount Theatres, 25¢ Oct. 20 to holders Sept. 28; Packard-Bell, 12½¢ Oct. 25 to holders Oct. 10; Columbia Pictures, 30¢ Oct. 30 to holders Oct. 1; Dynamics Corp. of America, 10¢ Sept. 29 to holders Sept. 19; Amphenol Electronics, 25¢ Oct. 1 to holders Sept. 21; General Instrument, 12½¢ Nov. 9 to holders Oct. 17; Howard W. Sams & Co., 10¢ Oct. 25 to holders Oct. 15; IT&T, 45¢ Oct. 15 to holders Sept. 21; Warner Brothers, 30¢ Nov. 5 to holders Oct. 11; Collins Radio, 50¢ Oct. 1 to holders Sept. 20.

Packard-Bell Co. stockholders will vote Oct. 15 on management-approved proposal for changes of name to Packard-Bell Electronics Corp.; increase in board membership from 5 to 7; stock-option plan for maximum of 35 key employees; profit-sharing stock plan for employees with at least one year of service. Proxy notice gives this explanation of proposed change of name: "Potential investors who are unfamiliar with your corporation's consumer items may not be aware of the type of activities that are being carried on by the corporation."

**Electronics Reports:** Better govt. statistics on electronics industry and its subdivisions may be in sight as result of current Census Bureau tests of revisions of govt.'s Standard Industrial Classification recommended by Electronics Div. of Commerce Dept.'s Business & Defense Services Administration.

In current industrial classification, set up in 1945, TVs, radios, tubes and components are lumped under Group 366, "Communication equipment & related products," while many other electronic items are grouped under other unrelated headings. New electronics classification, as outlined by Donald S. Parris, acting director of BDSA Electronics Div., to recent Commerce Dept. meeting with Southern California businessmen, would set up 3 new principal groups under the standard "electrical machinery" classification: (1) electronic equipment, (2) electron tubes, and (3) electronic components (other than tubes) and accessories.

Subgroupings under "electronic equipment" would encompass: (a) home TV-radio receivers, (b) TV-radio broadcasting equipment, (c) radio communication equipment, (d) electronic guidance, telemetering, detection, navigation and simulation equipment, including radar, (e) electronic sound recording, amplifying & reproducing equipment, etc., (f) computer & data-processing equipment, (g) electronic test equipment, (h) electronic equipment not elsewhere classified.

Under "electron tubes" would be these separate headings: (a) receiving, (b) cathode ray, (c) power (transmitting & industrial). "Components" category would include these classifications: (a) capacitors, (b) resistors, (c) transformers & inductors, (d) solid state electronic devices, including transistors & crystal diodes, (e) other components, (f) phono records, (g) recording tape, wire & record blanks.

New classification was devised to give more reliable statistics on production in the equipment, tube and components industry. It is now being tested by Census Bureau in connection with results of 1954 Census of Manufacturers and if adopted will be put into effect in time for 1958 Census of Manufacturers.

Standard Industrial Classification is used by all govt. agencies dealing with employment and marketing statistics. A parallel listing of commodity classifications is expected to be revised similarly if change in industrial list goes through. Both classification listings are used widely by industry as well as Govt.

Better statistics on electronic exports and imports, long an industry goal, will depend on a somewhat similar revision in export-import classification—a more complicated process, since tariff groupings as well as commodity groupings are involved.

\* \* \* \*

Fierce competition in electronics publication field shapes up as it was disclosed that *Electronics Magazine*, a monthly since its founding in 1930, will publish 3 issues monthly beginning Jan. 1. Regular issue will be supplemented by 2 "executive issues" at 10-day intervals; subscription and advertising rates will be unchanged. Already in the field and aimed at management is *Electronic Week*, published by Hayden Publishing Co., producers of the technical semi-monthly *Electronic Design*—and Fairchild Publications, publisher of many trade papers, including *Retailing Daily*, also plans a weekly starting first of next year.

Horace B. McCoy, veteran govt. career official, now serving as acting administrator of Commerce Dept.'s Business & Defense Services Administration, promoted to administrator, succeeding Charles F. Honeywell, who resigns Oct. 15.

**D**ETAILED INSIGHT into TV set ownership, plans for color purchases and wide range of program and commercial preferences among cross-section of Los Angeles area residents, all employes of Title Insurance & Trust Co., is provided in ABC's second annual survey—described to Hollywood Ad Club Sept. 17 by ABC western v.p. Earl J. Hudson. Major findings:

(1) The 1381 respondents (766 women, 615 men), representing all economic strata, reported total ownership of 2455 TV sets—or amazing average of nearly 2 per home. (Advertising Research Foundation estimates that only about 5% of all TV homes in U.S. have more than one set.)

(2) More than 67% indicated they would not invest \$500 in a "good" color set. In addition, only a handful reported they had seen color TV.

(3) TV led all media in influencing purchases of autos, cosmetics, hard goods, beer, cigarettes, coffee, gasoline, toothpaste. It was second to newspapers in purchases of food and selection of motion pictures.

(4) About 50% said they would appreciate repeats of popular TV shows; other 50% indicated they would prefer to see something new. Overwhelming majority cared little whether program was live, on film or kine.

(5) Cartoons were most popular form of commercials, with Ford, Rheingold, Hamm's Beer, Bank of America and Lucky Strike most popular.

Jumping into closed-circuit TV field with both feet, GE plans all-out sales campaign for its line of "Intrate!" monochrome and color closed-circuit systems. To be kicked off Mon. Sept. 24 in Syracuse with first of 3-month series of nationwide sales meetings, sales efforts for remainder of year will be concentrated primarily in manufacturing, transportation, utility and defense areas, expanding next year into commercial and business applications and institutional, educational and municipal fields. GE broadcast equipment gen. mgr. Paul L. Chamberlain estimated present industry-wide closed-circuit sales at \$6,000,000 annually and predicted rate would grow to more than \$75,000,000 within 10 years. Participating jointly in sales campaign will be GE's broadcast equipment section, to service communications areas, and municipal & govt. market (including education, hospitals, banks, stores, etc.), and apparatus sales div., selling in industrial, transportation, utility, aviation and defense areas.

Startling use of radio: In recent game with Detroit Lions, Cleveland Browns coach Paul Brown delivered instructions directly to quarterbacks via transmitter at hand to receiver in player's helmet. Transistorized receiver weighs less than 1 lb., fits inside helmet with speaker near player's ear. Brown predicts that "in a couple of years every pro team in the league" will use system. Developer was George A. Sarles, Cleveland dictating systems salesman who said he experimented some 2½ years before coming up with successful model. Frequencies are 460-470-mc Citizens Band, and Sarles points out there's nothing to stop opponents intercepting or trying to jam. Battle could get as complicated as radar countermeasures.

Nine Notre Dame football games will be televised live this season by Notre Dame's WNDU-TV, South Bend, Ind. (Ch. 46). To be aired in Notre Dame area only, the games include SMU contest at Dallas, Navy at Baltimore, Pittsburgh U at Pittsburgh, Iowa at Iowa City, plus several home games. Approval of the plan was granted by NCAA because games are already sellouts and no other college football games will be played in the Notre Dame area on the 9 Saturdays. WNDU-TV called its project the most ambitious schedule ever undertaken by a single locally operated station.

Five applications for new TV stations, unusually large group for recent weeks, and one for translator were filed with FCC this week. Seeking Ch. 10, Augusta, Me., is Pine Tree Telecasting Corp., owned 100% by Boston trucker Richard S. Robie, with provision for subsequent minority interest to Washington consultant Richard P. Doherty. Application for Ch. 6 in Greenwood, Miss., was filed by Delta TV Corp., whose principals include Wiley P. Harris, ex-pres. of WLBT, Jackson, Miss.; station would be built by Lamar Life Insurance Co. and leased to Delta for 25 years. Seeking Ch. 10 in Elko, Nev., is Elko Bestg. Co., group of local ranchers and hotelmen headed by Chris H. Shearin. Brazos Bestg. Co., owned 50% by KWTX-TV & KWTX, Waco, filed for Ch. 3 in Bryan-College Station, Tex., and Plains TV Corp. filed for Ch. 21 in White Heath, Ill., to be operated as satellite of its WICS, Springfield (Ch. 20). Also filed was translator application for Ch. 80 in Tucumcari, N. M., by Triple (S) TV & Radio Clinic. Total applications on file: 126 stations (25 uhf), 23 translators. [For details, see *TV Appenda 23-K* herewith.]

Strict "hands off programming" policy was advocated by FCC Comr. T. A. M. Craven in his first major speech since he became FCC member for second time, speaking to NARTB regional conference in Minneapolis Sept. 15. "We still hear allegations that the Commission's attitude with respect to programs which have been broadcast, its attitude as to what it considers to be a proper program balance, and its attitude with respect to the broadcasting of horse race news is dangerously close to censorship in fact. Consequently, it is my hope that the Commission will clarify its position and that it will adopt a policy which will remove once and for all any industry fear of Commission reprisal for what is or what is not broadcast." Comr. John C. Doerfer, in Sept. 20 speech at another NARTB regional meeting, in Salt Lake City, took this approach: Give broadcasters licenses of "indeterminate" length instead of present 3 years, let them relax about FCC's scrutiny unless they operate "electronic jukeboxes" or "roulette wheels." He'd jump on latter immediately, give them no 3-years' respite. Question of "program balance" is due to become one of most vital topics on FCC agenda in next few months.

More TV code violators are expected "to fall by the wayside," Mrs. Hugh McClung, pres. of KHSL-TV, Chico, Cal. and member of NARTB Code Review Board, told Region 7 conference in Salt Lake City this week, declaring that "the malpractices of a few, whether by contrivance or carelessness, cannot be allowed to place in jeopardy over 4 years of steady progress under the TV code." Two unidentified stations have already dropped code subscriptions (Vol. 12:37). Code membership now stands at 288 stations, 3 networks. At Region 5 meeting in Minneapolis, NARTB pres. Harold E. Fellows said association will meet obligation to explain motives & methods of broadcasters to public through expanded public relations, but he added broadcasters must be alert to their own community problems. Among Region 5 resolutions approved: (1) Support for 5-year TV station license approval. (2) Request to NARTB to study telephone tariff provisions restricting radio's news coverage.

WRCA's treasure hunts around New York have become "a nuisance of the first order," editorialized the Sept. 21 *N. Y. Times*, complaining that determined fortune seekers "constitute an altogether unwarranted & unjustified intrusion on the rights of others to conduct their business without frivolous interference." Noting that "NBC has been very careful not to hide a prize in one of its own offices or studios," it called on NBC pres. Robert Sarnoff to "start a return to common sense in promotion by ordering a cessation of WRCA's childish behavior."

# Television Digest

with **ELECTRONICS** REPORTS

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## SUMMARY-INDEX OF THE WEEK'S NEWS — September 29, 1956

RCA CHAIRMAN SARNOFF takes optimistic look 20 years to future, accepts "presents" at 50th anniversary dinner (pp. 1 & 5).

NEW DATA ON TV HOUSEHOLDS by counties, as of March, released by Advertising Research Foundation, hailed as more reliable than earlier report (p. 1).

STRONG REPORT ON NETWORK practices expected from Celler group (p. 2); CBS & NBC chiefs testify, disagreeing on network licensing principle (p. 7).

ALL-UHF MOVE regarded dubiously by most of industry; uhf-vhf combination generally favored. FCC studying interference-reduction techniques (p. 3).

CLOSED-CIRCUIT TV sales volume due to double this year, but it's still small potatoes in electronics field; most makers see orderly growth pattern (p. 4).

NEW STARTER in "white area" Dickinson, N.D. Uhf WNOW-TV, York, Pa. calls it quits, blaming vhf competition and lack of network programs (p. 8).

PICKUP IN PARTS ORDERS foreshadows substantial increase in TV production for 4th quarter. GE's Dr. Baker sees portables as prime market factor (pp. 11-12).

TRADE'S DROP-OUTS blamed on inadequate finances, fierce competition, inability to meet merchandising tactics, inefficient operations (p. 13).

TOP 100 ADVERTISERS, 88 using network TV, accounted for 85% of total network TV billings in first 6 months of 1956. General Motors tops list (p. 9).

FCC GRANTS 2 CPs plus 3 translators, cleans up minor allocations petitions pending big deintermixture and uhf research studies (p. 10).

PRESIDENT STEPS UP TV schedule. Senate to reopen party spending probe Oct. 8. Solution to "equal time" dilemma on presidential charity appeal (p. 10).

NTA FILM NETWORK contracts being scrutinized by FCC, which is expected to ask all affiliates to file copies; minor revisions seen possible (p. 16).

**SARNOFF'S EXCITING 20-YEAR LOOK AHEAD:** The man whose name epitomizes "vision" in the vast communications industry, RCA chairman Brig. Gen. David Sarnoff, extends his sight again -- this time 20 years to the future -- and finds a world to be anticipated with optimism and pleasure.

In speech prepared for delivery at dinner celebrating his 50th anniversary in communications, at Waldorf-Astoria Sept. 30, 65-year-old Gen. Sarnoff scans the gamut of human activity -- and finds the prospects good.

Dinner is also occasion for delivery of 3 "presents" he requested from his scientists 5 years ago -- TV tape recorder, electronic air-conditioner, amplifier of light. Report on these was to be made by senior exec. v.p. Dr. E. W. Engstrom, and demonstration for press was scheduled at Princeton, N. J. labs Oct. 1.

Demonstrating recognition Gen. Sarnoff has achieved since Sept. 30, 1906, when he became messenger boy with Marconi Wireless Telegraph Co., was not only the impressive dinner guest list but messages of congratulation from such figures as President Eisenhower, Winston Churchill, Arturo Toscanini, Dr. Lee DeForest.

Tenor of Gen. Sarnoff's address was one of gratitude to the combination of people and circumstances, even "luck," that gave him opportunity to build so brilliantly, to create a billion-dollar company from the ground up.

[For summary of Gen. Sarnoff's address, see p. 5.]

**NEW COUNTY-BY-COUNTY DATA ON TV HOUSEHOLDS:** The importance of Advertising Research Foundation's new estimates of TV households by counties, as of March, lies primarily in fact that figures are regarded by industry as considerably more reliable than those in preceding projections.

Earlier estimates were based on Census figures plus data from networks, trade publications, RETMA receiver shipments, etc. New estimates released Oct. 1 by ARF are predicated solely on Census' Current Population Survey of Feb. 1956 and new highly-regarded Nielsen Coverage Service No. 2, which represents extensive county-by-county field work on TV-radio ownership.

[The ARF estimates, presented in report titled "U. S. Television Households by Region, State and County -- March 1956," listing total households, number of TV households and their percentage of all homes for each region, state and county, are included herewith in 10-page Special Report to all subscribers. They supersede the earlier ARF estimates as of June 1955, published as Special Report of April 28.]

Data provides further breakdown of 2 earlier reports based on Census survey of last Feb.-March. First report, issued by Census itself, merely stated that about 35,000,000, or 73% of all U. S. households, were TV-equipped then (Vol. 12:20). Second report, issued by ARF on basis of Census data, estimated 37,277,000 sets in these 35,000,000 homes as of Feb.-March, and gave further breakdown by region, family size, urban vs. rural ownership, size of household, etc. (Vol. 12:31).

"The Nielsen field work makes all the difference in the world in the new ARF projections," commented Oliver Treyz, pres. of TvB, which with networks and NARTB underwrote survey. "Instead of using historical data, as was done in the past, we now have the advantage of current, up-to-date information in the counties. Let me emphasize, however, that these are still estimates and because they are estimates must not be regarded as 100% accurate for every county."

Network research spokesmen agreed with Treyz's analysis. They also agreed that, however accurate the ARF data may be, need has not lessened for NARTB's long-aborning continuous county-by-county TV set circulation census. That project, which also seeks to measure average daily and weekly viewing for TV stations, is still in pilot test stage -- and nobody is setting any dates for its start.

New ARF data includes Table of Standard Errors which "gives a measure of precision" of the estimates in terms of percentage points. This table, explains ARF, tells how far the estimates "may deviate from the results of a complete enumeration and what the chances are of their doing so," available from ARF, 11 W. 42nd St., N. Y.

Note: Nielsen Coverage Service No. 2, now being mailed to its subscribers (but not for publication), goes beyond merely estimating number of TV and radio sets in each county. It also forms basis of Nielsen Station Index, which attempts to measure TV-radio set coverage of stations. Index will be released to subscribers later in fall. NCS No. 1 was issued in 1952.

**WHAT NEXT FROM CELLER SUBCOMMITTEE?** Climaxing 3 weeks of hearings in New York, the presidents of CBS & NBC took the stand this week before Rep. Celler's anti-trust subcommittee to defend the network way of doing business in general and operations of their own networks in particular. Pattern of the questions and answers this week, added to previous weeks' record, begins to give some indication of attitude subcommittee will take when it compiles its report on TV industry.

That the 3 network presidents changed some preconceived notions among the congressmen is unquestioned. At conclusion of CBS pres. Frank Stanton's testimony Rep. Celler himself said: "As far as I am personally concerned, you have corrected a number of illusions that I had concerning this industry." [For highlights of the testimony of Stanton and NBC pres. Robert Sarnoff, see page 7.]

Subcommittee's next step is report on the investigation -- not immediately, probably around Jan. 1. Its staff did monumental research and investigatory job in preparing for the hearings -- and it now faces task of perhaps even greater magnitude in reconciling conflicting testimony and sifting & sorting its facts.

Celler has reputation for getting things done. Though there may well be 2 reports -- majority & minority -- you can bet that Celler's report won't be namby-pamby or pussyfooting. Any prediction is hazardous, but line of questioning followed in hearings indicates that final report will take stand on these issues:

\* \* \* \*

(1) Network licensing. Best bet is that subcommittee majority will favor direct control of networks by FCC -- provided there are proper safeguards against any entry by Commission into field of program control.

(2) Affiliation contracts. Probability is that final report will recommend that all network contracts with affiliates be made matter of "public record." It also may suggest that FCC adopt "standard" affiliation contract form.



(3) Multiple ownership. Subcommittee is certain to oppose any liberalizing of current FCC station ownership limits, may ask Commission to explore possibilities of making multiple-ownership rule more restrictive.

(4) Allocations. Since little or no testimony opposing deintermixture concept is in record, report is likely to endorse principle, ask quicker FCC action.

(5) Network discount structure. Subcommittee is toying with idea of legislation to classify programs as "commodity" under Robinson-Patman Act -- if Justice Dept. doesn't rule they're already covered. Such a move would subject telecasting industry to regulation by Federal Trade Commission, in cases where it's suspected that network or station discount structures "discriminate" against some sponsors.

(6) Affiliate relations. It's possible that subcommittee may recommend legislation making it possible for affiliates to sue networks for cancellation or failure to renew affiliation agreements without good cause. This proposal is patterned after Celler-O'Mahoney Act which applies to auto dealer franchises.

Because so many network practices are under investigation by Justice Dept., it's not believed subcommittee will recommend legislation involving such practices as option time, must-buy procedures, network program production, talent contracts, etc. -- but instead await outcome of anti-trust division's probe.

Another Congressional report on network practices is also due this winter -- from Senate Commerce Committee, whose staff is currently correlating findings on "second phase" of its investigation, first having been allocations & uhf problems.

**UHF-VHF PLAN STILL FAVORED BY MOST:** Little industry support for all-uhf move of TV is expected when comments are filed with FCC on Oct. 1 deadline. Even some of the uhf stations are cautious about it, tending to stress deintermixture for their own markets. Chances are majority of comments will urge use of both vhf & uhf.

Commission itself isn't idle on allocations while waiting for comments and for industry to get uhf research program underway (Vol. 12:38). It's very interested, for example, in possibility of getting more vhf stations by reducing co-channel separations via precise transmitter control described by RCA (Vol. 12:37). Commissioners say it's "promising," are sending engineers to RCA's Princeton Labs next week to see demonstrations with WRCA-TV, New York, and WRC-TV, Washington. Commission is also making study of broader deintermixture plan than it has proposed.

A few stations and groups have already filed comments on the all-uhf concept and several others have indicated what they intend to say. All the Colorado vhf stations, for example, got together in statement saying that uhf can't do the job for sparsely settled areas; that vhf spacings shouldn't be reduced.

RCA-NBC plumps strongly for use of both vhf & uhf, saying that all-uhf plan would jeopardize present service. It says that uhf propagation characteristics make it impossible for uhf to duplicate vhf coverage; that uhf is fine for certain areas; that even 70 uhf channels wouldn't be enough for future growth in crowded areas.

RCA-NBC reiterates its previous contentions that uhf should be encouraged through repeal of excise tax on all-channel sets, broadening of deintermixture, permitting multiple-station owners with know-how to acquire more uhf stations, etc.

Joint Council on Educational TV also says uhf must be strengthened but that vhf mustn't be degraded through shorter co-channel separations. It urges "extreme caution" in considering all-uhf shift, says it's currently neither "feasible nor desirable." More deintermixture is urged, JCET specifically stating that following should be all-uhf: Peoria, Springfield, Hartford, Fresno, Madison, Evansville and Elmira. It also says Ch. 10 should be kept out of Albany area, and it recommends that additional areas should be deintermixed.

To promote greater production and sales of all-channel sets, JCET suggests that FCC appoint representatives to work with Congressional committees and executive agencies to produce specific legislation -- to remove excise tax and/or prohibit manufacture of vhf-only receivers.

Non-broadcast services are eyeing vhf hungrily, hoping FCC eventually does move all TV to uhf. Stressing overcrowding of mobile spectrum, following groups have commended Commission for looking into matter, saying they want to be remembered

if any vhf is passed around: Special Industrial Radio Service Assn., National Assn. of Taxicab Owners, City of Burbank, Cal.

Comr. Robert E. Lee urged that haste be made slowly, meanwhile, telling Oklahoma City NARTB regional meeting this week that any move to uhf, if it comes, should be long-range. He expressed confidence that engineers would eventually overcome technical difficulties experienced by uhf.

Assn. of Maximum Service Telecasters continued plans for uhf-vhf surveys, hiring engineer Don Creswell from WITH, Baltimore, appointed as Washington counsel firm of Covington & Burling, with attorney Ernest W. Jennes concentrating on case.

RETMA held meeting of its allocations committee during sessions at Hot Springs, Va. this week, didn't disclose position it would take at Oct. 2 meeting of 5-man allocations research committee (Vol. 12:38). WISC-TV, Madison (Ch. 3), intimately concerned with deintermixture, urged acting committee chairman Dr. W. R. G. Baker not to encourage expansion of basic organization beyond 5 original groups. stating that "special-interest groups" could pervert organization's efforts.

**CLOSED-CIRCUIT TV—SLOW-MOTION BOOM:** TV in overalls -- closed-circuit for industry, commerce, govt. & education -- has plenty of growing to do before it catches up with its glamorous show-business brother, but it can do so many jobs so well that some of the largest electronics manufacturers are banking that some day it will.

In a field whose frontiers are limited only by the imagination, closed-circuit's growth has been a slow, steady phenomenon, nursed along principally by the enthusiasm of salesmen and engineers of less than a dozen leading equipment manufacturers. Though it's a natural for hundreds of jobs which require an extension or a multiplication of the human eye, there's no inclination in the closed-circuit industry to predict it will blossom into big business overnight.

But there is a slow boom in industrial TV -- or ITV -- the generic term used to denote nearly all closed-circuit uses of TV. It's a boom to the extent that 1956 may well see a doubling of the number of installations previously existing, with a redoubling possible in 1957. But dollar volume will remain rather small for some time, when compared to other branches of TV-electronics.

There are still no "official" statistics on ITV, and most estimates of sales and installations remain educated guesses, at best. RETMA currently is laying the groundwork for industry-wide ITV production figures, with first estimates due in a few weeks, to be retroactive to Jan. 1, 1956.

\* \* \* \*

We have again surveyed major ITV manufacturers, and though some were unable or unwilling to make any estimates or predictions, usable replies showed this trend:

There are 1200-1500 ITV installations now in use, with a dollar value of perhaps \$3,000,000-\$4,000,000 -- probably considerably more if non-electronic accessories are included. At least 200 of these systems, and possibly as many as 600, have been installed in last 12 months. Installations due for remainder of this year will bring 1956 ITV business to at least \$2,000,000, and maybe even as high as \$6,000,000 -- latter figure being the 1956 gross predicted for closed-circuit industry by GE last week as it launched all-out drive to promote ITV (Vol. 12:38).

As to longer-term predictions -- 2 manufacturers were willing to be quoted: \$25,000,000 a year in 5 years, said GPL; \$75,000,000 in 10 years, said GE.

ITV systems generally run about \$2000-\$3000, though some simple camera units are available for as little as \$1000. Built around rugged and simple vidicon pickup tube, closed-circuit installations have built up reputation for long, dependable and trouble-free service.

Guesstimates of rankings of ITV manufacturers vary widely -- but there seems to be substantial agreement that Dage TV div. of Thompson Products has sold greatest number of cameras in last 12 months, though it may be second in overall dollar volume to pioneer Diamond Power Specialty Co., Lancaster, O., which opened up ITV field 8 years ago with its sturdy "Utiliscope" camera, and claims to have installed more than 500 closed-circuit systems to date.

Other manufacturers believed to rank high in the field are (alphabetically): Blonder-Tongue, GE, GPL, Kay Lab, Hallamore Electronics, RCA.

Size-ups of the closed-circuit field by some of its leaders:

Dage gen. sales mgr. John R. Howland: "1956 has had tremendous significance in the growth of industrial TV. The importance of the problems that have been successfully handled eclipses the substantial numbers and dollars of sales."

He outlined these major fields of Dage's ITV activity this year: (1) Use of TV in supervising St. Lawrence Power Dam construction at Massena, N.Y. (2) Assisting police in guarding large stores. (3) Centralizing records in "a dozen additional banks." (4) Use of TV for visiting in half dozen hospitals and for amplifying X-rays in delicate operations. (5) "More than 100 Dage cameras will have been interconnected at the Pennsylvania Station in New York City by the world's largest TV switchboard" by end of this year. (6) "Weather-Vision," storm warning application of TV for military air bases. (7) Expansion of educational closed-circuit.

Diamond electronic sales mgr. W.I. McCord: "I look forward to the next 5 years with great optimism and believe there will be steady growth in the field. However, I do not look for any 'terrific boom'...Diamond had its start in industrial closed-circuit TV through demand for remote viewing equipment in power plants and the major portion of our business has been in that field. In the last year, however, we have moved into other fields. We find that most of our equipment goes into manufacturing plants where it is used for security purposes, remote viewing into hazardous areas and remote control of large machines."

GE broadcast equipment gen. mgr. Paul L. Chamberlain: "The introductory phase of closed-circuit TV has passed and its wide acceptance by industry now calls for more intensive manufacturing and marketing efforts."

**RCA CHAIRMAN Brig. Gen. David Sarnoff's** "birthday presents," to be tendered during Sept. 30 dinner celebrating his 50th anniversary in the industry (p. 1), include one item not previously mentioned—a home TV tape player, which was to be unveiled at RCA Princeton labs Oct. 1.

The other projects, set as goals by Gen. Sarnoff 5 years ago, were professional TV tape recorder, electronic air conditioner, electronic light amplifier—also to be demonstrated at Princeton.

Discussing the "presents" in speech prepared for the dinner, Gen. Sarnoff says "the deadline has been reached, and I am here to attest that my faith in [the genius of RCA scientists] has been fully justified. . . . Of course, I realize that in part they are still in what engineers call the developmental stage. But the fact remains that in 5 short years they have succeeded in turning what were bold dreams and hopes into proud realities."

Gen. Sarnoff then unleashes his imagination and gives these predictions of things to come within 20 years: Nuclear energy—Used for industry, planes, ships, trains and automobiles; direct conversion to electricity made practical. Solar energy—"Effectively harnessed and in worldwide use." Communications—Global color TV; two-way TV contact between individuals anywhere; beginnings of instantaneous language translation.

Transportation—5000-mph jet & rocket vehicles with nuclear fuels; automatically piloted passenger aircraft; mail and freight delivery via guided missile. Automation—Will increase production, decrease costs, increase employment, free people from arduous and hazardous work. Materials—"A tremendous array of new plastics, ceramics, lubricants and categories of substances that as yet have no name." Electronic light—Cold light almost without shadow, reducing dangers of night driving and flying, making possible larger & brighter TV pictures.

Computers—"Recording and accounting will be taken over by robots, freeing for other work the great majority

of the 9,000,000 Americans now engaged in clerical tasks." Food—"Striking developments" in irrigation, flood control, solar energy, electronic acceleration of germination and growth, ocean "farming" and other discoveries "will enable famine to be eliminated in all parts of the world." Health—"An avalanche of improvements in preventive medicine, diagnosis and treatment of human ills. . . . Man's life span will be further extended, probably within hailing distance of the century mark." The Home—"The housewife's dream of an all-automatic home will be realized—electronic appliances doing all the work—but "fortunately, we shall continue to do our own eating." Climate—"Major steps will have been taken to make and control weather," unfreezing icebound ports, dissipating or diverting hurricanes, etc.

Turning to human relations, Gen. Sarnoff predicts communism "will collapse under the weight of its economic fallacies, its political follies, and the pressures of a restive, discontented population." Living standards, he says, will hit "levels of well-being without past parallel. . . . Man will enter upon a period of universal education. . . . Every form of art and every type of entertainment will be readily accessible in the home."

Speaking of government, Gen. Sarnoff foresees public opinion on any issue quickly ascertained via electronic means, bringing Govt. and people closer together and furthering democratic processes. As for war: "Technological developments in weapons of mass destruction will leave no doubt that the alternative is between survival or annihilation"—and war will be outlawed.

An upsurge of spiritual vitality is envisioned by Gen. Sarnoff: "The gradual elimination of physical hungers will deepen the more elemental hunger for faith and salvation, for age-old values beyond the material and temporal that gnaws at the heart of man. Science begets humility. Its every discovery reveals more clearly the Divine design in nature, the remarkable harmony in all things, from the infinitesimal to the infinite, that surpasses mortal understanding."

**Personal Notes:** Frank Stanton, CBS pres., and Mrs. Stanton flew to Europe Sept. 27 for extended vacation . . . Ward Quaal, gen. mgr. of WGN-TV & WGN, Chicago, elected v.p. & director of parent WGN Inc. . . . Paul C. Smith, pres. & chief executive officer of Crowell-Collier, which has announced purchase of Bitner stations (but hasn't yet filed application with FCC), also elected chairman . . . Robert D. Levitt, gen. mgr. of California National Productions (ex-Kagran Corp.), elected a v.p. . . . George Glavin, ex-Pacific National Adv., named gen. sales mgr., KTVW, Tacoma . . . Franklin Tooke, gen. mgr. of WBZ-TV, Boston, left this week on European trip awarded him by Westinghouse for outstanding contribution to radio during 1955 . . . Harold D. Cohen promoted to director of business affairs, ABC legal dept. . . . Carl Haverlin, pres. of BMI, appointed TV-radio industry chairman of N. Y. State Citizens Committee for Public Schools . . . J. Roy Dabadie resigns as gen. mgr. of WBRZ, Baton Rouge, La., to become adv. & sales promotion mgr. of Community Coffee Co., Baton Rouge . . . Bert Somson resigns as exec. v.p. of Crosley's WLW Promotions, Cincinnati, to form own TV program package firm; Richard K. Jones resigns as director of WLWT client service dept. . . . Nathan S. Rubin named research mgr. of ABC Film Syndication, replacing Robert E. Galen, now research & promotion director of General Teleradio's RKO Television . . . David M. Davis, ex-WUNC-TV, Chapel Hill, N. C., named production mgr. of educational WGBH-TV, Boston . . . D. Thomas Miller, sales service mgr. of CBS-TV Spot Sales, Chicago, transferred to N. Y. office, succeeding LaMont Thompson, now gen. sales mgr. of CBS-owned WHCT, Hartford (formerly WGTH-TV) . . . Wm. M. Wolfson, ex-NBC Films, serving since May as controller of TPA, elected treas. . . . Robert L. Moore Jr., in charge of Sheraton Closed-Circuit TV Corp., elected a v.p. of parent hotel chain . . . Elliott W. Robbins, ex-Sylvania, named publicity director, A. C. Nielsen broadcast div. . . . Rudy Bretz, TV consultant whose most recent assignment was for Australian Broadcast Commission, appointed to UCLA theatre arts faculty.

Dr. Carroll Vincent Newsom, educational TV pioneer in N. Y. State, member of Joint Council on Educational TV and chairman of Metropolitan Educational TV Assn. of N. Y. City and editor of book, *A Television Policy for Education*, named pres. of New York U, which has held CPs for 8 educational uhf stations since 1952 but has been unable to build because of lack of funds. He succeeds Dr. Henry T. Heald, also an educational TV leader, who becomes pres. of Ford Foundation Oct. 1.

Frank H. McIntosh, Washington consulting engineer, has decided to limit practice to work he can handle personally, increasing his supervision of hi-fi equipment manufacturing (McIntosh Laboratory) and concentrating on his inventions. Following associates are joining Kear & Kennedy: James R. Croy, Ambrose J. Cavegn, Thomas J. Luckett; Elizabeth Dahlberg joins Lohnes & Culver.

Dr. Alfred N. Goldsmith, former RCA v.p. & prominent TV-radio engineer, will receive SMPTE Progress Medal Oct. 9 at Ambassador Hotel, Los Angeles, "for his many contributions to the progress of sound motion picture and TV engineering, particularly his early recognition of the importance of a tri-color kinescope and his concept of the means for its accomplishment."

Robert E. Sherwood Awards nominations, for outstanding programs dealing with freedom and justice appearing on TV between Oct. 1, 1956, and May 31, 1957, are invited by Ford's Fund for the Republic, 60 E. 42nd St., N. Y. Prizes are \$20,000 each for best drama and best documentary on a network, \$15,000 for either drama or documentary on an independent station.

Jack N. Berkman-John J. Laux interests are paying \$760,000 for Austin Harrison's KWSM-TV, Joplin, Mo. (Ch. 12) & KWSM, according to applications filed this week. Actual owner will be WSTV Inc., operator of WSTV-TV, Steubenville, O. (Ch. 9) with WSTV & WSTV-FM. Ownership interlocks with off-air WFPG-TV, Atlantic City; with TV applicant for Ch. 7, Buffalo; radio stations WPIT, Pittsburgh, and WBMS, Boston. WSTV Inc. lists \$45,013 loss in 1954 after Federal income taxes, \$80,405 net profit in 1955. Aug. 13 balance sheet shows pre-tax profit this year of \$113,319 and earned surplus of \$285,108 as of Jan. 1, 1956. WSTV Inc. also lists total assets at \$1,113,529, current assets \$202,500 (\$151,026 accounts receivable), fixed assets \$692,777 (\$574,124 in TV). Aug. 31 combined balance sheet for Joplin stations shows pre-tax profit of \$33,481 for first 8 months of this year. Of total \$329,188 assets, TV represents \$172,128.

Radio station sales reported this week: KFXM, San Bernardino, for \$244,149 by group headed by William R. Hasbrook, which bought it from Eugene W. & Bertha Lee for \$125,000 in 1955. Headed by H. Phillip Dexheimer, account exec. with KBIG, Los Angeles, purchasers are: adman Howard L. Tullis, also 1/3 owner of KAFY, Bakersfield; L. Benton Paschall, 1/3 of KAFY; West Coast attorney John P. Hearne. WLAY, Muscle Shoals, Ala. by M. C. Gregory for \$85,000 to Mr. & Mrs. Michael R. Freeland; Freeland is also half owner of WFVL, Camden, Tenn. KBUN, Bemidji, Minn. by Butler Bestg. Co. (Edward W. Butler) for \$65,000 to Ben H. Potter Jr. family, which also controls WHBF-TV, Rock Island, Ill. (Ch. 4) & WHBF, publishes *Rock Island Argus*.

Chapters by 12 veteran announcers comprise *How to Announce for Radio & Television* (95 pp., \$2.50), edited by NBC-TV's Wm. I. Kaufman, to be published Oct. 15 by Hastings House, 41 E. 50th St., N. Y.

Lawrence H. (Bud) Rogers III, pres. & gen. mgr. of WSAZ-TV & WSAZ, Huntington, W. Va., named chairman of Tri-State Airport Authority's terminal building advisory committee.

Roger Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, appointed chairman of Pa. Heart Assn.

Earl Godwin, 75, dean of Washington radio correspondents, died in his sleep Sept. 24 at his summer home in Rehoboth Beach, Del. His career as a newspaperman and radio correspondent spanned 60 years, starting as a \$3-a-week employe of *Passaic* (N. J.) *Herald*. He returned to Washington, his birthplace, in 1908 as political writer for *Washington Star*, got into radio in 1934 and joined NBC in 1936. He became an internationally-known figure for his informal, chatty commentaries on news events, spiced by personal anecdotes resulting from his close association with national leaders. He retired from NBC last May because of illness. Surviving are his widow, 3 sons, a daughter, 2 brothers, 11 grandchildren.

Alfred Francis Harrison, 72, pioneer in establishing news services for radio stations, died Sept. 26 at home of his daughter in Hickory, N. C., after lengthy illness. In 1930, he sold the first news report to a radio station—WBZ, Boston—for David Lawrence's old Consolidated Press Assn. That service had extended to 14 AM clients when he left in 1933 to return to United Press. He became first radio sales mgr. when UP's radio news wire was established in 1935 with 14 clients. Ten years later it was serving 560 stations; it currently has more than 1500 in U. S. He returned to Washington in 1945 as special representative of UP for consultation with radio and newspaper clients. He retired 2 years ago after suffering stroke.

**Telecasting Notes:** "Mediocrity" and "sameness" are the words most employed by the professional critics to evaluate network programming thus far this season—in sharp contrast to the widely acclaimed "excitement" of last 2 TV seasons. This, combined with the huge new batch of top feature films now available to stations, has led a number of observers to predict de-emphasis—at least for time being—of networks, and the rise of the independents . . . On behalf of advertisers, this trend—if it is a trend—is hailed in Sept. 24 *Advertising Age*, which sees parallel with decline of networks' importance in radio. "Gleefully the advertisers await the day when the networks will assume the humility that comes only when supply & demand are in balance, thanks to an increasing number of independent stations programming competitively to networks and out-dealing them in pricing," says *Advertising Age* editorially, adding: "Costs of TV continue to rise. For the first time they are rising faster than new TV homes are coming in. A good, healthy, competitive situation is needed to cause a leveling-off. Come on, you independents. Everyone is rooting for you" . . . Big national sponsor Colgate, which bought MGM feature series on Los Angeles' KTTV (Vol. 12:36-37), now reported looking at other similar deals, including sponsorship of Warner features on Chicago's WGN-TV. Its biggest competitor, Lever Bros., is said to be working out plans for spot sponsorship of top features on nationwide group of stations . . . Warner Bros. to expand TV film operations, going wholeheartedly into business of making commercials, film series and even color spectaculars, according to Jack Warner Jr., who announced TV won't be treated as "by-product" . . . U. S. TV is murdering British pictures, said British producer-director John Boulting on his return from trip to America, where he evidently watched a lot of TV. Some British films were cut so badly, he complained, that the plot was lost; he said he'd never let any of his pictures be sold to U. S. TV again unless he retained complete control over presentation . . . Closed-circuit "press conference" to CBS-TV affiliates in 100 cities this week announced big new list of plays for

upcoming *Playhouse 90* for benefit of local TV editors . . . "Ice Capades of 1957"—same version now playing Madison Sq. Garden—has been signed by NBC-TV as June 8 spectacular . . . Another Broadway production backed by TV money: CBS financing Noel Coward's *South Sea Bubble*, getting TV rights after N. Y. run . . . Popular demand brings back a TV show: When CBS-TV cancelled Friday night *Mama* situation comedy, thousands of letters of protest resulted—and network has scheduled return of show, this time on film, beginning early in Jan., Sun. 5-5:30 p.m. . . . "Pitch" and mail-order commercials are being dropped by *Chicago Tribune-N. Y. Daily News'* WGN-TV & WPIX, costing former \$575,000 in billings this year, latter \$75,000-\$100,000; WGN-TV, which plans to step up live programming, recently subscribed to NARTB TV code . . . First televised baptism is claimed by Boston's WNAC-TV, following regularly televised 9:15 a.m. mass. Participants: Archbishop Richard J. Cushing and Richard Cushing Morrissey, 10th child of Francis X. Morrissey, secy. & counsel to Sen. Kennedy (D-Mass.) . . . Study of English language origin, use and misuse, is novel subject of CBS-TV weekly public service series titled *The Last Word*, with Dr. Bergen Evans, expected to make debut in Jan. . . . Timely forum show: Topic for Sept. 29 *Between the Lines* discussion show on New York's WABD is "Broadcast Investigations," featuring Rep. Celler (D-N. Y.), songwriter Arthur Schwartz and N. Y. *Herald Tribune* TV critic John Crosby.

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Ten best bets for TV hits among new 1956-57 programs, ventured by Oct. *Newsweek* in 3-p. roundup on fall network programming: *Adventures of Hiram Holliday*, NBC-TV, starting Oct. 3; *Stanley*, NBC-TV, Sept. 24; *The Brothers*, CBS-TV, Oct. 2; *Washington Square*, NBC-TV, Sept. 23; *Lawrence Welk's Top Tunes & New Faces*, ABC-TV, Oct. 8; *Walter Winchell Show*, NBC-TV, Oct. 5; *Playhouse 90*, CBS-TV, Oct. 4; *Kaiser Aluminum Hour*, NBC-TV, summer holdover; *Air Power*, CBS-TV, Nov. 11; *Odyssey*, CBS-TV, sometime in Jan.

**C**ELLER ANTI-TRUST hearings on TV industry wound up this week after hearing 4 days of testimony by CBS pres. Frank Stanton and NBC pres. Robert Sarnoff, following last week's appearance of ABC pres. Robert Kintner (Vol. 12:38). Much of this week's long testimony by the network chiefs was devoted to exposition of how a network functions, necessity for option time, must-buy lists, advertising agencies, etc.—ground already largely covered in previous congressional hearings.

Questioning by the congressmen and by legal staff under chief counsel Herbert Maletz was sometimes sharp, nearly always specific and to the point, showing intensive preparation. Both Stanton and Sarnoff were open and direct in their answers, relying at times on batteries of legal and administrative experts who surrounded them. Though hearing ran the entire gamut of all charges raised against networks, these were the high spots in questioning and testimony:

FCC regulation of networks—Stanton and Sarnoff differed sharply in their replies when Chairman Celler asked them if they would be "averse" to direct FCC regulation of networks. Stanton surprised industry observers when he replied:

"I have opposed network regulation when it was non-specific, because I feared program control and certain other features that might be introduced into such regulation, but if you are asking me [would] I prefer to have what I have now got, directly as against indirectly, my

answer is in the affirmative. . . . I think it is a less complicated way to live, because we get our regulation now only as it affects our affiliates and company-owned stations, whereas if the same regulations were applied directly to us, I think it would be a more businesslike and systematic way to handle the situation. . . ."

Sarnoff, on other hand, was strongly opposed to direct control. "Because of the nature of the network business, regulation of networks would put the Govt. into the broadcasting business," he said. "I do not believe that govt. regulation should be extended unless there is a clear and demonstrated public need for it. In my opinion, no public need has been demonstrated. . . . I do not see how you can regulate a network in its various aspects, particularly programming, [without] also regulating the other elements which contribute to that programming, such as other sources of programming, advertising, station affiliations, [etc.]."

Multiple ownership—Stanton said he is "perfectly satisfied to live under the present ownership rules," but suggested that a better formula might prevent "undue concentration of control in any geographic area."

Sarnoff said he thought multiple ownership should be decided by FCC on "case-by-case basis," but added that uhf growth would be stimulated if Commission permitted group ownership of more than 2 uhf outlets in addition to 5 V's. He suggested that perhaps rule should be changed to permit single entity to own one uhf outlet—or perhaps even 2—for each vhf station it owns.

Network-BMI connections—Both Sarnoff and Stanton offered figures showing vast majority of musical selections

played on TV & radio networks were ASCAP-licensed. Stanton said CBS owns less than 9% of BMI stock; Sarnoff said NBC's ownership is 6.7%. Both drew praise from Rep. Celler and other subcommittee members when they promised to consider dropping their ownership in BMI after current lawsuit against them by ASCAP members is terminated, on condition that competition is maintained in music licensing field.

**Contacts with FCC**—Several memos were put into record involving contacts of CBS executives with FCC members. One involved 1952 contest between CBS & Zenith over right to operate station on Ch. 2 in Chicago. Introduced was memo from CBS v.p. Richard Salant to Stanton, which read in part: "Earl Gammons [then CBS Washington representative] reported that he had discussed the WBKB matter with Comr. Hyde yesterday for over an hour and Hyde made the following points: . . . He believes that CBS has as good a chance as anyone in a comparative hearing. . . . Hyde feels that Zenith would be very weak in a competitive hearing because of its position on subscription TV and in fact Hyde does not believe that [Zenith pres. E. F.] McDonald wants the station at all. . . ."

While insisting CBS was merely seeking procedural information in a complicated case, Stanton added: "I think this kind of an examination of our behavior [is] probably a very good thing, because I think it puts into sharp focus the line between what is proper and what is not proper. I do not mean that I think we were improper, but I think that this is one that is in the twilight zone." Celler called this approach "very commendable," adding: "You take the wind out of our sails with this attitude."

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**Affiliation contracts**—Subcommittee attorneys again placed affiliation contracts in record, questioning Sarnoff and Stanton about differing terms of some of them. Stanton said CBS employs standard contract providing for compensation of 30% of gross time charge, less deductions. The exceptions to standard contract, he explained, were due to strong bargaining position of some affiliates, unusual cable charges, and other special circumstances. Subcommittee counsel specifically pointed out these deviations:

WTAR-TV, Norfolk, is only primary affiliate in CBS lineup without any option time provision; KPIX, San Francisco, and Storer's WAGA-TV, Atlanta, are compensated at 33½%; WBNS-TV, Columbus, receives 10% for first 5 hours, 20% next 5 hours, 30% next 5 hours, 34% next 10 years, 36% thereafter; Storer's WBRC-TV, Birmingham, gets 10% first 5 hours, 20% next 5 and 37½% thereafter; WKZO-TV, Kalamazoo, is compensated at 40%. Stanton protested that "spreading these figures on the record is only going to raise the cost of time to the advertiser. [It] only means that everyone will now say, 'I want the same that Columbus has got!'"

NBC's standard contract, Sarnoff said, provides for 24 hours free time monthly and 30% compensation. These deviations were mentioned by the subcommittee lawyers: KCBD-TV, Lubbock, gets 25%, gives 35 hours free time; WOC-TV, Davenport, Ia., gets 33½%, gives 24 hours; WBAP-TV, Ft. Worth, & WFAA-TV, Dallas, each get 33½%, give 12 hours. Sarnoff pointed out that latter 2 share single schedule of NBC programs, so that together they provide 24 free hours.

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**Program control**—Both network presidents sharply denied they arbitrarily reject independently produced shows in favor of inferior network-controlled shows, and that they often "insist" on profit participation as price of placing independent package on network.

**Talent contracts**—After extensive questioning of network presidents on long-term contracts with performers,

**TV-HUNGRY** Dickinson, N. D. got its own station this week as KDIX-TV (Ch. 2) took to air in town about 100 mi. from Bismarck, nearest other TV community. Another uhf fell by wayside, WNOW-TV, York, Pa. (Ch. 49) leaving air Sept. 30. Throwing of the 2 switches, on and off, brings on-air boxscore to 487 (95 uhf).

KDIX-TV starts programming Oct. 1 with CBS under Extended Market Plan, following Sept. 27 test patterns. It has 5-kw DuMont transmitter, 6-bay RCA antenna on 520-ft. Andrews tower. Owners are 7 local businessmen, headed by dentist P. J. Weir, who holds 17.2%, and Dickinson mayor Frank P. Whitney, also 17.2%. Coming from radio KDIX are Orville F. Burda, gen. mgr. & 7.6% owner; Eugene A. Spear, sales mgr.; Lauren Haacke, program director; Benjamin G. Lockerd, chief engineer. Base hour is \$150. Rep is Hal Holman.

WNOW-TV, York, Pa. (Ch. 49), going dark after nearly 3 years of operation, will retain CP, reports partner-gen. mgr. Lowell W. Williams. It's area's second uhf to go off, following WHUM-TV, Reading (Ch. 61), which quit Sept. 4 (Vol. 12:36). Station has been operating at loss, ascribed troubles to lack of network programs and vhf competition from Lancaster's WGAL-TV (Ch. 8).

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

KGW-TV, Portland, Ore. (Ch. 8) has set Dec. 17 target for debut with ABC-TV programs, but plans test patterns around Oct. 1, reports station mgr. Walter Wagstaff, ex-KIDO-TV, Boise, Ida. First 100-kw RCA transmitter to be built is ready at 6701 N.W. Skyline Dr., where 8-bay custom-built antenna has been installed on 600-ft. Ideco tower, will radiate 316 kw. Majority owner is Mrs. A. Scott Bullitt's KING-TV, Seattle. It will be third vhf in Portland, where uhf KPTV (Ch. 27) pioneered in 1952. Coming from KING-TV are James L. Middlebrooks, engineering v.p.; John H. Pindell, sales mgr.; Thomas Dargan, program mgr. Base hour and rep not reported. KING-TV rep is Blair.

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Canadian TV applications to be considered by CBC at meeting in Ottawa Oct. 26. Ch. 9, Quebec City, by Famous Players, which seeks English-language adjunct to its CFCM-TV, competing with radio CJQC (Howard Wert, pres.); Ch. 6, Medicine Hat, Alta., by CHAT (J. H. Yuill, pres.); Ch. 10, Argentia, Nfld., by CJON-TV, St. John's (G. W. Stirling, pres.), seeking satellite. Two previously deferred applications will be reconsidered: Ch. 4, Kamloops, B. C., by Twin Cities TV Ltd. (Vol. 12:6) and Ch. 4, Rouyn, Que., by Northern Radio-Radio Nord (Vol. 12:26).

**Power increases:** NBC's WBUF, Buffalo (Ch. 17) Sept. 30 boosts to 500-kw ERP; WRVA-TV, Richmond (Ch. 12) Oct. 1 to 316-kw; KOTA-TV, Rapid City, S. D. (Ch. 3) increased this week to 72.4-kw.

RCA shipped 25-kw amplifier Sept. 28 to KSWM-TV, Joplin, Mo. (Ch. 12); 6-section antenna Sept. 19 to WOW-TV, Omaha (Ch. 6).

Celler instructed staff to ask FCC to "look into the practice of networks acting as talent bureaus." [Both NBC & CBS once owned talent agencies, since dissolved.]

During questioning of Sarnoff, Celler quoted extensively from current *Colliers* article about his father, RCA chairman David Sarnoff, and commented on "the tremendous power inherent in RCA." Then he asked Robert Sarnoff to supply him with list of all NBC affiliates "which have purchased transmitters and other TV equipment from RCA." At another point—despite Robert Sarnoff's protestations that operations were completely independent—Celler said: "You have got a very strong tie-in between the manufacturing end and the TV network."

**T**OP 100 NATIONAL advertisers spent \$198,954,071 on network TV in first 6 months of 1956—or 85% of total network TV billings of \$234,510,312 in that period. Of the top 100 advertisers, 88 used network TV—same number as in last 6 months of 1955. As tabulated by Publishers Information Bureau, expenditures on network TV by the top 100 advertisers increased 19% over the \$166,672,111 spent in first half of 1955 (Vol. 11:40); combined TV, magazine & Sun. newspaper supplements was up 3½%—or \$378,319,096 vs. \$365,444,667 in same 1955 period. (Network radio billings are no longer tabulated by PIB.)

PIB lists 15 newcomers among top 100 in period. Each advertiser spent at least \$1,000,000 to gain ranking. For list of 100 leading advertisers and their expenditures in full 1955, see Vol. 12:13, p. 10.

PIB figures are based on one-time gross rates, hence are discountable by at least 25%. Also, figures don't include talent, production & other costs, which add an estimated 75% of net cost of time. Here are rankings of top 100 with their total network TV and total combined TV-magazine-Sun. supplement expenditures during first 6 months of 1956:

Company	Total Expenditure	Network Television
1. General Motors Corp.	\$31,209,638	\$10,582,413
2. Procter & Gamble Co.	27,297,369	20,928,569
3. Chrysler Corp.	15,685,500	10,288,527
4. Colgate-Palmolive Co.	14,608,139	10,230,566
5. General Foods Corp.	14,322,625	7,335,538
6. General Electric Co.	11,590,589	3,815,734
7. Ford Motor Co.	11,377,249	5,237,077
8. American Home Products Corp.	9,361,636	7,797,178
9. American Tobacco Co.	8,753,873	5,301,102
10. General Mills Inc.	8,156,378	4,959,287
11. Gillette Co.	8,135,299	6,941,169
12. Lever Brothers Co.	7,880,913	5,709,718
13. R. J. Reynolds Tobacco Co.	7,850,758	6,209,145
14. Bristol-Myers Co.	7,000,164	4,093,710
15. Campbell Soup Co.	6,911,893	1,842,908
16. Liggett & Myers Tobacco Co.	5,461,193	4,117,551
17. National Dairy Products Corp.	5,394,979	2,767,144
18. American Tel. & Tel. Co.	4,604,314	682,866
19. Pillsbury Mills Inc.	4,384,890	2,916,814
20. Goodyear Tire & Rubber Co.	4,209,097	1,260,493
21. Kellogg Co.	4,193,011	3,163,491
22. Distillers Corp.-Seagrams Ltd.	3,629,099	96,540
23. Quaker Oats Co.	3,601,703	1,399,570
24. Armour & Co.	3,421,717	1,393,854
25. E. I. du Pont de Nemours	3,328,534	719,298
26. P. Lorillard Co.	3,314,858	2,798,454
27. Coca-Cola Co.	3,292,662	2,139,594
28. Scott Paper Co.	3,292,210	2,223,930

**Network Accounts:** Trend to alt. sponsorship of network shows was emphasized anew this week with announcement that Toni would become alt. sponsor of Groucho Marx's *You Bet Your Life* on NBC-TV starting in Jan., Thu. 8-8:30 p.m., ending DeSoto's 5 years of full sponsorship. Only last week, L&M relinquished alt. sponsorship of *Dagnet* on NBC-TV to Schick. Only 40% of all network shows currently have a single sponsor . . . Ford plans to cancel its monthly Sat. night *Ford Star Jubilee* series on CBS-TV starting in Jan., following disagreement on format for next season's shows . . . Miller Beer to sponsor alt. 30 min. of *Wire Service* on ABC-TV starting Oct. 4, Thu. 9-10 p.m., thru Mathisson & Assoc., Milwaukee . . . Mentholatum Co. (cold preparations) buys 15 min. each Fri. of *Tic Tac Dough* on NBC-TV starting Nov. 23, Mon.-thru-Fri. noon-12:30 p.m., thru J. Walter Thompson . . . H. J. Heinz plans one-hour variety-musical one-shot to usher in New Year starting at midnight on CBS-TV, thru Maxon Inc., Detroit . . . Shulton Inc. (men's toiletries) takes option on "Cinderella," 2-hour spectacular by Rodgers & Hammerstein on CBS-TV in Feb., thru Wesley Assoc., N. Y. . . Maybelline Co. (eye makeup) to sponsor Presidential Inaugural Ball on CBS-TV Jan. 20, thru Gordon Best Co., Chicago . . . Sealtest cancels sponsorship of *Big Top* on CBS-TV starting in Jan., Sat. noon-1 p.m. . . General Motors to cancel *General Motors Theatre* on CBC-

Company	Total Expenditure	Network Television
29. Johnson & Johnson	3,183,858	767,434
30. Swift & Co.	3,169,120	1,353,044
31. Borden Co.	3,154,219	2,016,100
32. Pharmaceuticals Inc.	3,119,699	2,916,418
33. Standard Brands Inc.	3,109,030	1,225,370
34. Sterling Drug Inc.	3,003,460	1,139,500
35. Westinghouse Electric Corp.	2,985,936	2,050,185
36. American Motors Corp.	2,949,309	1,356,902
37. Revlon Inc.	2,933,917	2,138,118
38. Eastman Kodak Co.	2,923,185	1,215,998
39. Warner-Lambert Pharm. Co.	2,774,891	1,181,562
40. Carnation Co.	2,773,908	1,333,749
41. Radio Corp. of America	2,684,611	976,519
42. Studebaker-Packard Corp.	2,668,345	904,434
43. National Biscuit Co.	2,594,385	850,876
44. S. C. Johnson & Son Inc.	2,572,032	1,886,021
45. Miles Labs Inc.	2,536,507	2,059,987
46. Helene Curtis Industries Inc.	2,443,170	1,404,354
47. Texas Co.	2,241,384	884,304
48. Brown & Williamson Tobacco	2,209,140	1,852,485
49. National Distillers Products Corp.	2,205,991	
50. Sperry Rand Corp.	2,204,644	1,118,103
51. Firestone Tire & Rubber Co.	2,194,741	954,548
52. Philip Morris Inc.	2,164,980	
53. Avco Manufacturing Corp.	2,119,106	800,007
54. Armstrong Cork Co.	2,110,898	982,720
55. Prudential Insurance Co.	2,057,506	1,496,211
56. Nestle Co. Inc.	1,993,096	1,309,254
57. Aluminum Co. of America	1,989,421	1,176,659
58. Joseph Schlitz Brewing Co.	1,909,491	1,288,221
59. B. F. Goodrich Co.	1,885,903	651,180
60. Hunt Foods Inc.	1,872,759	
61. Corn Products Refining Co.	1,846,664	528,355
62. Monsanto Chemical Co.	1,829,068	520,176
63. Wesson Oil & Snowdrift Co. Inc.	1,712,346	1,362,157
64. Wesson Oil & Snowdrift Co. Inc.	1,654,236	465,982
65. U. S. Rubber Co.	1,640,715	577,944
66. Outboard Marine & Mfg. Co.	1,623,903	231,655
67. U. S. Steel Corp.	1,621,678	984,120
68. Sylvania Electric Products Inc.	1,616,403	1,164,740
69. Rexall Drug Co.	1,615,672	
70. H. J. Heinz Co.	1,602,080	828,424
71. Amer. Rad. & Standard Sanitary	1,561,616	601,324
72. Reynolds Metals Co.	1,561,107	881,148
73. Kimberly-Clark Corp.	1,535,438	553,443
74. Schenley Industries Inc.	1,492,112	
75. Best Foods Inc.	1,483,090	901,123
76. American Dairy Assn.	1,443,352	1,070,216
77. California Packing Corp.	1,409,106	247,006
78. Pepsi-Cola Co.	1,386,198	
79. Andrew Jergens Co.	1,385,142	591,210
80. Hiram Walker-G. & W. Ltd.	1,379,702	
81. Gulf Oil Corp.	1,357,618	1,121,832
82. Chesebrough-Pond's Inc.	1,349,164	653,022
83. Hazel Bishop Inc.	1,270,827	1,176,407
84. Stanley Warner Corp.	1,252,541	
85. Sunbeam Corp.	1,251,042	518,924
86. Whirlpool-Seeger Corp.	1,233,024	518,758
87. Columba Bcstg. System Inc.	1,219,097	804,419
88. Ralston Purina Co.	1,206,246	1,161,378
89. American Cyanamid Co.	1,205,077	
90. Pet Milk Co.	1,198,602	1,192,800
91. Lehn & Fink Products Corp.	1,184,154	535,731
92. New York Life Insurance Co.	1,182,655	
93. Sweets Co. of America Inc.	1,157,259	1,157,259
94. Simmons Co.	1,150,246	
95. Cluett, Peabody & Co.	1,140,386	155,708
96. Norwich Pharmacal Co.	1,124,988	217,944
97. Pan American World Airways Inc.	1,116,875	272,010
98. Simoniz Co.	1,115,778	633,078
99. Atlantis Sales Corp.	1,111,732	
100. Schick Inc.	1,083,225	1,083,225

TV effective Oct. 2 after 3 years in Canada . . . Another radio casualty: AM version of *Arthur Godfrey's Talent Scouts* simulcast on CBS Mon. 8:30-9 p.m. goes off air, continuing on TV under Lipton Tea sponsorship . . . NBC-TV cuts back Steve Allen's *Tonight* in east from 90 to 60-min. (Mon.-thru-Fri. 11:30 p.m.-12:30 a.m.) when standard time resumes in Oct. . . Nestle Co. buys entire CBC-TV network for *Gale Storm Show* starting Sept. 29, Sat. 6-6:30 p.m., thru Cockfield, Brown & Co., Toronto.

Pro and college football telecasts this fall will cost sponsors an aggregate of \$19,300,000 for rights, talents & line charges, estimates Oct. *Television Age*, which gives this breakdown: National Football League's 63 games on 184-station CBS-TV lineup, \$6,000,000; college football program of 24 national and regional games on NBC-TV (176 stations), \$3,800,000; independent coverage of Cleveland Browns' games by Sports Network Inc., \$500,000; local station announcements, post- and pre-game shows, \$9,000,000.

Handy program finder listing network TV shows, sponsors, times and days of each, was distributed this week by *TV Guide* in form of cardboard "wheel" with windows.

Production Center Inc., \$2,000,000 feature and TV film studio at 221 W. 26th St., was dedicated this week by New York's Mayor Wagner.

**T**V GRANTS for 2 regular stations and 3 for uhf translators were turned out by FCC this week, along with variety of not-too-controversial allocations actions. CPs were for Ch. 32, New Orleans, to WWEZ, and Ch. 10, Riverton, Wyo. to Ernst family, owners of WWOR, Worland, and KRTR, Thermopolis. Translator grants were for Ch. 70, 74 & 82 to Mohave County Board of Supervisors, for Kingman, Ariz.

FCC continued cleaning up minor allocations matters, pending its big overall consideration. For example, this week it denied petition of Albert J. Balusek, San Antonio, requesting that all educational channels be opened to commercial use—stating that it will continue to examine petitions for specific channels on case-to-case basis. Then, petition for assignment of Ch. 8 to Mt. Airy, N. C., sought by Paul E. Johnson, was turned down on grounds separation would be too short.

Commission finalized shift of Ch. 6 from Pierre to Reliance, S. D., made these proposals: (1) Add Ch. 8 to Hay Springs, Neb. (2) Add Ch. 3 to Ainsworth, Neb. (3) Shift Ch. 32 from Lowell to Greenfield, Mass., substituting Ch. 78 in Lowell. Two petitions for shifts were filed: WARD-TV, Johnstown, Pa. (Ch. 56) asked that its channel be switched with Altoona's Ch. 19. KVDO-TV, Corpus Christi (Ch. 22) sought shift of Ch. 3 from Nuevo Laredo, Mex., to be replaced with Ch. 13 from Laredo, Tex.

There were additional legal and procedural moves in several long-fought cases. Uhf KVDO-TV, Corpus Christi (Ch. 22) asked Commission to block KSIX-TV (Ch. 10) from going on air pending conclusion of deintermixture consideration. FCC granted National Community TV Assn. permission to become a party in case involving sale of CP for WBLK-TV, Clarksburg, W. Va. (Ch. 12) to owners of WSTV-TV, Steubenville (Ch. 9). Question of Clarksburg community antenna system's role in "overlap" is involved. Petition for stay of CP to WRAL-TV, Raleigh (Ch. 5), filed by uhf WNAO-TV (Ch. 28), was denied.

Construction of WRAK-TV, Williamsport, Pa. (Ch. 36) is planned, reports Clair R. McCollough, topkick of Steinman stations, announcing \$125,000 purchase of the uhf CP plus radio WRAK & WRAK-FM from George E. Joy-Margaretta T. Steele group. Steinman organization owns WGAL-TV, Lancaster, Pa. (Ch. 8); WLEV-TV, Bethlehem (Ch. 51), having sold WDEL-TV (now WPFH), Wilmington, Del. (Ch. 12) to Paul F. Harron for \$3,720,500 in 1955 (Vol. 11:13). Steinmans also own radio WGAL-Lancaster; WORK, York; WKBO, Harrisburg; WEST, Easton; WRAW, Reading; WDEL, Wilmington—and publish *Lancaster New Era* and *Intelligencer-Journal*. Application for transfer of WRAK discloses that WGAL Inc. has \$472,656 working capital (\$869,710 current assets less \$397,054 current liabilities). Its net income after taxes was \$288,423 in 1954, \$337,086 in 1955. July 31 combined balance sheet lists \$874,225 earned surplus, \$1,867,129 total assets.

TV relay 22,000 miles up, mounted in satellite equipped with solar battery or nuclear power plant, was proposed this week by Asst. Defense Secy. C. C. Furnas, who added that he is "serious" about the idea. He told an American Rocket Society meeting in Buffalo that relay would stay in one spot relative to earth's movement, "offer a fine vantage point, both economically & performance-wise, as a retransmitting station for TV or any other kind of signal," covering about half earth's surface.

New slide projector, holding 36 two-by-two transparencies, has been developed by RCA, will be available in Jan. at \$2450.

NARTB has mailed new promotional kit to stations, suggesting projects for get-out-the-vote campaign.

**S**TEPPED-UP TV SCHEDULE was affirmed this week by President Eisenhower, who said he will add "2 or 3" speeches to 6 already scheduled, indicating GOP is satisfied with effectiveness of medium so far. Trendex ratings on his first 3 TV campaign appearances haven't been released by Republican National Committee, whose spokesmen say only that they wish "to make some comparisons" before disclosing them. Other political broadcast developments this week:

(1) Sen. Gore (D-Tenn.) said his elections subcommittee will hold further public hearings Oct. 8-10, with national chairmen Paul M. Butler & Leonard W. Hall testifying final day on spending during Sept. Network executives probably will not reappear, but will file written reports on political broadcast contracts (Vol. 12:37).

(2) Nielsen reports that Democratic convention radio broadcasts were heard by 21,000,000 U. S. families for average of 6 hours, shorter Republican meeting by 15,600,000 for 3 hours & 23-min., compared with 32,100,000 homes which viewed each conclave on TV (Vol. 12:38).

(3) Vice President Nixon, Adlai Stevenson and Sen. Kefauver (D-Tenn.) have agreed to make get-out-the-vote appeals on NBC's *Wide Wide World* Oct. 28, and President Eisenhower is reportedly considering joining in.

(4) CBS changed mind about earlier refusal to grant 3-min. at end of *Ed Sullivan Show* Sept. 30 for filmed appeal by President Eisenhower on behalf of United Community Funds, only after it asked all presidential candidates if they would waive "equal time" rights. After all agreed except Henry Krajewski, Poor Man's Party candidate, CBS granted time, as have NBC, ABC and MBS. Earlier in week, CBS asked FCC whether it would have to grant other presidential candidates equal time. Commission answered affirmatively, whereupon CBS said it couldn't carry the Eisenhower appeal. However, Adlai Stevenson then waived any rights to such time, resolving the problem.

Automatic TV station operation, using pre-production models of 2 new machines, was demonstrated at NARTB Region 8 meeting this week by Mechron Inc., subsidiary of Chronicle Publishing Co., owner of KRON-TV, San Francisco. Automatic Broadcast Program System operates from pre-punched tabulating cards, performs all TV switching—from live camera to film chain to network, etc.—for any predetermined time period during whole telecasting day. Automatic Sequential Program Switcher performs similar functions for pre-set period of up to 99 seconds, is aimed at smaller TV stations. KRON-TV gen. mgr. Harold P. See says that units "take the panic out of the frantic period—that short period at station break time when an operator must make as many as 10 different switching operations." He said quantity production is planned.

Venerable magazine of adv.-marketing fields, *Printers' Ink* is being sold for undisclosed price to new non-profit foundation being set up as a memorial to John Irving Romer, editor from 1908-1933, and to his partner, Richard W. Lawrence Sr., who carried on after Romer's death. Richard W. Lawrence Jr., pres. of Printers' Ink Publishing Co., said there would be no change in magazine's operations or policies. Note: Robert E. Kenyon, publisher of *Printers' Ink*, this week resigned, effective Dec. 31, to become pres. of Magazine Publishers Assn., succeeding Arch Crawford, who continues as adviser.

Political broadcast primer, "How to Utilize Radio & TV Effectively," has been published for candidates by Republican National Committee, tells office aspirants how to speak, read, move, dress and make up before TV cameras. Among tips: (1) Few people can interest audience for more than 15-min.; never for more than 30-min. (2) Skip flowery oratory; keep your speech simple. (3) Movement is good, but don't wander.



**MORE SIGNS AND PORTENTS OF TV UPSWING:** The parts manufacturers, those reliable harbingers of TV merchandising trends, are reporting brisk increases in orders from their TV set customers, thus foreshadowing substantial TV production boosts in 4th quarter of 1956 and extending perhaps into first 3 months next year.

Their optimism was manifest at RETMA quarterly meetings this week at The Homestead, Hot Springs, Va. So strong was their talk-TV-up attitude that one set maker commented: "These guys are nuts. In the spring they come around singing the blues because their TV orders are so low, and in the fall they get happy again."

Russell E. Cramer, pres. of Radio Condenser Co. and chairman of RETMA parts div., said that, like many other components manufacturers, he had experienced sizeable pickup in orders recently from TV manufacturers. And while he said he was grateful for it, he too wished something could be done to eliminate seasonal "peaks and valleys" in business of parts manufacturers.

Recent mergers and consolidations among parts manufacturers, said Cramer, should stabilize parts industry somewhat by weeding out inefficient producers and give opportunity for real growth among the best-qualified.

Other parts makers shared Cramer's view, though they preferred not to be publicly identified. Commented one: "With a lot of cut-price operators and weak sisters gone from our midst, I really anticipate the possibility of improving our profit structure and, strange as this may sound, actually make a buck or two on components. Lord knows, we haven't made much so far."

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GE's Dr. W. R. G. Baker, addressing his first RETMA quarterly meeting since his election to RETMA presidency in June, told symposium of U. S. and Canadian manufacturers Sept. 28 that he foresaw strong TV set business rest of year and that portables were the biggest reason. Baker, whose company marketed first highly successful 14-in. portable and is said to account for up to 50% of current industry production of portables, said he visualized the day when portables would command as much of the TV market as do 21-in. sets currently (about 75%). He did not estimate when.

Baker also stressed need for consumer research surveys before introducing new products. Far too often, he said, new products are devised by engineers and brought to market without adequate consumer preparation or without regard to consumer desires. Baker has previously spoken of color in those terms.

GE's consumer research tests on portables have been going on for some time in various sections of country -- and sometimes the results haven't flattered GE. For example, a GE-sponsored survey among several thousand visitors to Corning Glass Works recently resulted in greater preference expressed for 10-in. (currently made by Admiral) than for any other size. GE spokesman commented:

"No conclusion of any kind can be drawn from a research project at Corning. The project was only a small segment of GE's continuing market research program on portable TV and only by integrating the Corning result with information gathered in other parts of the country can accurate conclusions be drawn."

There's considerable confusion in industry on how much of the TV market is accounted for by portables -- and much of it stems from lack of agreement on what constitutes a portable set. Some consider any set with a handle to be a portable. Others regard weight as a criterion. Some contend that all 17-in. sets now being produced should be counted as portables because number being made without handles is insignificant. Others say no 17-in. receivers should be called portables, that the only true portables are the 8½, 9, 10 & 14-in. sizes. Corning Glass, for example designates 8½, 9 & 10-in. sets as "portables," 14 & 17-in. as "trans-portables."

Admiral sales v.p. W. C. Johnson, in address to St. Louis Appliance Dealers Assn. Sept. 30, indicates that portables of all sizes currently account for about

20% of total TV shipments from factories. He says Admiral alone made and shipped more than 50,000 portables in Sept., most of them 10-in. From another source, it was learned that Admiral's 10-in. is strongly outselling its 14 & 17-in. portables.

Motorola v.p. Edward R. Taylor, addressing Broadcasting Executives Club of Boston, said industry estimates that 14-in.-&-under portables accounted for only 10% of TV output in first 7 months (Vol. 12:38) have disproven claims of some that portables would account for 50-75% of TV market this year. Taylor has previously expressed hope that portables would not exceed 15-17% of total TV sales this year.

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**Factory Servicing:** Battle of independent servicemen against factory servicing may be carried next to Capitol Hill. Big Federation of Radio Servicemen's Assn. of Pa., after adopting resolution bitterly critical of GE for its announced plans to enter factory servicing (Vol. 12:34-38), received report that several local chapters had requested that Pa. delegation in Congress be urged to request investigation with view to possible violation of anti-trust laws. Its resolution criticizing GE said company had broken earlier pledge that it would not enter factory servicing. Commented GE: "We do not want to undermine the existence of independent service people. In fact, we hope they will be with us now and in the future...We expect to continue and even augment our assistance to independent servicemen with technical information on our products and an efficient parts supply."

Hope that agreement can be reached with manufacturers was expressed, meanwhile, by Frank Moch, exec. director of National Alliance of TV & Electronic Service Assns. (NATESA), who has been one of most persistent critics of "captive service." "I think," he said, "that conditions exist for an amicable solution as far as the independent service people are concerned. We believe in a policy of live and let live. From all indications we have done our job of servicing sets very well. Surveys prove that the customers are satisfied with the quality, cost and speed of service. We believe that the old status whereby the independent service people supplemented the manufacturers' activity is the best for the industry and the public." Moch made public an exchange of correspondence with GE and RCA, dating back several months, to support view that a compromise can be reached.

**Production:** TV output jumped to 187,852 week ended Sept. 21, compared to 157,946 in preceding week and 189,899 in corresponding week of 1955. It was 38th week of year and brought production for year to date to about 5,040,522, compared to 5,572,603 in corresponding 1955 period. Radio production totaled 285,798 (74,178 auto) in week ended Sept. 21, compared to 245,060 (48,177 auto) in preceding week and 267,994 (109,420 auto) in corresponding 1955 week. Radio output for 38 weeks was 9,228,683 (2,942,273 auto) vs. 9,701,189 (4,812,500) in same 1955 period.

RCA's 4 new radios, introduced this week, include newly-designed clock radio on swivel base (at \$43), which James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div., called "the most convenient clock radio on the market." Another new clock radio, without swivel base, retails at \$40. The 2 table radios are priced at \$30 & \$40. Toney also said RCA would later introduce portable phones at \$50 & \$80.

Radio shipments to dealers, excluding auto sets, totaled 3,912,693 in first 7 months of 1956, compared to 2,991,307 in corresponding period of 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. July shipments were 641,884, compared to 798,414 in June, 475,500 in July 1955.

**Appliance layoffs:** Crosley furloughs about 800 production workers, effective Oct. 7, at its refrigerator plant in Richmond, Ind. due to model changeovers; Westinghouse lays off about 500 workers at Mansfield, O. appliance plant, or 4% of work force there, as result of "balancing of inventories."

**More radio upbeats:** Motorola reports Aug. radio sales were highest in its history for that month, up 27.5% from Aug. 1955, with clock radio sales up 125%.

Average family income in U. S. last year rose to \$4400, up about 6% from 1954, with non-farm families gaining average 7%, reports Census Bureau in Current Population Reports (Series P-60, No. 22), available for 10¢ from Supt. of Documents, Govt. Printing Office, Washington, or we'll get one for you.

Muntz TV set sales for year ended Aug. 31 were valued at more than \$11,000,000, resulting in net profit of about \$700,000, announced pres. Earl W. Muntz. Still operating under court-appointed trustees following Chapter X reorganization, Muntz plans Oct. marketing of a \$399 color table model, \$499 console.

Dun & Bradstreet reports decline in business failures among TV-radio-appliance retailers in Aug. from preceding month and Aug. 1955. Latest report showed 14 failures in Aug., with liabilities of \$417,000, compared to 25 failures and \$630,000 in July and 25 failures, \$720,000 liabilities in Aug. 1955.

RETMA quarterly meetings this week at The Homestead, Hot Springs, Va., adopted resolution defining a transistorized radio as one entirely without tubes. Definition will be forwarded to Federal Trade Commission for aid in setting standards and investigating complaints.

**Trade Personals:** Patrick J. Casella, consumer products v.p. of RCA Victor Co. Ltd. (Canada), elected pres. & chief executive officer, succeeding Frank R. Deakins, who moves up to chairman . . . Carl Harshberger named Westinghouse southeast district mgr., Atlanta . . . Guy E. Coulthard, ex-Magnavox, named supervisor of systems & procedures, Sylvania TV-radio div. . . . Peter Leeb, ex-Norge, named Sylvania TV-radio district sales mgr., Washington . . . B. E. Hogan promoted to TV-radio merchandise mgr. of Firestone stores, now handling Philco line in addition to own brands; he succeeds H. F. McDaniel, now operating mgr. of home & auto supply dept. . . . Walter H. Beers named mgr. of camera & storage tube manufacturing, GE power tube dept., Schenectady; Bruce E. Belnap named mgr. of metal tube, tank rectifier & tube parts; John H. Goodrich, mgr. of quality control; Arthur A. Kehrer, mgr. of power rectifier equipment; Robert E. Steward, mgr. of equipment engineering & facilities; Hugh E. Thomson, mgr. of klystron & traveling wave tubes . . . R. E. Cheshire, DuMont eastern regional mgr., assigned to mgr. of new eastern zone territory, E. Paterson, N. J., in realignment and expansion of field sales duties; John Frawley promoted to midwest zone mgr., Chicago; James W. Shackelford to southern zone mgr., Atlanta; George M. Hakim to western zone mgr., Los Angeles . . . Henry N. Muller Jr. promoted to asst. service mgr. for Magnavox's Sentinel Radio div. . . . Ralph E. Endersby named export mgr. of Ampex audio div., succeeded as Toronto office mgr. by James Detlor . . . Walter Jablon, ex-Presto Recording, joins DeJur-Amsco Corp. as sales mgr. of tape recorder div., replacing Ed Cornfield, now a manufacturers rep . . . Arnold G. Klein named European record sales & merchandising mgr., RCA International, headquartering in Geneva . . . Lawrence LeKashman, sales v.p. of Olympic Radio subsidiary David Bogen Co., also assumes sales supervision of affiliate Presto Recording Corp.; David Pear promoted to adv. & sales promotion mgr. of Bogen and Presto; Lloyd Loring named asst. sales mgr. of Presto, Alfred Zrike mgr. of customer services.

**DISTRIBUTOR NOTES:** RCA Victor Distributing Corp. elects James A. Curl v.p.-operations control, responsible for administrative activities of all branches, continuing as secy.-treas. with headquarters in Chicago; Clarence Malin, v.p.-gen. mgr. of Detroit branch, shifted to Chicago as v.p.-gen. mgr., succeeding Ned Corbett, who takes Malin's post at Detroit . . . Philco appoints C. B. Cole Co., Portland, Me., ex-Zenith distributor . . . Hotpoint Appliance Sales Co. will establish branches in N. Y. and N. J. by Jan. 1; C. J. Schlaick, regional mgr. for GE Supply Co., has been named acting gen. mgr. of new branches . . . Hoffman Electronics appoints Brown & Lawson Inc., Dallas . . . Westinghouse appoints Southern Furniture Sales Co., Chattanooga, Tenn. (Calvin Fowler, pres.) . . . DuMont appoints Hopkins Equipment Co., 418 W. Peachtree St., Atlanta (Allen H. Crook, pres.) . . . Onthank-Harrison Co., Omaha (Admiral) appoints John F. Conger as gen. mgr., replacing Robert J. Harrison, resigned . . . Zenith Chicago appoints Edward Meehan, ex-CBS-Columbia, as service mgr., replacing Harry Marnen, resigned . . . N. Pickens, 31 E. 14th St., N. Y., exclusive U.S. agent for German Blaupunkt radios, appoints distributors Lynn Stewart Co., 142 E. Ontario St., Chicago, and J. N. Ceazan Co., 3535 S. Broadway, Los Angeles . . . Hoffman Sales of San Francisco appoints Tom E. Mumford gen. mgr., succeeded by Wm. J. Merrill as mgr. of Hoffman Sales of Oregon; Wm. J. McCluney succeeds Merrill as southwest district mgr.

F. P. (Fritz) Rice, mgr. of DuMont TV receiver div., elected to exec. committee of RETMA set div., replacing Wm. H. Kelley, resigned.

**Topics & Trends of TV Trade:** "Who's out of business today?" That, writes business specialist Alfred R. Zipser in *New York Times*, is standard greeting these days at all levels of TV-radio-appliance trade. After reviewing drop-outs among manufacturers in last 18 months, Zipser gives this analysis:

"There are many reasons for the growing mortality. Inadequate financial resources eliminate many. RCA can sit with warehouses full of TV sets for 6 months if it must. Money from other products keeps flowing into corporate coffers.

"But a small producer can't last long when there is a slump in this fiercely competitive market. He may try to meet pressing bank loans by offering his goods at cut prices. Bigger manufacturers, also affected by the slump, slash their prices lower. Soon the little fellow goes out of business. This also applies to the storekeeper. . . . The small store soon sadly padlocks the door.

"Another reason for failure or willingness to be absorbed by other companies is not financial. It is the inability or lack of inclination to meet intensive merchandising tactics or competition. The appliance industry is no Sunday School, as most of its members will admit readily.

"A third factor is simply inefficiency. After the war, any number of manufacturers and retailers got into the business. Those who failed to grasp the essentials of successful operation were weeded out. The weeding was slow until the spring of 1955. At that time the edge of public demand was off. Only efficient producers and retailers still sold their products. The misfits fell at an accelerating pace. They are still falling."

\* \* \* \*

Suit against Titus Haffa, pres. of Webcor, was filed this week, charging he violated SEC rules by trading in Webcor stock for personal profit, which suit contends should legally have gone to company. Filed in Chicago Federal Court Sept. 26, suit by stockholder Wm. G. Wells, now serving in armed forces, alleges that Haffa purchased 35,505 shares of Webcor stock and sold 8905 from Dec. 1955 to April 25, 1956.

Philco started TV production, 14-in. portables, this week at Sandusky, O. radio-phono plant, augmenting TV output at main Philadelphia factory.

Crescent Industries reports biggest single order in its history from one distributor—4 carloads of phonos and tape recorders from Del Padre Supply, Springfield, Mass.

O. B. Hanson, RCA engineering services v.p., this week received John Potts Memorial award for "outstanding services to broadcasting" from Audio Engineering Society, which elected these officers: pres., Walter O. Stanton, Pickering & Co.; exec. v.p., Sherman M. Fairchild, Fairchild Recording Equipment; western v.p., Ross H. Snyder, Ampex; central v.p., Henry J. Shroeder, Shroeder Sales Co.

First AIEE Member-for-Life Fund Medal will be presented to Dr. Frederick E. Terman, provost & dean of Stanford U school of engineering, at Institute's full meeting in Chicago Oct. 2. Medal is to be awarded annually to outstanding teacher of electrical engineering.

Douglas J. Roesch, 50, founder-pres. of Douglas Roesch Inc., Los Angeles, manufacturers of Douglas chairside control TV sets & chassis, and other electronic products, drowned last week end in vain effort to save his 9-year-old son when 40-ft. waves overturned their fishing boat in Morro Bay. Since sale of his firm several months ago, he had been serving as v.p.-gen. mgr. of new owners Hall-Scott Mfg. Co.

**Financial & Trade Notes:** Officers-&-directors stock transactions reported to SEC for Aug.: Clarostat Mfg. Co.—Irvin Lavine bought 500, holds 500. DuMont Labs—Armand G. Erpf bought 500, holds 3000. Electronics Corp. of America—John F. Rich sold 200, holds 500; Jack F. Chrysler sold 200, holds 300. General Electric—Henry V. Erben amended report to show he exercised option to buy 3255 in July, sold 1725, holds 13,065; George L. Irvine exercised option to buy 1800, sold 800, holds 2048; Wm. A. Mann bought 270, holds 710. General Precision Equipment—Edwin A. Link sold 10,000, holds 39,491. Globe-Union—Walter E. Anderson bought 800, holds 2400; Wm. B. Fyffe sold 100, holds 4600. International Resistance—Charles H. Griffith bought 400, holds 5700. Magnavox—Frank Freimann bought 200, holds 51,930 personally, 26,758 in trust; Stanley S. Sondles exercised option to buy 551, holds 3254. Philco—Leslie J. Woods sold 100, holds 7273. RCA—Elmer W. Engstrom bought 100, holds 983. Sperry Rand—S. H. Ensinger bought 600, holds 6600; Arnold F. Facius exercised rights to buy 200, holds 2200; Harry Landsiedel joint account sold 600, holds 35,000, 13,904 more personally; Bert T. Oakley bought 260, holds 2860. Standard Coil Products—James O. Burke bought 210,790, holds 422,700, bought 8000 more through Tripp Bldg. Corp., which holds 26,000; Glen E. Swanson sold 242,660, holds 50,000. Storer Broadcasting Co.—Glen W. Harker sold 7600, holds 400. Sylvania—B. K. Wickstrum exercised option to buy 244, holds 830. Texas Instruments—P. E. Haggerty sold 5200, holds 144,659; J. E. Jonsson sold 51,000, holds 452,704; Eugene McDermott sold 51,000, holds 376,263; Cecil H. Green sold 51,000, holds 355,024; Bryan F. Smith sold 2300, holds 14,443. Tung-Sol Electric—Jean E. Witbeck bought 100, holds 3651. Westinghouse—Bruce D. Henderson bought 432, holds 450. Additional transactions reported to N. Y. Stock Exchange this month: CBS—Samuel Paley donated 417 "A," holds 20,000, donated 2796 "B," holds 34,000. Guild Films—Reuben R. Kaufman bought 500, holds 2926 personally, 55,754 in beneficial trust. Unitronics—Wm. H. Husted sold 1500, holds 19,500.

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Emerson Radio has omitted its regular dividend, normally payable in Oct., "because results of operations thus far this year did not justify this dividend." Emerson last week reported net profit of \$46,048 (2¢ per share) in 39 weeks ended July 31, compared to \$1,584,012 (81¢) in same period of preceding fiscal year. So far this year, company paid 10¢ quarterly plus 5¢ extra dividends on Jan. 16 and April 16, and 1% stock dividend Aug. 1. Last year, it paid 4 quarterly dividends of 10¢, plus extras of 5¢ each quarter.

Cornell-Dubilier has taken option to purchase controlling interest in Tobe-Deutschmann Corp., Norwood, Mass., manufacturers of specialty capacitors. Pending acquisition, Cornell-Dubilier this week announced interim loan to Tobe-Deutschmann, said latter's operations are being conducted "in consultation" with Cornell-Dubilier management.

Penn-Texas Corp., giant industrial parent of Hallcrafters, proposes to double authorized common stock from 5,000,000 to 10,000,000 shares (\$10 par) to take advantage of any future opportunities to diversify further. Stockholders will vote on proposal at special meeting Dec. 3 at Cresson, Pa.

Sale of Utah Radio Products Co., manufacturers of TV-radio cabinets & speakers, to group of employes last summer, resulted in aggregate loss of \$443,490 to parent Newport Steel Corp., part of industrial empire controlled by financier Louis Wolfson.

Famous Players (Canada) earned \$1,321,106 (76¢ per share) for 26 weeks ended June 30, compared to \$1,438,793 (83¢) in same 1955 period.

Magnavox earned \$3,100,442 (\$3.54 a share on 841,234 common shares) on sales of \$70,529,646 in fiscal year ended June 30, compared to \$2,426,087 (\$2.88 on 796,614 shares) on sales of \$55,071,765 in preceding fiscal year. Pres. Frank Freimann told stockholders: "There is every indication the company's volume of business will continue to expand during the current year. Orders received for high-fidelity phonographs since July 1 are more than double those received in the period last year, and orders for TV sets are substantially ahead of last year. Shipments of all products for the 3 months should be more than 25% ahead of last year, with shipments of TV and hi-fi phonographs accounting for the increase."

Sylvania plans further diversification into the camera business through purchase of Argus Cameras Inc., Ann Arbor, Mich., according to announcement this week by both companies, subject to approval of Argus shareholders at annual meeting Nov. 21. Under terms of sale, each Argus stockholder would receive one share of Sylvania for each 2.1 Argus shares (451,628 outstanding). One of principal manufacturers of photoflash bulbs, Sylvania will become "one of the major diversified competitors in the photographic industry" through the acquisition, according to chairman-pres. Don G. Mitchell. Argus net sales for fiscal year ended July 31 totaled \$20,860,000.

IT&T & subsidiaries report consolidated net income of \$12,487,250 (\$1.74 a share) on sales & revenues of \$251,662,490 for first 6 months of 1956, compared with income of \$11,411,701 (\$1.59) on sales of \$227,975,928 in same 1955 period. Interim report stated that subsidiary Farnsworth Electronics has acquired all capital stock of Bennett Products Mfg. Co., Palo Alto, Cal., renaming it Farnsworth Electronics Co.—Pacific div. In addition, subsidiary Federal Telephone & Radio has purchased certain assets of Electronics Specialty Co.

Stromberg-Carlson this week acquired Bond Stores' 800,000-sq. ft. Style Manor clothing plant in Rochester, N. Y., for conversion into electronics research, engineering & manufacturing center. Robert C. Tait, pres. of Stromberg-Carlson, said new facility would house research-advanced development & electronics engineering depts., automation engineering, govt. contract administration, TV service dept. and some warehousing operations.

Raytheon earned \$313,000 (11¢ per share) on sales of \$45,731,000 in fiscal quarter ended Aug. 31, compared to \$764,000 (27¢) on \$39,184,000 in same period year ago. Pres. Charles F. Adams Jr. reiterated to stockholders his earlier statement to *Wall Street Journal* that earnings decline reflected continued losses from liquidation of TV-radio div. following sale to Admiral in latter May.

Airborne Instruments Laboratory Inc., Mineola, L. I. (Hector R. Skifter, pres.), electronics research firm which also manufactures special purpose tubes, this week acquired Mountain Systems Inc., Thornwood, N. Y., manufacturer of business data equipment (Joseph D. Mountain, pres.) in deal whereby 1660 shares of Airborne were exchanged for all outstanding Mountain Systems stock.

Pyramid Productions, organized in 1952 as program packager Prockter TV Enterprises, this week filed registration statement with SEC for 220,000 shares of \$1 par common, proposing to offer 200,000 shares at \$5 per share to retire \$125,000 of outstanding debentures and \$173,179 debt to affiliate Trans-Union Productions Inc. Balance will be used for working capital.

Varian Associates reports private sale of 94,750 shares of common at \$12.75 per share to small group of investment trusts and private investors as third step in major financing program. Firm marketed \$2,000,000 in convertible debentures last Dec., recently borrowed \$2,000,000 from N. Y. Life Insurance Co.

**Census, Nielsen Data Projected**

## TV Households by Regions, States & Counties

Estimates as of March 1956 Compiled by Advertising Research Foundation Inc.

Derived from Bureau of Census Data and Second Nielsen Coverage Service Report

Underwritten by ABC, CBS, NBC, NARTB and TvB, Released Oct. 1, 1956

This Compilation Supersedes Previous ARF Projections, Published by *Television Digest* as Special Report, April 28, 1956

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### ARF Definitions

**Household:** A household includes all the persons who occupy a dwelling unit, such as a house, apartment, or other group of rooms, or a single room that constitutes a dwelling unit. Quasi-households, such as groups of persons living in large rooming houses, transient hotels, institutions, and military establishments, are not included.

**TV Household:** A TV household is a household having one

or more TV sets. A TV set, according to the TV supplement to the Current Population Survey of the Bureau of the Census for February 1956, is any type or model of TV set in a household at the time of the interview, without regard to working order.

**Geographic Region:** The regions used in this report are the 4 geographic regions defined by the Bureau of the Census.

### SUMMARY FOR GEOGRAPHIC REGIONS BY STATES

Region and State	Total Households	TV Households Percent Number	Region and State	Total Households	TV Households Percent Number	Region and State	Total Households	TV Households Percent Number
Northeast	12,859,800	82 10,548,160	Missouri	1,332,500	73 973,720	Oklahoma	668,500	67 444,930
Connecticut	688,800	82 565,490	Nebraska	433,100	67 290,390	South Carolina	559,500	55 308,190
Maine	263,200	72 188,510	North Dakota	169,900	50 84,400	Tennessee	899,000	60 536,000
Massachusetts	1,474,200	82 1,212,460	Ohio	2,670,500	87 2,328,000	Texas	2,488,000	64 1,586,210
New Hampshire	164,200	76 124,510	South Dakota	199,400	43 86,550	Virginia	927,900	66 614,850
New Jersey	1,672,100	84 1,404,970	Wisconsin	1,082,700	75 812,110	West Virginia	502,400	61 304,030
New York	5,011,400	83 4,139,470	South	13,723,000	62 8,440,010	West	7,385,700	66 4,876,400
Pennsylvania	3,226,500	82 2,629,320	Alabama	803,200	55 444,070	Arizona	292,200	58 168,460
Rhode Island	249,800	85 213,390	Arkansas	509,600	46 234,610	California	4,312,300	74 3,177,350
Vermont	109,600	64 70,040	Delaware	108,300	86 92,960	Colorado	465,900	58 271,050
North Central	14,816,100	79 11,630,760	Dis. of Columbia	253,000	83 209,990	Idaho	173,800	50 87,570
Illinois	2,983,300	82 2,445,000	Florida	1,089,900	63 687,440	Montana	200,400	32 63,260
Indiana	1,348,000	80 1,073,630	Georgia	948,900	62 584,880	Nevada	71,200	46 33,010
Iowa	830,600	77 635,180	Kentucky	811,900	57 463,810	New Mexico	210,100	43 89,830
Kansas	688,900	63 435,330	Louisiana	804,400	61 488,110	Oregon	537,700	53 285,550
Michigan	2,148,000	84 1,805,000	Maryland	748,700	81 607,820	Utah	209,400	70 145,630
Minnesota	929,200	71 661,450	Mississippi	558,600	38 211,820	Washington	820,600	65 530,940
			North Carolina	1,041,200	60 620,290	Wyoming	92,100	26 23,750

### SUMMARY OF TELEVISION HOUSEHOLDS BY STATES

State	Total Households	TV Households Percent Number	State	Total Households	TV Households Percent Number	State	Total Households	TV Households Percent Number
U. S. Total	48,784,600	73 35,495,330	Louisiana	804,400	61 488,110	Ohio	2,670,500	87 2,328,000
Alabama	803,200	55 444,070	Maine	263,200	72 188,510	Oklahoma	668,500	67 444,930
Arizona	292,200	58 168,460	Maryland	748,700	81 607,820	Oregon	537,700	53 285,550
Arkansas	509,600	46 234,610	Massachusetts	1,474,200	82 1,212,460	Pennsylvania	3,226,500	82 2,629,320
California	4,312,300	74 3,177,350	Michigan	2,148,000	84 1,805,000	Rhode Island	249,800	85 213,390
Colorado	465,900	58 271,050	Minnesota	929,200	71 661,450	South Carolina	559,500	55 308,190
Connecticut	688,800	82 565,490	Mississippi	558,600	38 211,820	South Dakota	199,400	43 86,550
Delaware	108,300	86 92,960	Missouri	1,332,500	73 973,720	Tennessee	899,000	60 536,000
Dis. of Columbia	253,000	83 209,990	Montana	200,400	32 63,260	Texas	2,488,000	64 1,586,210
Florida	1,089,900	63 687,440	Nebraska	433,100	67 290,390	Utah	209,400	70 145,630
Georgia	948,900	62 584,880	Nevada	71,200	46 33,010	Vermont	109,600	64 70,040
Idaho	173,800	50 87,570	New Hampshire	164,200	76 124,510	Virginia	927,900	66 614,850
Illinois	2,983,300	82 2,445,000	New Jersey	1,672,100	84 1,404,970	Washington	820,600	65 530,940
Indiana	1,348,000	80 1,073,630	New Mexico	210,100	43 89,830	West Virginia	502,400	61 304,030
Iowa	830,600	77 635,180	New York	5,011,400	83 4,139,470	Wisconsin	1,082,700	75 812,110
Kansas	688,900	63 435,330	North Carolina	1,041,200	60 620,290	Wyoming	92,100	26 23,750
Kentucky	811,900	57 463,810	North Dakota	169,900	50 84,400			

### TELEVISION HOUSEHOLDS BY STATES AND COUNTIES

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number
ALABAMA	803,200	55 444,070	Chambers	9,400	46 4,300	Conecuh	4,400	28 1,250
Autauga	4,100	35 1,420	Cherokee	3,800	51 1,920	Coosa	2,500	42 1,060
Baldwin	11,500	62 7,120	Chilton	6,400	48 3,070	Covington	9,900	30 2,960
Barbour	6,400	32 2,050	Choctaw	4,200	31 1,320	Crenshaw	4,400	39 1,720
Bibb	3,800	46 1,740	Clarke	6,200	34 2,120	Cullman	11,600	73 8,490
Blount	6,700	58 3,910	Clay	2,900	42 1,220	Dale	4,700	36 1,680
Bullock	3,500	39 1,350	Cleburne	2,600	51 1,320	Dallas	14,200	40 5,680
Butler	6,400	35 2,240	Coffee	7,100	30 2,120	De Kalb	11,000	37 4,040
Calhoun	22,600	58 13,140	Colbert	11,300	26 2,920	Elmore	7,100	45 3,170

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
<b>ALABAMA—Continued</b>				Pope	5,400	28	1,520	Logan	5,300	48	2,550
Escambia	7,300	45	3,260	Prairie	3,100	52	1,620	Mesa	13,800	45	6,180
Etowah	27,700	57	15,830	Pulaski	71,300	64	45,550	Mineral	200	20	40
Fayette	4,300	43	1,860	Randolph	3,100	28	880	Moffat	1,700	13	220
Franklin	6,000	38	2,290	St. Francis	8,700	48	4,180	Montezuma	2,900	13	370
Geneva	5,900	24	1,390	Saline	6,700	49	3,310	Montrose	4,400	21	940
Greene	3,400	29	990	Scott	1,800	26	480	Morgan	5,300	53	2,780
Hale	4,500	29	1,300	Searcy	2,500	23	580	Otero	7,600	46	3,470
Henry	3,700	36	1,330	Sebastian	21,900	71	15,530	Ouray	600	21	130
Houston	12,300	47	5,820	Sevier	2,300	48	1,110	Park	500	34	170
Jackson	8,500	39	3,320	Sharp	1,900	17	320	Phillips	1,500	19	290
Jefferson	170,500	78	133,390	Stone	1,500	17	260	Pitkin	500	13	70
Lamar	3,500	43	1,520	Union	15,500	47	7,250	Prowers	5,000	18	920
Lauderdale	15,000	27	4,070	Van Buren	2,100	41	850	Pueblo	29,200	55	16,120
Lawrence	6,100	41	2,510	Washington	15,500	35	5,410	Rio Blanco	1,700	9	160
Lee	11,000	44	4,800	White	9,800	39	3,790	Rio Grande	3,500	13	460
Limestone	8,200	40	3,300	Woodruff	3,900	47	1,850	Routt	2,600	13	340
Lowndes	3,500	35	1,210	Yell	3,200	26	840	Saguache	1,400	13	180
Macon	6,600	34	2,240	<b>CALIFORNIA</b>				San Juan	400	13	50
Madison	20,700	42	8,590	Alameda	4,312,300	74	3,177,350	San Miguel	700	21	150
Marengo	6,700	36	2,430	Alameda	284,800	76	215,730	Sedgwick	1,500	19	290
Marion	6,400	38	2,450	Alpine	200	46	90	Summit	400	28	110
Marshall	11,500	47	5,350	Amador	2,500	47	1,160	Teller	600	34	210
Mobile	72,700	61	44,570	Butte	22,000	53	11,610	Washington	2,400	48	1,150
Monroe	5,300	31	1,650	Calaveras	2,900	47	1,350	Weld	20,000	71	14,240
Montgomery	42,900	72	30,830	Colusa	3,500	47	1,650	Yuma	3,100	19	590
Morgan	14,300	56	7,950	Contra Costa	99,300	72	71,870	<b>CONNECTICUT</b>			
Perry	4,000	46	1,840	Del Norte	6,400	29	1,880	Fairfield	178,100	83	147,290
Pickens	5,000	31	1,530	Eldorado	5,700	47	2,650	Hartford	185,800	82	152,270
Pike	7,200	35	2,500	Fresno	94,100	66	62,490	Litchfield	34,400	83	28,480
Randolph	4,900	46	2,230	Glenn	4,700	47	2,210	Middlesex	21,800	83	17,990
Russell	10,500	46	4,790	Humboldt	30,600	61	18,570	New Haven	183,000	83	152,620
Saint Clair	6,300	58	3,680	Imperial	18,000	45	8,100	New London	49,200	76	37,170
Shelby	7,500	71	5,320	Inyo	3,900	20	790	Tolland	15,100	81	12,240
Sumter	5,100	36	1,850	Kern	75,700	70	52,620	Windham	21,400	81	17,430
Talladega	16,100	60	9,660	Kings	13,700	73	10,050	<b>DELAWARE</b>			
Tallapoosa	8,700	45	3,920	Lake	3,800	47	1,790	Delaware	108,300	86	92,960
Tuscaloosa	23,700	58	13,800	Lassen	5,400	14	730	Kent	13,100	83	10,900
Walker	15,200	74	11,280	Los Angeles	1,799,600	79	1,421,680	New Castle	73,100	87	63,540
Washington	3,300	31	1,040	Madera	10,600	71	7,540	Sussex	22,100	84	18,520
Wilcox	4,600	31	1,440	Marin	34,900	73	25,300	<b>DIS. OF COLUMBIA</b>			
Winston	3,900	41	1,610	Mariposa	1,300	46	600	Dis. of Columbia	253,000	83	209,990
<b>ARIZONA</b>				Mendocino	17,200	27	4,600	<b>FLORIDA</b>			
Apache	292,200	58	168,460	Merced	24,100	58	13,980	Alachua	1,089,900	63	687,440
Cochise	5,900	11	630	Modoc	3,000	14	400	Baker	15,600	42	6,520
Coconino	7,800	20	2,560	Mono	800	46	370	Bay	1,300	65	850
Gila	7,600	38	2,920	Monterey	48,900	63	30,920	Bradford	15,000	51	7,580
Graham	3,600	27	960	Napa	16,100	39	6,350	Brevard	2,600	65	1,680
Greenlee	4,100	27	1,100	Nevada	6,200	41	2,520	Broward	14,200	50	7,040
Maricopa	143,800	71	101,840	Orange	121,700	76	91,980	Calhoun	53,700	81	43,540
Mohave	2,200	11	240	Placer	13,800	57	7,870	Charlotte	1,900	39	740
Navajo	7,500	12	880	Plumas	3,800	41	1,550	Citrus	1,800	51	910
Pima	61,400	63	38,610	Riverside	71,400	66	47,170	Clay	1,600	33	530
Pinal	15,000	61	9,140	Sacramento	119,400	73	87,460	Collier	4,700	61	2,850
Santa Cruz	2,600	31	810	San Benito	4,300	52	2,250	Columbia	3,200	51	1,640
Yavapai	6,800	21	1,440	San Bernardino	121,600	72	87,120	Dade	5,100	43	2,180
Yuma	11,600	50	5,750	San Diego	266,200	78	207,640	De Soto	228,200	80	182,160
<b>ARKANSAS</b>				San Francisco	277,800	77	213,910	Dixie	2,300	33	770
Arkansas	509,600	46	234,610	San Joaquin	67,400	71	47,730	Duval	900	39	350
Ashley	6,800	52	3,540	San Luis Obispo	20,100	50	9,980	Escambia	111,000	72	79,810
Baxter	5,400	40	2,160	San Mateo	109,600	76	82,840	Flagler	43,100	63	27,230
Benton	2,400	23	550	Santa Barbara	35,000	66	23,120	Franklin	1,200	52	630
Boone	10,800	24	2,580	Santa Clara	133,800	74	98,610	Gadsden	1,400	17	240
Bradley	4,100	34	1,400	Santa Cruz	24,500	64	15,610	Gilchrist	7,600	24	1,810
Calhoun	3,500	33	1,170	Shasta	13,800	34	4,680	Glades	600	39	230
Carroll	1,500	33	500	Sierra	800	41	330	Gulf	700	40	280
Chicot	3,400	26	890	Siskiyou	10,200	22	2,230	Hamilton	2,500	39	980
Clark	5,600	40	2,240	Solano	38,000	72	27,360	Hardee	2,200	43	940
Clay	5,800	41	2,400	Sonoma	41,900	65	27,400	Hendry	3,100	33	1,030
Cleburne	6,200	35	2,150	Stanislaus	42,800	60	25,570	Hernando	1,800	40	730
Cleveland	2,300	17	390	Sutter	8,700	49	4,290	Highlands	2,200	33	730
Columbia	1,900	33	630	Tehama	6,200	49	3,040	Hillsborough	4,500	40	1,820
Conway	6,900	40	2,740	Trinity	2,400	49	1,180	Holmes	95,100	76	72,240
Craighead	3,900	41	1,590	Tulare	42,000	69	28,770	Indian River	2,800	24	680
Crawford	13,400	61	8,170	Tuolumne	4,600	46	2,120	Jackson	4,400	38	1,660
Crittenden	6,100	30	1,850	Ventura	44,400	77	34,190	Jefferson	8,200	21	1,730
Cross	13,600	51	6,870	Yolo	16,200	46	7,450	Lafayette	2,400	31	740
Dallas	5,900	47	2,790	Yuba	10,000	43	4,300	Lake	700	39	270
Desho	3,000	41	1,240	<b>COLORADO</b>				Lake	13,000	50	6,440
Drew	6,300	31	1,960	Adams	465,900	58	271,050	Lee	9,700	51	4,910
Faulkner	4,100	37	1,510	Alamosa	17,000	78	13,280	Leon	9,700	51	4,910
Franklin	5,800	45	2,600	Arapahoe	22,300	68	15,130	Levy	14,700	17	2,510
Fulton	2,700	26	710	Archuleta	700	20	140	Liberty	2,600	33	860
Garland	2,000	28	570	Baca	2,500	18	460	Madison	700	17	120
Grant	15,800	51	8,120	Bent	2,500	18	460	Manatee	3,200	31	980
Greene	2,400	38	900	Boulder	2,100	18	390	Marion	13,900	58	8,100
Hempstead	7,000	35	2,420	Chaffee	15,900	69	11,030	Martin	12,800	37	4,740
Hot Spring	5,600	31	1,740	Cheyenne	2,100	34	720	Monroe	3,800	38	1,430
Howard	7,200	38	2,700	Clear Creek	1,100	17	190	Nassau	14,300	51	7,310
Independence	2,700	48	1,290	Conejos	1,200	44	530	Okaloosa	3,500	67	2,410
Izard	5,500	41	2,250	Costilla	2,300	13	310	Okeechobee	9,100	46	4,200
Jackson	1,800	17	310	Crowley	1,200	23	270	Orange	1,100	49	540
Jefferson	7,100	41	2,900	Custer	1,400	46	640	Osceola	53,700	61	32,810
Johnson	23,300	48	11,280	Delta	600	39	240	Palm Beach	4,300	49	2,120
Lafayette	3,900	28	1,100	Denver	5,400	24	1,320	Pasco	51,900	71	36,920
Lawrence	3,100	31	970	Dolores	159,100	75	118,800	Pasco	7,400	38	2,820
Lee	4,800	46	2,180	Douglas	600	13	80	Pinellas	78,400	64	50,470
Lincoln	6,300	45	2,820	Eagle	1,200	37	450	Polk	45,000	54	24,490
Little River	3,200	37	1,130	Elbert	1,100	28	310	Putnam	7,600	52	3,960
Logan	2,700	48	1,290	El Paso	1,100	37	410	St. Johns	8,400	61	5,100
Lonoke	4,400	26	1,160	Fremont	33,800	54	18,250	St. Lucie	7,500	38	2,830
Madison	6,300	53	3,320	Garfield	5,400	39	2,110	Santa Rosa	5,300	46	2,450
Marion	2,500	26	660	Gilpin	3,700	9	340	Sarasota	12,600	42	

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number				
<b>GEORGIA—Continued</b>			Rabun	1,700	51	Fulton	14,600	78				
Bacon	2,200	54	1,190	Richmond	2,900	40	1,170	Gallatin	2,700	38		
Baker	1,100	31	340	24,200	66	29,270	76	6,000	76	4,530		
Baldwin	5,000	39	1,950	Rockdale	2,200	78	1,710	Greene	6,200	84		
Banks	1,500	56	840	Schley	800	47	380	Grundy	6,200	84		
Barrow	3,400	58	1,980	Screven	4,100	36	1,480	Hamilton	3,800	38		
Bartholomew	7,000	82	5,730	Seminole	1,900	25	480	Hancock	8,400	69		
Ben Hill	3,800	30	1,150	Spalding	8,600	85	7,280	Hardin	2,100	42		
Berrien	3,000	31	940	Stephens	4,700	51	2,380	Henderson	2,500	81		
Bibb	36,300	56	20,440	Stewart	2,000	47	940	Henry	16,200	89		
Bleckley	2,200	46	1,020	Sumter	6,200	43	2,680	Iroquois	10,600	59		
Brantley	1,500	33	490	Talbot	1,800	51	920	Jackson	13,000	64		
Brooks	3,800	20	750	Taliaferro	900	53	480	Jasper	3,800	63		
Bryan	1,400	43	600	Tattnall	3,400	35	1,170	Jefferson	12,300	51		
Bulloch	5,600	37	2,050	Taylor	2,200	47	1,030	Jersey	4,900	76		
Burke	5,500	36	1,990	Telfair	2,700	30	810	Jo Daviess	6,800	72		
Butts	2,200	67	1,480	Terrell	3,000	43	1,290	Johnson	2,400	42		
Calhoun	2,000	31	610	Thomas	9,100	34	3,100	Kane	49,800	91		
Camden	2,300	52	1,200	Tift	6,200	32	1,950	Kankakee	21,200	85		
Candler	1,800	35	620	Toombs	4,100	35	1,420	Kendall	3,800	84		
Carroll	8,600	75	6,420	Towns	1,000	40	400	Knox	18,500	84		
Catoosa	4,300	67	2,870	Treutlen	1,400	27	380	Lake	73,000	93		
Charlton	1,100	52	570	Troup	13,900	61	8,480	La Salle	32,800	57		
Chatham	47,600	63	32,300	Turner	2,500	32	790	Lawrence	6,600	51		
Chattahoochee	1,600	47	750	Twiggs	1,700	33	560	Lee	10,400	63		
Chattooga	5,400	64	3,450	Union	1,700	41	700	Livingston	11,100	60		
Cherokee	5,200	72	3,730	Upson	6,500	51	3,340	Logan	8,900	81		
Clarke	10,700	52	5,540	Walker	11,300	57	6,440	McDonough	9,400	69		
Clay	1,300	40	520	Walton	4,900	54	2,660	McHenry	18,200	86		
Clayton	7,500	85	6,370	Ware	8,500	54	4,620	McLean	27,300	62		
Clinch	1,400	37	520	Washington	2,100	51	1,060	Macon	36,200	66		
Cobb	21,200	86	18,190	Wayne	4,600	33	1,530	Macoupin	14,200	78		
Coffee	5,500	31	1,720	Webster	3,500	30	1,060	Madison	64,400	83		
Colquitt	9,000	34	3,060	Wheeler	1,400	47	380	Marion	13,100	75		
Columbia	2,300	64	1,480	White	1,400	40	420	Marshall	4,100	65		
Cook	2,900	20	570	Whitfield	2,900	79	7,550	Mason	5,100	57		
Coweta	7,100	60	4,260	Wilcox	2,300	46	1,070	Massac	4,900	42		
Crawford	1,200	47	560	Wilkes	2,700	53	1,440	Menard	2,900	57		
Crisp	4,700	46	2,170	Wilkinson	2,200	33	730	Mercer	5,400	81		
Dade	1,700	64	1,090	Worth	4,200	32	1,320	Monroe	4,100	84		
Dawson	700	72	500	<b>IDAHO</b>			173,800	50	87,570	Montgomery	10,600	61
Decatur	6,200	25	1,570	Ada	24,300	68	16,430	Morgan	10,200	66		
De Kalb	48,700	84	40,800	Adams	900	36	320	Moultrie	4,100	66		
Dodge	3,800	46	1,760	Bannock	12,300	51	6,270	Ogle	11,000	61		
Dooly	3,100	46	1,430	Bear Lake	1,800	41	740	Peoria	59,100	85		
Dougherty	14,900	54	7,970	Benewah	1,500	66	980	Perry	6,800	66		
Douglas	3,100	80	2,470	Bingham	6,600	56	3,660	Piatt	4,300	68		
Early	3,900	25	990	Blaine	1,300	38	490	Pike	7,000	75		
Echols	500	37	180	Boise	600	43	260	Pope	1,500	42		
Effingham	2,200	37	800	Bonner	4,400	62	2,720	Pulaski	4,500	51		
Elbert	4,400	57	2,510	Bonneville	9,700	69	6,690	Putnam	1,300	65		
Emanuel	4,300	27	1,170	Boundary	1,500	62	930	Randolph	8,400	83		
Evans	1,500	43	640	Butte	800	38	300	Richland	6,300	43		
Fannin	3,500	41	1,440	Camas	300	38	110	Rock Island	45,000	89		
Fayette	1,900	85	1,610	Canyon	16,600	48	7,950	St. Clair	69,300	87		
Floyd	17,700	63	11,200	Caribou	1,900	41	780	Saline	10,900	61		
Forsyth	2,600	72	1,860	Cassia	3,800	41	1,540	Sangamon	46,100	69		
Franklin	3,300	56	1,850	Clark	200	61	120	Schuyler	3,100	75		
Fulton	150,400	83	124,730	Clearwater	2,100	49	1,020	Scott	2,300	75		
Gilmer	2,400	67	1,600	Custer	1,000	19	190	Shelby	7,700	66		
Glascock	700	51	350	Elmore	2,900	52	1,510	Stark	2,600	65		
Glynn	9,300	52	4,850	Franklin	2,500	41	1,020	Stephenson	14,400	82		
Gordon	4,600	67	3,060	Fremont	2,300	61	1,400	Tazewell	27,600	88		
Grady	4,600	25	1,160	Gem	2,200	43	940	Union	5,500	51		
Greene	2,800	43	1,200	Gooding	3,200	40	1,270	Vermilion	29,300	65		
Gwinnett	8,400	60	5,040	Idaho	3,100	22	680	Wabash	4,700	51		
Habersham	4,100	51	2,070	Jefferson	2,700	61	1,650	Warren	8,000	81		
Hall	11,100	83	9,200	Jerome	3,300	40	1,310	Washington	4,600	66		
Hancock	2,200	39	870	Kootenai	7,600	66	4,990	Wayne	7,600	39		
Haralson	3,600	80	2,880	Latah	5,900	39	2,230	White	6,800	38		
Harris	2,600	51	1,340	Lemhi	1,700	19	320	Whiteside	16,800	87		
Hart	3,200	57	1,830	Lewis	1,200	39	460	Will	44,700	87		
Heard	1,500	60	900	Lincoln	1,100	40	440	Williamson	16,800	55		
Henry	3,700	78	2,880	Madison	2,400	61	1,460	Winnebago	55,100	79		
Houston	7,000	54	3,780	Minidoka	2,300	40	920	Woodford	6,800	65		
Irwin	2,400	31	750	Nez Perce	7,200	39	2,780	<b>INDIANA</b>				
Jackson	4,400	58	2,560	Oneyda	1,000	41	410	1,348,000	80	1,073,630		
Jasper	1,600	54	870	Owyhee	1,600	52	830	Adams	6,800	73		
Jeff Davis	2,400	30	720	Payette	3,500	43	1,490	Allen	65,100	85		
Jefferson	4,200	51	2,130	Power	900	41	360	Bartholomew	13,400	87		
Jenkins	2,300	36	830	Shoshone	6,600	49	3,200	Benton	3,200	78		
Johnson	2,400	39	900	Teton	700	61	430	Blackford	4,200	58		
Jones	1,600	33	630	Twin Falls	12,900	35	4,540	Boone	8,300	88		
Lamar	2,400	67	1,620	Valley	1,100	36	400	Brown	1,500	65		
Lanier	1,300	37	480	Washington	2,300	43	980	Carroll	5,300	65		
Laurens	7,500	50	3,720	<b>ILLINOIS</b>			2,983,300	82	2,445,000	Cass	12,300	82
Lee	1,400	43	600	Adams	22,100	84	18,530	Clark	17,300	84		
Liberty	2,100	43	900	Alexander	7,300	51	3,690	Clay	7,800	61		
Lincoln	1,300	53	700	Bond	4,600	81	3,740	Clinton	10,200	83		
Long	900	30	270	Boone	5,600	61	3,430	Crawford	2,600	58		
Lowndes	11,800	29	3,410	Brown	2,200	75	1,660	Daviess	8,400	63		
Lumpkin	1,500	41	620	Bureau	12,000	78	9,340	Dearborn	8,000	89		
McDuffie	2,900	64	1,860	Calhoun	1,700	76	1,280	Decatur	5,700	78		
McIntosh	1,600	43	690	Carroll	6,300	72	4,530	Dekalb	8,600	84		
Macon	3,100	47	1,450	Cass	4,700	75	3,540	Delaware	33,500	82		
Madison	2,600	56	1,450	Champaign	33,200	78	25,960	Dubuois	6,900	55		
Marion	1,400	47	660	Christian	12,700	73	9,250	Ekhart	29,900	65		
Meriwether	5,100	55	2,790	Clark	5,500	62	3,410	Fayette	7,800	75		
Miller	2,100	25	530	Clay	5,500	39	2,150	Floyd	15,800	87		
Mitchell	5,200	67	3,520	Clinton	6,800	81	5,530	Fountain	5,900	74		
Monroe	2,400	67	1,610	Coles	13,700	62	8,510	Franklin	4,600	75		
Montgomery	1,600	27	440	Cook	1,554,200	38	1,365,000	Fulton	5,400	75		
Morgan	2,500	54	1,360	Crawford	7,300	63	4,560	Gibson	9,700	56		
Murray	2,500	67	1,670	Cumberland	3,100	62	1,920	Grant	20,800	82		
Muscogee	35,100	82	28,690	De Kalb	13,100	84	11,040	Greene	9,100	83		
Newton	5,000	78	3,900	De Witt	5,300	68	3,580	Hamilton	9,800	89		
Oconee	1,600	54	870	Douglas	5,200	63	3,280	Hancock	7,200	85		
Oglethorpe	2,200	43	940	Du Page	72,900	88	64,230	Harrison	5,300	66		
Paulding	2,600	80	2,070	Edgar	7,800	63	4,910	Hendricks	11,700	81		
Peach	2,900	47	1,360	Edwards	2,800	43	1,200	Henry	14,900	70		
Pickens	2,200	72	1,580	Effingham	6,500	65	4,210	Howard	19,100	87		
Pierce	2,300	33	760	Fayette	7,100	65	4,600	Huntington	10,600	61		
Pike	1,800	55	990	Ford	5,100	77	3,930					

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
<b>INDIANA—Continued</b>				Mills	3,500	81	2,840	Riley	7,800	38	2,970
Kosciusko	11,200	64	7,160	Mitchell	4,100	70	2,860	Rooks	3,200	42	1,340
Lagrange	4,500	62	2,790	Monona	4,900	88	4,320	Rush	2,200	53	1,160
Lake	136,900	88	120,470	Monroe	3,100	53	1,630	Russell	4,100	53	2,150
La Porte	26,600	85	22,530	Montgomery	5,100	81	4,130	Saline	13,700	51	7,040
Lawrence	11,000	82	9,060	Muscatine	10,800	88	9,460	Scott	1,300	29	380
Madison	36,900	89	32,880	O'Brien	6,000	63	3,790	Sedgwick	106,500	78	83,500
Marion	197,600	87	172,310	Osceola	2,900	63	1,830	Seward	3,700	16	590
Marshall	9,900	75	7,450	Page	7,200	84	6,030	Shawnee	42,300	82	34,770
Martin	3,100	63	1,950	Palo Alto	4,300	48	2,070	Sheridan	1,100	37	400
Miami	9,500	58	5,510	Plymouth	6,700	82	5,470	Sherman	2,200	22	480
Miamee	14,700	83	12,130	Pocahontas	4,400	52	2,270	Smith	2,800	42	1,180
Montgomery	9,800	87	8,480	Polk	82,000	86	70,110	Stafford	2,800	64	1,790
Morgan	9,800	88	8,580	Pottawattamie	21,800	83	18,140	Stanton	500	14	70
Newton	3,500	78	2,730	Poweshlek	5,700	60	3,420	Stevens	1,200	14	170
Noble	8,100	84	6,810	Ringgold	3,000	62	1,870	Sumner	9,000	56	5,010
Ohio	1,200	89	1,070	Sac	5,400	62	3,340	Thomas	2,400	20	470
Orange	5,000	58	2,910	Scott	33,800	90	30,520	Ireago	1,600	31	490
Owen	3,600	83	2,930	Shelby	4,400	85	3,740	Wabawsee	2,200	47	1,040
Parke	4,800	72	3,430	Sioux	7,300	82	5,970	Wallace	700	22	150
Perry	5,100	58	2,970	Story	13,400	83	11,140	Washington	4,100	45	1,840
Pike	4,500	56	2,500	Tama	6,900	78	5,360	Wichita	800	20	160
Porter	13,800	89	12,290	Taylor	3,900	62	2,430	Wilson	5,100	54	2,730
Posey	6,100	77	4,700	Union	5,600	60	3,350	Woodson	2,000	45	910
Pulaski	4,000	75	2,990	Van Buren	3,600	63	2,270	Wyandotte	61,600	85	52,180
Putnam	6,900	61	4,180	Wapello	15,200	57	8,660	<b>KENTUCKY</b>			
Randolph	9,100	82	7,470	Warren	5,300	79	4,180	Adair	3,600	44	1,580
Ripley	6,000	80	4,770	Washington	6,300	68	4,270	Allen	3,800	41	1,540
Rush	6,200	78	4,830	Wayne	3,700	51	1,870	Anderson	2,200	56	1,220
St. Joseph	72,300	86	61,820	Webster	13,900	86	11,830	Baird	3,500	37	1,280
Scott	4,300	82	3,510	Winnebago	3,900	67	2,610	Barren	8,600	41	3,480
Shelby	9,800	85	8,360	Winneshlek	6,500	51	3,280	Bath	2,500	32	790
Spencer	3,900	55	2,140	Woodbury	36,400	86	31,450	Bell	8,500	38	3,230
Starke	5,200	75	3,890	Wright	3,200	70	2,240	Boone	4,700	83	3,880
Steuben	4,900	62	3,040	<b>KANSAS</b>				Bourbon	5,000	50	2,490
Sullivan	6,400	69	4,410	Allen	6,000	50	3,020	Boyd	15,400	85	13,060
Switzerland	2,000	89	1,780	Anderson	3,300	45	1,490	Boyle	5,600	47	2,650
Tippecanoe	23,900	66	15,650	Atchison	6,600	74	4,900	Bracken	2,800	72	2,020
Tipton	4,800	71	3,420	Barber	3,000	56	1,680	Breathitt	3,500	29	1,010
Union	1,600	75	1,210	Barton	11,200	84	9,390	Breckenridge	3,900	64	2,480
Vanderburgh	56,800	64	36,070	Bourbon	6,200	50	3,120	Bullitt	3,800	84	3,190
Vermillion	6,600	72	4,720	Brown	5,000	60	3,010	Butler	2,300	36	830
Vigo	35,400	87	30,620	Butler	12,400	62	7,710	Caldwell	4,200	29	1,200
Wabash	9,700	58	5,630	Chase	1,600	55	870	Calloway	4,700	37	1,730
Warren	2,500	74	1,850	Chautauqua	2,200	44	960	Campbell	25,800	87	22,360
Warrick	7,100	56	3,950	Cherokee	8,100	54	4,340	Carlisle	1,800	37	660
Washington	5,100	66	3,340	Cheyenne	1,500	22	330	Carroll	2,500	83	2,070
Wayne	23,500	74	17,440	Clark	1,100	34	380	Carter	5,700	71	4,050
Wells	6,300	73	4,610	Clay	3,800	45	1,710	Casey	3,300	39	1,280
White	6,000	65	3,890	Cloud	5,300	37	1,940	Christlan	16,600	48	7,900
Whitley	6,400	84	5,380	Coffey	2,700	45	1,220	Clark	6,000	32	1,910
<b>IOWA</b>				Comanche	1,200	56	670	Clinton	3,900	21	810
Adair	830,600	77	635,180	Crawley	12,200	55	6,710	Crittenden	1,900	21	390
Adams	3,900	60	2,340	Crawford	15,200	55	8,360	Cumberland	2,500	29	720
Allamakee	2,600	60	1,560	Decatur	2,300	37	840	Davies	2,100	37	770
Allamakee	4,600	55	2,510	Dickinson	7,400	37	2,750	Edmonson	17,000	57	9,720
Appanoose	6,000	53	3,150	Donlphan	3,400	74	2,530	Elliott	1,900	40	770
Audubon	3,500	85	2,970	Douglas	11,000	58	6,340	Estill	1,400	71	1,000
Benton	7,100	85	6,000	Edwards	2,000	64	1,280	Fayette	2,700	22	590
Black Hawk	34,500	85	29,260	Elk	2,000	44	870	Fleming	33,400	45	14,900
Boone	8,200	80	6,530	Ellis	5,300	53	2,780	Floyd	2,900	46	1,330
Bremer	5,700	71	4,060	Ellsworth	3,000	49	1,480	Franklin	9,200	59	5,390
Buchanan	6,000	87	5,240	Finnney	4,200	29	1,210	Franklin	7,700	57	4,390
Buena Vista	7,100	62	4,400	Ford	6,400	34	2,180	Fulton	3,500	37	1,280
Butler	5,400	71	3,840	Franklin	6,400	34	2,180	Gallatin	1,100	83	910
Calhoun	5,300	58	3,060	Geary	6,700	66	4,430	Garrard	3,200	47	1,510
Carroll	6,500	82	5,340	Gove	6,200	37	2,300	Grant	3,100	83	2,560
Cass	6,200	84	5,230	Graham	1,000	31	310	Graves	10,400	27	2,830
Cedar	5,500	88	4,860	Grant	1,600	37	590	Grayson	4,400	40	1,770
Cerro Gordo	14,700	84	12,390	Grant	1,500	16	240	Green	2,500	44	1,100
Cherokee	5,200	83	4,290	Gray	1,300	34	440	Greenup	7,000	71	4,980
Chickasaw	4,400	60	2,630	Greeley	600	22	130	Hancock	1,500	64	950
Clarke	3,000	49	1,480	Greenwood	4,300	44	1,870	Hardin	11,100	68	7,580
Clay	6,100	55	3,330	Hamilton	800	14	120	Harlan	15,600	44	6,930
Clayton	6,500	55	3,540	Harper	3,500	56	1,950	Harrison	4,900	58	2,840
Clinton	16,200	90	14,610	Harvey	7,700	65	4,990	Hart	3,600	40	1,450
Crawford	5,500	82	4,510	Haskell	800	16	130	Henderson	10,200	52	5,260
Dallas	7,700	81	6,200	Hodgeman	900	64	580	Henry	3,200	61	1,950
Davis	2,900	63	1,830	Jackson	3,500	60	2,110	Hickman	2,100	37	770
Decatur	3,700	51	1,880	Jefferson	3,700	60	2,220	Hopkins	12,200	33	4,000
Delaware	5,100	87	4,460	Jewell	2,900	37	1,060	Jackson	2,500	20	490
Des Moines	14,500	84	12,220	Johnson	38,600	84	32,310	Jefferson	168,100	85	142,890
Dickinson	4,000	55	2,180	Kearny	900	16	140	Jessamine	4,000	47	1,890
Dubuque	20,600	79	16,230	Kingman	3,500	56	1,950	Johnson	4,400	55	2,410
Emmet	4,200	48	2,020	Kiowa	1,400	56	790	Kenton	35,500	90	31,900
Fayette	8,100	56	4,570	Labette	10,500	50	5,220	Knott	3,200	29	920
Floyd	7,000	60	4,190	Lane	1,000	29	290	Knox	6,200	22	1,360
Franklin	5,100	74	3,790	Leavenworth	10,900	84	9,170	Larue	2,900	44	1,270
Fremont	3,500	84	2,930	Lincoln	2,000	49	990	Laurel	6,000	20	1,180
Greene	4,800	80	3,820	Linn	3,200	78	2,030	Lawrence	3,700	55	2,040
Grundy	4,300	78	3,340	Logan	1,200	20	240	Lee	1,800	25	440
Guthrie	4,400	81	3,540	Lyon	8,000	47	3,760	Leslie	3,000	21	630
Hamilton	6,300	86	5,430	McPherson	7,600	62	4,720	Letcher	6,700	27	1,790
Hancock	4,300	67	2,870	Marion	5,300	55	2,900	Lewis	3,100	46	1,410
Hardin	7,400	86	6,380	Marshall	5,900	42	2,470	Lincoln	5,000	39	1,950
Harrison	5,600	88	4,940	Meade	1,500	34	510	Livingston	2,100	29	600
Henry	5,600	65	3,630	Miami	6,400	63	4,060	Logan	6,800	52	3,520
Howard	3,900	51	1,970	Mitchell	3,000	37	1,100	Lyon	1,900	37	700
Humbolt	4,000	52	2,070	Montgomery	16,900	53	8,940	McCracken	23,400	40	9,350
Ida	3,200	83	2,640	Morris	2,500	55	1,370	McCreary	2,800	32	890
Iowa	4,800	68	3,240	Morton	900	14	130	McLean	3,300	36	1,190
Jackson	5,600	81	4,530	Nemaha	4,300	60	2,590	Madison	9,200	22	2,020
Jasper	10,200	85	8,630	Neosho							



State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number			
<b>KENTUCKY—Continued</b>														
Nicholas	2,100	50	1,050	MARYLAND	748,700	81	607,820	Schoolcraft	2,500	36	900			
Ohio	4,800	36	1,720	Allegany	26,500	51	13,590	Shiawassee	15,100	85	12,850			
Oldham	2,700	61	1,640	Anne Arundel	40,000	85	34,080	Tuscola	11,800	80	9,400			
Owen	2,500	57	1,640	Baltimore	371,300	84	311,620	Van Buren	14,100	83	11,750			
Owsley	1,400	21	290	Calvert	3,100	77	2,400	Washtenaw	42,300	85	35,870			
Pendleton	2,900	72	2,090	Caroline	5,400	82	4,410	Wayne	799,300	92	732,000			
Perry	7,600	28	2,150	Carroll	12,000	85	10,200	Wexford	5,900	57	3,360			
Pike	15,100	46	7,010	Cecil	9,800	78	7,600	<b>MINNESOTA</b>						
Powell	1,600	22	350	Charles	6,100	77	4,720	Aitken	3,800	57	2,160			
Pulaski	8,600	23	2,000	Dorchester	8,000	79	6,330	Anoka	14,400	88	12,640			
Robertson	700	72	500	Frederick	18,500	79	14,540	Becker	6,800	49	3,320			
Rockcastle	2,600	20	510	Garrett	5,100	42	2,140	Beltrami	7,100	21	1,510			
Rowan	2,700	46	1,240	Harford	16,600	83	13,780	Benton	4,100	45	1,850			
Russell	2,600	39	1,020	Howard	6,800	81	5,470	Big Stone	2,500	35	880			
Scott	4,300	58	2,490	Kent	3,900	82	3,180	Blue Earth	11,600	88	10,160			
Shelby	6,000	61	3,650	Montgomery	71,800	88	62,940	Brown	7,600	68	5,190			
Simpson	3,800	52	1,960	Prince Georges	75,200	87	65,350	Carlton	6,800	56	3,800			
Spencer	1,400	84	1,180	Queen Annes	4,100	82	3,340	Carver	5,100	84	4,300			
Taylor	3,900	44	1,700	St. Marys	8,600	77	6,640	Cass	5,500	24	1,300			
Todd	3,400	52	1,760	Somerset	5,800	37	2,160	Chippewa	4,800	37	1,770			
Trigg	2,000	37	740	Talbot	6,000	79	4,740	Chisago	3,900	83	3,230			
Trimble	1,700	61	1,030	Washington	23,900	68	16,250	Clay	9,900	78	7,730			
Union	3,500	34	1,170	Wicomico	12,700	75	9,550	Clearwater	2,600	21	550			
Warren	12,900	48	5,880	Worcester	7,500	37	2,790	Cook	900	51	460			
Washington	2,800	56	1,560	<b>MASSACHUSETTS</b>				1,212,460	82	1,212,460	Cottonwood	4,600	52	2,400
Wayne	3,400	21	710	Barnstable	17,700	81	14,300	Crow Wing	9,500	35	3,280			
Webster	4,400	34	1,480	Berkshire	42,500	82	34,850	Dakota	15,800	86	13,600			
Whitley	6,400	32	2,040	Bristol	124,800	82	102,340	Dodge	3,600	68	2,460			
Wolfe	1,300	25	320	Dukes	1,900	78	1,480	Douglas	6,300	30	1,900			
Woodford	3,300	58	1,910	Essex	171,900	84	144,150	Faribault	7,100	53	3,760			
<b>LOUISIANA</b>				Franklin	17,800	70	12,470	Fillmore	7,300	56	4,080			
Acadia	804,400	61	488,110	Hampden	120,500	80	96,400	Freeborn	10,600	76	8,000			
Allen	12,700	31	3,920	Hampshire	25,600	72	18,410	Goodhue	10,100	83	8,390			
Ascension	5,300	39	2,090	Middlesex	329,700	82	270,350	Grant	2,700	35	950			
Assumption	6,000	46	2,770	Nantucket	1,100	78	850	Hennepin	234,200	88	205,100			
Avoyelles	4,000	34	1,360	Norfolk	132,700	83	109,740	Houston	4,200	56	2,340			
Beauregard	10,300	34	3,480	Plymouth	65,400	85	55,590	Hubbard	3,200	24	760			
Bienville	5,400	39	2,120	Suffolk	249,900	84	209,920	Isanti	2,700	83	2,230			
Bossier	4,400	36	1,570	Worcester	172,700	82	141,610	Itasca	11,900	50	5,950			
Bossier	12,700	61	7,750	<b>MICHIGAN</b>				2,148,000	84	1,805,000	Jackson	4,600	70	3,210
Caddo	58,900	76	44,850	Alcona	1,600	61	970	Kanabec	2,400	57	1,360			
Calcasieu	33,300	51	17,120	Alger	2,800	36	1,000	Kandiyohi	8,300	63	5,260			
Caldwell	2,600	45	1,160	Allegan	15,700	83	13,080	Kittson	2,500	33	830			
Cameron	1,300	40	520	Alpena	6,800	28	1,910	Koochiching	5,000	24	1,190			
Catahoula	2,700	36	960	Antrim	3,500	52	1,830	Lac Qui Parle	3,900	37	1,440			
Claiborne	6,200	36	2,220	Arenac	2,800	69	1,930	Lake	3,900	51	1,980			
Concordia	3,800	36	1,350	Baraga	2,300	40	910	Lake of Woods	1,200	24	290			
De Soto	5,800	54	3,130	Bay	9,100	83	7,550	Le Seuer	5,900	65	3,860			
E. Baton Rouge	58,700	64	37,710	Benzie	28,700	85	24,370	Lincoln	2,900	44	1,270			
East Carroll	3,900	47	1,850	Berrien	2,500	54	1,360	Lyon	6,600	44	2,890			
E. Feliciana	3,300	33	1,080	Branch	43,100	86	36,850	McLeod	7,000	76	5,310			
Evangeline	8,700	27	2,380	Calhoun	10,100	64	6,450	Mahnomen	1,500	49	730			
Franklin	7,100	42	3,010	Cass	41,400	85	35,190	Marshall	4,200	33	1,380			
Grant	3,400	49	1,670	Charlevoix	10,700	80	8,530	Martin	7,900	53	4,180			
Iberia	11,100	44	4,840	Cheboygan	4,000	43	1,700	Meeker	5,400	63	3,430			
Iberville	7,100	38	2,670	Cheboygan	3,800	43	1,620	Mille Lacs	4,900	45	2,210			
Jackson	3,600	49	1,770	Chippewa	8,800	42	3,720	Morrison	6,900	36	2,480			
Jefferson	42,500	81	34,420	Clare	3,500	76	2,660	Mower	12,800	76	9,730			
Jeff Davis	7,200	40	2,910	Clinton	9,700	85	8,220	Murray	4,500	61	2,730			
Lafayette	17,700	49	8,580	Crawford	1,300	60	780	Nicollet	5,500	68	3,760			
Lafourche	11,100	64	7,140	Delta	9,500	49	4,690	Nobles	6,600	70	4,610			
La Salle	3,800	45	1,700	Dickinson	7,600	62	4,710	Norman	3,200	49	1,560			
Lincoln	6,700	42	2,780	Eaton	13,700	77	10,550	Olmsted	13,800	84	11,620			
Livingston	5,500	46	2,540	Emmet	4,800	43	2,040	Otter Tail	13,500	39	5,210			
Madison	4,500	47	2,130	Genesee	99,100	79	78,590	Pennington	3,700	43	1,580			
Morehouse	8,900	37	3,320	Gladwin	2,500	76	1,900	Pine	4,900	56	2,730			
Natchitoches	9,300	36	3,350	Gogebic	8,200	45	3,720	Pipestone	4,300	61	2,600			
Orleans	183,700	82	150,540	Gr. Traverse	8,700	54	4,730	Folk	10,400	40	4,150			
Ouachita	24,500	60	14,750	Gratiot	10,300	83	8,560	Foley	3,500	30	1,050			
Plaquemines	3,600	73	2,640	Hillsdale	12,200	56	6,840	Ramsey	119,400	86	103,160			
Pointe Coupee	5,200	33	1,700	Houghton	11,300	20	2,240	Red Lake	1,600	43	690			
Rapides	28,100	54	15,300	Huron	9,400	82	7,740	Redwood	6,400	58	3,700			
Red River	2,700	54	1,450	Ingham	60,800	86	52,040	Renville	6,800	58	3,930			
Richland	6,400	64	4,090	Ionia	11,500	82	9,480	Rice	9,600	83	7,970			
Sabine	5,100	28	1,430	Iosco	3,900	69	2,690	Rock	2,800	61	1,690			
St. Bernard	3,500	80	2,790	Iron	5,600	40	2,220	Roseau	3,900	33	1,290			
St. Charles	3,600	61	2,190	Isabella	8,200	76	6,230	St. Louis	68,200	75	51,150			
St. Helena	2,400	33	789	Jackson	35,900	85	30,440	Scott	4,500	84	3,800			
St. James	3,500	61	2,130	Jackson	35,900	85	30,440	Sherburne	2,400	75	1,790			
St. John Baptist	3,400	61	2,070	Kalamazoo	44,600	88	39,290	Sibley	3,900	76	2,960			
St. Landry	20,000	30	5,980	Kalkaska	1,400	52	730	Stearns	18,900	72	13,680			
St. Martin	6,100	34	2,080	Kent	100,700	86	86,100	Steele	5,900	68	4,030			
St. Mary	10,100	44	4,400	Keweenaw	700	40	280	Stevens	3,100	35	1,080			
St. Tammany	8,000	61	4,860	Lake	1,800	75	1,360	Swift	4,400	37	1,620			
Tangipahoa	15,800	74	11,690	Lapeer	10,600	82	8,720	Todd	6,800	36	2,450			
Tensas	3,200	47	1,510	Lelandau	2,500	54	1,360	Traverse	2,100	35	740			
Terrebonne	11,600	72	8,390	Lenawee	22,200	84	18,670	Wabasha	4,900	75	3,670			
Union	4,700	42	1,950	Livingston	9,100	85	7,720	Wadena	3,500	24	830			
Vermilion	10,000	28	2,830	Luce	1,600	36	580	Waseca	4,900	65	3,200			
Vernon	5,900	28	1,650	Macbinac	2,600	42	1,100	Washington	11,300	85	9,610			
Washington	10,800	65	7,020	Macomb	71,800	92	66,060	Watsonwan	4,100	52	2,130			
Webster	10,100	54	5,420	Manistee	6,400	57	3,640	Wilkin	2,400	78	1,880			
W. Baton Rouge	3,200	38	1,210	Marquette	15,000	34	5,120	Winona	11,800	48	5,690			
West Carroll	3,700	64	2,370	Mason	6,600	54	3,550	Wright	8,000	75	5,970			
W. Feliciana	1,600	33	520	Mecosta	5,600	82	4,570	Yellow Medicine	4,700	44	2,060			
Winn	4,400	49	2,150	Menominee	7,700	62	4,780	<b>MISSISSIPPI</b>						
<b>MAINE</b>				Midland	11,900	73	8,710	Adams	558,600	38	211,820			
Androscoggin	263,200	72	188,510	Missaukee	2,100	52	1,090	Alcorn	9,400	30	2,850			
Aroostook	24,400	84	20,970	Monroe	25,600	87	22,350	Amite	7,500	34	2,530			
Cumberland	51,800	77	39,890	Montcalm	10,700	85	9,110	Attala	4,300	25	1,080			

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	
<b>MISSISSIPPI—Continued</b>			Lawrence	7,800	47	<b>NEBRASKA</b>	433,100	67	290,390
Grenada	4,600	27	Lewis	3,600	61	Adams	9,500	72	6,810
Hancock	2,900	65	Lincoln	4,900	73	Antelope	3,400	49	1,650
Harrison	30,400	50	Linn	6,600	40	Arthur	200	20	40
Hinds	44,000	63	Livingston	5,300	61	Banner	500	34	170
Holmes	7,300	34	McDonald	4,300	53	Blaine	200	33	70
Humphreys	5,000	40	Macon	6,000	56	Boone	3,200	42	1,330
Issaquena	1,100	40	Madison	3,200	53	Box Butte	3,900	17	670
Itawamba	4,000	32	Maries	2,000	53	Boyd	1,500	21	320
Jackson	10,900	71	Marion	10,300	84	Brown	1,400	21	300
Jasper	4,100	49	Mercer	2,400	54	Buffalo	8,300	64	5,310
Jefferson	2,500	39	Miller	4,200	53	Burt	3,400	72	2,460
Jeff Davis	3,600	36	Mississippi	6,200	45	Butler	3,900	64	2,500
Jones	16,900	43	Moniteau	3,500	53	Cass	5,600	84	4,700
Kemper	3,000	38	Monroe	3,800	65	Cedar	3,700	84	3,110
Lafayette	5,100	27	Montgomery	3,900	73	Chase	1,500	23	350
Lamar	3,300	32	Morgan	3,000	53	Cherry	2,900	16	450
Lauderdale	19,400	54	New Madrid	10,600	46	Cheyenne	5,000	28	1,420
Lawrence	2,700	36	Newton	9,100	53	Clay	3,100	56	1,720
Leake	4,900	37	Nodaway	7,600	50	Colfax	3,400	64	2,180
Lee	10,900	45	Oregon	3,400	23	Cuming	3,700	72	2,680
Leflore	12,800	22	Osage	2,900	53	Custer	5,900	41	2,420
Lincoln	7,400	38	Ozark	2,300	44	Dakota	3,400	84	2,860
Lowndes	10,300	13	Pemiscot	12,500	52	Dawes	2,700	17	460
Madison	7,300	36	Perry	4,200	64	Dawson	6,600	64	4,230
Marion	6,000	32	Pettis	11,900	59	Deuel	1,000	28	280
Marshall	5,400	35	Phelps	7,400	50	Dixon	2,800	84	2,350
Monroe	9,300	26	Pike	5,900	65	Dodge	9,400	87	8,190
Montgomery	3,500	27	Platte	5,200	78	Douglas	96,500	87	84,150
Neshoba	6,000	36	Polk	5,200	54	Dundy	1,200	23	280
Newton	5,300	49	Pulaski	3,200	54	Fillmore	3,000	56	1,660
Noxubee	4,000	30	Putnam	2,800	45	Franklin	2,300	67	1,550
Oktibbeha	6,000	22	Ralls	2,500	65	Frontier	1,400	35	480
Panola	7,100	50	Randolph	8,200	51	Furnas	3,400	67	2,280
Pearl River	5,500	65	Ray	5,500	68	Gage	8,400	73	6,090
Perry	2,100	28	Reynolds	1,600	32	Garden	1,000	28	280
Pike	9,100	32	Ripley	3,600	32	Garfield	800	33	260
Pontotoc	4,800	29	St. Charles	9,800	82	Gosper	800	67	540
Prentiss	4,800	32	St. Clair	3,400	59	Grant	200	20	40
Quitman	6,000	40	St. Francois	10,700	65	Greeley	1,600	45	710
Rankin	5,800	37	St. Louis	426,500	88	Hall	11,800	70	8,280
Scott	5,000	37	Ste. Genevieve	3,000	64	Hamilton	2,900	68	1,970
Sharkey	2,700	40	Saline	8,300	55	Harlan	1,900	67	1,280
Simpson	5,100	37	Schuyler	1,800	45	Hayas	700	35	240
Simpson	3,500	37	Scotland	2,400	61	Hitchcock	1,800	23	410
Smith	1,500	28	Scott	10,300	52	Holt	4,300	21	910
Stone	12,600	14	Shannon	2,100	23	Hooker	300	20	60
Sunflower	7,000	29	Shelby	3,600	56	Howard	2,300	45	1,030
Tallahatchie	4,000	50	Stoddard	9,500	52	Jefferson	4,200	60	2,510
Tate	4,000	50	Stone	2,700	50	Johnson	2,200	73	1,600
Tippah	3,900	35	Sullivan	3,500	45	Kearney	2,000	67	1,350
Tishomingo	3,800	34	Taney	3,000	50	Keith	2,600	34	880
Tunica	5,100	40	Texas	5,900	27	Keya Paha	400	21	90
Union	5,300	29	Vernon	6,900	51	Kimball	1,300	34	440
Walthall	3,200	32	Warren	2,500	73	Knox	4,300	49	2,090
Warren	12,700	45	Washington	4,100	41	Lancaster	43,500	81	35,410
Washington	20,600	30	Wayne	2,700	53	Lincoln	9,200	34	3,090
Wayne	3,600	39	Webster	4,600	54	Logan	400	20	80
Webster	2,500	27	Worth	1,600	54	Loup	400	33	130
Wilkinson	3,000	25	Wright	4,900	44	McPherson	200	20	40
Winston	5,100	30				Madison	7,800	79	6,140
Yalobusha	3,500	27	<b>MONTANA</b>	200,400	32	Merrick	2,700	42	1,130
Yazoo	8,500	40	Beaverhead	2,400	23	Morrill	2,300	34	790
<b>MISSOURI</b>	1,332,500	73	Big Horn	2,500	18	Nance	1,900	42	790
Adair	6,800	45	Blaine	2,400	18	Nemaha	3,600	64	2,290
Andrew	3,900	65	Broadwater	900	23	Nuckolls	2,900	56	1,610
Atchison	3,400	50	Carbon	3,200	28	Otoe	5,400	84	4,530
Audrain	8,400	56	Carter	600	8	Pawnee	2,000	64	1,270
Barry	6,600	47	Cascade	20,000	49	Perkins	1,300	34	440
Barton	4,300	47	Chouteau	2,300	39	Phelps	3,200	67	2,150
Bates	6,200	51	Custer	4,000	8	Pierce	2,700	49	1,310
Benton	2,500	59	Daniels	1,000	9	Platte	6,300	79	4,960
Bollinger	3,000	53	Dawson	2,900	9	Polk	2,600	68	1,760
Boone	14,400	58	Deer Lodge	5,100	22	Redwillow	4,100	35	1,420
Buchanan	32,700	78	Fallon	1,000	8	Richardson	5,000	64	3,180
Butler	12,000	42	Fergus	4,600	22	Rock	900	21	190
Caldwell	3,500	65	Flathead	10,800	32	Saline	4,500	60	2,690
Callaway	6,500	56	Gallatin	7,300	17	Sarpy	6,300	85	5,340
Camden	2,400	54	Garfield	700	9	Saunders	5,600	90	5,030
Cape Girardeau	12,300	60	Glacier	2,800	19	Scotts Bluff	10,300	35	3,620
Carroll	5,100	55	Golden Valley	400	23	Seward	4,200	60	2,510
Carter	1,400	32	Granite	1,000	22	Sheridan	2,800	17	480
Cass	6,600	61	Hill	5,000	18	Sherman	1,800	41	740
Cedar	3,700	47	Jefferson	1,000	17	Sioux	900	17	150
Chariton	4,800	40	Judith Basin	900	22	Stanton	1,800	64	1,160
Christian	3,900	50	Lake	3,700	25	Thayer	3,400	56	1,890
Clark	2,800	61	Lewis & Clark	8,800	23	Thomas	400	20	80
Clay	19,700	89	Liberty	400	18	Thurston	2,500	72	1,810
Clinton	3,900	78	Lincoln	3,100	22	Valley	2,300	41	950
Cole	10,300	69	McCone	2,100	9	Washington	3,700	87	3,230
Cooper	5,200	53	Madison	1,400	17	Wayne	2,900	84	2,440
Crawford	3,500	41	Meagher	800	23	Webster	2,300	72	1,650
Dade	2,900	47	Mineral	600	22	Wheeler	500	33	170
Dallas	3,100	54	Missoula	13,200	35	York	4,800	68	3,250
Davies	3,700	65	Musselshell	1,800	23				
De Kalb	2,800	65	Park	4,100	28	<b>NEVADA</b>	71,200	46	33,010
Dent	3,200	50	Petroleum	300	23	Churchill	1,700	8	140
Douglas	3,600	44	Phillips	2,000	9	Clark	30,000	53	16,030
Dunklin	13,000	50	Pondera	1,700	38	Douglas	500	31	150
Franklin	11,600	59	Powder River	1,000	8	Elko	3,700	13	490
Gasconade	4,100	53	Powell	1,700	22	Esmeralda	200	14	30
Gentry	3,400	54	Prairie	800	9	Eureka	300	11	30
Greene	39,800	83	Ravalli	4,200	23	Humboldt	1,200	11	130
Grundy	4,500	61	Richland	3,100	11	Lander	400	11	40
Harrison	4,400	54	Roosevelt	2,900	11	Lincoln	800	14	110
Henry	6,700	59	Rosebud	1,700	18	Lyon	900	31	280
Hickory	1,800	59	Sanders	2,400	22	Mineral	3,200	8	260
Holt	3,000	50	Sheridan	1,700	11	Nye	900	14	130
Howard	3,600	51	Silver Bow	19,600	59	Ormsby	1,100	31	340
Howell	7,200	27	Stillwater	1,500	28	Pershing	1,100	8	90
Iron	2,400	41	Sweet Grass	1,100	28	Storey	300	31	90
Jackson	201,000	88	Teton	2,400	38	Washoe	21,200	67	14,180
Jasper	29,100	70	Toole	2,000	19	White Pine	3,700	13	490
Jefferson	12,800	82	Treasure	400	18				
Johnson	7,800	61	Valley	3,100	9	<b>NEW HAMPSHIRE</b>	164,200	76	124,510
Knox	2,500	61	Wheatland	1,100	23	Belknap	8,400	74	6,200
Laclede	6,200	54	Wilbax	400	9	Carroll	4,900	78	3,830
Lafayette	7,900	68	Yellowstone	22,500	51	Cheshire	12,500	74	9,220

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number
<b>NEW HAMPSHIRE—Continued</b>			Steuben	28,800	69	Benson	2,400	45
Coccos	10,300	67	Suffolk	126,400	82	Billings	500	16
Grafton	13,100	57	Sullivan	13,500	81	Bottineau	3,100	43
Hillsboro	48,900	81	Tloga	9,900	81	Bowman	1,000	16
Merrimack	13,700	76	Tompkins	19,100	74	Burke	1,800	43
Rockingham	23,800	82	Ulster	30,900	81	Burleigh	9,000	58
Strafford	14,900	79	Warren	13,000	81	Cass	18,600	77
Sullivan	8,700	70	Washington	14,000	81	Cavaller	2,600	32
			Wayne	18,400	82	Dickey	2,600	49
<b>NEW JERSEY</b>	<b>1,672,100</b>	<b>84</b>	Westchester	219,300	83	Divide	1,400	15
Atlantic	45,600	85	Wyoming	9,400	81	Dunn	1,600	36
Bergen	217,100	83	Yates	5,900	82	Eddy	1,200	45
Burlington	42,000	84				Emmons	2,100	58
Camden	101,800	84	<b>NORTH CAROLINA</b>	<b>1,041,200</b>	<b>60</b>	Foster	1,500	45
Cape May	13,900	83	Alamance	20,200	83	Golden Valley	900	16
Cumberland	31,000	83	Alexander	3,400	79	Grand Forks	12,300	54
Essex	299,000	83	Alleghany	2,100	49	Grant	1,600	72
Gloucester	33,000	84	Anson	5,900	55	Griggs	1,300	76
Hudson	199,500	86	Ashe	4,900	49	Hettinger	1,800	25
Hunterdon	14,600	84	Avery	3,000	42	Kidder	1,500	58
Mercer	71,900	84	Beaufort	8,800	75	La Moure	2,300	49
Middlesex	96,800	84	Bertie	5,800	51	Logan	1,300	49
Monmouth	85,900	86	Bladen	6,500	30	McHenry	3,000	43
Morris	58,700	84	Brunswick	4,400	38	McIntosh	1,700	49
Ocean	23,400	84	Buncombe	34,900	51	McKenzie	1,800	15
Passaic	116,800	84	Burke	11,200	63	McLean	5,300	36
Salem	17,100	84	Cabarrus	17,000	83	Mercer	2,100	36
Somerset	34,200	83	Caldwell	10,900	58	Morton	5,400	72
Sussex	11,700	82	Camden	1,400	59	Montrall	2,500	15
Union	139,700	85	Carteret	6,400	43	Nelson	1,700	65
Warren	18,400	82	Caswell	4,200	54	Oliver	500	36
			Catawba	17,400	82	Pembina	3,600	39
<b>NEW MEXICO</b>	<b>210,100</b>	<b>43</b>	Chatham	6,000	50	Pierce	2,100	44
Bernalillo	57,100	62	Cherokee	4,000	24	Ramsey	3,500	32
Catron	500	35	Chowan	2,800	44	Ransom	2,200	59
Chaves	15,200	50	Clay	1,300	24	Renville	1,500	43
Colfax	3,400	14	Cleveland	16,100	59	Richland	5,200	59
Curry	7,500	27	Columbus	11,700	24	Rolette	2,300	32
De Baca	800	22	Craven	13,200	64	Sargent	1,800	59
Dona Ana	10,900	62	Cumberland	25,300	31	Sheridan	1,200	44
Eddy	13,800	45	Currituck	1,800	59	Sioux	600	72
Grant	5,300	33	Dare	1,300	44	Slope	500	16
Guadalupe	1,300	41	Davidson	17,300	78	Stark	4,100	25
Harding	300	14	Davie	3,800	66	Steele	1,200	76
Hidalgo	1,500	33	Duplin	9,400	33	Stutsman	6,700	55
Lea	15,800	27	Durham	28,500	71	Towner	1,300	32
Lincoln	1,800	37	Edgecombe	11,600	59	Trail	2,900	76
Los Alamos	3,500	41	Forsyth	45,700	79	Walsh	4,600	39
Luna	2,800	41	Franklin	6,900	36	Ward	11,600	56
McKinley	7,200	19	Gaston	30,500	65	Wells	2,700	44
Mora	1,500	21	Gates	2,300	57	Williams	8,300	15
Otero	6,900	37	Graham	1,700	24			
Quay	3,500	27	Granville	6,700	49	<b>OHIO</b>	<b>2,670,500</b>	<b>87</b>
Rio Arriba	5,700	28	Greene	3,500	50	Adams	6,700	80
Roosevelt	4,100	22	Guilford	55,800	81	Allen	30,000	80
Sandoval	2,300	35	Hallfax	12,500	46	Ashland	11,300	85
San Juan	8,600	19	Harnett	11,300	28	Ashtabula	26,600	86
San Miguel	5,100	21	Haywood	9,600	42	Athens	12,700	72
Santa Fe	9,500	45	Henderson	9,000	42	Auglaize	10,200	84
Sierra	1,700	41	Hertford	4,700	57	Belmont	27,100	84
Socorro	2,100	35	Hoke	3,200	37	Brown	7,300	80
Taos	2,900	28	Hyde	1,400	44	Butler	43,700	88
Torrance	1,400	41	Iredell	14,800	63	Carroll	5,900	82
Union	1,500	14	Jackson	4,300	40	Champaign	8,800	87
Valencia	4,600	49	Johnston	15,400	41	Clark	37,800	87
			Jones	2,500	43	Clermont	13,700	87
<b>NEW YORK</b>	<b>5,011,400</b>	<b>83</b>	Lee	6,200	50	Clinton	8,600	83
Albany	81,900	83	Lenoir	11,200	51	Columbiana	32,800	85
Allegany	13,700	64	Lincoln	6,800	59	Coshocton	10,500	66
Bronx	464,700	82	McDowell	6,500	53	Crawford	13,200	81
Broome	60,200	81	Madison	3,800	40	Cuyahoga	468,100	91
Cattaraugus	24,700	83	Macon	4,200	35	Darke	13,700	83
Cayuga	21,900	83	Martin	6,000	51	Defiance	8,500	85
Chautauqua	47,900	81	Mecklenberg	60,600	76	Delaware	9,200	89
Chemung	30,000	77	Mitchell	3,300	42	Erle	18,000	81
Chenango	12,600	79	Montgomery	4,200	57	Fairfield	17,300	89
Clinton	14,600	84	Moore	8,000	44	Fayette	7,700	78
Columbia	14,200	84	Nash	13,900	45	Franklin	177,100	92
Contrastrand	12,000	82	New Hanover	20,000	51	Fulton	8,300	81
Delaware	14,100	71	Northampton	5,700	57	Gallia	6,800	76
Dutchess	38,000	81	Onslow	10,400	45	Geauga	8,400	78
Erle	302,600	85	Orange	8,500	67	Greene	20,600	89
Essex	10,600	66	Pamlico	2,500	43	Guernsey	11,800	68
Franklin	12,900	59	Pasquotank	6,700	59	Hamilton	258,100	88
Fulton	17,900	79	Pender	4,200	38	Hancock	15,700	81
Genesee	14,800	85	Perquimans	2,500	59	Hardin	9,300	86
Greene	9,100	82	Person	5,100	54	Harrison	5,900	82
Hamilton	1,300	83	Pitt	14,400	83	Henry	7,100	85
Herkimer	19,700	82	Polk	2,900	74	Highland	9,600	78
Jefferson	27,100	67	Randolph	13,500	70	Hocking	5,700	85
Kings	855,100	86	Richmond	9,900	67	Holmes	5,500	80
Lewis	6,500	75	Robeson	19,800	44	Huron	13,100	85
Livingston	11,100	78	Rockingham	17,400	74	Jackson	8,600	81
Madison	14,800	82	Routan	20,900	75	Jefferson	23,500	84
Monroe	169,200	83	Rutherford	11,300	65	Knox	11,800	85
Montgomery	19,400	80	Sampson	11,300	35	Lake	27,700	90
Nassau	327,600	84	Scotland	6,100	37	Lawrence	14,900	85
New York	660,900	80	Stanly	10,500	86	Licking	24,200	81
Niagara	63,500	86	Stokes	4,700	65	Logan	10,800	83
Oneida	70,200	86	Surry	11,500	69	Lorain	52,600	89
Onondaga	115,200	83	Swain	2,300	24	Lucas	133,300	89
Ontario	18,400	81	Transylvania	3,700	40	Madison	6,500	83
Orange	48,100	82	Tyrrell	1,200	44	Mahoning	79,300	88
Orleans	9,700	85	Union	10,400	55	Marion	17,600	86
Oswego	24,200	84	Vance	7,600	52	Medina	13,900	91
Otsego	17,200	80	Wake	37,800	60	Meigs	7,100	80
Putnam	7,100	79	Warren	4,800	36	Mercer	8,800	82
Queens	546,400	84	Washington	2,900	44	Miami	21,300	91
Rensselaer	43,500	83	Watauga	4,100	42	Monroe	4,500	78
Richmond	58,100	85	Wayne	15,500	58	Montgomery	138,000	93
Rockland	26,900	85	Wilkes	10,700	48	Morgan	4,200	78
St. Lawrence	28,100	60	Wilson	12,700	57	Morrow	5,400	85
Saratoga	25,000	81	Yadkin	5,500	66	Muskingum	24,500	70
Schenectady	50,700	82	Yancey	3,400	35	Noble	3,600	78
Schoharie	7,400	80				Ottawa	10,000	85
Schuyler	4,700	83	<b>NORTH DAKOTA</b>	<b>163,900</b>	<b>50</b>	Paulding	4,800	79
Seneca	7,300	83	Adams	1,200	25	Perry	8,600	87
			Barnes	4,400	76			

State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number	State and County	Total Households	TV Households Percent	Number
<b>OHIO—Continued</b>				Grant	2,600	13	470	Dillon	6,600	50	3,220
Pickaway	8,000	88	7,060	Harney	2,000	14	280	Dorchester	5,500	56	3,070
Pike	7,100	81	5,760	Hood River	3,800	34	1,280	Edgefield	3,700	46	1,690
Portage	20,500	84	17,240	Jackson	21,500	50	10,750	Fairfield	4,700	54	2,540
Preble	8,900	89	7,940	Jefferson	2,100	34	710	Florence	19,900	60	12,000
Putnam	7,700	79	6,070	Jcsephine	10,300	38	3,910	Georgetown	7,700	53	4,100
Richland	30,900	85	26,170	Klamath	13,200	31	4,020	Greenville	50,000	68	34,100
Ross	16,800	87	14,530	Lake	1,900	14	270	Greenwood	11,600	57	6,570
Sandusky	16,000	86	13,780	Lane	47,400	62	29,430	Hampton	4,300	54	2,300
Scioto	30,700	85	26,000	Lincoln	7,900	33	2,580	Horry	13,900	21	2,930
Seneca	17,200	80	13,760	Linn	18,900	38	7,140	Jasper	2,500	54	1,340
Shelby	9,000	85	7,640	Malheur	6,300	48	3,030	Kershaw	7,400	55	4,080
Stark	94,800	86	81,910	Marion	30,900	54	16,750	Lancaster	8,800	54	4,740
Summit	140,300	91	127,310	Morrow	1,300	37	480	Laurens	11,500	36	4,120
Trumbull	51,500	85	43,780	Multnomah	177,500	70	124,570	Lee	4,600	59	2,710
Tuscarawas	23,200	81	18,790	Polk	7,200	49	3,560	Lexington	12,400	52	6,390
Union	6,700	83	5,540	Sherman	700	37	260	McCormick	2,100	56	1,180
Van Wert	9,300	82	7,650	Tillamook	6,400	39	2,480	Marion	7,600	53	4,040
Vinton	2,800	85	2,370	Umatilla	13,500	32	4,330	Marlboro	7,100	49	3,460
Warren	13,900	86	11,940	Union	5,800	27	1,590	Newberry	8,000	47	3,780
Washington	14,500	75	10,930	Wallowa	2,000	27	550	Oconee	9,200	37	3,420
Wayne	18,400	81	14,960	Wasco	7,300	34	2,470	Orangeburg	16,100	47	7,490
Williams	9,000	83	7,470	Washington	23,000	70	16,000	Pickens	10,100	41	4,130
Wood	18,900	88	16,710	Wheeler	1,100	18	200	Richland	42,200	70	29,480
Wyandot	6,500	79	5,140	Yamhill	9,500	36	3,450	Saluda	3,600	46	1,650
<b>OKLAHOMA</b>				<b>PENNSYLVANIA</b>				<b>SOUTH DAKOTA</b>			
Adair	3,200	40	1,280	Adams	13,100	73	9,560	Aurora	1,300	24	310
Alfalfa	3,000	55	1,640	Allegheny	466,900	86	399,810	Beadle	6,800	25	1,680
Atoka	3,200	51	1,630	Armstrong	23,800	83	19,740	Bennett	800	20	160
Beaver	2,100	19	400	Beaver	52,600	86	45,010	Bon Homme	2,500	56	1,410
Beckham	6,800	33	2,270	Bedford	11,400	83	9,460	Brookings	5,300	49	2,600
Blaine	4,100	67	2,750	Berks	79,300	81	64,470	Brown	10,500	37	3,920
Blaine	7,200	49	3,520	Blair	41,300	82	33,910	Brule	1,700	24	400
Bryan	8,300	59	4,870	Bradford	15,900	79	12,500	Buffalo	400	31	120
Caddo	7,100	79	5,590	Rucks	69,800	86	59,820	Butte	2,600	21	540
Canadian	12,800	49	6,270	Butler	29,100	85	24,760	Campbell	900	21	190
Carter	3,400	50	1,710	Cambria	58,200	83	48,190	Charles Mix	4,800	24	1,130
Cherokee	4,200	18	750	Cameron	1,900	60	1,140	Clark	2,500	40	1,000
Choctaw	1,300	19	250	Carben	16,200	79	12,840	Clay	3,600	75	2,630
Cimarron	10,600	80	8,500	Centre	45,900	85	39,020	Codington	6,200	40	2,470
Cleveland	1,600	51	810	Chester	10,700	81	8,700	Corson	1,500	21	310
Comanche	22,000	75	16,380	Clearfield	23,800	84	19,920	Custer	1,600	21	330
Cotton	3,100	58	1,790	Ciottin	10,800	62	6,680	Davison	5,300	43	2,260
Craig	4,200	59	2,480	Columbia	16,100	66	10,670	Day	3,400	42	1,440
Creek	12,400	79	9,780	Crawford	24,200	76	18,500	Deuel	1,700	40	680
Custer	5,600	47	2,619	Cumberland	31,500	74	23,400	Dewey	1,200	21	250
Delaware	3,000	59	1,760	Dauphin	63,600	81	51,710	Douglas	1,200	24	280
Dewey	2,200	47	1,030	Delaware	146,000	85	123,950	Edmunds	1,800	21	380
Ellis	2,700	36	970	Elk	9,800	56	5,440	Fall River	3,300	21	680
Garfield	16,100	66	10,670	Erie	70,600	84	59,300	Faulk	1,500	31	460
Garvin	9,100	60	5,430	Fayette	52,900	84	44,550	Grant	2,700	42	1,140
Grady	9,400	75	7,000	Forest	1,300	59	770	Gregory	2,600	18	460
Grant	2,500	55	1,360	Franklin	23,100	77	17,810	Haakon	700	16	110
Greer	2,600	35	910	Fulton	2,900	68	1,980	Hamlin	2,100	40	840
Harmon	2,100	35	740	Greene	12,600	72	9,090	Hand	1,900	31	580
Harper	1,500	36	540	Huntingdon	11,500	80	9,200	Hanson	1,300	43	560
Haskell	2,800	28	770	Indiana	21,300	82	17,350	Harding	700	21	150
Hughes	4,700	47	2,230	Jefferson	14,200	82	11,590	Hughes	2,500	20	500
Jackson	7,100	35	2,490	Juniata	4,400	57	2,500	Hutchinson	3,200	56	1,800
Jefferson	2,700	58	1,560	Lackawanna	75,400	81	60,700	Hyde	700	31	210
Johnston	2,500	51	1,270	Lancaster	71,500	83	59,350	Jackson	500	16	80
Kay	15,900	69	11,020	Lawrence	32,000	82	26,300	Jerauld	1,200	31	370
Kingfisher	3,300	67	2,210	Lebanon	27,000	82	22,140	Jones	800	20	160
Kiowa	4,800	55	2,620	Lehigh	60,600	85	51,510	Kingsbury	2,800	49	1,370
Latimer	2,100	28	580	Luzerne	103,800	79	86,060	Lake	3,100	65	2,010
Le Flore	7,800	25	1,920	Lycoming	32,200	57	18,440	Lawrence	5,800	19	1,090
Lincoln	5,900	73	4,300	McKean	17,200	64	10,990	Lincoln	3,700	75	2,760
Logan	6,100	56	3,420	Mercer	34,200	81	27,830	Lyman	1,100	18	200
Love	1,700	49	830	Mifflin	12,800	81	10,340	McCook	2,500	65	1,610
McClain	4,400	60	2,650	Monroe	10,700	80	8,550	McPherson	1,700	21	360
McCurtain	5,800	30	1,760	Montgomery	114,900	86	98,810	Marshall	2,100	42	890
McIntosh	3,600	47	1,700	Montour	3,700	75	2,790	Meade	3,100	19	580
Major	2,900	55	1,580	Northampton	55,100	85	46,840	Mellette	800	20	160
Marshall	2,000	49	980	Northumberland	34,000	58	19,610	Miner	1,700	43	730
Mayes	5,100	59	2,990	Perry	7,400	57	4,210	Minnehaha	25,700	82	21,070
Murray	2,900	51	1,480	Philadelphia	649,000	82	531,530	Moody	2,500	65	1,610
Muskogee	16,600	77	12,800	Pike	3,100	69	2,150	Pennington	17,300	36	6,300
Noble	3,000	66	1,970	Potter	4,800	60	2,870	Perkins	1,800	21	380
Nowata	3,500	73	2,560	Schuylkill	56,700	78	44,230	Potter	1,300	20	260
Okfuskee	3,900	50	1,970	Snyder	6,500	58	3,760	Roberts	3,700	42	1,570
Oklahoma	124,500	82	102,140	Somerset	22,800	71	16,100	Sanborn	1,400	43	600
Okmulgee	11,600	60	6,990	Sullivan	1,700	77	1,300	Shannon	1,100	21	230
Oceage	10,300	79	8,170	Susquehanna	8,900	79	7,010	Spink	3,400	25	840
Ottawa	8,300	58	4,810	Tioga	10,800	69	7,460	Stanley	400	16	60
Pawnee	4,200	66	2,760	Union	6,100	58	3,530	Sully	800	20	160
Payne	13,000	51	6,600	Venango	18,900	63	11,900	Todd	1,100	20	220
Pittsburg	10,100	49	4,910	Warren	12,400	67	8,340	Tripp	2,400	18	430
Pontotoc	8,900	66	5,840	Washington	62,000	86	53,490	Turner	3,500	75	2,610
Pottawatomie	13,200	54	7,130	Wayne	7,900	69	5,480	Union	3,200	75	2,380
Pushmataha	2,800	18	500	Westmoreland	92,400	87	80,450	Walworth	2,300	21	480
Roger Mills	1,900	47	890	Wyoming	4,900	77	3,750	Washabaugh	200	20	40
Rogers	5,400	73	3,950	York	65,800	83	54,420	Yankton	4,900	56	2,760
Seminole	11,600	58	6,730	<b>RHODE ISLAND</b>				Ziebach	700	21	150
Sequoyah	4,400	40	1,750	249,800	85	213,390	<b>TENNESSEE</b>				
Stephens	11,100	61	6,800	Eristol	8,900	86	7,670	Anderson	14,900	58	8,640
Texas	3,600	19	690	Kent	27,200	86	23,880	Bedford	6,600	57	3,750
Tillman	4,800	58	2,770	Newport	18,300	85	15,460	Benton	2,900	33	960
Tulsa	93,000	89	82,330	Providence	170,300	86	153,480	Bledsoe	1,700	52	890
Wagoner	4,100	50	2,060	Washington	15,500	83	12,900	Blount	15,200	71	10,810
Washington	11,300	76	8,530	<b>SOUTH CAROLINA</b>				Bradley	8,600	53	4,540
Washita	4,600	55	2,510	Abbeville	5,500	56	3,080	Campbell	8,000	41	3,300
Woods	4,000	36	1,450	Aiken	26,100	47	12,150	Cannon	2,100	58	1,220
Woodward	3,300	3									

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number
<b>TENNESSEE—Continued</b>								
Cumberland	4,500	30	Cherokee	9,300	31	McCulloch	3,000	32
Davidson	93,800	78	Childress	3,300	27	McLennan	40,900	75
Decatur	2,400	33	Clay	2,500	71	McMullen	1,500	38
De Kalb	2,500	51	Cochran	1,700	69	Madison	1,900	32
Dickson	5,000	51	Coke	1,200	50	Marion	2,400	54
Dyer	8,800	57	Coleman	3,800	49	Martin	1,400	47
Fayette	5,800	56	Collin	12,500	74	Mason	1,600	25
Fentress	3,200	32	Collingsworth	2,200	27	Matagorda	6,400	47
Franklin	6,100	27	Colorado	5,000	41	Maverick	2,900	27
Gibson	13,800	43	Comal	5,200	54	Medina	4,500	65
Giles	6,800	32	Comanche	3,900	29	Menard	1,100	32
Grainger	2,800	32	Concho	1,400	32	Midland	13,600	70
Greene	10,400	35	Cooke	7,100	71	Milam	5,700	36
Grundy	2,800	41	Coryell	4,400	55	Mills	1,500	55
Hamblen	6,900	37	Cottle	1,300	26	Mitchell	4,000	53
Hamilton	63,700	60	Crane	1,400	37	Montague	4,600	71
Hancock	2,000	32	Crockett	1,100	22	Montgomery	7,000	64
Hardeman	4,900	49	Crosby	2,500	62	Moore	6,300	73
Hardin	4,000	39	Culberson	500	40	Morris	2,500	54
Hawkins	7,400	26	Dallam	2,400	73	Motley	1,000	26
Haywood	5,900	51	Dallas	240,300	81	Nacogdoches	7,500	27
Henderson	4,100	33	Dawson	5,800	47	Navarro	10,600	69
Henry	6,500	36	Deaf Smith	3,100	43	Newton	2,400	34
Hickman	3,000	51	Delta	2,000	36	Nolan	5,900	50
Houston	1,200	55	Denton	12,100	75	Neuces	61,800	59
Humphreys	2,700	55	De Witt	6,200	44	Ochiltree	1,900	32
Jackson	2,500	39	Dickens	1,700	36	Oldham	400	43
Jefferson	4,800	38	Dimmit	2,400	27	Orange	16,300	56
Johnson	2,600	39	Donley	1,500	56	Palo Pinto	8,400	69
Knox	64,900	79	Duval	3,200	38	Panola	4,300	22
Lake	2,700	41	Eastland	6,700	43	Parker	7,500	69
Lauderdale	6,400	57	Ector	19,500	58	Parmer	1,800	43
Lawrence	6,900	32	Edwards	800	17	Pecos	2,600	21
Lewis	1,500	51	Ellis	12,400	67	Polk	3,700	49
Lincoln	6,300	27	El Paso	62,900	81	Potter	34,400	84
Loudon	6,200	54	Erath	5,100	47	Presidio	1,500	14
McMinn	8,100	43	Falls	6,500	45	Rains	800	71
McNairy	5,000	39	Fannin	7,700	34	Randall	6,400	70
Macon	3,400	51	Fayette	6,000	41	Reagan	900	44
Madison	17,300	47	Fisher	2,500	50	Real	700	33
Marion	4,800	52	Floyd	2,900	62	Red River	5,300	28
Marshall	5,000	57	Foard	1,100	46	Reeves	4,100	21
Mauzy	10,800	51	Fort Bend	7,300	69	Refugio	2,500	31
Melgs	1,300	43	Franklin	1,500	36	Roberts	300	32
Monroe	5,500	56	Freestone	3,800	34	Robertson	4,800	36
Montgomery	12,100	64	Frio	2,600	62	Rockwall	1,400	64
Moore	1,200	27	Gaines	2,400	47	Runnels	4,400	49
Morgan	3,100	32	Galveston	38,500	74	Rusk	11,700	41
Obion	8,000	41	Garza	1,800	56	Sabine	1,900	34
Overton	3,900	39	Gillespie	3,000	34	San Augustine	1,900	27
Perry	1,500	21	Glasscock	200	44	San Jacinto	1,600	49
Pickett	1,000	32	Goliad	1,300	46	San Patricio	9,500	50
Polk	3,000	56	Gonzales	5,200	53	San Saba	2,200	25
Putnam	7,900	45	Gray	7,400	56	Schleicher	700	22
Rhea	3,800	43	Grayson	22,400	58	Scurry	9,900	48
Roane	8,200	58	Gregg	21,300	51	Shackelford	1,100	43
Robertson	6,800	64	Grimes	3,600	53	Shelby	5,700	22
Rutherford	11,100	63	Guadalupe	7,000	68	Sherman	700	73
Scott	4,000	32	Hale	9,400	62	Smith	22,400	51
Sequatchie	1,300	52	Hall	2,700	33	Somervell	800	47
Sevier	5,400	38	Hamilton	2,900	47	Starr	3,000	24
Shelby	149,900	80	Hansford	1,200	78	Stephens	3,300	43
Smith	3,600	51	Hardeman	3,000	46	Sterling	400	44
Stewart	2,000	55	Hardin	5,600	40	Stonewall	900	50
Sullivan	28,700	51	Harris	317,800	80	Sutton	1,000	22
Sumner	8,700	77	Harrison	12,300	47	Swisher	2,300	50
Tipton	7,400	59	Hartley	500	73	Tarrant	153,300	77
Trousdale	1,600	51	Haskell	3,500	53	Taylor	21,200	61
Unicoi	3,800	38	Hays	4,400	54	Terrell	900	21
Union	1,900	32	Hemphill	1,300	32	Terry	4,100	61
Van Buren	800	52	Henderson	5,600	31	Throckmorton	900	53
Warren	6,300	41	Hidalgo	46,000	42	Titus	4,600	28
Washington	15,500	60	Hill	8,300	82	Tom Green	21,300	53
Wayne	3,200	21	Hockley	7,100	69	Travis	49,700	66
Weakley	7,600	34	Hood	1,300	69	Trinity	2,500	49
White	3,900	30	Hopkins	5,900	36	Tyler	2,800	40
Williamson	5,800	75	Houston	5,400	32	Upshur	4,900	40
Wilson	7,500	55	Howard	8,600	53	Upton	1,500	44
			Hudspeth	1,200	40	Uvalde	4,600	33
			Hunt	11,300	75	Val Verde	4,300	17
			Hutchinson	9,900	88	Van Zandt	5,500	71
			Irion	500	44	Victoria	10,000	28
			Jack	2,100	67	Walker	4,200	53
			Jackson	3,500	47	Waller	2,900	64
			Jasper	5,100	34	Ward	4,300	37
			Jeff Davis	500	40	Washington	5,100	48
			Jefferson	64,700	72	Webb	14,400	24
			Jim Hogg	1,300	24	Wharton	9,700	52
			Jim Wells	7,600	28	Wheeler	2,500	27
			Johnson	9,700	79	Wichita	33,400	70
			Jones	6,300	50	Wilbarger	5,700	55
			Karnes	3,800	46	Willacy	6,000	35
			Kaufman	7,300	64	Williamson	10,200	58
			Kendall	1,600	65	Wilson	3,200	68
			Kenedy	100	35	Winkler	3,800	37
			Kent	500	36	Wise	4,300	67
			Kerr	4,200	34	Wood	5,200	40
			Kimble	1,200	34	Yoakum	1,100	61
			King	200	26	Young	4,600	53
			Kinney	500	27	Zapata	1,000	24
			Kleberg	6,400	28	Zavala	2,600	33
			Knox	2,500	46			
			Lamar	12,600	18	<b>UTAH</b>	209,400	70
			Lamb	5,800	69	Beaver	1,300	9
			Lampasas	2,800	55	Box Elder	5,500	78
			La Salle	1,900	38	Cache	9,400	69
			Lavaca	5,500	44	Carbon	7,200	31
			Lee	2,500	40	Daggett	100	19
			Leon	2,700	34	Davis	10,600	78
			Liberty	7,600	78	Duchesne	2,000	19
			Limestone	5,900	45	Emery	1,400	31
			Lipscomb	1,100	32	Garfield	900	9
			Live Oak	2,000	38	Grand	500	31
			Llano	1,700	25	Iron	2,500	9
			Loving	100	37	Juab	1,500	40
			Lubbock	42,600	65	Kane	600	9
			Lynn	2,700	56	Millard	2,400	40
						Morgan	600	61

State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number	State and County	Total Households	TV Households Percent Number		
<b>UTAH—Continued</b>			Princess Anne	14,500	70	10,210	Roane	3,800	45	1,710
Plute	500	9	Prince William	5,200	82	4,260	Summers	4,400	46	2,030
Rich	500	61	Pulaski	7,600	62	4,690	Taylor	4,400	46	2,030
Salt Lake	88,100	81	Rappahannock	1,400	46	640	Tucker	2,200	36	780
San Juan	1,000	9	Richmond	1,400	59	820	Tyler	2,500	54	1,340
Sanpete	3,700	40	Roanoke	39,100	81	31,480	Upshur	4,800	32	1,540
Sevier	3,200	40	Rockbridge	7,100	40	2,840	Wayne	8,200	64	5,250
Summit	1,700	61	Rockingham	12,600	55	6,870	Webster	4,000	36	1,440
Tooele	5,500	68	Russell	6,100	29	1,790	Wetzel	4,700	54	2,520
Uintah	2,700	19	Scott	6,600	38	2,530	Wirt	1,200	45	540
Utah	23,700	77	Shenandoah	5,600	50	2,810	Wood	20,100	46	9,170
Wasatch	1,300	61	Smyth	7,100	40	2,820	Wyoming	8,800	49	4,290
Washington	2,700	9	Southampton	6,300	49	3,060	<b>WISCONSIN</b>			
Wayne	300	9	Spotsylvania	6,500	62	4,020	Adams	2,500	33	830
Weber	28,000	78	Stafford	3,100	62	1,920	Ashland	5,600	52	2,900
<b>VERMONT</b>			Surry	1,500	67	1,000	Barron	10,800	53	5,720
Addison	5,100	62	Sussex	2,700	51	1,380	Bayfield	3,900	43	1,690
Bennington	7,700	74	Tazewell	11,600	34	3,920	Brown	30,000	85	25,620
Caledonia	7,200	53	Warren	4,400	64	2,830	Buffalo	4,400	63	2,790
Chittenden	18,600	82	Washington	13,200	31	4,070	Burnett	2,900	48	1,380
Essex	1,800	73	Westmoreland	2,600	59	1,530	Calumet	5,500	81	4,480
Franklin	8,300	67	Wise	13,600	36	4,870	Chippewa	12,000	57	6,830
Grand Isle	800	67	Wythe	5,800	42	2,430	Clark	9,100	45	4,070
Lamoille	3,000	67	York	3,700	67	2,460	Columbia	10,800	52	5,650
Orange	4,700	53	<b>WASHINGTON</b>			Crawford	5,000	45	2,230	
Orleans	5,800	73	Adams	3,000	62	1,850	Dane	53,100	67	35,580
Rutland	13,300	64	Asotin	3,800	44	1,600	Dodge	17,500	84	14,670
Rutland	12,100	70	Benton	19,600	36	7,040	Door	6,600	82	5,430
Washington	8,500	39	Chelan	13,600	38	5,110	Douglas	14,300	62	8,870
Windham	12,700	46	Clallam	8,600	67	5,720	Dunn	7,800	65	5,030
Windsor	12,700	46	Clark	27,900	69	19,140	Eau Claire	17,500	80	13,910
<b>VIRGINIA</b>			Columbia	1,500	44	660	Florence	1,200	44	530
Accomack	10,100	41	Cowlitz	18,000	45	8,170	Fond du Lac	20,700	77	15,940
Albemarle	13,700	41	Douglas	3,800	27	1,010	Forest	2,400	44	1,060
Alleghany	7,700	64	Ferry	1,100	47	520	Grant	12,600	51	6,390
Amelia	1,700	51	Franklin	6,600	47	3,110	Green	7,600	57	4,300
Amherst	4,300	56	Garfield	900	44	390	Green Lake	4,700	47	2,190
Appomattox	1,900	56	Grant	11,700	41	4,810	Iowa	5,700	44	2,500
Arlington	71,500	84	Grays Harbor	18,100	43	7,840	Iron	2,500	52	1,290
Augusta	17,800	42	Island	3,900	72	2,800	Jackson	4,900	55	2,700
Bath	1,500	40	Jefferson	2,600	69	1,780	Jefferson	13,600	60	11,420
Bedford	7,400	49	King	256,400	74	188,560	Juneau	5,500	33	1,830
Blind	1,400	42	Kitsap	27,300	77	21,050	Kenosha	25,600	87	22,140
Botetourt	3,900	64	Kittitas	6,300	31	1,980	Kewaunee	4,800	82	3,950
Brunswick	4,300	41	Klickitat	4,100	36	1,470	La Crosse	21,300	61	13,040
Buchanan	7,900	28	Lewis	13,900	50	6,880	Lafayette	5,300	57	3,000
Buckingham	2,600	46	Lincoln	3,400	62	2,090	Langlade	6,100	53	3,240
Campbell	21,500	62	Mason	4,800	69	3,200	Lincoln	6,600	53	3,500
Caroline	2,600	65	Okanogan	8,700	33	2,900	Manitowoc	20,700	85	17,550
Carroll	6,800	37	Pacific	5,600	39	2,190	Marathon	23,300	58	13,400
Charlotte	3,100	51	Pend Oreille	2,500	47	1,180	Marquette	10,600	62	6,570
Charles City	900	64	Pierce	88,200	73	63,920	Marquette	2,700	47	1,260
Chesterfield	10,500	78	San Juan	1,200	72	860	Milwaukee	293,100	91	266,090
Clarke	1,800	64	Skagit	14,300	54	7,660	Monroe	8,800	53	4,650
Craig	800	64	Skamania	1,700	54	910	Oconto	7,400	81	5,990
Culpeper	3,300	55	Snohomish	43,400	75	32,470	Oneida	6,600	41	2,710
Cumberland	1,600	46	Spokane	82,900	75	62,510	Outagamie	25,300	85	21,450
Dickenson	5,100	29	Stevens	6,000	47	2,840	Ozaukee	7,600	88	6,700
Dinwiddie	13,900	81	Thurston	15,500	65	10,090	Pepin	2,100	63	1,330
Essex	1,400	65	Wahkiakum	1,000	39	390	Pierce	6,300	63	3,990
Fairfax	33,200	89	Walla Walla	12,300	36	4,420	Polk	7,500	82	6,170
Fauquier	5,400	64	Whatcom	22,900	48	10,970	Portage	9,300	55	5,090
Floyd	2,600	37	Whitman	9,000	46	4,100	Price	4,700	42	1,990
Fluvanna	1,700	46	Yakima	44,500	60	26,590	Racine	36,300	88	31,940
Franklin	5,700	49	<b>WEST VIRGINIA</b>			Richland	5,500	44	2,410	
Frederick	9,200	75	Barbour	502,400	61	304,030	Rock	31,200	67	20,940
Giles	5,000	62	Berkeley	4,600	32	1,470	Rusk	4,600	42	1,950
Gloucester	2,900	67	Boone	8,000	65	5,210	St. Croix	7,800	84	6,540
Goochland	1,700	62	Braxton	7,600	57	4,290	Sauk	12,100	60	7,240
Grayson	5,600	40	Brooke	3,700	31	1,160	Sawyer	2,900	43	1,260
Greene	1,100	46	Cabell	6,900	90	6,200	Shawano	9,700	63	6,080
Greensville	3,900	51	Calhoun	33,100	87	28,760	Sheboygan	25,700	84	21,540
Halifax	9,200	56	Calloway	2,200	45	990	Taylor	4,700	42	1,990
Hanover	5,600	62	Clay	3,200	48	1,530	Trempealeau	6,900	55	3,790
Henrico	88,100	81	Doddridge	2,100	27	570	Vernon	7,800	45	3,470
Henry	12,700	58	Fayette	19,900	52	10,290	Vilas	2,900	41	1,190
Highland	800	40	Gilmer	2,100	27	570	Walworth	14,700	83	12,250
Isle of Wight	3,500	49	Grant	2,200	36	790	Washington	3,300	48	1,570
James City	2,600	67	Greenbrier	9,200	51	4,720	Washington	10,900	89	9,650
King & Queen	1,400	65	Hampshire	2,900	38	1,110	Waukesha	29,500	86	25,310
King George	1,800	59	Hancock	8,800	86	7,600	Waupaca	10,700	82	8,730
King William	1,900	65	Hardy	2,200	36	790	Waushara	4,300	47	2,000
Lancaster	2,300	59	Harrison	22,500	36	8,030	Winnebago	29,500	76	22,450
Lee	8,000	33	Jackson	3,500	45	1,580	Wood	15,300	53	8,170
Loudoun	5,100	82	Jefferson	4,300	79	3,140	<b>WYOMING</b>			
Louisa	3,000	62	Kanawha	65,300	80	52,300	Albany	6,500	27	2,370
Lunenburg	3,400	41	Lewis	4,600	31	1,440	Big Horn	3,600	16	590
Madison	2,000	46	Lincoln	4,700	77	3,600	Campbell	1,400	11	150
Mathews	1,700	67	Logan	17,700	63	11,260	Carbon	4,900	27	1,320
Mecklenburg	8,000	48	McDowell	20,700	54	11,260	Converse	1,600	22	340
Middlesex	1,900	67	Marion	19,500	63	12,340	Crook	1,200	11	130
Montgomery	10,400	77	Marshall	9,000	81	7,250	Fremont	5,900	10	590
Nansemond	10,000	62	Mason	6,000	77	4,600	Goshen	3,600	22	780
Nelson	3,200	56	Mercer	18,400	53	9,700	Hot Springs	1,700	10	170
New Kent	1,000	64	Mineral	5,700	38	2,180	Johnson	1,400	16	230
Newport News	48,400	82	Mingo	10,900	64	6,930	Laramie	16,100	59	9,530
Norfolk	130,500	83	Monongalia	15,800	69	10,930	Lincoln	2,400	27	650
Northampton	4,500	48	Monroe	2,900	46	1,340	Natrona	12,800	20	2,590
Northumberland	2,500	59	Morgan	2,300	38	880	Niobrara	1,200	22	260
Nottoway	4,300	51	Nicholas	6,500	48	3,100	Park	5,600	23	1,300
Orange	3,100	55	Ohio	22,600	88	19,820	Platte	2,300	22	490
Page	3,800	50	Pendleton	2,000	36	720	Sheridan	6,200	16	1,010
Patrick	3,600	37	Pleasants	1,600	54	860	Sublette	900	10	90
Plttsylvania	27,300	48	Pocahontas	2,700	36	970	Sweetwater	6,300	9	590
Powhatan	1,200	62	Preston	7,500	46	3,470	Teton	800	23	180
Prince Edward	3,700	51	Putnam	5,000	77	3,830	Uinta	1,600	27	440
Prince George	9,100	64	Raichg	22,900	47	10,690	Washakie	2,000	16	330
			Randolph	7,100	30	2,130	Weston	2,000	11	210
			Ritchie	2,900	27	780	Yellowstone Park	100	23	20

**Network Color Schedules**  
(Sept. 30 - Oct. 13, 1956)

- Sept. 30—NBC: *Alcoa Hour*, 9-10 p.m.
- Oct. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Golden Touch of Frankie Carle*, 7:30-7:45 p.m.
- Oct. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Oct. 3—NBC: *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Oct. 4—NBC: *Lux Video Theatre*, 10-11 p.m.
- Oct. 5—NBC: *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.
- Oct. 6—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, 9:30-11 p.m.
- Oct. 7—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Oct. 8—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Oct. 9—NBC: *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Oct. 10—NBC: *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Oct. 11—NBC: *Lux Video Theatre*, 10-11 p.m.
- Oct. 12—NBC: *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Oct. 13—NBC: *Perry Como Show*, 8-9 p.m.

On-the-job color service reference book, *The 700 Series Color TV Receivers*, illustrated with 148 photos & diagrams, has been published by RCA Service Co., Camden, N. J., available there or at local RCA distributors.

GPL ships 3-vidicon color film chain and associated equipment to DuMont's WABD, New York.

**ELECTRONIC PERSONALS:** Arthur B. Goetze, with AT&T for 39 years, most recently as manufacturing v.p. & director of Western Electric, elected pres. of Western Electric, succeeding Frederick R. Kappel, now pres. of AT&T; Paul A. Gorman, Western Electric finance v.p., succeeds Goetze, with manufacturing controller Paul R. Brousse succeeding Gorman . . . Lawrence G. Haggerty, ex-Capehart-Farnsworth pres., elected pres. of IT&T's Farnsworth Electronics Co., succeeding Dr. Harvard L. Hull, now Litton Industries v.p. . . . Dr. E. R. Piore named v.p. & research director of International Business Machines, relinquishing posts as Avco v.p. & research director but continuing as scientific consultant to Avco . . . Charles W. Sanford, ex-Jack & Heintz and Whirlpool, appointed Avco Pacific operations mgr. . . . Richard C. Hess promoted to sales mgr., instrument div., Federal Telephone & Radio . . . Anthony L. Conrad elected v.p., RCA Service Co. missile test project . . . Dr. Earl L. Steele appointed chief development engineer, device development dept., Motorola semiconductor div., Phoenix . . . G. Emerson Pray, ex-General Radio Sonic Corp. pres., named gen. mgr., Aerovox Corp. special products div. (printed circuits, subassemblies) . . . Richard P. Thornton, ex-P. R. Mallory & Westinghouse, appointed marketing mgr. of Amphenol Electronics for aircraft & guided missile industries . . . Richard K. Mosher appointed director of customer relations, Laboratory for Electronics Inc., Boston.

Industrial Reactor Labs Inc. has been formed by 10 big U. S. corporations to build & operate a privately-owned nuclear reactor for industrial atomic energy research at Plainsboro, N. Y. Pres. of firm is Gen. Walter Bedell Smith, chairman and pres. of AMF Atomics Inc.; v.p. is H. L. Hilyard, American Tobacco Co. treas. Other participating firms: RCA, Atlas Powder, Continental Can, Corning Glass Works, National Distillers Products, National Lead, Socony Mobil Oil & U. S. Rubber.

Closed-circuit TV is being used to provide waiting passengers with information of plane arrivals and departures in American Airlines' passenger concourse at New York's La Guardia airport. The 3-monitor system was developed by airline's advanced process research div. in cooperation with Telecom Systems Inc., New York.

Former FCC Comr. George E. Sterling's views on NTSC color got garbled by someone, he tells us, by the time they appeared in memo in printed record of Evins subcommittee hearing (Vol. 12:35). Memo was from CBS v.p. Richard Salant to pres. Frank Stanton. It said that CBS Washington representative Earl Gammons reported Comr. Sterling said he "had very little faith in the new WTSC-RCA (sic) system and didn't believe that it would prove out." Sterling says he's at a loss to see how such a statement could be attributed to him, since he had vigorously dissented in 1950 from adoption of CBS color system and plumped for development of compatible system, such as NTSC's.

Bruno-New York's weekly color sales "often exceed" 50% of its total TV volume, according to the RCA distributor's ad in N. Y. newspapers this week proclaiming that "94% of N. Y.'s leading TV dealers purchased new 1957 21-in. color TV for their own homes." Ad stresses ease of operation, 3-year purchase terms for as low as \$3 a week, increase in color programming, compatibility.

All local programs in color by Oct. 28—for average of 15 hours a week—is goal of Milwaukee's WTMJ-TV, now adding second color studio and 2 more color cameras to permit tripling of color schedule. In addition to carrying NBC-TV's color originations, station plans to colorcast feature films and is urging all sponsors to use all balop material in color.

Transistors in consumer equipment may never have to be replaced if properly used, GE engineer C. H. Zierdt Jr. suggested last week at Defense Dept. transistor reliability symposium in New York. He described these tests conducted by GE, using regular production transistors designed for consumer use: (1) Life tests started in 1954 showed no failures after 18,000 working hours at full power; the same transistors still look and act like new ones. (2) Tests of 2050 transistors picked at random from different manufacturing lots showed that only 1/4 of 1% could not be operated at peak ratings after 1000 hours at full power; all were still usable in portable radios. (3) Several lots of transistors were shot from a mortar; 60-75% were still capable of operating at full power. Minor structural modifications are now being made to give better shock-resistance. (4) Transistors have been found capable of withstanding "substantial doses" of nuclear radiation, and germanium transistors can be operated at 212 degrees F. and stored at 275 degrees.

"Electronic carburetor" is now ready for use by auto industry, Bendix Aviation officials announced last week at Detroit press conference and demonstration. The Bendix device is transistorized "electronic brain" fuel-injection system, which portions gas by electrical impulses rather than by mechanical metering device. Described as cheapest fuel-injection device, it is smaller than conventional carburetor and air cleaner, can be produced "for the cost of two 4-barreled carburetors," is claimed to be capable of providing additional 10-20 horsepower to high-compression V-8 engines. Auto makers were described as "interested," but signing no deals.

First "atomic beam clock" for commercial use, "Atomichron," will be shown Oct. 3 at Overseas Press Club in New York by National Co. officials, who claim "world's most accurate clock" will make possible better control of frequency of transmitters and receivers.

Medical diagnosis through use of tiny TV camera introduced into alimentary canal is objective of device patented this week by Dr. E. E. Sheldon, 509 Fifth Ave., N. Y.

Spragne Electric, North Adams, Mass. buys controlling interest in CREAS, small Milan, Italy, capacitor manufacturer, for undisclosed amount.

**F**ILM NETWORK contracts signed by more than 100 TV stations with NTA (Vol. 12:37-38) have been undergoing FCC scrutiny for last week or so—even before Commission's receipt this week of request for clarification of legality of affiliation pact. Request came from KGEO-TV, Enid, Okla. (Ch. 5), which has already signed as NTA Film Network affiliate.

FCC attorneys say that it appears almost certain that all NTA affiliates must file copies of affiliation agreement with Commission under rule 1.342, but they point out that they've received only about a dozen to date. Quite possibly, Commission's first action will be to inform NTA affiliates that contracts must be filed. After filing, detailed study will be made of the agreements to determine whether they conform with FCC rules.

Questions raised by KGEO-TV and being scrutinized by FCC: Does agreement cause station to relinquish control over programming and rates? Does NTA Film Network constitute "time brokerage"? Does contract constitute violation of FCC's option time rule when entered into by a station which is already an affiliate of a major network?

NTA officials would not comment on these questions, but it's understood that they believe that if there is any doubt about contract's conformity with the rules, easily-made revisions could bring it into line.

Note: NTA still has inside track on at least another batch—and perhaps all—of 20th Century-Fox's backlog features. Best guess now is that these films will be doled out to TV at rate of 50-80 a year. Speculation at week's end was that NTA would offer these "new" 20th Century oldies as first year's programming for its film network, which begins operation week of Oct. 15.

One tax break for stations goes out the window Oct. 15, when FCC puts into effect the policy governing issuance of "tax certificates" in connection with sales of stations under certain circumstances. Licensees frequently obtained substantial tax benefits on sale of station which was disposed of because acquisition of another would have meant violation of multiple ownership rules. Commission said that nothing in legislative history of Sec. 1071 of Internal Revenue Code "indicates that it was intended to apply to situations where a licensee voluntarily chose to dispose of one broadcast facility in order to obtain another facility and disposition of the first facility was necessary because of the Commission's multiple ownership or duopoly rules or policies." Commission said it would continue to issue tax certificates when sale of station is involuntary, forced by new FCC rules or policies.

NARTB's TV code review board meets Oct. 3-4 at The Tides, Irvington, Va., to consider possible action against "certain" stations which haven't conformed to code. A few unidentified stations have already resigned from code subscription as result of NARTB's campaign to remove offenders (Vol. 12:37)—and this week code chairman G. Richard Shafto, WIS-TV, Columbia, S. C., said "We should encourage others to quit if they can't conform." Meeting will also consider extending affiliate code subscription to TV film producers and distributors, following voluntary adoption of code this week by Alliance of TV Film Producers, representing 18 leading production firms.

Ranks of "tallest towers" will be joined next week by KGEO-TV, Enid, Okla. (Ch. 5), when it moves to 1356-ft. structure 31-mi. southeast of Enid. Station won right to build structure after long fight before FCC, which overruled opposition by military, air transport industry and off-air KTVQ, Oklahoma City (Ch. 25) (Vol. 11:27, 31, 33; 12:18).

Creation of NBC International Operations as means of expanding NBC's "program and station services" overseas, was announced Sept. 28 by pres. Robert Sarnoff with this comment: "TV is approaching a time of great growth in Europe, South America and elsewhere. Because of NBC's long association with the broadcasting services of foreign countries dating back from the first days of radio and because we believe that international broadcasting will develop rapidly in the next few years, NBC International Operations will have a place of real importance." He explained further that teams of programming, sales & technical personnel trained in network and local station operations will be made available to assist foreign stations. It was added that NBC already has affiliations with numerous stations outside U. S. Alfred R. Stern, theatrical div. v.p. of NBC subsidiary California National Productions, has been named director of new operation, reporting to Charles R. Denny, exec. v.p. for NBC operations. Romney Wheeler, NBC London Director, has been named director of European operations, reporting to Stern.

Five applications for new TV stations and 2 for translators were filed with FCC this week, bringing total pending to 131 for stations (28 uhf) and 22 for translators. Week's station applications: (1) For St. Louis, Ch. 30, by N. Y. group consisting of advertising executive Alex Rosenman, Associated Artists pres. Eliot Hyman, camera & hi-fi importer David Harris. (2) For Yakima, Wash., Ch. 23, by Robert S. McCaw, pres. & 1/2 owner of KYAK, Yakima & KALE, Richland, Wash., seeking reinstatement of CP cancelled earlier this month by FCC. (3) For Florence, Ala., Ch. 41, by local businessmen, including owners of local WOWL & WGAD, Gadsden, Ala. (4) For Alliance, Neb., Ch. 13, by local radio KCOW and L. L. Hilliard, owner of KOLT, Scottsbluff. (5) For Reliance, S. D., Ch. 6, by owners of KELO & KELO-TV (CP), Sioux Falls. Translator applications were for Trinidad, Colo., Ch. 70 & 76, by H. L. Corley. [For details, see *TV Addenda 23-L* herewith.]

Multiple-ownership issue has been shelved by FCC until January, while commissioners continue to weigh question individually. Comr. Rosel H. Hyde gave his ideas this week, in speech at NARTB regional meeting in San Francisco Sept. 24: "I can think of no more serious blunder the Commission could make than to permit large financial aggregates to acquire a dominant role in the TV medium. It would not be in the interest of the public. Typically, the multiple owner does not add to the number of TV stations; rather he acquires an existing station. It would not be in the interest of the industry itself, for inevitably the day of reckoning would come. I suspect it would come rapidly, for the legislature is very keenly aware of developments in the TV medium. A competitive TV system is a bulwark against undue governmental interference."

Nov. 1 is VTR Day at CBS-TV—meaning that is the date when the network plans to have its Ampex video tape recorders in use for west coast repeats of network shows. CBS-TV, which has 12 of the machines on order, plans to begin "checking out" the first 2 or 3 Oct. 8 or 9 at Ampex's Redwood City, Cal. plant. Engineering team from CBS N. Y. & Hollywood studios will check the machines against specifications, familiarize themselves with the recorders and prepare them for shipment. First 2 or 3 units will go to CBS TV City in Hollywood, with a couple more going to New York shortly thereafter. CBS hopes to put the recorders into use with day or so of installation.

TV may help eyesight, rather than hurt, in opinion of Dr. Theodore F. Schlaegel, Indianapolis eye specialist. Speaking this week before Michigan State Medical Society in Detroit, he said: "Eyes, like legs, are meant to be used. People are overanxious about eyes—that's the difference."