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AUTHORITATIVE**

WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
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Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 5, 1958

RADIO STATIONS MULTIPLY until mid-year finds 3353 AMs authorized, 636 FMs. Still more seek licenses; 353 AM, 60 FM applications pending (p. 2).

SENATE ALLOCATIONS HEARING concentrates on possibility of obtaining more vhf channels via swap with military. Congress urged to step in (p. 2).

FCC 'SMALL-TOWN TV' INQUIRY elicits first comments. Familiar arguments repeated. Stations, boosters, common carriers filed (pp. 3 & 4).

PRESS PREVIEWS OF TV SHOWS proposed by sponsor DuPont to guide viewers to best live programming. "Startling" effects seen by Jock Gould (p. 5).

NETWORK RULES VIOLATED, FCC tells CBS, NBC & ABC and 2 stations. Demands strict adherence from here on but inflicts no penalties (p. 6).

NAB GOES TO BAT against baseball TV "blackout" bill as Senate schedules hearings on anti-trust exemptions for pro sports voted by House (p. 8).

HOLLYWOOD LOSES CAMPAIGN to keep post-1948 features from TV, reports *Variety*, citing 85 recent movies shown on N. Y. TV screens in one month (p. 8).

NETWORK BILLINGS CONTINUE RISE in May, as first 5 months score 13.3% gain over 1957. CBS continues in No. 1 position (p. 8).

STATE-BY-STATE & REGIONAL set distribution estimates released by ARF & Nielsen, show TV in 84% of U. S. households, vs. 72.8% two years ago (p. 9).

WOMEN ENGINEERS RARE in electronics. Only 4 in broadcast work in professional status but manufacturers have quite a few scientists (p. 11).

Manufacturing-Distribution-Finance

DuMONT SELLS OUT TV, phono, hi-fi, stereo labels to Emerson Radio for \$6,000,000 continues all other operations except consumer products (pp. 1 & 13).

PORTABLE TV INVENTORIES "no burden" on fall promotions of high-end higher-profit consoles, set makers say. Portables now 35% of production (p. 12).

CUSTOM BUILT HI-FI now big business for TV-radio service technicians, survey by Institute shows (p. 12).

OLD FIGURES IN NEW FORMAT: Big brokerage house compiles handy index tabulation of TV & radio production and sales figures, 1949-57 (p. 15).

DuMONT SELLS CONSUMER DIV. TO EMERSON: Need for ready cash, tenuous state of consumer goods market -- and "a very good deal" -- impelled Allen B. DuMont Laboratories Inc. to make deal this week with Emerson Radio whereby DuMont TV, phonograph, hi-fi & stereo instruments will henceforth be manufactured by Emerson under DuMont label. Emerson pays \$6,000,000 cash over next 3 months, between \$1,500,000 & \$2,000,000 to be paid immediately on account of inventories and other assets.

Emerson has set up new subsidiary, DuMont Television & Radio Corp., headed by its pres. Benjamin Abrams, plans to market DuMont lines separate and apart from Emerson. New firm acquires, besides current inventories, all tools, dies, molds, etc., gets royalty-free patent license from DuMont -- in fact, takes over DuMont's consumer products div. in toto, including sales & service staff headed by Allen B. DuMont Jr. and certain engineering personnel.

Manufacture will continue in DuMont plants in Clifton, N.J. until year's end when it presumably will be moved into Emerson's big Jersey City plant.

Deal was worked out largely by Dr. DuMont and Abrams, old friends -- latter realizing longtime desire to expand in quality field with probability of eventually marketing DuMont brands direct-to-dealer a la Magnavox. DuMont spokesmen said it was "excellent deal" for their company and "Ben got a bargain and should do very well." Formal statement said acquisition "will provide cash enabling DuMont to concentrate its resources on the remaining divisions, which, it is felt, will inure to the benefit of the company's future operating results."

There's no intention of going beyond this spinoff and selling out any of the rest of the big DuMont operation, despite recent talks with Daystrom (Vol. 14:22), which led to naught, and despite reports that DuMont has been talking merger with Borg-Warner and/or one of the big aircraft companies holding electronic contracts (Vol. 14:23). [For further details about Emerson deal and DuMont plans, see p. 13.]

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TV manufacturing field has been forsaken by more than a dozen important companies in last few years, though our last Television Factbook No. 26, published in March, lists 42 U.S. manufacturers and/or assemblers; also 51 makers of radios. The TV "casualty list" had none going out of business; rather, they chose to concentrate on other products. The list: Arvin, Bendix, Capehart-Farnsworth, CBS-Columbia, Crosley, Hallicrafters, Kaye-Halbert, Raytheon, Sentinel, Sonora (revived), Sperton, Stewart-Warner, Stromberg-Carlson, Trav-ler, Wilcox-Gay (Majestic).

NEARLY 4000 AMs & FMs AUTHORIZED: And still they come -- the new radio stations, AM and FM. Mid-year analysis of records we maintain to keep current our annual AM-FM Directory discloses new radio outlets are being authorized by FCC at rate of 3 to 1 over new TV starters. Count at end of June is 3353 AMs authorized, of which 3253 are on the air and 100 CPs; 636 FMs, with 548 on air and 88 CPs. Six months ago, at the New Year, there were 42 fewer AMs, 8 fewer FMs. TVs on air now total 533, only 17 having started in last 6 months when 4 uhf's went off air and 10 dropped CPs.

Most of the new AMs are small operations, many of them daytimers, capable of a modest livelihood for their enterprisers because cost of installation isn't high, cost of operation also low. Trend to more AM stations began with end of the wartime freeze when many veterans wanted to go into business for themselves. Thus, from 1056 AMs at end of 1945, the growth was continual: end of 1946--1579; 1947--1961; 1948--2131; 1949--2246; 1950--2351; 1951--2410; 1952--2516; 1953--2644; 1954--2782; 1955--2941; 1956--3140; 1957--3289. FM had its big surge after the war, rose to peak of 706, then dropped off as enthusiasm waned; it's back up again largely because of the heightened interest in hi-fi and the expected boom in stereo & multiplexing.

Even more want to go into radio, for right now 353 applications for new AMs pend vs. 328 at start of year; only two AM licenses and 6 CPs were turned in during the half year. There are 60 FM applications pending vs. 46 at beginning of year, 13 licenses having been turned in and 4 CPs dropped.

Note: Last count showed 1751 daily newspapers in U.S., English-language, plus 546 Sunday newspapers. But some are known to have folded and none to have started since the Editor & Publisher Yearbook tabulation of last Jan. 1. And there were 9431 weeklies, according to the latest N.W. Ayer Directory of Newspapers & Periodicals.

WILL MILITARY HORSETRADE VHF & UHF? Concept of "getting more vhf from the military" was a prime topic during this week's hearing on allocations, conducted by Senate Committee on Interstate & Foreign Commerce, with FCC members testifying.

Chairman Magnuson (D-Wash.) sounded excited about the idea, said "maybe we ought to call the military in for testimony." And he declared that Committee would take up, at its next meeting, resolution of Sen. Potter (R-Mich.) to create special group to study whole spectrum. But S.J. Res. 106 has been languishing in pigeon-hole for more than a year (Vol. 13:25) with nary a peep from Magnuson -- so it would surprise no one if his sudden enthusiasm quietly oozed out.

FCC's 7 members have approximately 7 ideas about "get more vhf." Chairman Doerfer reiterated thought that "in light of the cold war, so much spectrum for TV may be a luxury" (Vol. 14:26). Clearly, he's dubious about need for more stations. He noted that the 4th station in some markets has economic problems, called some outlets "glorified movie houses." He said he wouldn't hesitate to move 3-4 stations out of New York & Los Angeles if necessary to provide "information service" to other major cities which have fewer than 3 stations. He left the matter there.

Comr. Cross spoke up for first time, apropos discussions with the military:

"This time, I think we have something to trade. FCC didn't before. We have a better chance now." Comr. Lee, who spearheaded last Commission attempt to get more vhf, sounded less optimistic: "ODM Director Flemming gave strong support to the idea, but months of study brought a flat 'no'. I don't know whether we'd be more successful now. I think Congress ought to get into it."

Comr. Ford will be Commission's liaison with defense officials in the discussions but he said that FCC doesn't know how many channels it needs; that FCC staff should conclude its study before Commission decides whether the 25 vhf channels proposed by Comr. Craven (Vol. 14:26) are enough.

Comr. Hyde noted that military says none of its spectrum is idle, but Sen. Potter declared: "No one knows. I'll bet 10-to-1 that they're wasting a lot of valuable spectrum." Sen. Pastore (D-R.I.) stated cynically: "FCC is lucky not to lose anything to the military. Congress ought to move in. Nothing ever gets done."

Sen. Magnuson was impatient with Commission because it hasn't sought more money to conduct allocations study. FCC broadcast bureau chief Harold Cowgill estimated \$150,000 would be needed, unless bureau diverts manpower from other important projects. Doerfer promised to consider requesting the funds.

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There was considerable discussion of vhf mileage cuts. Doerfer repeated that he's willing to cut 2-3 miles for important drop-ins. Even Comr. Hyde, who has generally stood for holding the line on mileages, asserted that new engineering techniques (precision offset, directional antennas, etc.) might be coupled with mileage cuts to affect "limited relief in certain situations." He noted that scarcity produces pressures for more govt. regulation -- such as demands for elimination of option time, to give non-network programmers more access to prime time.

Sen. Thurmond (D-S.C.) read series of questions, obviously planted, aimed at holding line on mileages pending receipt of technical data from TV Allocations Study Organization (TASO). Theme of questions was that adequate station separation is best assurance against reduction of service. Essence of Doerfer's replies was that present separations aren't necessarily sacrosanct.

Hyde is a deintermixture advocate, but he said: "I wouldn't recklessly approve all deintermixture petitions. We must consider each case." Hyde also disputed Craven's estimate that receiver price might double under all-uhf system. FCC chief engineer Edward Allen backed him on that, said that if the uhf channels are grouped properly price might be cheaper than vhf.

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The hearing is over. Special Committee counsel Kenneth Cox has gone back to Seattle, after giving FCC some written questions on allocations, community antennas, boosters, etc., which Commission will answer in due time. He goes to work on his report, aims to finish it before Congress recesses.

It's noteworthy that this week's hearing brought fair turnout of Senators (those mentioned above). It's noteworthy, too, that they gave at least lip service to finding out what the military is doing with the public spectrum -- just as other Congressional committees learn how Defense Dept. spends money on visible weapons. It took air collisions to dramatize need for a single agency to control plane traffic. Perhaps there are tragedies caused by the current split management of the spectrum, but if there are, they're indirect, can't be linked to spectrum problems.

THE COMPLEX 'HINTERLAND TV' PROBLEM: You're going to hear more and more about the conflict among TV entrepreneurs attempting to serve the small towns of the nation. In one sense, it's a tempest in a teapot -- involving less than 1,000,000 of the 42,400,000 TV households, some 500,000 of them served by community antenna systems. But it has intense impact locally, and it has important industry-wide implications from a legal standpoint, i.e., the "property rights" issue.

CATV is the most controversial aspect of problem. It reverses the conven-

tional economics of broadcasting: The more isolated the community, the sparser the population -- the greater the price people are willing to pay to get TV.

The rub comes when regular TV stations attempt to operate at the thin edge of traditional telecasting economics -- and when TV-hungry people, aided at times by their own state & local officials, take law into their own hands and establish illegal boosters without engineering rhyme or reason.

A good sample of the conflict may be found in comments filed this week in FCC's inquiry into small-town TV problems. Deadline was extended from June 27 to July 7, but quite a few parties filed in advance. We've digested them below.

"Property rights" issue has bestirred big telecasters who might otherwise be content to sit this one out. NAB has decided to finance a court test. Neither CATV nor stations claim they can predict outcome with confidence. Plenty of able lawyers express frank doubts -- both ways. It will be fought out, probably take years.

The Small-Town TV Argument: Though FCC had extended to July 7 the deadline for filing of comments in its "inquiry" into small-market TV service (Vol. 14:21), quite a few parties have filed already—and the arguments are familiar. Only 2 community antenna operators responded; most are waiting for the deadline.

Smalltown TV stations say CATV systems threaten their existence. Big-town stations want "property rights" in their signals to be recognized, presumably paid for, by CATV systems. Illegal boosters want FCC to clothe them with legality. Common carriers don't want FCC to regulate CATV by telling the carriers they must discriminate among customers.

Group of Montana broadcasters states flatly that local TV stations will go by the boards in face of CATV competition. Eight filed joint statement declaring that, for example, KXLJ-TV, Helena, will go dark if CATV system starts there—and that KMSO-TV, Missoula, might do likewise. They insist it's not in public interest to give certain portion of public multiple service via CATV while jeopardizing a single local station—because the station renders services that CATV doesn't. They claim FCC has adequate authority to control CATV, doesn't need new laws.

The Montana stations are: KXGN-TV, Glendive; KFBB-TV, Great Falls; KOOK-TV, Billings; KXLF-TV, Butte; KATL, Miles City. They were joined by translator operator Hill County TV Club, Havre.

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Big-town TV stations, who filed jointly through firm of Pierson, Ball & Dowd, said there's "simple remedy": Get Congress to amend Sec. 325(a) of Communications Act "to put it beyond any doubt that it prohibits the retransmission of a station's programs by any person, or by any means, including wire, except with the consent of the station whose signals are thus transmitted or rebroadcast."

Stations claim legislative history indicates Congress clearly meant that no one should be able to retransmit stations' signals, but urge any ambiguity be dissolved.

With solid authority, stations asserted, FCC could then prevent CATV from degrading signals, distorting programs, creating confusion and loss of good will by switching channels, interference with local programs, discriminating among stations picked up. They suggest originating stations might ask FCC for permission to let CATV systems pick up their signals—and that complaints

could thereafter be handled in customary fashion.

Stations filing the foregoing: KLZ-TV, Denver; KTVT, Salt Lake City; WKY-TV, Oklahoma City; WTVT, Tampa-St. Petersburg; WSFA-TV, Montgomery; WDSU-TV, New Orleans; WAFB-TV, Baton Rouge; WDAM-TV, Hattiesburg, Miss.; WCAU-TV, Philadelphia.

WCAX-TV, Burlington, Vt., complained that local CATV system switches to CBFT, Montreal, after 3:30 p.m. It suggested that CATV systems "either be required to provide access to the programs of the local station or stations or to guarantee from interference at the receiver of those householders who desire an alternative antenna connection."

KGMB-TV, Honolulu, plumped for virtues of conventional satellites, 2 of which it operates—KMAU-TV, Wailuku & KHBC-TV, Hilo. It also suggested that island of Kauai, with 8500 families, too small even for satellite, might be served by translator or booster.

WBOY-TV, Clarksburg, W. Va., said it suffered from invasion of big-city signals via local CATV: "It is no exaggeration that stations in secondary markets cannot grow or possibly exist where CATV can provide full programming of 3 national networks as retransmitted from distant stations and for which the public has already and continues to pay dearly and for which the advertiser is not charged." CATV should be licensed and controlled with that in mind, it stated.

KWRB-TV, Riverton, Wyo., claimed that CATV "can and will obliterate free TV for the masses." It asserted that one conventional signal "available to all" is better than several signals "for a few." It urged CATV licensing.

Colo. Assn. of Bcstrs. made similar point, said CATV promotes "class distinction," urged govt. control.

A couple of Montana CATV operators filed. Big Mountain TV Inc., Whitefish, claimed that a TV station in area could serve but 38,000 people, provide "submarginal" service at best. If CATV were curbed in favor of a station, it said, "public would be deprived of a choice."

Missoula TV Cable Co., Missoula, which gives 4 channels to 2930 homes, asserted that it helped KMSO-TV get started there by providing ready-built audience; that public benefits from choice of 4 signals instead of the one it would have if CATV were killed off.

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Illegal booster operators mined another vein. Washington State Reflectors Assn. urged Commission to approve vhf boosters with little change from their present operations. "Common sense would dictate," it said, "that once people are able to obtain the necessary and proper TV

service free of charge that the CATV systems would naturally die a natural death." In addition: "FCC should not be in the business of keeping small marginal TV stations in business."

EAO-TV, serving 2000 sets with booster in Entiat, Wash. area, claimed that boosters are far superior to CATV, should be sanctioned. Prescott, (Ariz.) TV Booster Club threw in pitch against uhf translators, said their cost is "prohibitive." People's TV Assn., Soap Lake, Wash., serving 2750 sets, plumped for state regulation of CATV. Apple Valley TV Assn., Wenatchee, Wash., suggested:

"The FCC should prohibit or limit CATV, repeaters, translators or satellites only if, after a public hearing in the area affected, the majority interest would be served . . . The FCC should not be in the business of keeping small, marginal TV stations in business."

* * * *

AT&T, Western Union and U.S. Independent Telephone Assn., in similar comments, shunned thought of being required to refuse service to CATV systems. AT&T said its facilities shouldn't be used to achieve "indirect regulation of activities which are extraneous to common carrier regulation."

USITA stated: "Any attempt by the Commission indirectly to prohibit certain users from the use of common carrier facilities, particularly where otherwise such services would be beyond the Commission's direct jurisdiction and subject to state jurisdiction, for the purpose of giving an economic advantage to one class of common carrier subscriber, would be invalid and beyond the scope of any authority under the Communications Act, and at the same time an invasion of regulatory jurisdiction reserved to the states."

ABC allocation petition, recommending several mileage cuts to add vhf channels to important markets (Vol. 14:23), was endorsed this week by uhf telecasters' Committee for Competitive TV. In petition to FCC, CCT stated: "It is strongly urged that the ABC proposal is a significant step toward competitive TV allocations . . . This does not mean that CCT regards the ABC proposal as, by any means, a final answer in allocations. It is urged that the Commission also act with a sense of urgency in deintermixing, market by market, every area where uhf has established operating entities. Moreover, it is strongly urged that the Commission adopt, as a regular practice, the amendment of existing uhf & vhf construction permits in all deintermixture and drop-in cases to give reasonable protection to the equities of telecasters who have operated or are operating in affected markets on either vhf or uhf, as the case may be."

"Radio Allocations Study Organization," presumably patterned on TV Allocations Study Organization (TASO) is goal of group of radio broadcasters seeking to block FCC proposal to increase power of 12 clear channel stations from 50 to 750 kw (Vol. 14:16). F. C. Sowell, v. p.-gen. mgr. of WLAC, Nashville, is temporary chairman of group that met in Washington June 17 and resolved to form RASO. He's now soliciting support with aim of hiring legal & engineering counsel to fight power increase. Deadline for filing comments in case has been extended from July 15 to Aug. 15.

Satellite in Lebanon, N. H. is sought by WWLP, Springfield, Mass. (Ch. 22) which this week petitioned FCC to add Ch. 27 to Lebanon, Ch. 48 to Exeter, N. H., substituting Ch. 33 for Ch. 27 in Hanover, N. H., deleting Ch. 48 from Manchester, N. H.

Press Critics of TV (Cont.): Trial balloon on intriguing new idea for newspaper criticism of TV programming—press previews of live shows so viewers will have advance guide on whether they're worth watching—was sent up by Jack Gould in June 29 *N. Y. Times*, but it made little apparent headway this week.

Idea originated in Wilmington offices of big TV sponsor DuPont at time when spokesmen for networks were beginning to hit back in public at press attacks on TV (Vol. 14:25-26). After talking it over with his staff, DuPont adv. director Frederick A. C. Wardenburg wrote Gould, highly esteemed as one of best of the TV critics: Why not try it out next season?

Wardenburg told Gould his company would be willing to provide special, formal performances of TV shows for critics prior to broadcasts. If stage plays and books are reviewed by critics before customers pay out money for them, why shouldn't TV programs be reviewed before public spends its time on them?

Gould responded by enthusing in *Times* that innovation "could have both a startling & beneficial effect on the future of TV." He said it would "invoke a new influence on the course of ratings & production standards and render the viewer a new service . . ."

Calling for "extensive discussion & earnest consideration" by all telecasters, Gould argued: "Next fall many programs are going to be done on tape and could be readily shown in advance without the slightest difficulty."

Wardenburg's staff then sat back to see if idea would catch fire. Report to us from Wilmington at our press time: "All is calm." DuPont spokesman said company still stood by proposal, but that except for "minor, mild repercussions from other TV critics," there was little response.

* * * *

TV critics heard from pointed out that even with TV tape, plan wasn't "practical"—that they'd have to be in N. Y. or Hollywood to see show previews. Arrangement would be fine for critics based there, they said, but what about critics elsewhere? They'd find their TV work superseded by syndicated reports from N. Y. & Hollywood. Alternative to previews in 2 TV centers would be closed-circuit showings for all critics—and DuPont says "that would be out of this world financially."

Meanwhile, producer David Susskind of *DuPont Show of the Month* started press-TV project of his own, circularizing newspaper critics to join his new TV Action Committee organized among TV directors & performers in N. Y. to stimulate production there. Susskind's group wants to halt "increasing loss of quality programs," support "development & presentation of better programs."

But at same time press critics of TV came in for another blast within industry. Writing in July 10 *Reporter*, CBS's Eric Sevareid suggested: "TV could do with a sharp drop in the quality of criticism and a sharp rise in its quality." He complained of non-play-reading critics who pose as arbiters of TV drama, "lady journalists" who have no experience, "boy graduates" who presume to instruct networks on how to behave.

Sevareid said he thinks "a shocking percentage of TV fare is lousy," but that situation is "partly due to the fantastically irresponsible, inconsistent pulling & hauling [TV] is getting from the printed press."

FCC Cracks the Whip: The 3 TV networks and 2 stations—WMAL-TV, Washington & KBTB, Denver—were rebuked by FCC this week, but not penalized, for violations of chain broadcasting rules.

The violations were uncovered by FCC's network study staff, whereupon Commission asked networks and stations for their explanations. This week, FCC released letters to the "culprits," concluding the investigation. According to FCC, violations involved rules on "exclusive affiliation" [Sec. 3.658 (a)], "territorial exclusivity" [Sec. 3.658(b)], "control by networks of station rates" [Sec. 3.658 (h)].

Commission concluded that CBS violated Sec. 3.658(a) by pressuring WGAL-TV, Lancaster, and applicant Hartford Telecasting (Harry Butcher) into agreeing to "clear primarily or exclusively" for CBS, as against NBC & ABC. FCC said CBS violated Sec. 3.658(h) by pushing certain affiliates to increase their national spot rates.

NBC was found guilty of violating 3.658(b) in its dealings with Crosley stations, announced previously (Vol. 14:21). ABC was held culpable for inducing WMAL-TV and KBTB to raise national spot rates, and the stations were cited for participating in the arrangement.

The following conclusion of FCC's letter to CBS was repeated, roughly, to the others: "The Commission con-

CBS's \$20,000,000 purchase of WCAU-TV & WCAU, Philadelphia (Vol. 13:51, 14:18) was passed over again by FCC this week, is due to come up again in 2 weeks. Reasons for delay are numerous. One was need for FCC to clear up charges that CBS violated network rules which was done this week (above). Another was need to clear CBS of charge it was "unfair" in presentation of pay-TV controversy, also accomplished this week (p. 16). Another factor: Justice Dept. has informed FCC that CBS and other networks are charged with pressuring independent program producers to give them piece of their shows before accepting them for networking. FCC has to do something about that.

Single application for TV station filed this week was for Ch. 12, Aguadilla, Puerto Rico by Western Bcstg. Corp. of Puerto Rico whose principals are Hector Reichard (licensee of radio WABA there) and Winston-Salem Bcstg. Co. (owner of off-air uhf WTOB-TV, Winston-Salem; 80% owner of WAPA-TV, San Juan; owner of WSGN, Birmingham, Ala. and 50% of Ch. 42 grantee WBMG there). Principals have requested withdrawal of their individual applications for the same facilities. This brings total pending to 118 (29 uhf). [For details, see *TV Addenda 26-W.*]

Control of KFMB-TV, San Diego (Ch. 8), radio KFMB, KERO-TV, Bakersfield, Cal. (Ch. 10) & CP for KYAT, Yuma, Ariz. (Ch. 13) will be taken over by oilman Jack Wrather, FCC this week having approved transfer from Wrather-Alvarez Bcstg. Inc. to new Marietta Investment Corp. Maria Helen Alvarez gets \$2,916,750 and other remunerations for her 38.89% plus her interests in various other properties (Vol. 14:24). Wrather increases holdings in stations from 38.89% to 63.63%, rep Edward Petry & Co. from 22.22% to 36.36%.

Two appeals filed this week in Court of Appeals: (1) By KSTF, Scottsbluff, Neb. (Ch. 10), seeking to block CP for Ch. 13, Alliance, Neb., granted to KCON. (2) By KBAK-TV, Bakersfield, Cal. (Ch. 29), challenging FCC for failure to deintermix area.

siders that compliance with its Rules & Regulations is a minimum requirement of its licensees. Accordingly, it regards the conduct of the CBS network in contravening the intent and purpose of Sec. 3.658(a) and (h) as a serious matter, to be considered in connection with the overall qualifications of CBS as a licensee to operate in the public interest. No further action against CBS is contemplated at this time, since the conduct in question occurred some time ago, there is no evidence of present violation, and CBS statements of current and future practices and policies in these areas, if adhered to, should prevent future CBS conduct contrary to the rules. The Commission advises you that it expects CBS to adhere strictly to the provisions of Sec. 3.658, and that, in this connection, the correspondence concerning these matters is being associated with the Commission's files for the stations licensed to CBS, for such further consideration as CBS' future operations may warrant."

Copies of the letters are available from Commission—Mimeo. 61152 covering networks, Mimeo. 61153 for the 2 stations.

In a proceeding separate from the foregoing, radio WGH, Newport News, Va. was put on carpet too. Its license renewal was held up pending answer to Commission's charges that it's guilty of overcommercialization (average 20 spots per hour) and carried neither educational nor discussion programs—contrary to its promises to FCC.

Shift of WNHC-TV, New Haven (Ch. 8) to transmitter site 13.9 mi. from present location should be allowed, FCC examiner Basil P. Cooper recommended in initial decision this week. His ruling came after hearing on protest filed by WWLP, Springfield, Mass. (Ch. 22) which warned of danger to area uhf's from vhf encroachment. Cooper based conclusion on FCC policy, as stated in decision which kept Ch. 3 in Hartford, that "it was not the policy of the Commission to endeavor to protect particular uhf stations from competition and that the ultimate test was whether the allocation will be likely to provide the best TV service to the public." WNHC-TV plans to move from Gaylord Mt., 8.8 mi. N by NW of New Haven, to Mt. Higby, 19.8 mi. N by NE. In another site-move case, FCC made effective immediately examiner Herbert Sharfman's initial decision approving move of KBET-TV, Sacramento (Ch. 10) from Pine Hill to Logtown (Vol. 14:21).

Court of Appeals again ruled it wouldn't interfere with an FCC decision on deintermixture. As in Hartford Ch. 3 case last week (Vol. 14:26), court denied appeal of WTVO, Rockford, Ill. (Ch. 39) which challenged FCC's refusal to add Ch. 3 to Rockford or to reserve it for educational use in Madison, Wis. In *per curiam* decision, Judges Miller, Washington & Burger stated merely: "After consideration of the record in light of petitioner's contentions, we find no basis for disturbing the Commission's action."

San Antonio's WOAI-TV (Ch. 4) this week reached 700-ft. mark of its 1531-ft. Ideco tower, expects to have it with new RCA antenna on air by Oct. 1. It's reputed third tallest structure in world, antenna of KSWB-TV, Roswell, N. M. (Ch. 8), 1610 ft. above ground, being first, Oklahoma City's KWTV (Ch. 9), 1572 ft., second. Empire State Bldg. with masts stands about 1450 ft., Eiffel Tower 984 ft.

Additional uhf channel for Los Angeles isn't needed, FCC ruled this week in decision denying petition of radio KRKD to add Ch. 58 to Los Angeles-Pasadena. Los Angeles has 7 vhf, 3 uhf assignments.

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BERYL D. HINES

Personal Notes: Charles Vanda, v.p. of WCAU-TV, Philadelphia, awaiting FCC approval of transfer to CBS (Vol. 14:1), resigns to become J. Walter Thompson's Hollywood v.p. for TV programming . . . Howard H. Bell, TV-radio joint affairs asst. to NAB pres. Harold E. Fellows, leaves with wife July 14 on chartered TWA plane for 17-day business-vacation tour of Rome, Geneva, Paris, Brussels, London, sponsored by Washington Ad Club; others in party of 70 include Lloyd W. Dennis, v.p. of radio WTOP; Ross H. Beville, v.p. of radio WWDC . . . Andrew G. Haley, veteran TV-radio attorney and pres. of International Astronautical Federation, leaves July 28 for Spain, Portugal, Switzerland, France & Holland on lecture tour and vacation, ending up at 9th Congress of IAF in Amsterdam; an intense rocket and astronomy hobbyist (Vol. 14:20), Haley has 2 books due off presses in Sept., titled *Rocketry & Space Flight* (VanNostrand-Princeton) and *Law of Outer Space* (Public Affairs Press, Washington) . . . Bob Noble quits Aug. 1 as sales mgr. of radio WABC, N. Y., when Blair rep firm takes over N. Y. representation of station (it already is rep outside N. Y.), now managed by Ben Hoberman . . . Don Norton, ex-national sales mgr., WABC-TV, N. Y. joins Fred Niles Productions, Hollywood, as sales mgr.; Lionel F. Grover promoted to Niles production

ADVERTISING AGENCIES: Harry Wayne McMahan, v.p. in charge of TV commercials, Leo Burnett agency, Chicago, named delegate of Theatre-Screen Adv. Bureau to film festival at the Lido, Venice, Sept. 20-25 . . . Andrew Potter resigns as TV director of Reach, McClinton Co., Hollywood to open own TV-radio production firm . . . Marshall Clark, ex-Scott Paper, elected v.p. of Ketchum, MacLeod & Grove, N. Y. . . . Dr. W. C. Davis resigns as v.p. & research director of Fuller & Smith & Ross, succeeded by Walter G. Mitchell, ex-Royal McBee, onetime with GE marketing services . . . Robert H. Eppler and Goodwin Alarik promoted to v.p.'s of Foote, Cone & Belding, Chicago . . . Martin Kiek named v.p. for Latin American services, Foote, Cone & Belding . . . Robert Salter resigns as chief of TV-radio production, Needham, Louis & Brorby . . . Norman Frank, ex-NBC-TV, named TV-radio director, Lynn Baker Adv., N. Y. . . . Franklin C. Wheeler retires as exec. v.p. of Cunningham & Walsh, remains as consultant & director.

CBS's Charles S. Steinberg, recently named TV press information director, is author of *The Mass Communicators* (Harper & Bros., N. Y. 470pp., \$6) which is currently winning highly laudatory reviews. Book is an historical and analytical evaluation of mass media, including TV-radio, and their impact on public opinion. Dr. Steinberg, like his chief Dr. Frank Stanton, has an earned Ph.D. as well as an M.A. from New York U, has been a high school teacher, lecturer at New York U & City College of N. Y., and has written extensively.

supervisor there . . . John Grace promoted to director of sales service, ABC-TV, Chicago, succeeding James Knox, resigned . . . Edgar Kobak, ex-NBC v.p. & ex-MBS pres., and Mrs. Kobak celebrated 42nd anniversary this week at their farm at Pine Orchard, Conn. . . . Irving Gitlin, CBS News director of public affairs in charge of CBS-TV science series *Conquest*, to lecture at Brussels Exposition July 9 under UNESCO auspices; he's doing survey of European TV . . . Robert C. Weigand transfers to gen. mgr. of WKYT-TV, Lexington, Ky. (formerly WKXP-TV), newest station in Radio Cincinnati group, from asst. gen. mgr. of WTVN-TV, Columbus . . . Art Sprinkle, ex-commercial mgr., KULA & KULA-TV, Honolulu, named station & sales mgr., KONA there . . . Redd Gardner, ex-WBBM-TV, Chicago, named gen. mgr. of KCRG-TV, Cedar Rapids, succeeding Frank T. Nye . . . Harry Edelman named gen. mgr. of KERP-TV, El Paso, succeeding Herbert Golombeck, who joins McLendon radio group . . . Frank P. Fogarty, v.p. & gen. mgr., Meredith's WOW-TV & WOW, Omaha, named to board of regents, U of Omaha . . . Howard Stalnaker promoted to mgr., KPHO-TV, Phoenix, Gene Spry promoted to mgr. of KPHO, both reporting to Richard B. Rawls, gen. mgr. of the Meredith stations . . . Blair A. Walliser, ex-John W. Shaw Adv., named MBS administrative v.p. . . . Basil Thornton, ex-BBC, named exec. director of Broadcasting Foundation of America, N. Y. . . . Leonard Spinrad, ex-Warner Bros., past pres. Columbia U School of Journalism alumni assn., joins CBS-TV information div. . . . E. D. Leshin resigns as film production mgr., CBS-TV Hollywood, to work with *Gunsmoke* producers . . . Jerome Hyams promoted to v.p.-syndication Screen Gems; Burton Hamft adds duties of treas., Dan Glass asst. treas. . . . Bill James promoted to Guild Films promotion director . . . Earl Gammons, TV-radio consultant, ex-CBS Washington v.p., convalescing in Washington's George Washington Hospital, will be released in few days.

Frank A. Arnold, original NBC director of development (promotion) and originator of term "broadcast advertising" when others wanted to call it "radio publicity," suffered stroke last week at age of 91, is now confined to a nursing home at 128 Bickley Rd., Glenside, Pa. In excellent health up to now, his eyesight perfect, he has been living with his 6 children, one of whom Frank Jr. is an ex-NBC Chicago executive. On his 88th birthday, NAB pres. Harold Fellows, at NAB convention, presented him with a plaque in honor of his pioneering in radio broadcasting. He lectured frequently on radio, wrote a book titled *Broadcast Advertising*.

H. V. Kaltenborn, whose newscasting began in 1922, celebrates his 80th birthday July 9; he and Mrs. Kaltenborn were host to picnic party July 5 at their home, Stony Brook, Long Island.

Gerald Gross, asst. secy.-general of International Telecommunications Union, Geneva, onetime FCC asst. chief engineer, named acting secy.-general following death of Marco Aurelio Andrada June 18.

D. Malcolm Neill, pres. of CFNB, Fredericton, N. B., elected pres. of Canadian Assn. of Broadcasters, succeeding Vernon Dallin, CFQC-TV, Saskatoon, resigned.

Catholic Broadcasters Assn. elects as pres. The Very Rev. Celestin J. Steiner, S.J., pres. of Detroit U, succeeding Rev. Michael Montoya.

Edward R. Murrow vacationing until Sept. 8 in native Pacific Northwest, Larry LeSueur handling his nightly CBS news broadcasts.

Baseball TV—New Inning: Taken aback by overwhelming House passage of baseball TV "blackout" bill (Vol. 14:26), NAB will make determined pitch against anti-trust exemptions for pro sports when Senate Judiciary Committee opens extensive—and perhaps indecisive—hearings on legislation next week.

Powerful battery of Senate support for House-voted exemptions, permitting major baseball clubs to restrict game telecasts without running afoul of monopoly laws, was lined up. But Chairman Kefauver (D-Tenn.) of anti-monopoly subcommittee, scheduling go-slow sessions starting July 9, promised full hearings for all sides of issue, including NAB's.

And proponents of measure (chiefly spokesmen for organized baseball) will be working against mid-Aug. deadline for adjournment of Congress. This could leave measure on legislative base where it can't reach Senate floor in time for vote this year.

NAB's opposition to bill, formally voted at June board meeting in Washington (Vol. 14:25), will be based on "public's interest" in continued free telecasting of games on unrestricted basis. Also to be heard in hearings, following lead-off baseball witnesses: FCC, FTC, Justice Dept. Govt. agencies haven't been heard on sweeping provisions of Keating-Walter-Miller-Harris bill.

Kefauver himself favors terms of bill (HR-10378) sponsored by Rep. Celler (D-N. Y.) and recommended by House Judiciary Committee, which was rejected by House. It would authorize baseball clubs to make "reasonably necessary" TV rules to protect minor game gates, but would withhold blanket anti-trust exemptions from pro sports. Celler version also is opposed by NAB.

Companion Keating-Walter-Miller-Harris Senate bill, sponsored by Sen. Hennings (D-Mo.), has 25 bipartisan co-signers—including Sens. Bricker (R-O.), Bridges (R-N. H.), Caphart (R-Ind.), Douglas (D-Ill.), Humphrey (D-Minn.), Goldwater (R-Ariz.), Ives (R-N. Y.), Kennedy (D-Mass.), Saltonstall (R-Mass.), Symington (D-Mo.), Potter (R-Mich.).

Post-'48 Film Fight Lost? Battle by theatre owners and most major movie studios to keep post-1948 features off TV screens (Vol. 14:21) "has already been lost," July 2 *Variety* concludes, counting 85 "new" films shown in May by N. Y. stations alone. "Certainly it can no longer be argued that TV viewers get to see only 'old' films," says show-biz weekly, ticking off TV-released titles ranging from "The Iroquois Trail" (1950) to "Black Rider" (1956). May TV screenings included score of British-made movies, "quite a few" from Republic, which has bucked "Hold the Line at '49" drive by Hollywood.

The editors also wrote off proposal by N.Y.-N.J. movie circuit owner Walter Reade, leader in anti-TV campaign (Vol. 14:6), for licensing by producers of post-1948 features to non-profit organization which would control TV sales. They summarized reaction to Reade plan within industry: "It's okay in theory, but we can't see it working out in practice."

In other movie-TV developments: (1) United Artists filed SEC registration for sale of 300,000 common stock shares (valued at around \$6,500,000 at present market quotes), proceeds from 200,000 to be used for such UA enterprises as TV film production. (2) Guild Films made deal with Television Industries Inc., formerly C&C TV Corp., to eliminate \$6,525,000 debt of latter by exchange of TV time spots; debt originally was contracted by purchase of 1100 shorts, foreign rights to *Minute of Prayer* from Guild. (3) ABC Film Syndication pres. George T. Shupert reported sales for first 1958 half were up 57.3% from year earlier, predicted 90-100% increase by end of this year.

Mitchell Wolfson, chief owner of WTVJ, Miami, past pres. of Theatre Owners of America, named honorary chairman for second year of TOA's next annual convention, to be held again in Miami Beach's Americana Hotel, Oct. 21-25. Co-chairmen are Sumner Redstone, Boston; S. L. Gillette, Salt Lake City; J. B. Schuyler, Butler, Wis.

Network Television Billings

May 1958 and January-May 1958

(For April report see *Television Digest*, Vol. 14:24)

NETWORK BILLINGS continued to rise in May, but at a slackening rate, putting first 5 months of 1958 total 13.3% ahead of corresponding 1957 period. ABC again showed biggest percentage gain, with NBC well up. CBS maintained its No. 1 position. Complete TvB report for May:

	NETWORK TELEVISION					
	May 1958	May 1957	% Change	Jan.-May 1958	Jan.-May 1957	% Change
ABC	\$ 8,477,755	\$ 7,258,807	+16.8	\$ 44,230,215	\$ 33,681,510	+31.3
CBS	20,970,022	20,307,762	+ 3.3	104,314,359	98,405,595	+ 6.0
NBC	18,470,368	15,811,033	+16.8	90,757,770	79,052,967	+14.8
Total	\$47,918,145	\$43,377,602	+10.5	\$239,302,344	\$211,140,072	+13.3

	1958 NETWORK TELEVISION TOTALS BY MONTHS			
	ABC	CBS	NBC	Total
January	\$9,168,609	\$22,094,015	\$18,344,111	\$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April*	8,739,456	20,628,511	18,283,379	47,651,346*
May	8,477,755	20,970,022	18,470,368	47,918,145

*Figures revised as of July 1, 1958.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Broadcast Advertising Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TVB) on basis of one-time network rates, or before frequency or cash discounts.

Add agency mergers: (1) Fletcher D. Richards Inc., N. Y., buys Brooks, Smith, French & Dorrance of the Pacific Coast Inc., San Francisco, Richards to operate it as Harris, Harlan, Wood div. with King Harris as pres., Ridge Harlan v. p. & creative director, Parker Wood v. p. & marketing director. Richards also maintains Harrington, Richards & Morgan Los Angeles div., from which pres. Eugene I. Harrington resigned to join Honig-Cooper & Minor, San Francisco, as chairman. (2) Seklemian & North, N. Y., merges with Calkins & Holden, N. Y. Walter H. Lurie, v. p. & TV-radio director of Seklemian, becomes a Calkins v. p. (3) Banning & Co., Los Angeles, merges with Reach, McClinton & Co., N. Y. & Los Angeles. (4) Lennen & Newell, N. Y., acquires Merchandising Factors Inc., San Francisco, which also has San Carlos, Cal. & Seattle offices.

Curbs on triple-spotting—local practice which has been protested by Assn. of National Advertisers (Vol. 14:25)—are being imposed on affiliated stations by CBS-TV in new "full value" amendment written into contracts. More than 100 affiliates already have agreed to attest that CBS-TV programs are broadcast in "entirety" including commercials, credits & network identification. NBC-TV will consider action on multiple-spotting problem at Aug. affiliates board meeting. ABC-TV is considering rewording one clause in its contracts, but plans no major amendment.

TV Set Distribution Updated: Insatiable demand of TV industry for fresh circulation figures was met again last week by Advertising Research Foundation and Nielsen in form of county-by-county set distribution estimates as of March 1958. Full tables won't be released to public until Sept. 15 or shortly thereafter—but whole report has gone to all members of ARF and Nielsen subscribers, plus underwriters of the report—NAB, TvB and the 3 networks.

Current report shows 84% of nation's households have TV—42,400,000 out of 50,540,000. This compares with 72.8% two years ago—35,495,330 out of 48,784,600. Regionally, West showed greatest increase, 17%; South, 13.5%. Northeast and North Central sections maintain highest saturation—90% and 88%, respectively.

Only portion released for publication now is a state-by-state and regional breakdown. It's reproduced in next column, with comparable breakdown of previous report, which was as of March 1956. In Sept. 1956, we reprinted entire county-by-county breakdown as a 10-pp. Special Report—copies of which are still available (at \$1 each).

Data is derived from Census Bureau's broad estimates—U. S. and regional only, which showed 83% of U. S. households TV-equipped as of Jan. 1958 (Vol. 14:15). ARF has taken Nielsen's subsequent surveys and the Census report, calculated estimates in the current report. It covers most of nation's 3073 counties individually, presenting the remainder in "clusters." It includes a "Table of Standard Errors," indicating probable deviation from results obtainable by a complete census.

NBC's Share-Cost Plan: "Rather good response" by sponsors and station affiliates to new "3-for-1" fall program promotion plan was reported this week by NBC-TV, which proposes that all share cost of newspaper curtain-raiser ads in 60-100 markets. Spokesman for network, confirming trade rumors that plan was in works, told us that commitments for 16-18 ads (1/3 paid for each by sponsor, station, NBC-TV) already have been signed, that "almost every client" approached so far agreed to participate. NBC-TV assumes all program promotion costs for o-&-o stations.

Canada's Bureau of Broadcast Measurement has elected George S. Bertram, adv. director of Swift Canadian Co. Ltd., as its 3rd president in 15 years; also named Ross A. McCreath, All-Canada Radio & TV Ltd., v.p.; Frederick L. Wood, General Foods Ltd., director. Reappointed as chairman of research & development was T. Ralph Hart, Spitzer & Mills Ltd. Charles L. Hoffman continues as BBM exec. v.p.

TV staging & production costs are covered in *Advertising Budget & Cost Control*, published recently by Assn. of National Advertisers, 155 E. 44th St., N. Y., as Vol. IV of 7-*vol. Advertising Management Guidebook* series. First 5 books in series will be made available to non-ANA members following publication soon of Vol. V, *Agency Relations*.

"Spot TV Advertising Cost Summary No. 23," for quick estimating of spot costs in 1 to 242 markets, plus formulas for estimated spot budgets, has been issued by The Katz Agency.

NTA names foreign reps: David Yaffa, Yaffa Syndicate, Sydney, Australia; Akim Shimizu, Pacific TV Corp., Tokyo; Felipe Ysmael, Manila, Philippines.

TV Ownership by Regions and States

(1958 vs. 1956)

Third Nielsen Coverage Service Report
Released by Advertising Research Foundation

	SPRING 1958			SPRING 1956		
	Total Homes	TV Homes	% TV	Total Homes	TV Homes	% TV
NORTHEAST	12,863,800	11,599,870	90	12,859,800	10,548,160	82.0
New Eng-						
land	2,917,900	2,634,880	90	2,949,800	2,374,400	80.5
Conn.	692,600	627,930	91	688,300	565,490	82.1
Me.	259,400	226,950	87	263,200	188,510	71.6
Mass.	1,449,400	1,318,920	91	1,474,200	1,212,460	82.2
N. H.	165,900	147,470	89	164,200	124,510	75.8
R. I.	245,300	224,190	91	249,800	213,390	85.4
Vt.	105,300	89,420	85	109,600	70,040	63.9
Middle						
Atlantic ..	9,945,900	8,964,990	90	9,910,000	8,173,760	82.5
N. J.	1,685,600	1,535,310	91	1,672,100	1,404,970	84.0
N. Y.	5,012,600	4,526,020	90	5,011,400	4,139,470	82.6
Pa.	3,247,700	2,903,660	89	3,226,500	2,629,320	81.5
NORTH						
CENTRAL ..	15,154,900	13,294,940	88	14,816,100	11,630,760	78.5
East North						
Central ...	10,549,500	9,483,240	90	10,232,500	8,463,740	82.7
Ill.	2,992,800	2,683,800	90	2,983,300	2,445,000	82.0
Ind.	1,376,000	1,223,380	89	1,348,000	1,073,630	79.6
Mich.	2,266,400	2,042,580	90	2,148,000	1,805,000	84.0
Ohio	2,802,000	2,561,850	91	2,670,500	2,328,000	87.2
Wis.	1,112,300	971,630	87	1,082,700	812,110	75.0
West North						
Central ..	4,605,400	3,811,700	83	4,583,600	3,167,020	69.1
Iowa	834,000	734,600	88	830,600	635,180	76.5
Kan.	673,400	530,800	79	688,900	435,330	63.2
Minn.	956,600	805,170	84	929,200	661,450	71.2
Mo.	1,341,400	1,153,150	86	1,332,500	973,720	73.1
Nebr.	432,800	349,200	81	433,100	290,390	67.0
N. D.	170,300	115,540	68	169,900	84,400	49.7
S. D.	196,900	123,240	63	199,400	86,550	43.4
SOUTH ..	14,423,800	10,817,410	75	13,723,000	8,440,010	61.5
South						
Atlantic ..	6,597,300	5,117,690	78	6,179,800	4,030,450	65.2
Del.	120,100	108,030	90	108,300	92,960	85.8
D. C.	246,800	221,500	90	253,000	209,990	83.0
Fla.	1,226,700	946,380	77	1,089,900	687,440	63.1
Ga.	998,100	743,320	74	948,900	584,880	61.6
Md.	823,100	716,260	87	748,700	607,820	81.2
N. C.	1,097,600	811,440	74	1,041,200	620,290	59.6
S. C.	586,900	423,090	72	559,500	308,190	55.1
Va.	983,200	765,170	78	927,900	614,850	66.3
W. Va.	514,800	382,500	74	502,400	304,030	60.5
East South						
Central ..	3,159,700	2,178,060	69	3,072,700	1,655,700	53.9
Ala.	829,500	589,250	71	803,200	444,070	55.3
Ky.	831,500	584,090	70	811,900	463,810	57.1
Miss.	557,600	315,240	57	558,600	211,820	37.9
Tenn.	941,100	689,480	73	899,000	536,000	59.6
West South						
Central ..	4,666,800	3,521,660	75	4,470,500	2,753,860	61.6
Ark.	496,300	327,740	66	509,600	234,610	46.0
La.	845,400	630,570	75	804,400	488,110	60.7
Okl.	674,500	525,170	78	668,500	444,930	66.6
Tex.	2,650,600	2,038,180	77	2,438,000	1,586,210	63.8
WEST ..	8,097,500	6,687,830	83	7,385,700	4,876,400	66.0
Mountain	1,857,900	1,371,690	74	1,715,100	882,560	51.5
Ariz.	322,400	254,950	79	292,200	168,460	57.7
Colo.	508,100	398,340	78	465,900	271,050	58.2
Ida.	182,600	130,940	72	173,800	87,570	50.4
Mont.	208,200	120,750	58	200,400	63,260	31.6
Nev.	79,900	57,000	71	71,200	33,010	46.4
N. M.	226,100	156,150	69	210,100	89,830	42.8
Utah	233,500	201,290	86	209,400	145,630	69.5
Wyo.	97,100	52,270	54	92,100	23,750	25.8
Pacific ..	6,239,600	5,316,140	85	5,670,600	3,993,840	70.4
Cal.	4,760,000	4,150,730	87	4,312,300	3,177,350	73.7
Ore.	585,300	437,420	75	537,700	285,550	53.1
Wash.	894,300	727,990	81	820,600	530,940	64.7
TOTAL U. S.	50,540,000	42,400,000	84	48,784,600	35,495,330	72.8

Filmsmiths-TV, Witherspoon St., Princeton, N. J., is new subsidiary of On Film Inc., to produce TV commercials.

CBS-TV Film Sales reports 56% increase in first quarter sales—\$3,900,000 vs. \$2,500,000 for same 1957 period.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

“SIMPLY AND GRIMLY stated, it [the movie industry] is facing a crisis. This we all know. What we do not know is the solution. I believe that what we need today is a ‘blueprint for tomorrow.’ A new concept. A new plan for our business . . . Otherwise, the motion picture will cease to exist and its great influence in the cause of the American way of life will perish . . .

“Films originally conceived and made for theatre audiences should not be sold to TV . . . I want to say quite frankly that it was a tragic mistake to release films to TV and that our business has suffered irrevocably . . . We practically gave it away. We must not make the same mistake again by selling post-1948 films to TV.”—Spyros Skouras, pres. of 20th Century-Fox, addressing Screen Producers Guild.

* * * *

“In 2 or 3 years, Hollywood will be making only 50 pictures a year but the good ones will make more money than ever. Today it makes about 300. Years ago it used to make 600. What’s hurting the industry most? The shortage of good stories and, of course, television. Why should people go out to see a bad movie when they can stay at home and see a bad movie on TV?”—Sam Goldwyn, interviewed by AP’s Saul Pett.

“The movie industry’s future, as I see it, is assured. The first step is continuing to make spectacular ‘blockbuster’ films for theatres, and, while this is going on, preparing for pay TV. The next step is showing these films both in theatres and on pay TV in order to reach a larger audience than ever before.”—Paramount Pictures pres. Barney Balaban, interview by Judith Crist, *N. Y. Herald Tribune*.

“In the debate over toll TV the mathematics peculiar to a mass media have tended to run away with common sense. Dreams of millions & millions of homes dropping quarters & dollars into the coffers of sports promoters & film producers have excited impressionable beginners in Wall St. and acted as a sedative for leaders of the Hollywood colony who refuse to accept the changes wrought by free TV.”—Jack Gould, *N. Y. Times*.

Deficit of WWTW, Cadillac, Mich. (Ch. 13), founded in Dec. 1953, totals \$479,093, according to transfer application filed with FCC this week under which multiple-station owner John E. Fetzer seeks to take over station for \$1,000,000 from Sparton Corp. (Vol. 14:25). WWTW April 30 balance sheet lists \$55,980 current assets, \$34,654 current liabilities, \$382,284 property & equipment, \$888,500 due Sparton Corp. Fetzer, one-third owner of Detroit Tigers baseball club, also owns WKZO & WKZO-TV, Kalamazoo (Ch. 3); radio WJEF, Grand Rapids; KOLN-TV, Lincoln, Neb. (Ch. 10); 49% of WMBD & WMBD-TV, Peoria, Ill. (Ch. 31).

Equipment shipments: RCA shipped custom-built superturnstile antenna June 21 to San Antonio’s WOAI-TV (Ch. 4) & KENS-TV (Ch. 5), planning Oct. 1 move to 1500-ft. tower near Elmendorf, Tex. RCA 2-kw transmitter June 27 to upcoming KCMT, Alexandria, Minn. (Ch. 7), planning Sept. start. Ampex Videotape shipments: Second recorder shipped to KTTV, Los Angeles (Ch. 11); one to upcoming KLOR-TV, Provo, Utah (Ch. 11).

“For the Church of the 20th Century not to make extensive use of both TV and radio would be as unthinkable as if St. Paul had refused to travel in ships or Luther and Calvin had regarded the printing press as unworthy of use. Yet there are still churchmen and educators who look down their noses at radio and TV. They have reason enough to be troubled about the intellectual and social content of much programming, but the fault lies with the producers and the tastes of the audiences they are trying to reach and not with the medium itself. Broadcasting is the eighth wonder of the modern world. Protestants are gradually discovering the usefulness to the Church of broadcasting . . . leaders of the World Council of Churches have been appearing occasionally on Eurovision, a TV network linking a number of European countries. The World Council is also considering the possibility of adding to its staff a broadcasting executive . . . Greek Orthodox leaders have discussed the possibility of establishing a religious broadcasting station on Mars Hill in Athens. How appropriate it would be to have a Christian radio station on the spot where St. Paul preached one of his famous sermons.”—Rev. Clayton T. Griswold, retired exec. director, TV-radio dept., United Presbyterian Church in the USA.

“There may still be some people who . . . feel that the broadcaster should allow expression of everybody’s opinion but his own. Well, it seems to me that for a young industry, we have gone pretty far along the road of maturity. Our record in the field of news & informational programming is a pretty respectable one when you look at the overall performance of a medium that must serve many functions at once. By this time, we ought to be entitled to have opinions too.”—Westinghouse Bestg. Co., pres., Donald H. McGannon, guest-columning for John Crosby in *N. Y. Herald Tribune*.

“Everybody who writes news, writes about Sherman Adams . . . [But] how about all the Senators and members of the House of Representatives who travel about the country making speeches at from \$300 to \$1500 apiece and who accept excellent hospitality under circumstances? How about those who travel on airplane junkets or go to the openings of new hotels in all parts of the world? The real truth of the matter is . . . that this is a campaign year and if the Democrats can get anything on the Republicans, or vice versa, it will be done. . . .”—George E. Sokolsky, King Features Columnist.

Soviet ban on CBS Moscow correspondent Daniel Schorr, who’s been refused visa to return from U. S. to post he’d filled since 1955, was protested this week as “arbitrary exclusion” by CBS Inc. pres. Frank Stanton in cablegram to Premier Khrushchev. Russians gave no reasons for barring Schorr, just said CBS should nominate someone else for job.

New husband-wife team takes over Washington *Variety* bureau. Elizabeth & Leslie Carpenter, correspondents for group of Tex.-Okla. papers, succeed Herman Lowe, recently named public relations officer for Einstein Medical Center, Philadelphia, and wife Florence. Former *Variety* bureau man Jack Levy, now on leave, is expected back on job in a month.

Sportscaster Harry Wismer is buying 50% of Martha Rountree’s radio WKTF, Warrenton, Va. (5-kw D, 1420 kc) for \$42,000 according to FCC application filed this week. Miss Rountree retains 50%, 25% owned each by Rountree Productions Inc. and Ruth Montgomery going to Mr. Wismer. [For week’s other radio station sales & transfers, see *AM-FM Addenda AA.*]

Do You Know That . . .

WOMEN ENGINEERS are mighty scarce in this business, and they're mighty proud of their work—and none seem to retire, whether for marriage, maternity or what have you.

We know of only 4 women working on broadcast engineering matters with professional status—3 with Washington consultants, one with FCC, none at stations. There are, in addition, quite a few with manufacturers who hold title of "engineer" though they're usually physicists, chemists or mathematicians.

Mrs. Elizabeth Dahlberg, with Lohnes & Culver in Washington, holds A.B. in math from Hunter College, achieved distinction of becoming first registered professional woman engineer in District of Columbia in 1952. She started with Bureau of Standards during World War II, worked for Raymond Wilmotte firm 1945-47, Frank McIntosh 1947-56, before taking present position.

Mrs. Marianna W. Cobb is first woman to set up own consulting practice (Vol. 14:8), leaving Vandivere & Cohen in Washington to set up shop for herself at 3849 N. 30th St., Arlington, Va. She also has math A.B. (from Southwestern College), also is registered in D. C. Her employment includes service with Kear & Kennedy and with Page, Creutz, Steel & Waldschmitt.

Mrs. Virginia I. Page was FCC's first woman engineer, coming there from top engineering jobs with radio stations in Tenn. & Ga. She went to U of Tenn. engineering college 2½ years, got first-class phone operator's license when 16. FCC service was 1946-48, and she left to join Page, Creutz, Steel & Waldschmitt. There, she "married the boss," Esterly C. Page, in 1953—but she's still active, working regularly except for 2 maternity leaves. She holds professional engineering status in D. C.

Mrs. Irma B. Galane remains FCC's sole lady slideruler, coming from Navy in Sept. 1957. She obtained B.A. in physics at Johns Hopkins at age of 18, has taken graduate work there and at George Washington U, plus special training at MIT under Navy auspices, is registered engineer in D. C.

Expansion of FM multiplexing uses is subject of new FCC inquiry, initiated this week. Commission asks comments by Sept. 2 on any ideas to enhance value of FM. Commission noted: "Many of the proposed uses contemplate additional sources of revenue by furnishing specialized radio communications services such as price quotations, facsimile, stock market reports, paging services and traffic light control. Stereophonic broadcasting has been proposed both as an improved aural broadcasting system and as a type of subsidiary communications similar to that which may now be offered on a subscription basis."

Multiple-city stereo broadcasts are subject of experiments by CBS as well as NBC (Vol. 14:26). CBS is carrying "Rhode Island Newport Jazz Festival" on these AM-FM stations July 3-6: WCBS, N. Y.; WEEI, Boston; WHYN, Springfield, Mass.; WTAG, Worcester, Mass.; WPRO, Providence; WTOP, Washington; WRVA, Richmond; WDNC, Durham, N. C. July 5-6 only WCAU, Philadelphia, is carrying programs.

Sarkes Tarzian's WTTV, Bloomington, Ind. (Ch. 4), pioneer station that has gradually increased its coverage of Indianapolis over the years, this week petitioned FCC to move its channel to Indianapolis.

Mrs. Galane is very active in engineering association work, says she knows several other women electronics engineers in Govt., but recalls only these: Miss Janet Bigelow, Holloman Air Development Center, N. M.; Mrs. Ethel Perry, Army Ballistic Missile Agency, Ala.; Elizabeth Doyle, Navy Dept. in Washington.

Networks apparently have little luck in corralling the ladies. Only NBC lists one—Louise Fogarty, who's a recording engineer, though she isn't an engineering graduate.

* * * *

Among manufacturers, Sylvania lists 16 with title of "engineer"; they hold degrees running from B.A. to Ph.D. Here they are, along with plants where employed: Buffalo—Lucille Diamond; Mountain View—Betsy Ancker, Rosalie Farrand, Julie Hemphill, Kathrinee Johnson; Waltham—Carolyn T. Cronin, Judith H. Stone, Barbara Sullivan, Florence McNair; Salem—Martha Jane Thomas; Seneca Falls—Margaret M. Hawxhurst; Bayside—San-Mei Ku, Elaine P. Mariuo, Esther Conwell, Gertrude Rothschild, Shirley W. Harrison.

RCA reports it has 23 lady engineers—11 of them at electron tube div., Harrison, N. J.; 5 at Camden, N. J.; 5 at Lancaster, Pa.; 2 at Moorestown, N. J. RCA declines to identify all, but gives these as representative cross-section: Helen Dean, chemist at Harrison; Ann Hathaway, who has B. A. in English, classified as associate engineer, working with group designing computer-type tubes at Harrison; Betty J. Bell, B.A. math, coordinator of quality control at Lancaster.

Hannah C. Moody, physicist at RCA Lancaster, holds title of a "leader, product development engineering" and her job is to "direct and coordinate an advance color kinescope development engineering group." Edith Mayaud, chemist, is a junior engineer working on circuits, testing equipment, etc. in Lancaster. At Moorestown, mathematician Anne Wardwell works on programming of digital computers and systems.

That's about it. A search among other major manufacturers proved fruitless. One of most expressive responses came from C. H. Atkin, Westinghouse mgr. of industrial relations: "I regret to inform you that our Elmira plant is not graced in this manner."

TV School Bell Awards by National School Public Relations Assn., representing 8 national organizations, presented this week at National Education Assn. convention in Cleveland: NBC—NBC News coverage of "The Contemporary Challenge to American Education," Today's "continuous feature coverage of education," "Second Rate Citizen" on Loretta Young Show. CBS—"Class of '58" on Twentieth Century, "Education for What?" on The Great Challenge, "School Year '57." ABC—"Report Card, 1958." Westinghouse's KPIX, San Francisco—"Education, Bay Area." CBS & NBC shared radio awards.

FCC Comr. T. A. M. Craven was only commissioner absent from Senate Commerce Committee allocations hearing this week (p. 2), and his legal asst. Robert Koteen explained to Committee he was confined to home under doctor's orders. He didn't describe Craven's ailment, which kept him from Commission's meetings, too—poison ivy.

New stereo recording & production firm, Sonic Arts Inc., 333 N. Michigan Ave., Chicago, is formed by Elliott M. Moore, currently on leave as TV-radio director of Erwin Wasey, Ruthrauff & Ryan; Robert Oakes Jordan is exec. v.p.; James C. Cunningham secy; Lewis F. Draper Jr., sales mgr. & treas.

MID-YEAR ASSESSMENT OF TV PORTABLES: How portables will affect "sell-up" promotions this fall is current concern of set makers, occasioning our mid-year assessment of TV portable production and inventories.

Production of portables for first 6 months ran about 750,000 units, some 35% of production. This compares with about 800,000 units for first 6 months of 1957, which was 31% of total production, and 325,000 units in 1956 -- 9½% of total.

Factory inventories of portables on June 30 were approximately 33% of total inventories compared with 29% last year. However, all unit volumes this year are below 1957 because of the 20% drop in total TV production.

Portable inventories are not regarded as excessive. At distributor levels, portable inventories are down from 31% of total in 1957 to 28%, while distributor sales are up from 26% to 28%. Industry executives point out the factory inventories are probably up now because of pre-introduction runs, will go down sharply in July.

Ratio of 17-in. to 14-in. portable production was almost 10-to-1 during the first 6 months, compared with about 5-to-1 last year and almost a 2-to-1 ratio in 1956. The 21-in. portables are few & far between -- RCA has one in its new line.

Advertising schedules on portables have been moved ahead this year to clear stocks before the fall push on high-end models. RCA and Philco already have broken major promotions on portables in big consumer magazines.

Manufacturers' attitude on portable situation was summed up for us by James M. Toney, RCA v.p. for TV: "Our normal experience has been that the high-end goods sell better in 2nd half. We see no significant change ahead in that pattern."

TV-RADIO SERVICEMEN GRAB HI-FI BUSINESS: Some idea of hi-fi business -- that part of it in which the do-it-yourself audiophiles build their own systems or have them installed by specialists -- can be gained from study just completed by Institute of High Fidelity Manufacturers among TV-radio service technicians in all sections of the country. Over-all, Institute estimates this part of hi-fi business will go over \$200,000,000 in 1958; our best guess is "package" hi-fi, including in-coming stereo, will approximate \$500,000,000 this year (Vol. 14:25).

IHFM survey shows 85% of service technicians now in hi-fi. It accounts for more than 50% of the business of about 3.5% of servicemen; less than 10% of business of 70%. About 67% of servicemen report their hi-fi business grew in 1957. About 10% say that they gross more than \$10,000 annually in hi-fi; 14% do between \$5-\$10,000; balance less than \$5000. Institute sampled 5000 service technicians, and estimates there are about 62,000 in the country, 52,500 in hi-fi business.

Retail Sales: May TV set sales at retail declined slightly from April and were 42% below May of last year. Total sales reported by EIA were 237,189 sets vs. 243,132 in April and 399,757 in May of 1957. TV retail sales for Jan.-May period were 1,927,290 vs. 2,420,633 for corresponding 1957 period. Radio set sales at retail increased slightly in May, 411,659 (excluding auto) vs. 402,283 in April and 547,480 in May 1957. Jan.-May radio sales were 2,307,610 vs. 2,909,584 in 1957.

TV-Radio Production: TV set production was 77,290 in week ended June 27 vs. 81,999 preceding week & 142,910 in corresponding 1957 week. The year's 25th week brought total TV production to 2,095,448 vs. 2,600,998 last year. Radio set production was 161,764 (57,928 auto) vs. 160,531 (55,453 auto) in the preceding week & 252,299 (98,616 auto) in corresponding week last year. Radio output for 25 weeks was 4,518,506 (1,443,057 auto) vs. 6,739,780 (2,759,068 auto) in same 1957 period.

The DuMont-Emerson Deal: That Allen B. DuMont Laboratories Inc. has been hurting badly for the last 3 years, is the best known secret in the trade—its deficits starting in 1955 at \$3,674,397 (\$1.56 per share) and continuing into 1956, \$3,886,734 (\$1.65); 1957, \$534,616 (23¢); first quarter 1958, \$943,000 (40¢).

The \$6,000,000 cash being derived from Emerson Radio & Phonograph Co. (p. 1), which is taking over DuMont's consumer products div. and brand name (TVs, phonographs, hi-fi, stereo, instruments) is therefore a godsend to the diversified electronics firm established by pioneer TV tube inventor and telecaster Dr. Allen B. DuMont. It provides ready cash to carry on the other divisions, some quite profitable.

Emerson Radio's founding pres. Benjamin Abrams has big plans to exploit the DuMont quality-brand name, gets no plant facilities in the deal but will continue its output at the DuMont plants in Clifton, N.J. until end of year when presumably everything will be moved into the big Emerson plant in nearby Jersey City. Nearly all DuMont consumer products div. personnel, including mgr. Allen B. DuMont Jr., are already operating under Abrams.

Though Emerson has been finding the going rough lately, along with most other TV manufacturers, it has stayed well in the black in the face of declining grosses and earnings—and at end of 1957 it had a net worth of \$21,364,277, including an earned surplus of \$9,957,447. On June 4 it revealed (Vol. 14:23) net profit for 26-week period ending May 3, 1958 of \$165,090 (8¢ per share) vs. only \$66,900 (3¢) for comparable period year ago. For whole 1957 fiscal year ending Oct. 31, its net profit was \$138,431 (7¢) on sales of \$54,803,069 vs. \$84,852 (4¢) on \$73,883,029 in 1956 and \$2,468,063 (\$1.28) on \$87,383,028 in 1955.

[For financial history of both companies since 1950,

see our Special Report, *Financial Data on Television-Electronics Companies*, published May 10, 1958.]

Deal apparently is pleasing to all parties concerned, including even Paramount Pictures which owns a considerable portion of DuMont stock (about 26%) and the Carl M. Loeb, Rhoades & Co., banking firm whose partner Armand Erpf engineered the spinoff of DuMont's broadcasting stations in 1955 (Vol. 11:34-35) into what is now the Metropolitan Broadcasting Co.; also obviously pleased were Dr. DuMont, chairman, and David T. Schultz, pres.

Paramount Pictures and the bankers have never wanted Dr. DuMont in the "entertainment electronics" fields—and it's plain that the consumer products div., accounting for some 30% of DuMont's business, was too competitive, too difficult in today's world for men without basic merchandising experience. That's Ben Abrams' forte, while Dr. DuMont in the lab and Schultz in electronics are recognized leaders.

Both Dr. DuMont and Schultz stated all other divisions will continue to function as before, with same management and personnel: industrial & military equipment div., under v.p. Frederick H. Guterman, continuing to sell defense products, 2-way mobile radio, scientific instruments, closed-circuit industrial TV, automatic testing equipment; research & development div., under Robert Cavanagh with Dr. Thomas T. Goldsmith as supervising v.p., continuing in those fields; equipment manufacturing div., under v.p. Maj. Gen. Raymond C. Maude, USAF retired, marketing industrial & military products; tube div., under v.p. Stanley J. Koch, currently working on 3-shift-a-day schedules, turning out TV and various other types of CR tubes; international div., under Ernest Marx, marketing DuMont products all over the world.

Firm quit TV transmitter field about year ago when it became apparent number of new stations starting would be on a declining scale unless and until there's new reallocation.

Trade Personals: R. V. Bontecou resigns as marketing mgr. of GE's electronic components div. to become CBS-Hytron sales v.p., succeeding John Q. Adams who retired last week (Vol. 14:26) . . . Wm. J. Anderson promoted to CBS-Hytron west coast mgr. for equipment tube sales . . . Alfred K. Wright promoted to v.p.-operations and Paul Scharninghausen to v.p. & mgr., Tung Sol radio and tube div. . . . Ted Stouffer, v.p. in charge of manufacturing, Pennsylvania Transformer Co., Canonsburg, Pa., has resigned; he's ex-plant mgr. of RCA radio & hi-fi plant at Canonsburg . . . John B. Swan Jr., Philco, reappointed chairman of EIA's traffic committee; Kenneth W. Brown, Westinghouse, reappointed chairman of service committee . . . C. J. Gentry promoted to Motorola car radio sales mgr. . . . Wm. Hinton promoted to head of new Motorola consumer acceptance group . . . J. B. Anger, ex-Motorola, named Zenith merchandise mgr. . . . LeRoy A. Goodwin Jr. promoted to northeast district sales mgr., RCA semiconductor & materials div., headquartering in Needham, Mass. . . . Jay J. Newman promoted to defense planning mgr., RCA semiconductor & materials div. . . . Carmen Ramich promoted to Westinghouse industrial tube sales mgr. . . . Joseph D. Portanova promoted to v.p.-styling of Hoffman's consumer products div.

L. F. Hickernell, engineering v.p. of Anaconda Wire & Cable Co., elected pres. of American Institute of Electrical Engineers.

Gauge for TV Trade: TV manufacturers who see 1958 as worst year since 1951 or as fairly good year (Vol. 14:26) can find general support for both views in govt. reports released this week. Joint SEC-FTC survey of manufacturing corporations showed after-tax first-quarter profits in relation to sales were lowest since 1947—3.4¢ per dollar of sales vs. 5.1¢ year earlier. At same time, Commerce Dept. reported May sales of manufacturers rose from April—up to \$25.1 billion from \$24.9 billion in first such rise since decline started last Aug. New orders totaled \$24.7 billion in May vs. \$24.5 billion in April.

Zenith got p. 1 treatment in July 2 *Wall St. Journal* article by staffer Wm. R. Clabby, titled "Unspectacular Tactics Get Spectacular Results," recounting success story of TV-radio-hearing aid enterprise founded by late pres. E. F. McDonald Jr. "Zenith's technique: A heavy concentration on a relatively narrow range of consumer products, an intense emphasis on quality production, and a rigid control of inventories—both its own and those of its dealers & distributors." Said Zenith treas. Sam Kaplan: "Diversification for diversification's sake can be a cancer.

Senate deleted section of bill to create a National Aeronautics and Space Agency which would have given Govt. full title to all inventions developed by new agency's contractors, following protest by EIA pres. David R. Hull that proposal would "seriously weaken American patent system and unnecessarily impede full cooperation between industry and the agency."

The Value Train for '58: That TV-radio-appliance makers are offering customers greatest values in history, is theme of major merchandising programs for fall market. Best enunciation of this sales concept we've seen so far comes from GE chairman Ralph J. Cordiner's speech before Edison Electric Institute in Boston, June 9. Said he:

"Why is it that sales of home appliances have not grown at the rate they should? . . . In the past 10 years, the manufacturers have offered their customers a greater flood of new, exciting products and features than in any previous period. New appliance and entertainment products have been introduced, styling has become much more attractive, and inducements to purchase a coordinated group of appliances, rather than just one appliance have increased . . . While the housewife has found higher and higher price tags on nearly everything she buys in recent years, the prices of electric appliances have actually declined.

"For example, the 12-in. TV set of 1950 cost \$230, while today's 17-in. set, a better product all-around, costs only \$180. The 8 cu. ft. combination refrigerator and freezer, with many new features, sells for less than \$300. A study of the components of the Govt's cost-of-living index reveals that, while the general cost of living has risen 26% since 1947, the prices of major appliances have actually declined 14%. These declines in prices have taken place in spite of a 63% increase in the cost of labor in electrical manufacturing, and a 50% increase in the cost of key raw materials.

"The prices have declined in spite of the fact that today's appliances have many improvements which greatly increase their real value to the customer. I am making the understatement of the year when I say that no sales force in industry has a better value to offer the consumer than the people who sell electrical appliances."

Color Development: "Color TV Takes on a New Sparkle" titles 7-pp. article in May *Electrical Merchandising*, which called on its correspondents for nation-wide report. While wrap-up contains little new, it's an excellent summation of color TV situation as it affects distributors & dealers today. Here are some conclusions:

"Color seems to have taken on new gloss and new dazzle among merchants across the land. RCA Victor now has over 9500 color-TV dealers, and reports a 50% leap in sales for early this year over the same period in 1957 . . .

"Exuberant predictions about color's major breakthrough have yielded to a saner merchandising view; that is, that color is gaining momentum through an evolutionary process. Best estimates place the number of sets produced at 300,000, those in use at 200,000." Among points noted:

- (1) RCA is gradually getting company among other manufacturers who are tooled up to take advantage of any break.
- (2) Servicing is no problem, for manufacturers have done excellent job of training.
- (3) Programming has improved in hours and quality, but more is needed.
- (4) Present color tube is likely to remain "it" at least through this year.
- (5) Here and there, dealers are beginning to make money out of color—and they're excited.

Reliability handbook prepared by RCA in 1956 has been released to public by Office of Technical Services, Dept. of Commerce. It's *Reliability Stress Analysis for Electronic Equipment* (182-pp. \$3).

TV-Radio Production: Continued decline in factory production of both TV & radio in May was reported by EIA this week. Production was also down from 1957 levels. TV production totaled 266,982 sets vs. 302,559 in April and 342,386 in May 1957. For Jan.-May period TV production was 1,790,840 sets vs. 2,178,361 during the corresponding 1957 period. TV sets with uhf tuners totaled 29,406 in May vs. 22,296 in April and 41,569 in May of last year. Radio production in May totaled 654,803 sets vs. 697,307 in April and 1,023,777 in May 1957. Jan.-May radio production totaled 4,186,869 vs. 6,098,951 in corresponding 1957 period. Revised EIA TV-radio production figures for first 5 months of 1958 follow:

	TV	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
Total	1,790,840	1,229,086	4,186,869

DISTRIBUTOR NOTES: Motorola appoints Burroughs Radio, Canton, O., for all consumer products . . . Graybar promotes E. J. Hoff to district mgr., Ft. Worth; C. M. Newbill, San Francisco; C. C. Ross, Dallas . . . Decca Distributing promotes Mike Daniels to mgr., Salt Lake City . . . Westinghouse appoints V & H Radio and Electronics, Los Angeles, for tubes . . . Merit Coil appoints Jules J. Bressler Co., N. Y., for all products.

Muntz TV, Chicago, agreed with the Federal Trade Commission this week to stop "exaggerating the size of picture tubes in TV receivers" and advertising that sets are "sold directly from factory." Consent order approved examiner's findings that horizontal measurements of viewable area of picture tubes in Muntz sets are substantially less than sizes claimed in company's advertisements. Also, it was agreed that sets are not sold from "factory outlets" but by retailers who buy them from Muntz.

Factory sales of picture tubes in May totaled 560,559 worth \$11,237,147, EIA reports. This compared with 590,357 worth \$11,591,733 in April and 758,328 worth \$14,031,519 in May last year. Receiving tube sales for May totaled 36,540,000 worth \$31,406,000 vs. 32,582,000 worth \$28,788,000 in April and 32,836,000 worth \$28,147,000 in May 1957. For first 5 months of 1958, total picture tube sales were 2,963,741 worth \$59,024,738 vs. 3,710,646 worth \$67,005,712 during corresponding 1957 period.

Motorola's 1959 TV-hi-fi lines, further details of which were announced this week (Vol. 14:26), include 9 stereo models ranging in price from \$100 to \$500 for Drexel-fashioned, AM-FM combination plus \$80 for separate speaker enclosure. All hi-fi instruments are equipped for stereo conversion. TV prices range from \$175 for 17-in. portable to \$540 for 21-in. French Provincial console.

Westinghouse vacation: Production facilities at Westinghouse Elmira tube plant will close down for vacation during next 2 weeks, July 7-20 (not July 14-27 as reported in these columns last week). Sales and shipping activities will not be interrupted.

Aluminized flying-spot scanner for use with high quality objective lenses is latest CR tube offered by Sylvania for commercial & military applications.

Symphonic Radio moves executive & sales depts. from New Brunswick to 10 Columbus Circle, N. Y.

HANDY TV & RADIO MANUFACTURING AND SALES INDEX, 1949-1957

(All Unit and Production Figures in Millions)

	Industrial Production Index ¹ (1947-9=100)	Radio Unit Production (1949=100)	TV Set Unit Production (1949=100)	Radio Sets, Units ²			TV Sets, Units ²			Components Factory Sales Value ³		
				Dealer Sales	Prod.	Mfg. Value	Dealer Sales	Prod.	Mfg. Value	Picture Tubes ³	Receiv- ing Tubes	Diodes & Trans- istors
1949	97	100	100	N.A.	11.4	\$310	2.7E	3.0	\$ 580	\$102	N.A.	N.A.
1950	112	127	250	N.A.	14.6	375	6.1E	7.5	1350	215	N.A.	N.A.
1951	120	110	180	N.A.	12.6	316	5.9E	5.4	957	131	N.A.	N.A.
1952	124	96	203	7.7	10.9	250	6.1	6.1	1049	179	\$259	N.A.
1953	134	117	240	12.2	13.4	298	6.4	7.2	1170	245	191	N.A.
1954	125	91	243	10.6	10.4	229	7.3	7.3	1040	206	385	\$ 15
1955	139	127	260	13.7	14.5	291	7.4	7.8	1080	221	358	33
1956	143	123	248	13.4	14.0	298	6.8	7.4	1000	212	374	74
1957	143	135	213	15.1	15.4	374	6.6	6.4	850	183	384	128

¹ Federal Reserve Board Bulletin. ² Electronic Industries Assn., as reported monthly in *Television Digest*. ³ Includes other cathode ray tubes up to & including 1956. E—Estimate. N.A.—Not Available

BASED ON STATISTICS available piecemeal, generally published as released in *Television Digest*, which it credits as source, the N. Y. Stock Exchange firm of Alex. Brown & Sons, with offices also in Baltimore, Washington, Winston-Salem and other cities, devotes its June *Industry Review Service* to the TV industry and has tabulated financial data on TV broadcasting and TV-radio manufacturing in unusually handy index-reference format.

The broadcasting figures for 1949-57 include Dept. of Commerce tables, *Printers' Ink* totals on all advertising expenditures, TvB's (formerly P. I. B.'s) on TV advertising expenditures, and respective CBS, NBC & ABC annual billings—all of which have been so fully reported by us that we're not reproducing them here.

General Instrument had profitable first fiscal quarter, record backlog of \$22,000,000 in period ended May 31, and 1958 should surpass last record fiscal year (Vol. 14:22), pres. Martin H. Benedek of big components manufacturer told annual meeting in Newark this week. He had no figures for first quarter, but said they'd approximate earnings of \$77,454 (6¢ per share) on \$7,042,665 sales year earlier. Benedek reported sales of TV components are holding up despite 15% drop in set production by industry, that semi-conductor sales are exceeding projections, that subsidiary Radio Receptor has been "operating profitably" last 2 months. Company's diversification "has made it possible to counter the effects of a temporarily depressed radio-TV market," Benedek said.

General Transistor Corp. plans public sale of 100,000 shares common stock, 26,112 to be issued in own behalf, 73,888 for account of chairman Arnold Malkan & family, according to notice to SEC. Hayden, Stone & Co. would be principal underwriter for sale, part of proceeds to be used for elimination or reduction of \$250,000 short-term bank loans.

Ling Electronics, Los Angeles, completes acquisition of United Electronics, Newark (Vol. 14:15), for \$750,000 cash, 65,000 shares of Ling common stock. Charles A. Rice remains as pres., Dr. John R. Beers as research-&-engineering v. p. of United, which makes high-energy thermionic tubes, fixed & variable ceramic vacuum capacitors.

Dividends: Amphenol, 30¢ payable July 25 to stockholders of record July 11; General Dynamics, 50¢ Aug. 9 to holders July 11; IBM, 65¢ Sept. 10 to holders Aug. 12; Daystrom, 30¢ Aug. 15 to holders July 28; Howard W. Sams, 12¢ July 25 to holders July 15.

The manufacturing figures, however, are the most convenient we've yet seen put together in one table, and we're reproducing them herewith. Says the Brown review, noting TV stocks in general have rallied after lagging behind the market for 2½ years: "TV broadcasting has been much more resistant to the current recession than the manufacturing end of the industry . . . The TV manufacturing industry, like other consumer durable industries, has been hard hit by the recession. . ."

Report then goes on to analyze the business in general and RCA, CBS, AB-PT, Sylvania, Philco, Magnavox, Motorola, Zenith in detail. The text is available on request from any Alex. Brown & Sons office. The table of manufacturing figures appears above.

Merger completed: Thompson Products Inc. and Ramo-Wooldridge Corp., which formed subsidiary Thompson-Ramo-Wooldridge Products Inc. last year to make electronic process control instruments (Vol. 13:52), combine into Thompson Ramo Wooldridge Corp. Thompson had held 57½% of Ramo-Wooldridge stock, will exchange 271,455 common shares of consolidated company for balance, held primarily by Ramo-Wooldridge officers. Thompson pres. J. D. Wright becomes chairman; Dean E. Wooldridge, pres.; Simon Ramo, exec. v. p.

Only 4 TV-radio-electronics firms—GE, RCA, Westinghouse, Corning Glass—are listed by Hemphill, Noyes & Co. in new roster of 150 "institutional favorites" for investment by colleges, foundations, insurance companies, etc. Copies of statistical survey of firms are available from investment house at 15 Broad St., N. Y.

Raytheon increases its govt.-guaranteed V-loan bank revolving credit limit to \$75,000,000 from \$35,000,000 with maturity extended to Dec. 31, 1960, to meet requirements for rapid growth in military electronics & missiles. Eleven banks will participate in credit agreement.

Reports & comments available: On CBS, report by Courts & Co., 11 Marietta St., Atlanta. On CBS and IT&T, comments by A. M. Kidder & Co., 1 Wall St., N. Y. On RCA, analysis by Hornblower & Weeks, 40 Wall St., N. Y. On Magnavox, sketch by Dreyfus & Co., 50 Broadway, and report by E. F. Hutton & Co., 61 Broadway, N. Y. On GE, study by Laurence W. Fairfax of Dominick & Dominick, 14 Wall St., N. Y. On Time Inc., study by G. S. Colby of DuPont, Homsey & Co., 31 Milk St., Boston. On Litton, review by Sartorius & Co., 39 Broadway, N. Y.

Networks 'Fair' on Pay-TV: Networks got clean bill of health from FCC this week, as Commission answered charges of "bias" raised by pay-TV proponent Skiatron Electronics & TV Corp. In letter to Skiatron counsel James M. Landis, Commission stated: "The Commission is of the opinion, in light of all the circumstances, that the networks and their owned stations have not, in their radio & TV programming relating to [subscription TV], violated the policy of the Commission expressed in its *Report on Editorializing by Broadcasting Licensees*. Programs broadcast by the networks have presented both sides of the controversy and the news programs similarly refer to both sides. With reference to the view which you expressed in your letters that 'there is a concerted campaign being conducted by the networks, their affiliates, and their trade organization, the NAB, to destroy potential competitors' in violation of the anti-trust laws, and to your charges with respect to alleged newspaper advertising in aid of this supposed campaign, it appears that the resolution of such questions is primarily within the jurisdiction of the Dept. of Justice, rather than this Commission." Though networks are cleared, Commission has been socking individual stations. So far, it has scolded WABT, Birmingham (Vol. 14:22), WBTW & WBT, Charlotte, and WBTW, Florence (Vol. 14:25), and it told Landis it will keep him informed of any action taken in additional cases.

Closed-Circuit Fight: Second big venture into closed-circuit sports TV by TelePrompTer, which claimed record theatre-TV turnout for Sugar Ray Robinson-Carmen Basilio bout in March (Vol. 14:14), will come with Floyd Patterson-Roy Harris heavyweight title fight Aug. 18 in Los Angeles. TelePrompTer signed this week with its ex-v. p. Wm. P. Rosensohn, now promoting bout (Vol. 14:26), guaranteeing \$210,000 minimum for closed-circuit rights. Company plans to use drive-in theatres as well as regular movie houses in U. S. & Canada, charging \$3-\$7.50 per ticket for fight, which won't be seen on network TV.

Closed-circuit TV system in Miles City, Mont., currently programmed entirely locally, has been bought by Televents Inc. (Bill Daniels, ex-NCTA pres.). System has 800 subscribers, will be converted to conventional community antenna operation, getting 2 signals via microwave.

Spokesman for tollvision, Pay-TV Newsletter & Digest, which has not published since NAB convention but is "still in operation although on a modified basis until pay TV gets off the ground," according to editor Ron Rico, has moved headquarters from San Francisco to 1964 Hillcrest Rd., Hollywood 28, Cal.

New industrial closed-circuit TV system, which automatically maintains picture quality over light variations of 12,000-to-1, has been introduced by IT&T industrial products div., 15191 Bledsoe St., San Fernando, Cal.

Pay-for-it-as-you-see TV: In Italy, viewer can now buy a set, which costs \$160 to \$320, by paying \$8 down, putting 16¢ in attached box for 45 min. of programming. System is called "taxivision."

Influence of American TV so worries some Britishers they're willing to lose money to combat it, according to report from London. G. R. Shrosbee, industrial relations adviser to Independent TV Companies Assn., said group is willing to sell British films to smaller colonial territories even at a loss "for the sake of our own prestige and that of Britain." "It must be borne in mind," he said, "that the effect of TV on such small territories as Hong Kong will be tremendous. We naturally want them to see the British rather than the American way of life."

COMMON STOCK QUOTATIONS
 Week Ending Thursday, July 3, 1958
Electronics TV-Radio-Appliances Amusements
 Compiled for Television Digest by
RUDD & CO.
 Member New York Stock Exchange
 734 15th St. NW, Washington 5, D. C.

NEW YORK STOCK EXCHANGE

1958					1958				
High	Low	Stock and Div.	Close	Wk. Chg	High	Low	Stock and Div.	Close	Wk. Chg
109 1/2	7	Admiral	10 1/4	-	374	300	IBM 2.60	369 1/4	+1 1/4
26 1/2	19 3/4	AmBosch .30e	25	-3/8	38 3/4	29 1/4	IT&T 1.80	38 1/2	+1 1/4
18 1/2	13	AmBestg-Par 1	18	-1/8	42 1/2	36 1/4	I.T.E.CirB .90e	37 3/4	+1 1/2
37 1/2	32 1/4	AmM&F 1.60	37	-	7	7 1/4	6% ListIndust 50c	7 1/4	+1 1/8
179 1/2	167 7/8	AT&T 9	179	+3 3/8	53	36 7/8	Litton Ind.	51 1/2	-1 1/4
27 1/2	22 3/4	Amphenol 1.20	25 1/4	-1 1/4	17 1/2	12 1/2	Loew's	17	-3/8
29 1/2	23 3/4	Arvin 3/4e	24 1/2	-	38 3/4	30 1/4	Magnavox 1 1/2	38	-1/8
7 1/2	5 1/4	Avco .30e	7	-1/2	28 1/2	23 3/4	Mallory 1.40b	25 1/2	-1/2
25 3/4	18 1/2	Becklnst	20 3/4	-1/4	92 1/4	76	Mpl.H'll 1.60a	90 1/2	+1 1/2
55 3/4	44 1/2	BendixAv 2.10	54 3/4	-1/8	42 1/2	35	Motorola 1 1/2	39	-1
36 3/4	27 3/4	Burroughs 1	33 3/4	-1	9 1/4	7 3/4	Nat'l Thea 1/2	8 3/8	+1 1/8
18 3/4	15 3/4	Clevitic 1/2e	16 1/2	-	41	30 3/4	Paramount 2	41	+2 3/8
32	24 1/2	CBS "A" 1b	30	-1/2	17 1/4	12 3/4	Philco	15 3/4	-3/8
31 1/4	24 3/4	CBS "B" 1b	30	-1/2	36 3/4	30 1/4	RCA 1a	35 1/2	+3/8
18	12 1/2	Col Pict 7/8t	16 1/2	+1 1/4	35 1/2	21 1/2	Raytheon 1 1/4t	32 3/4	-3/8
35 1/4	27 3/4	Cous Elec .40	31	-	7 1/2	5	Republic Pic	6 1/4	-1/8
26 3/4	19 1/4	Cous Electron	23 3/4	-3/8	34 3/4	25 1/4	Sang Elec 1.20	25 3/4	+3/8
17 3/4	12 3/4	Cor-Dub .40c	16 3/4	-	16 1/4	12 3/4	Siegler .80	13 1/2	+1/8
86 3/4	74 3/4	CornGlass 1a	83 1/4	-	4 1/2	2 3/4	Sparton	4 1/8	-1/8
4 3/4	3	Davega	4 3/4	+1 1/4	20 3/4	17 1/4	SperryRan .80	18 1/8	-1/8
36 1/2	30	Daystrom 1.20	33 3/4	-1 1/4	8 3/4	6	Standard Coil	7 1/4	-1/8
16 1/4	13 3/4	Decca 1	15 1/4	+1 1/4	18	14 1/2	Stanley-War 1	17 1/4	+1 1/4
25 1/4	14	Disney .40b	25 1/4	+2	35 3/4	29	Stew Warn 2h	35 3/4	+1 1/4
113 1/4	97 1/8	EastKod 2.20e	113 1/4	+1	24 3/4	20	StorBestg 1.80	24 3/4	+1 1/4
40 1/4	29	EmerElec 1.60	39	-5/8	37 1/2	31 1/2	Sylvania 2	35 3/4	+1 1/4
7 1/4	4 1/4	EmersonRadio	7 1/4	+1 1/2	42 1/2	26 3/4	Texas Instru	42 1/4	+3 1/4
8 1/2	7	Gabriel 1/4e	7 1/4	-	55 1/4	41 3/4	ThomProd 1.40	52	+2 1/4
65 3/4	55	Gen Dynam 2	58	+7/8	28	23 3/4	Tung-Sol 1.40b	27 1/4	-5/8
61 1/4	57	Gen Electric 2	59 3/4	+7/8	31 1/2	21 3/4	20thC-Fox 1.60	30	+1 1/2
9 3/4	4 5/8	Gen. Inst. .15g	8 7/8	-	23 1/2	15 3/4	UnitedArt. 1.40	22 3/4	+7/8
41	28 1/2	GnPrEquip.85e	32 1/4	+1 1/8	22 3/4	18 1/2	Univ. Pict.	21 1/2	-
30	24 1/4	Gen Tire .70b	25	-1 1/4	20 3/4	16 3/4	WarnBros 1.20	20 3/4	+7/8
50 3/4	40 3/8	Gen Teleph. 2	50 1/4	+3 3/8	67 1/2	53 1/2	Westingh E1 2	56 7/8	+3 3/8
29 3/4	21	HoffmanElec 1	28 1/4	-1 1/4	85 1/2	67 1/2	Zenith 1 1/2	81 3/4	+1 3/8

AMERICAN STOCK EXCHANGE

4 3/4	2 3/4	Allied Artists	4	-1 1/4	41 3/4	30 1/2	Hazeltine 1.40b	40 5/8	+3 3/8
15	34 1/2	Allied Con la	37	-1 1/2	2 1/2	2	Herold Ita .05p	2 1/4	+1 1/4
15 1/4	10 1/4	Am Electro	10 1/4	-1 1/2	4 3/4	3 3/4	Int Resist .20	4 1/4	+1 1/4
10 1/8	8 3/4	AssocArtProd	8 3/4	-1 1/8	7 1/4	4 1/4	Lear	6 3/8	-
14 1/4	7 1/4	AudioDev	13 3/8	-3/8	3 1/4	3 1/4	Muntz TV	9/16	-
10 1/4	7 3/4	BellockInst 1/4t	8 3/4	-3/8	4 1/4	2 1/4	Muter Co. 1 1/4t	4 1/4	+1 1/4
2	1 5/8	CinMa Inc.	2	+1 1/8	9 1/4	5 5/8	Nat'l Telefilm	8 1/4	-
3 3/4	2 7/8	Clarostat .15g	3 3/4	+1 1/4	6 3/4	2 3/4	Norden-Ketay	3 1/4	+1 1/8
5 3/4	3	DuMont Lah	5	+3 3/8	3 3/4	2 7/8	Oxford El .10r	3 1/4	+1 1/8
5	2 1/4	Dynam Am	3 1/4	-1 1/8	16	11	Phillips El	13 1/2	-
17 1/2	10	ElectronicCom	16 1/4	+7/8	11 1/4	6 5/8	Servomech 1/2t	10 1/4	-1 1/2
7 3/4	6 3/4	Electronics Cp	7 1/4	-	6	3 3/4	Skiatron	4 3/4	-1 1/8
31 3/4	19 1/2	FairchCam 1/2g	23 3/4	-1 1/4	5	3 1/2	Technicolor	5 1/4	+1 1/8
24 3/4	17 1/4	General Trans.	20 3/4	-1 1/2	8 7/8	6 5/8	Telev Ind	6 5/8	-1 1/8
17 1/4	14 3/4	Globe Un .80	15 3/4	-	6	3 1/2	Trans-Lux .20g	6 1/4	+1 1/8
4 1/8	2 1/2	Guild Films	4 1/4	+1 1/4	4 7/8	3 3/4	Victoreen Inst.	4 3/8	-

OVER THE COUNTER AND OTHER EXCHANGES

(Latest Available Data)

	Bid	Asked		Bid	Asked
Advance Ind	2 1/4	2 3/4	Maxson (W. L.) .05	6 1/4	6 3/4
Aerovox	4 1/4	4 3/4	Meredith Pub. 1.80a	31	33
Altec Co. .80	7	7 3/4	Metropolitan Bestg.	6 3/4	7 1/4
AMP Inc .50	20 1/4	20 5/8	National Co. (4% stk.)	11	12
Ampex	74	77	Oak Mfg. 1.40	12 1/2	13 1/4
Baird Atomic	7 1/4	8 1/4	Official Films .10	15/16	1 1/4
Cinerama Prod.	2	2 1/2	ORRadio	16 1/2	18
Cohu Electronics	6 1/4	7	Pacific Mercury TV	5 3/4	5 3/4
Collins "A" .35	16	17	Packard-Bell .50	13 1/4	14
Collins "B" .35	16	17	Panellit	5 1/4	5 3/4
Cook Elec. .40d	18	19	Perkin-Elmer	24 1/4	25
Craig Systems	6 3/4	7 1/4	Philips Lamp (14% of par)	39 3/4	41
Eitel-McCullough (5% stk)	25	27	Reeves Soundcraft (stk.)	3 1/16	3 1/4
Elec Assoc (stk)	39	41	Sprague Electric 1.20	35 1/4	37
Erie Resistor .40h	6 5/8	7	Taylor Instrument 1.20	27 1/2	29
Friden Inc. 1	52 1/4	55	Tele-Broadcasters	2	2 1/4
Giannini, C. M.	13 1/2	14 1/4	Telemorph .30	9 7/8	10 1/2
Granco Products .05	1	1 1/2	Telemorph (stock)	4 1/8	4 1/2
Gross Telecasting 1.60	20	21	Time Inc 3.75	60 1/2	63
Hewlett-Packard	30	32	Topp Industries (stock)	9 1/2	9 3/4
High Voltage .10g	31 1/4	34	TracerLab	6 1/4	7
Hycor	18 3/4	22 3/8	Trav-Ler	11 1/2	13 1/4
Indiana Steel Prod. 1.20a	18 3/4	18 7/8	United Artists	5 1/2	5 3/4
Jerrold	6 3/4	7 1/4	Varian Associates	19 3/8	20
Ling Electronics	67 3/4	74	Wehcor .15c	10 1/8	10 3/4
Leeds & Northrup .60b	23 3/4	24 1/2	Wells-Gardner	7 3/4	8 1/4
Machlett Lahs .25g	16 1/4	17	WJR Goodwill Sta. .50d	14	14 1/4
Magna Theatre	1 5/8	2			

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

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 12, 1958

CRAVEN 25-CHANNEL VHF proposal has "insurmountable" problems, according to Defense Dept. communications coordinator. Craven still hopeful (pp. 1 & 6).

BARROW & CO. seeks to deliver coup de grace to network practices, concentrating on option-time and must-buy in FCC testimony (pp. 2 & 6).

TV-RADIO TIME SALES up in all categories for 1958. Reps reap nearly \$50,000,000 in commissions on spot. Some pertinent and handy tables (pp. 3 & 4).

OTHER MEDIA DOWN, TV-RADIO UP in forecasts for 1958 time sales by Printers' Ink; 1957 ad volume figures revised (p. 5).

REPLY TO SARNOFF BLAST against press coverage of TV is made by N. Y. Herald Tribune's John Crosby, who lauds NBC chief's "common sense & courage" (p. 6).

SMALL-TOWN TV INQUIRY draws flood of comments, stations urging protection via regulation of CATV. NCTA says public must be arbiter (p. 7).

'ECOMOMIC INJURY' POLICY OF FCC reversed by Circuit Court, which urges new licenses be denied if established stations show public injury, too (p. 9).

WJR GETS FLINT'S CH. 12 in final FCC decision. Court dismisses St. Louis appeal. Examiner being reversed in Buffalo, WKBW due for Ch. 7 (p. 9).

KINTNER NEW NBC PRESIDENT as Bob Sarnoff moves to chairman; they divide duties, Adams, Bilby completing Big 4. Barry Wood quits, rejoins CBS (p. 10).

BASEBALL TV BLACKOUT legislation runs into Senate Judiciary subcommittee opposition despite backing (p. 16).

Manufacturing-Distribution-Finance

TOP TV BRANDS in 22 markets shown in 1958 Consolidated Consumer Analysis based on member newspapers' surveys. Second choices also noted (pp. 12 & 13).

ELECTRONIC INVESTMENT FUNDS' latest reports: Holdings of Group Securities Inc., Television-Electronics Fund, Electronics Investment Corp. (p. 15).

MORE VHF SPECTRUM FOR TV?—MANY A SLIP: There isn't the proverbial Chinaman's chance of getting more vhf spectrum from the military to effectuate FCC Comr. T.A.M. Craven's proposal for 25-channel TV band starting at present Ch. 7 (Vol. 14:23-27).

Authority for that is Paul Goldsborough, staff director for communications in office of Defense Secy. McElroy. Craven proposal would mean that military would have to move out of 225-324 mc. "A move of the Defense Dept. out of this band," Goldsborough told us, "presents insurmountable technical, economic and logistic problems. Even if this condition did not prevail, I'm not at all sure it's the best solution for the requirements of TV."

He emphasized that opinion was his own, but you can be sure he wouldn't be so emphatic unless he knew where the military stands.

We asked whether military might be willing to give up to TV some space between Ch. 6 & 7 (88-174 mc, which includes FM's 88-108 mc). Goldsborough said he has no opinion on that, would have to study it.

Craven is well aware of Goldsborough's views, in fact discussed matter with him this week. He doesn't seem fazed, says his proposal was "only a starting point" and "you've got to start somewhere."

Some allocations experts believe military would be more amenable to giving up space between Ch. 6 & 7 if it were given a chunk of TV's Ch. 2-6 (54-88 mc). Goldsborough said he hadn't considered whether Ch. 2-6 could take care of military services now located in 225-324 mc. Obviously aware of hornet's nest that would be stirred up by any effort to take TV's Ch.2-6, he stated: "The Dept. of Defense has no designs on the lower TV band." He recalled that Rear Adm. J. N. Wenger, speaking

for Defense Dept. in response to our query last year (Vol. 13:15), had scotched the rumors of such designs "very effectively." As for "scatter" communications, which work well around 50 mc, he noted that Defense Dept. has no plans to use it in U.S.

Goldsborough emphasized that all our allies, in addition to U.S. forces, use 225-324 mc for air-ground-air tactical & non-tactical communications. And he made it clear that if U.S. regards conversion problems "insurmountable," our allies consider them several times more difficult than that. "The military has hundreds of millions of dollars invested in equipment in that portion of the spectrum," he said. "We've been shifting into it for 10-12 years, from the 100-156 mc used during the war. If we started to shift to a new portion of the spectrum, there would be tremendous duplication until everything had been shifted."

Asked if uhf TV's 470-890 mc could serve air-ground-air needs as well as present 225-324 mc, Goldsborough said: "For communications purposes, we're as high as we can go technically," and he indicated there are numerous reasons.

"Something constructive" can be done, he said -- and that's to implement proposal of Office of Defense & Civilian Mobilization that top-echelon liaison with FCC be established to guide long-range planning. FCC has already accepted ODCM's offer and Comr. Ford is Commission's man, Craven assisting.

Goldsborough is in good position to speak for military, since his job is to advise Defense Secy. on problems cutting across all services. He studied law at U of Minn., served as a captain and pilot in Signal Corps during World War I. He was pres. of Aeronautical Radio Inc., the non-profit clearing house for civilian aviation, 1930-41, was called to active duty in Navy in World War II, served under director of naval communications and as air communications officer for Adm. Nimitz in Pacific. He retired as Navy captain, served as gen. communications mgr. for Trans-World Airlines 1946-56, retired, was called to present job in Jan. 1957. He's a full member of Society of Automotive Engineers and just this week was named a senior member of IRE. He's 67 years old, and vigorous.

* * * *

Craven is optimistic about prospects of getting more vhf for TV eventually, doesn't believe FCC must necessarily strive for the 225-324 mc he suggested. He's pleased that FCC & ODCM (Defense Dept. works through latter) will consult at policy level. "It's difficult to shift anyone," he says, "but you've got to try."

Another idea getting some consideration nowadays is that of snagging perhaps only 2-3 more vhf channels between Ch. 6 & 7. Argument is that this would be enough to make third TV network competitive. Arguments against it are that such channels would require conversion of existing sets, always a real problem; that extensive channel shifts of many stations might be involved; that 2-3 more channels still aren't enough to create a truly "nationwide competitive system."

Alternatives to getting more vhf spectrum: Extensive deintermixture; all-uhf; vhf mileage cuts and drop-ins. But there are lot of people in the industry, and some in FCC, who see no need for all the hullabaloo. They assert that U.S. is supporting virtually all the stations it can; that economics of TV preclude support of TV stations in numbers anything like that in radio.

Another factor was thrown into picture this week when Senate Commerce Committee reported out Potter resolution (S.J. Res. 106) to create 5-man commission charged with scrutinizing govt. use of spectrum (for details, see p. 6.)

BARROW'S FINAL LICKS IN NETWORK HEARING: Positions of several FCC members on network rules changes, as recommended by its provocative Network Study Staff Report, seemed to be fairly apparent this week -- as chief architect of Report Roscoe L. Barrow testified, flanked by economist Jesse W. Markham and attorney Louis H. Mayo.

Chairman Doerfer and Comr. Craven are clearly skeptical of conclusions in Report, showed this several times in their questions. Comr. Bartley tends to side with Barrow & Co. "Directivity" of other commissioners is less apparent -- but of

course, these current "leanings" are frequently deceptive, don't necessarily predict the final positions taken when chips are down and decision is to be written.

Barrow and aides are deeply steeped in their subject, having lived with it for 2-3 years, know much more about it than most commissioners. They've had chance to analyze all the anti-Report testimony -- and their work is far from sloppy. They are academicians, true, but they're sharp. Barrow is dean of the Cincinnati U Law School. Mayo is asst. dean of George Washington U Law School. Markham is youngest full professor of economics at Princeton, and the former chief economist of FTC.

Though these witnesses assert networks won't be hurt by changes they recommend, networks make no bones about their worries concerning "the climate in Washington." With committees of both houses of Congress seemingly against them, with the Dept. of Justice breathing down their necks, with Barrow Report closing in on them -- they look finally to FCC commissioners themselves to hold that current network practices are in the public interest, shouldn't be changed.

Quite illustrative of Doerfer's and Barrow's attitudes was one colloquy during hearing. Barrow stated that networks cried "wolf" before, said they'd be destroyed when present network rules were adopted just before World War II, but that they've prospered since -- yet they now say that those once-feared rules are fine.

Doerfer: "We all talk about the story of the wolf -- but the wolf finally did come, didn't it?" Barrow: "The wolf may come in the form of common carrier regulation if competition is not preserved. This, for all of us, is the wolf."

Barrow returns July 14 for questioning on his general statement. Mayo goes into anti-trust, rates, compensation, affiliation. Barrow then winds up with testimony on network spot representation, multiple ownership, application of FCC rules to networks. [For details of this week's testimony, see page 6.]

ALL CATEGORIES OF TV-RADIO UP THIS YEAR: It may be somewhat early to prognosticate and some rough months may lie ahead -- but even with the hills & valleys of the 1958 business recession it's apparent that both TV & radio broadcasting will do more business this year than last. There are variations for various parts of the country, of course, and there will be individual exceptions, but the telecasters and broadcasters as a whole will show fair increases in all major categories of time sales -- network, spot, local -- regardless of the downtrends in other media (Vol. 14:25).

Station Representatives Assn. (Lawrence Webb, managing director) is authority for this conclusion. At our request, it has compiled tables for each category of the business which are the handiest we've seen yet. Since they come from govt. reports, trade sources and reasonable projections, and since SRA's membership derives a big share of nearly \$50,000,000 in rep commissions on national spot, the figures going back to 1949 for TV and 1935 for radio (see tables, p. 4) offer a good index against which any station operator may equate his own actual and prospective business.

How closely national non-network (spot) runs against national network for the TV advertiser's dollar, is indicated in its predicted \$310,000,000 volume for 1958, after all discounts but before agency & rep commissions and not including talent and production costs. SRA predicts \$400,000,000 for networks, \$182,000,000 for local -- for a grand total of \$892,000,000. Spot will be up 6%, local 5%, network 4%.

Good rule-of-thumb, we're told, is that the reps get average of 10% on TV's national spot sales, so their "take" should be more than \$30,000,000. (Better guesstimate probably is \$25,000,000, or thereabouts.)

Radio's best billings are local, which SRA predicts will rise \$25,000,000 to \$325,000,000 for 1958, with national spot going up only \$9,000,000 to \$192,000,000, network up \$5,000,000 to \$55,000,000, regional network holding own at \$4,000,000 -- for a grand total of \$576,000,000 as against \$516,409,000 in 1957, continuing 4-year upsurge. Since reps usually get their traditional 15% on radio spot, their share ought to run \$28,700,000, which we think can be safely rounded down to \$20,000,000.

So the rep business is really Big, approaching \$50,000,000 in commissions on

reps' dealings with some 3000 advertising agencies handling (in TV alone) more than 4000 accounts. In TV, the reps were revealed in recent FCC hearings as placing very close to 50% of major stations' income. How the reps divide the business, is known only to themselves, individually, for they make no reports even to SRA -- but there is scant doubt that the big ones like Blair, CBS Spot Sales, Katz, Peters, Petry, NBC Spot handle most of the business, probably more than the 50-odd others combined.

Note: Printers' Ink, whose estimates of total advertising volume by media, prepared in collaboration with McCann-Erickson, have become standard reference, has revised its 1957 preliminary figures to show grand total of \$10,310,600,000 spent by advertisers (over-all) last year as against previously estimated \$10,432,000,000. At same time, it forecast drop to \$10,125,000,000 for 1958 on basis of first-quarter figures -- with TV up 7% for year, radio up 2%, newspapers down 10%, magazines down 6%, business papers down 5%. [For complete tables, see p. 5.]

TELEVISION TIME SALES—NETWORK, SPOT & LOCAL, 1949-1958

Compiled for *Television Digest* by Station Representatives Assn. from Govt. & Trade Sources

Year	National Network	% Increase From Preceding Year	National non-Network	% Increase From Preceding Year	Local	% Increase From Preceding Year	Total	% Increase From Preceding Year
1949	\$10,796,000	\$ 7,275,000	\$ 9,460,000	\$ 27,530,000	
1950	35,210,000	226.1	25,034,000	244.1	30,385,000	221.2	90,629,000	229.2
1951	97,558,000	177.1	59,733,000	138.6	51,304,000	68.8	208,595,000	130.2
1952	137,664,000	41.1	80,235,000	34.3	65,171,000	27.0	283,070,000	35.7
1953	171,900,000	24.9	124,318,000	54.9	88,474,000	35.8	384,692,000	35.9
1954	241,224,000	40.3	176,766,000	42.2	120,131,000	35.8	538,122,000	39.9
1955	308,900,000	28.1	222,400,000	25.8	149,800,000	24.7	681,100,000	26.6
1956	367,700,000	19.0	281,200,000	26.4	174,200,000	16.3	823,100,000	20.8
*1957	382,323,000	4.0	292,408,000	4.0	174,604,000	0.2	849,233,000	3.2
†1958	400,000,000	4.0	310,000,000	6.0	182,000,000	5.0	892,000,000	5.0

* Estimated. † Predicted by SRA on basis of TVB reports. Note: Foregoing are billings after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Talent and production costs not included. Figures are those officially reported by the FCC, except for 1957, which are estimated, and 1958, which are predictions, by Station Representatives Association.

RADIO TIME SALES—NETWORK, SPOT & LOCAL, 1935-1958

Compiled for *Television Digest* by Station Representatives Assn. from Govt. & Trade Sources

Year	National Network	% Change From Preceding Year	Regional Network	% Change From Preceding Year	National non-Network	% Change From Preceding Year	Local	% Change From Preceding Year	Total	% Change From Preceding Year
1935 ¹	\$39,737,867	1.....	\$13,805,200	\$26,074,476	\$79,617,543
1936 ²
1937	56,192,396	41.4	2,854,047	23,117,136	67.4	35,745,394	37.1	117,908,973	48.1
1938	56,612,925	0.7	28,109,185	21.6	32,657,349	-8.7	117,379,459	-0.6
1939	62,621,689	10.6	30,030,563	6.8	37,315,774	14.2	129,968,026	10.7
1940*	71,919,428	13.1	1,869,583	37,140,444	23.8	44,756,792	20.0	155,686,247	20.5
1941	79,621,534	10.7	2,752,073	47.2	45,681,959	23.0	51,697,651	15.5	179,753,217	15.4
1942	81,744,396	2.7	3,444,581	25.2	51,059,159	11.8	53,898,916	4.2	190,147,052	5.8
1943	99,389,177	21.6	6,256,508	81.6	59,352,170	16.2	64,104,309	18.9	228,102,164	20.0
1944	121,757,135	22.5	7,612,366	21.7	73,312,899	23.5	84,960,347	29.3	287,642,747	26.1
1945	125,671,834	3.2	8,301,702	9.1	76,696,463	4.6	99,814,042	17.5	310,484,046	7.9
1946	126,737,727	0.8	8,043,381	-3.1	82,917,505	8.1	116,330,301	16.6	334,078,914	7.6
1947	127,713,942	0.8	7,012,689	-12.8	91,581,241	10.4	147,778,814	27.0	374,086,686	12.0
1948	133,723,098	4.5	7,329,255	4.3	104,759,761	14.4	170,908,165	15.6	416,720,279	11.4
1949	128,903,467	-3.6	5,994,858	-18.2	108,314,507	3.4	182,144,301	6.5	425,357,133	2.1
1950	124,633,089	-3.3	6,897,127	15.0	118,823,880	9.7	203,210,834	11.6	453,564,930	6.6
1951	113,984,000	-8.5	8,481,000	23.0	119,559,000	0.6	214,519,000	5.6	456,543,000	0.6
1952	102,528,000	-10.0	7,334,000	-13.5	123,658,000	3.4	239,631,000	11.7	473,151,000	3.6
1953	92,865,000	-9.4	5,192,000	-29.2	129,605,000	4.8	249,544,000	4.1	477,206,000	0.9
1954	78,917,000	-15.0	4,767,000	-8.2	120,168,000	-7.3	247,478,000	-0.8	451,330,000	-5.4
1955	60,268,000	-23.6	3,809,000	-20.1	120,393,000	0.2	272,011,000	9.9	456,481,000	0.7
1956	44,839,000	-25.6	3,585,000	-5.9	145,461,000	20.8	297,822,000	9.5	491,707,000	7.7
1957†	50,000,000	9.8	4,000,000	9.5	183,987,000	26.5	300,000,000	0.4	516,409,000	5.0
1958‡	55,000,000	4,000,000	192,000,000	325,000,000	576,000,000

¹ Nation-wide and regional networks combined. ² Data not available. * Figures prior to this date not comparable in all categories. † 1957 figures estimated by Station Representatives Assn. ‡ 1958 figures predicted by SRA. All other figures from FCC reports.

Ad Taxes Struck Down: Baltimore's special municipal taxes on TV-radio and other advertising are unconstitutional, Md. Circuit Judge Joseph L. Carter ruled this week. In first legal test of levies (4% on sales, 2% on media receipts), judge said they "violate the fundamental guarantees of freedom of the press." City Council already had voted repeal of taxes effective next Jan. 1, and Md. legislature passed law banning such local levies (Vol. 14:10), but Baltimore officials wanted ordinance to stay on books this year, had already collected \$750,000. Money must be refunded unless city wins expected appeal to state Court of Appeals. Judge Carter held taxes "invalid & void," said he found only one parallel since "infamous stamp taxes imposed by England" before Revolution: Huey Long's La. tax of 2% on certain newspapers, which U. S. Supreme Court invalidated in 1936 as discriminatory.

NAB Spot Policy Okayed: Station Representatives Assn. agrees with NAB that multiple spotting restrictions in latter's TV Code are adequate as they stand and need no tightening such as requested by Assn. of National Advertisers (Vol. 14:25, 27). Following review of triple-spot problem by its TV trade practices committee, SRA managing director Lawrence Webb issued statement concurring with NAB's interpretation of Code "that 2 back-to-back announcements and an ID shared by an advertiser are acceptable." Meanwhile, July 5 *Sponsor* reported that "triple spotting controversy is a real boon" to TV monitoring services because more & more sponsors are checking commercials. It estimated monitoring business at \$3,000,000 annually, with Bass Films, Elliot, Unger & Elliot, Video View, National TV Monitor, Broadcast Advertisers Reports, TV Time among leaders in field.

Rate increases: WCHS-TV, Charleston, W. Va. July 1 raised base hour from \$650 to \$800, min. remaining \$175. WKRG-TV, Mobile, July 1, raised hour \$450 to \$500, min. \$90 to \$120. WICS, Springfield, Ill. plans adding Class AA hour about Aug. 1 (7-10 p.m. daily) at \$400, min. at \$80, Class A hour going from \$250 to \$350. KID-TV, Boise, Ida. July 1 raised hour \$225 to \$250. Canadian increases: CFCM-TV, Quebec City, July 1 raised hour \$475 to \$525, min. \$120 to \$140. CJON-TV, St. John's, Newfoundland, July 1, hour \$230 to \$250. CKNX-TV, Wingham, Ont., July 1, hour \$235 to \$250.

MCA-TV's Paramount library of 700 pre-1948 films has signed up WCAU-TV, Philadelphia, making 6 buyers to date. Others: KETV, Omaha; WOOD-TV, Grand Rapids; WBZ-TV, Boston; KNXT, Los Angeles; WCBS-TV, N. Y.

KOA-TV, Denver (Ch. 4) & KOA start construction of new studio-office quarters on 12½-acres on Lincoln St., between E. 10th & 11th Aves.—30,000-sq. ft. project due for Spring 1959 completion.

KTVU, San Francisco-Oakland (Ch. 2) is moving into new quarters at Jack London Square, Oakland. The 25,000-sq. ft. structure includes 80x50-ft. & 50x45-ft. studios.

Sign of FM revival: CBS plans full operation of its o-&o WBBM-FM, Chicago, which since 1941 has duplicated WBBM-AM feed. Programming will emphasize hi-fi, stereo.

Kit of 26 case histories on successful use of TV by banks and savings & loan associations has been issued by TvB; it's titled *How to Build Interest and Dividends*.

New reps: WNTA-TV, New York-Newark, July 15 to Katz for sales outside N. Y. (from Forjoe).

Other Media Down, TV-Radio Up: National advertising volume (all media) looks like it's facing decline of 2% to \$10,125,000,000 in 1958, with newspapers, magazines & business papers bearing brunt of drop while TV network & spot go up 7% (to \$1,090,000,000) and radio network & spot up 2% (to \$265,000,000). Preliminary projections for year were released July 10 by *Printers' Ink* on basis of first-quarter calculations (Vol. 14:25), at the same time that 1957 preliminary estimates were finalized and graded downward to an over-all grand total of \$10,310,600,000 from previously estimated \$10,432,000,000. The new tables, which represent total expenditures by advertisers, not merely receipts by media:

Medium	Expected 1958 total advertising revenue (millions)	1957 final estimate (millions)	% change 1958 vs. 1957
Newspapers (national)	\$ 730.0	\$ 809.7	-10%
Magazines	765.0	814.3	- 6
Television (network & spot)	1,090.0	1,022.6	+ 7
Radio (network & spot)	265.0	259.8	+ 2
Business papers	540.0	567.6	- 5
Outdoor (national)	140.0	139.1	+ 1
Other investments by national advertisers	2,645.0	2,640.1	0
Estimated total investments by national advertisers	6,175.0	6,253.2	- 1
Estimated total investments by local advertisers	3,950.0	4,057.4	- 3
GRAND TOTAL	\$10,125.0	\$10,310.6	- 2%

	1957		1956		% change 1957 vs. 1956
	Millions	% of Total	Millions	% of Total	
Newspapers					
total	\$ 3,283.3	31.9	\$3,235.6	32.7	+ 1.5
national	809.7	7.9	788.9	8.0	+ 2.6
local	2,473.6	24.0	2,446.7	24.7	+ 1.1
Magazines					
total	814.3	7.9	794.7	8.0	+ 2.5
weeklies	451.4	4.4	439.5	4.4	+ 2.7
women's	164.4	1.6	165.6	1.7	- 0.7
general	160.9	1.5	152.5	1.5	+ 5.5
farm, national	37.6	0.4	37.1	0.4	+ 1.3
Television					
total	1,290.9	12.5	1,206.7	12.2	+ 7.0
network	660.7	6.4	625.1	6.3	+ 5.7
spot	361.9	3.5	329.0	3.3	+10.0
local	268.3	2.6	252.6	2.6	+ 6.2
Radio					
total	622.5	6.0	567.0	5.7	+ 9.8
network	66.6	0.6	60.5	0.6	+10.1
spot	193.2	1.9	161.0	1.6	+20.0
local	362.7	3.5	345.5	3.5	+ 5.0
Farm Publications					
regional	33.7	0.3	36.0	0.4	- 6.4
Total Farm publications*	(71.3)	(0.7)	(73.1)	(0.8)	- 2.5
Direct mail	1,470.9	14.3	1,419.2	14.3	+ 3.6
Business papers	567.6	5.5	496.0	5.0	+14.4
Outdoor					
total	206.1	2.0	201.3	2.0	+ 2.4
national	139.1	1.3	135.9	1.3	+ 2.4
local	67.0	0.7	65.4	0.7	+ 2.4
Miscellaneous					
total	2,021.3	19.6	1,948.2	19.7	+ 3.8
national	1,169.2	11.3	1,115.3	11.3	+ 4.8
local	852.1	8.3	832.9	8.4	+ 2.3
Total national	6,253.2	60.6	5,925.6	59.8	+ 5.5
Total local	4,057.4	39.4	3,979.1	40.2	+ 2.0
GRAND TOTAL	\$10,310.6	100.0%	\$9,904.7	100.0%	+ 4.1

* Bracketed figures identify advertising directed to farm markets through national, regional and state farm publications. These figures are already contained in the other media total and are not to be added into national or local totals.

CBS-owned WCBS-TV, N. Y., sets up own sales staff for N. Y. area as of Oct. 1, continues to use CBS Spot Sales for rest of country and is hiring 8 more salesmen. Reason for change, according to Craig Lawrence, v.p. for owned stations and spot sales, is that "advertising dollar volume in the N. Y. area is so large, and the competition for it from all media is so intensive that we believe this is the time to form a sales staff whose time can be devoted exclusively to selling WCBS-TV."

Military Spectrum Hog? Sen. Potter (R-Mich.) has profound suspicions that Defense Dept. is sitting on frequencies it might well turn over to TV (see p. 1), and he was happy that Senate Commerce Committee reported out his "let's find out" resolution. After Committee acted this week, he said:

"This is the only means of really knowing whether this vital national resource, the radio-TV spectrum, is being used efficiently. It will break the cloud of secrecy the military have placed over their use of this precious property." Senate still has to approve the measure, and House has yet to consider its companion (H.J. Res. 381), offered last year by Rep. Bray (R-Ind.).

Resolution would establish a "Commission on the Allocation of Radio & TV Frequencies"—2 members appointed by President, one by Vice President, one by Speaker of the House, one by FCC chairman. Its job would be to study whether Govt. is using spectrum efficiently, whether any govt.-used spectrum can be turned over to civilian use and "what are the likely future requirements of the various agencies and instrumentalities of the Federal Govt. for radio & TV frequencies."

Members would be non-Govt. allocations experts, would have access to all govt. information, secret or otherwise, and would have to report in 6 months.

Industry had endorsed Potter's resolution warmly, but Office of Defense Mobilization (now ODCM) saw no need for it, said that if any studying were done it should include evaluation of civilian-use efficiency (Vol. 13:33). And military allocations specialists still assert they need everything they have. FCC Comr. Craven isn't excited about the resolution, says that the liaison with ODCM should be able to do the job.

Barrow Team at Bat: Roscoe L. Barrow is a soft-spoken man who used hard words in this week's network hearing (p. 2). Though he appears mild-mannered, he has some rigid attitudes. For example, he never permitted an industry man to buy him a lunch; he made his staff adhere to same rule.

Industry testimony against his Report was purely self-serving, he said. He noted that industry didn't contest facts presented, and asked:

"Can it be possible that a staff can be so consistently correct on its facts and so consistently erroneous in its evaluation and conclusions? To me this is inconceivable."

As opposed to industry testimony, he said, Senate Commerce Committee, House Judiciary Committee and Attorney General—"groups representing the public"—support Report's recommendations, or go even further.

* * * * *

Why did affiliates back networks? Said Barrow: "Most of them are dependent upon the networks for their economic life." Why did station reps and film producers also support option-time? "Almost every component in this industry wants a shield against some form of competition. It must be remembered, also, that when the stations, through mutuality of interest with the networks, support the network position, it would be difficult for their agents, the national station reps, publicly to take a position contrary to their clients."

TV Critic Talks Back: "Robert W. Sarnoff's bleat of anguish at the newspapers [was] a step in the right direction of common sense & courage on the part of the broadcaster," *N. Y. Herald Tribune* columnist John Crosby wrote this week, commenting on NBC chief's recent speech blasting press coverage of TV (Vol. 14:25).

Nevertheless, Sarnoff "is on pretty delicate ground" when he "starts impugning the motives of newspapers," Crosby said in column titled "Sarnoff Talks Back." Syracuse speech was "breath of fresh air," but if there is a deliberate campaign by press against TV because of advertising competition, "it must be underground because I haven't heard about it," he wrote.

Meanwhile, *N. Y. Times'* Jack Gould reported that "practical obstacles appeared to be growing" against DuPont proposal for press previews of TV shows next season to guide public to better programming (Vol. 14:27). Gould noted such difficulties as "fabulous expenditures" needed to provide previews for critics outside N. Y., quoted "executive of one network" who "was very cool to the whole idea": "It's silly to give critics such power."

DuPont continued to be willing to try out plan, however. Invitations went out to N. Y. critics to see performance of "Harvey" on *DuPont Show of the Month* day before Sept. 22 telecast.

Swap of kinescopes with French & Belgian TV systems was arranged during recent visit to Brussels Fair by staffers of Westinghouse's KPIX, San Francisco: Wm. Dempsey, program mgr.; Al Barraci, publicity mgr.; Peter Abenheim, of *Capt. Fortune* children's show. They shot film, appeared on shows there, rendered video accounting of their trip on station's *What's Your Opinion?*

Barrow noted that program syndicators once opposed networks, then changed position, whereupon they increased their income from sales to networks from 6% in 1955-56 to 25% in 1956-57. "I draw no inference from this fact," he said, "but the coincidence . . . is an interesting one."

Minimum regulation of networks is proposed, Barrow said. And, instead of heading toward common carrier regulation, he insisted Report's recommendations would forestall it by increasing competition.

He pooh-poohed networks' testimony that TV time sales are "soft"—therefore networks shouldn't be restricted now—by noting that network billings in first 5 months of 1958 were 13.3% higher than last year and that CBS Inc. earnings in first quarter of 1958 exceeded those of comparable 1957 period.

"Unquestionably, the greatest problem in broadcasting is that of allocations," Barrow stated. "Scarcity of outlets does affect many problems studied in the Report. However, these problems would not be solved even if a 4th national network were possible." Trouble, he said, is that networks dominate the affiliation relationship.

* * * * *

Option-time really isn't needed by networks, Barrow asserted, noting that clearances in non-option-time are quite good. Networks claim they need option-time, he said, because they offer unique service. "But," he said, "the anti-trust laws do not permit businessmen to decide with whom they will or will not compete, and against which groups they may seek 'protection' from competition."

Barrow noted that networks claim option-time is mere "thread" holding networks together, but: "Whether option-time is regarded as a 'thread' or a rope, I submit, depends

on whether the end is held in the hand, as in the case of the network, or is draped around the neck, as in the case of the station."

Networks claim that option-time is necessary to preservation of networks, thus in the public interest, despite informal opinion of Attorney General that it's *per se* violation of anti-trust laws (Vol. 14:25). But, said Barrow, "if option-time is a *per se* violation . . . the issue of the necessity or reasonableness of the practice is irrelevant." At any rate, he added, option-time isn't in the public interest. He also said, sarcastically: "I am surprised that the networks have so little confidence in their organization as to depict it as resting on the foundation of a restraint."

What would happen if option-time were abolished? Barrow's answers: Stations would be free to select programs. Programs would rise or fall on merit alone. Non-network producers would have crack at choice time. Program variety and quality would improve. Local, regional and national advertisers would have better access to good time.

* * * *

Must-buy has got to go, Barrow said, because it forces advertisers to take markets they don't want and because networks can use it to force better clearances from affiliates. Though network study staff found few advertising agencies complaining about being forced to take stations they don't want, Barrow said there's considerable additional evidence that pressure is exerted.

Minimum (dollar) buy, as operated by ABC, can work perfectly well, Barrow said, and he recommended CBS & NBC be permitted to employ it. Aside from the "public interest" aspects of must-buy, Barrow stated, the practice seems clearly prohibited by anti-trust laws. Louis H. Mayo, of Barrow's staff, is due to testify on anti-trust aspects of option-time and must-buy July 14, but his statement was released this week—and it comprises lengthy legal argument quoting numerous court

Hinterland TV Pros & Cons: Surprising volume of comments was filed this week at deadline in FCC's inquiry into impact of CATV, boosters, etc. on "orderly development of TV broadcasting." In addition to large number of stations, some of which we reported on last week (Vol. 14:27), both ABC and NBC filed (CBS didn't), as did NAB and Assn. of Maximum Service Telecasters—to mention major organizations. For community antenna industry, almost entire burden was carried by National Community TV Assn. in document some 200-pp. long.

Almost universally, theme of stations was this: Best way to get service to public is through conventional stations. If anything interferes with this—be it CATV, boosters, translators, satellites—it must be eliminated. It's better to give many people one signal than to give fewer people several signals. And FCC should be the arbiter. Best way to control is to require CATV, etc. to get originating stations' permission to use signals.

CATV's position: Let public choose. FCC can't and shouldn't be an arbiter. And, anyway, CATV doesn't kill off conventional stations. Other economic factors do.

One thing abundantly clear, from huge mass of legal and "public interest" arguments, is that courts will even-

decisions, notably recent *Northern Pacific Railway* case on "tie-ins."

Testimony of economist Jesse W. Markham was designed to show that national TV advertising is unique, isn't substitutable by other media—and that networks dominate it to unhealthy degree. "The real test," he said, "is whether one cigarette producer, one soap producer, one auto producer, etc., would find itself seriously disadvantaged if denied the use of national TV while its rivals were using it. If so, other media are not considered good substitutes."

FCC Chairman Doerfer isn't too impressed with anti-trust arguments. For example, he said, Eastman Kodak was forced to permit other companies to process its film. "I get poorer service now, and it costs more," he said. "All it does is subsidize some people who shouldn't be in the business. Justice Dept. says that option-time and must-buy are *per se* violations but the networks haven't had their day in court."



TV networks are finding sponsors in a "torrid and rather ungenerous mood," reports July 11 *Wall St. Journal*, which surveys their fall season schedules, finds NBC-TV with 5 hours a week of option time between 7:30-10:30 p.m. unsold, CBS-TV with about 3 hours on its hands between 8-11 or 5½ hours between 7:30-11, ABC-TV with 8 hours unsold. This is more "empty time" than the networks usually show by this time of year. Daytime hours are well sold out, however, but will get more competitive with ABC going on air this fall at 11 a.m. instead of 3 p.m. as now. Stations are worried, too, it's reported, though "many affiliates say they're doing fine in lining up advertisers for time openings outside those available to the network." *Journal* concludes: "Network TV, in a way, is just beginning to feel the intensified struggle for the advertising dollar that's come with the recession. Newspapers began to suffer as early as last fall . . . Most magazines have also suffered lineage losses."

usually have to rule on many matters involved. Meanwhile, FCC action or inaction will vitally affect profits, even the existence, of a lot of entrepreneurs.

ABC's parent American Broadcasting-Paramount Theatres, argued that CATV, etc. are okay if they don't deprive towns of own conventional stations. It said that CATV is last choice among ways to serve small towns—because they don't reach rural areas. It asked that relayers of signals be required to get originators' consent, should not be allowed to "reap where they have not sown."

In brief statement, NBC also urged the "originators' consent" principle.

NAB insisted that: (1) Satellites & translators be allowed only where there's no local station and must quit or "upgrade" service when local station starts. (2) Boosters & repeaters be permitted only to fill gaps in regular stations' coverage areas, and must get originating stations' permission to retransmit. (3) Microwave applicants seeking to serve CATV must show they have originators' consent. (4) FCC regulate CATV as common carriers—or get Congressional authority to do so.

AMST urged FCC to take elaborate precautions to make certain no facility—illegal booster, translator, CATV, or what have you—be permitted to increase interference to regular stations. It suggested variety of stringent controls.

Some 30 stations, large and small, pressed argument that FCC's "First Priority" in its 1952 end-the-freeze

Sixth Report & Order is proper guiding philosophy: "To provide at least one TV service to all parts of the U. S." Generally speaking, the smaller the station the more it insisted on this principle. For example, KHAD-TV, Laredo, Tex. said that it has only 16,500 sets in its area; that loss of only a few thousand to CATV planned in Laredo by Vumore Co. (Video Independent Theatres) might well result in KHAD-TV's demise. KMSO-TV, Missoula, Mont. reported CATV is really hurting it, stated that it had operating loss of \$54,534 in 1955, reduced it to \$10,120 in 1956, but blamed CATV for increasing it to \$51,158 in 1957.

Quite a few stations filed similar comments, giving this recommendation: FCC should control CATV indirectly, as it does networks. Way to do this is to recognize that stations have common law property rights in their signals, make stations enforce these rights by demanding that CATV get permission to use signals. If originating station fails to enforce such rights to protect small-town stations, penalize it.

Among those making the recommendation: KOA-TV, Denver; KHAD-TV, Laredo; WSIL-TV, Harrisburg, Ill.; KLTW, Tyler, Tex.

Several stations addressed themselves to satellite aspect of FCC inquiry. Those who operate satellites don't want flat prohibition against satellites in cities where regular stations operate, prefer case-by-case consideration. Such position was taken by KOTA-TV, Rapid City, S. D. and WICS, Springfield, Ill., among others.

Most stations insist that FCC already has adequate power to deal with CATV; they shy from urging Commission to seek more authority from Congress.

* * * *

Court of Appeals may have given station operators an assist this week in their fight against CATV, in form of decision ordering Commission to reexamine its philosophy on "economic injury" (see p. 9). FCC majority, led by Chairman Doerfer, has consistently argued that law forbids it from considering whether prospective competition will produce "economic injury" to existing stations. Court said Commission is bound to consider whether public will be hurt through loss of service stemming from too much competition.

NCTA relied on FCC's past policy on "economic injury" in its comments. Though NCTA's comments were written before Court of Appeals' decision, it presented some of problems FCC now faces:

"It has been determined, and wisely so, that broadcast stations should not be subjected to rate regulation. However, the Commission could not make a determination concerning the effect of CATV system on a local TV station without studying the operation of the individual station so as to determine that the operation is being conducted in a prudent and efficient manner. The Commission would also have to study the rate structure of the station in order to make a determination that the inability of the local TV station to obtain sufficient revenues is not attributable to disproportionate rates.

"In this regard, the Commission would also have to study all other advertising media which are available in the market and would have to make determinations on those media. Thus, the Commission would be required to first make the specific determination that a properly operated TV broadcast station could survive financially in the given market and that the same TV station would fail due to the presence of a CATV system or translator or satellite stations.

"The Commission, in making this determination, would have to evaluate expenses including salaries, approving or disallowing them as circumstances dictate, and in addition determine what constitutes a proper return on investment for the local TV station in the light of all pertinent circumstances. These determinations relate to an unregulated phase of broadcasting.

"If a broadcast station in a given community would request that the public be deprived of the TV services brought to it by CATV systems or satellite and translator stations, then it must be willing to submit the economics of its operation to what would be tantamount to public utility review by the Commission."

* * * *

NCTA devoted much of its comments to legal argument that CATV is not a common carrier and that microwaves cannot be foreclosed from serving CATV. It also made an unusual analysis of used & unused allocations in CATV cities, concluded that CATV isn't a factor detrimental to establishment of local stations.

Discussing multiple service vs. local service, NCTA said any attempt to regulate this would be "utterly impractical." It insisted that "to be consistent, such a regulatory policy would apparently have to provide for discontinuance of the multiple services, if a local station were constructed, or at least if it began to falter after being placed in operation. It would take a courageous citizen indeed who would undertake to provide a local service if it meant discontinuance of the multiple services to the community."

Jerrold Electronics Corp. argued, with some bitterness, that FCC has ruled on the important issues several times before and that "there is no justification for tolerating this continuous harassment of the CATV industry by a small group of broadcasters."

Nineteen microwave operators and applicants, serving or planning to serve CATV systems, submitted similar comments asserting that they are common carriers and that FCC can't legally block them from feeding CATV systems or any other customer. They urged that Commission lift its freeze on such microwave grants.

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Hot community antenna problem has developed in New York. Bell System, in hearing before Public Service Commission, disclosed it is permitting no more CATV systems in state to use its poles—refusing "attachment rights." Proposed CATV operator Antenna Systems Corp., Massena, had protested refusal to PSC. N.Y. Bell Telephone Co. witnesses asserted that CATV operators don't adhere to national safety code and Bell specifications; that they interfere with phone service; that Bell doesn't get enough income to justify trouble. National Community TV Assn. is seeking to intervene. If Bell's action in N.Y. is bellwether, it would have enormous implication for CATV industry—for most systems use phone company poles, most of them Bell's.

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Is Economic Injury Injurious? New legal area for protection of broadcasters from new competition was opened up this week by Court of Appeals for D. C. It ruled FCC has power & duty to reject license applications if established stations prove grants would be "detrimental" to public as well as to stations economically.

"This opinion is not to be construed or applied as a mandate to the Commission to hear & decide the economic effects of every new license grant," Judge Prettyman cautioned in decision, involving 2 small radio stations in Georgia.

But Court made it plain that FCC is expected to reverse long-standing policy of ignoring economic impacts of its grants on existing broadcasters—and consider their effects on public service if contestants in area raise issue.

FCC is expected to appeal decision to Supreme Court quickly, holding it would create chaos in hearing procedures. "We'd have to adopt all sorts of new standards and regulatory tools characteristic of public utility commissions if this ruling stands," FCC spokesman told us. He said "public interest" device could be employed for years by established stations to delay entry of competition.

Ruling was on appeal of Carroll Bestg. Co. (WLBB, Carrollton, Ga.) from 1955 grant by FCC of CP to W. Ga. Bestg. Co. for WWCC at Bremen, 12-mi. away. FCC had

WJR Finally Gets Flint: One of most litigated cases in recent FCC history ended this week with final award of Flint Ch. 12 to WJRT (WJR, The Goodwill Station Inc.)—4 years after Commission's original grant. Case had been in & out of FCC and Circuit Court, reached semi-final stage last Sept. when examiner Herbert Sharfman reaffirmed first recommendation (Vol. 13:27). Final vote was 3-1, Comr. Lee dissenting, Comrs. Craven, Ford & Cross not participating. Decision for WJRT once more rejected contestants Trebit Corp. and W. S. Butterfield Theatres Inc.

In separate decision by same vote, FCC tossed out protests against change in WJRT transmitter site from Clarkston to Chesaning, Mich. Stations complaining that move would invade their territory: WKNX-TV, Saginaw (Ch. 57); WTOM-TV, Lansing (Ch. 54); WWTW, Cadillac (Ch. 13). Reviewing complex proceedings in case, 43-pp. decision concluded: "Overall, the basis for our decision of May 12, 1954, remains unchanged."

Two other big-market situations were emerging from legalities. Court of Appeals this week dismissed appeal of St. Louis Amusement Co., one-time Ch. 11 applicant, against decision awarding the channel to CBS. Decision will allow 220 TV Inc. to build on Ch. 11, CBS having turned it over when it bought KWK-TV (Ch. 4), now KMOX-TV (Vol. 13:34 et seq). Text of decision hasn't yet been issued by Court.

Buffalo's Ch. 7 should go to WKBW-TV Inc. instead of Great Lake TV Inc., which had received examiner's favorable nod, FCC ruled tentatively this week. It instructed staff to draft final decision that way.

* * * *

Waiver of rules was granted WXYZ-TV, Detroit (Ch. 7) to move studio & transmitter to point 1½ mi. outside city limits, increase height to 1000 ft. KCEN-TV, Temple, Tex. (Ch. 6) petitioned for waiver to identify itself

refused to take up issue raised by WLBB that grant "would result in such an economic injury to the protestant as would impair the protestant's ability to [continue] serving the public." Commission held—as it has repeatedly—that "Congress had determined that free competition shall prevail in the broadcast industry."

On FCC's "free competition" point, Court commented: "To license 2 stations where there is revenue for only 1 may result in no good service at all. So economic injury to an existing station, while not in & of itself a matter of moment, becomes important when on the facts it spells diminution or destruction of service. At that point the element of injury ceases to be matter of purely private concern."

Case was remanded to FCC by Court "for findings on this point." Ruling said: "If the protestant fails to bear the burden of proving his point (and it is certainly a heavy burden), there may be an end to the matter. If his showing is substantial, or if there is a genuine issue posed, findings should be made."

FCC Chairman Doerfer is due to leave Sept. 12 for conference of telephone & telegraph div. of International Telecommunications Union, opening in Geneva Sept. 29. He'll be gone 6-8 weeks, will head U. S. delegation, expected to include FCC's common carrier bureau chief John J. Nordberg and Marion H. Woodward, chief of bureau's international div. Comr. Hyde will be acting FCC chairman.

as Temple-Waco; WMT-TV, Cedar Rapids, Ia. (Ch. 2) asked for Cedar Rapids-Waterloo identification.

Allocations change sought by Fla. Educational TV Foundation: Shift educational reservation in Panama City from Ch. 30 to Ch. 13. And, off our United Press International wire this week: "English & Spain, a partnership, asked FCC to allocate TV channel 9 to Williamsport, Pa." They're John W. English, principal of WSEE, Erie (Ch. 35) and Frank K. Spain, partner in WTWV, Tupelo, Miss. (Ch. 9).

WINR-TV, Binghamton, N.Y. (Ch. 40) filed application for experimental 10-watt Ch. 40 co-channel booster to use vertical polarization. Project is co-sponsored by RCA. WINR-TV also filed for regular translators: Ch. 78 to serve Johnson City & Vestal, Ch. 81 for Hillcrest & Chenango Bridge.

WVUE, Wilmington-Philadelphia (Ch. 12) asked FCC to issue show cause orders to WIBG-FM (Ch. 231) and WPEN-FM (Ch. 275) to swap channels—stating that WPEN-FM causes serious second harmonic interference to visual signal of WVUE "in substantial areas surrounding the WPEN-FM transmitter site."

One translator was authorized: Ch. 78, Myrtle Point, Ore.

Two applications for new TV stations filed this week were for Ch. 8, Jonesboro, Ark. by George T. Hernreich, ex-50% owner of KNAC-TV, Ft. Smith (Ch. 5) who has first refusal rights on any future resale of station, and for Ch. 2, Portland, Ore. by *Tacoma News-Tribune*, owner of Tacoma's KTNT-TV (Ch. 11) & KTNT. This brings total pending to 117 (29 uhf). [For details, see *TV Addenda 26-X*.]

Call letter change: KULA-TV, Honolulu (Ch. 4), now owned by Kaiser interests (Vol. 14:19, 24), changes to KHVH-TV July 16 when old KHVH-TV (Ch. 13) goes off air.

Sarnoff, Kintner Move Up: Robert W. Sarnoff moves up to chairman, Robert E. Kintner to pres. of NBC in new streamlining of big network organization approved July 11 by NBC board, effective immediately. This ends spate of rumors about their corporate and personal plans, intensified lately by departmental trimming for sake of economy that already has resulted in 100 or more staff releases.

Onetime Washington newspaper columnist Kintner, 49, is NBC's sixth pres. He joined NBC in Feb. 1957 after serving 7 years as ABC pres., previously as that network's exec. v.p. Bob Sarnoff, 40, continues as chief exec. officer, with Kintner and exec v.p.'s David C. Adams and Kenneth W. Bilby reporting to him.

Sarnoff, son of RCA chairman and NBC co-founder Gen. David Sarnoff, has no intention of joining parent RCA organization, where pres. John L. Burns has 10-year contract; he will be an active NBC officer, concerned largely with policy matters. He had been elevated to NBC pres. from exec. v.p. in Dec. 1955, succeeding Sylvester L. (Pat) Weaver, who became chairman, later resigning; preceding Weaver, NBC's presidents had been J. H. McConnell, Niles Trammell, Lenox Lohr and the late M. H. Aylesworth.

Oilman-showman Jack Wrather, who now controls KFMB-TV, San Diego (Ch. 8) and KERO-TV, Bakersfield, Cal. (Ch. 10) as result of buying out Helen Maria Alvarez's interests (Vol. 14:24), who holds uhf CP for Boston and Ch. 13 CP for Yuma, Ariz., is expanding his widening TV film operations into foreign syndication—this week announcing appointment of ex-Ziv sales executive Walter Kingsley to head new Independent TV Corp., capitalized at \$2,500,000. Reciprocal arrangements have been made with Britain's Associated Television Ltd., commercial program contractor, and Incorporated Television Programme Co. Ltd., headed by Prince Littler and Val Parnall, managing director of London Palladium. On new ITC board are John L. Loeb, Clifford Michel & Walter Walz, of bankers Carl M. Loeb, Rhoades & Co., who are deeply involved in DuMont, having spun off its TV station operations and expanded them into radio as Metropolitan Broadcasting Co. Millionaire Wrather, who owns such features as *Lone Ranger*, *Lassie*, *Sergeant Preston of the Yukon*, upcoming *Adventures of Tom Swift*, also recently acquired control of Muzak Inc. and Disneyland Hotel, has as fellow directors on new board showmen Michael Nidorf & Jack Shay, and lawyer Monte Livingston.

New consulting engineering firm of Silliman, Moffet & Rohrer begins operating Aug. 1 in expanded quarters of senior partner Robert M. Silliman, 1405 G St. NW, Washington (phone, Republic 7-6646). Mr. Silliman, '36 U of Minnesota engineering graduate, has been in Washington practice since 1946, previously served with FCC except for wartime duty with Harvard Radio Research Lab. John Moffet, Swarthmore '37, associated with Silliman since 1952, is ex-v.p. of Wm. L. Foss Inc., served with Signal Corps during war, holds reserve commission of Lt. Col. in U. S. Air Force. Raymond E. Rohrer is presently in charge of broadcast allocations, Jansky & Bailey, is Case Tech graduate '44, served 3 years in Signal Corps. Staff includes Carl M. Kowalski, Wm. V. Goodell, Gretchen Huff, Harry Seabrooke, Donald F. Ledford.

Complex nature of the burgeoning TV-radio broadcasting business was given as main reason for the changes—involving as it does intricate problems with Washington, stations, advertisers, agencies, artists, etc. Moreover, Kintner had earned his spurs, being given credit for up-building NBC's business, program structure and audience. Major dept. heads reporting to him are exec. v.p. J. M. Clifford, administration, and v.p.'s Matthew J. Culligan, radio; Robert F. Lewine, TV programs; Walter D. Scott, sales; P. L. Sugg, o-&o stations and spot sales.

Reporting to Adams, concerned largely with Washington and other policy problems, are v.p.'s Harry Bannister, station relations; Hugh M. Beville, research; soon also, legal v.p. Thomas E. Ervin. Reporting to Bilby are v.p. Sydney H. Eiges, press relations; John H. Porter, national adv. & promotion; Stockton Helffrich, continuity acceptance; Alexander S. Rylander, exploitation; Lester Bernstein, information.

Note: This week, NBC lost producer Barry Wood, one-time singing star of the old *Lucky Strike Hour* and recently exec. producer of *Wide Wide World*, who resigned to re-join CBS in an executive capacity. One of TV's top producers, who formerly headed NBC's color TV and handled major shows and stars, Wood is scheduled to handle a daily daytime TV strip starring Jimmy Dean. His resignation is linked with failure of General Motors to renew the highly popular and successful Sun. documentary show.

Publisher-broadcaster Donald W. Reynolds proposes to take over KHAD-TV, Laredo, Tex. (Ch. 8) under 5-year \$190,000 lease from partners H. C. Avery Jr. & David H. Cole, according to FCC transfer application. He also has signed contract to purchase KNAC-TV, Ft. Smith, Ark. (Ch. 5), his home base, where he publishes *Southwest American* and *Times Record*, to replace his uhf KFSA-TV (Ch. 22) there. KNAC-TV, which has involved sales history (see *Television Factbook No. 26*, p. 308), is being acquired from Harry Pollock interests for \$350,000, plus liabilities of approximately same amount—provided former 50% owner, Ft. Smith jeweler George T. Hernreich, doesn't exercise first refusal rights to take over station on same terms. In addition to Ft. Smith TV & radio, Reynolds presently operates KLRJ-TV, Henderson-Las Vegas (Ch. 2), with radio KORK; KOLO-TV, Reno (Ch. 8) & KOLO; radios KHBG, Okmulgee, Okla. and KBRS, Springdale, Ark.; holds CP for KNDA, Elko, Nev. (Ch. 10), and is applicant for Ch. 9, Hot Springs, Ark.

Allen S. Clarke, who was founder-owner of WBTM, Danville, Va., 1930-33 and Washington consulting radio engineer, 1947-50, and who now heads highly successful Nems-Clarke Co., Silver Spring, Md. electronics manufacturer, reports signing new business totaling \$2,720,000, giving firm about \$3,000,000 backlog. Among items made for TV-radio are field intensity meters, phase meter, video & audio jack panels and plugs.

Fight between KLTU, Tyler, Tex. and local community antenna system, described by CATV operator Glenn Flinn (Vol. 14:26), brought reaction from KLTU mgr. Marshall Pengra. Latter makes it clear that principals of KLTU weren't seeking any tieup with Flinn; that 40% of KLTU was offered to Flinn by attorneys for estate of late Gerry Lansing; that KLTU principals never disclosed to Flinn any record of station earnings.

Pay-TV study committee to formulate future contract policy has been named by Writers Guild of America, West, which sees medium becoming "big factor" in show business. Karl Tunberg is chairman.

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Personal Notes: Walter J. Damm, founding-v.p. of *Milwaukee Journal's* WTMJ & WTMJ-TV, gen. mgr. of those stations, long prominent as an industry leader, having been pres. of NAB and currently chairman of NBC-TV affiliates board, retires as of Sept. 27, age 65, plans to live in Fla.; George Comte, TV-radio mgr., will succeed him, asst. mgr. Robert Heiss moving up to Comte's post . . . Robert M. McGredy promoted to v.p. in charge of TV for WCAU-TV Inc., Philadelphia, where he's been sales v.p. since 1956, succeeding Charles Vanda, resigned (Vol. 14:27); Marvin L. Shapiro promoted to director of TV sales, E. Gordon Walls, to TV sales mgr.; Mel Levine, to administrative mgr.; Jack Dolph continues as program mgr. . . . Hal Hough, WCBS-TV program director since 1952, named director of program services for CBS o-&o stations, succeeded by Dan Gallagher . . . Lester Gottlieb promoted to new CBS-TV post of program development director, reporting to program v.p. Robert M. Weitman . . . Larry B. Gumbinner promoted to CBS-TV transmission facilities mgr. . . . William Self, TV producer (*Frank Sinatra Show*, etc.), joins CBS-TV, Hollywood, as exec. producer . . . Nick Zapple, communications counsel of Senate Committee on Interstate Commerce, and Mrs. Zapple are parents of a son, Peter James, their 5th child, born July 5 . . . Lester W. Lindow, exec. director of Assn.

ADVERTISING AGENCIES: Burt Cochran, recently retired McCann-Erickson v.p., joins Barton A. Stebbins Adv., Los Angeles, which changes name to Stebbins & Cochran . . . Cal J. McCarthy Jr., ex-Kelly, Nason Inc., named v.p. of Foote, Cone & Belding . . . Gerald M. Miller & Charles V. Hicks promoted to v.p.'s of Brooke, Smith, French & Dorrance . . . Joe Moran retired July 3 as v.p. of Young & Rubicam, N. Y. . . . Thoburn Wiant promoted to v.p., Young & Rubicam's Detroit office . . . Robert L. Whitehead, ex-Roy S. Durstine v.p., joins Guild, Bascom & Bonfigli, San Francisco . . . Kenneth J. Worland, ex-Lybrand, Ross Bros. & Montgomery, named v.p. & treas. of Erwin Wasey, Ruthrauff & Ryan . . . Thomas P. Croluis & Henry S. Jacobson promoted to v.p.'s of Reach, McClinton . . . John S. Wiggins, ex-H. W. Kastor & Sons, named v.p. of Herbert Baker Adv., Chicago . . . Richard E. Goebel promoted to mgr., San Francisco office of Compton Adv. . . . Norman Frank, ex-NBC-TV, named TV-radio director of Lynn Baker, N. Y. . . . Lawrence H. Johnson, ex-Bernard Relin Assoc. v.p., named public relations director of D'Arcy Adv., succeeding Orville Anderson, resigned . . . Bernard Kobres, sales mgr. of WSUN-TV, St. Petersburg, organizes Kobres Adv., 517 Bay Shore Blvd., Tampa . . . David Aldrich, ex-BBDO, TV writer for DuPont *Cavaleade* series and adviser to Robt. Montgomery, joins Ketchum, MacLeod & Grove.

Broadcasters Club of Washington, eating & drinking meeting place for TV-radio executives, holds formal opening 6-9 p.m., Fri., July 18. Address: 1737 DeSales St. NW.

of Maximum Service Telecasters (AMST), was promoted last week to Colonel in the Army Reserve, having served as wartime deputy director of PRO in Germany, as public relations officer for Generals Eisenhower & Clay there, then as chief of Radio-TV Branch, Defense Dept., Washington . . . James A. Pike, WNAC-TV, Boston, film director, named v.p. of Yankee div., Teleradio Pictures . . . Horace S. Fitzpatrick promoted to mgr. of WSLs-TV and WSLs, Roanoke, Va.; Gus Trevilian promoted to commercial mgr. . . . Jack Heintz, ex-station mgr., recently TV-radio consultant at Van Nuys, Cal., returns to Springfield, Ill. as publisher of *Illinois State Journal* and *State Register* . . . Harry E. Travis, sales v.p. of WNEM-TV, Bay City-Saginaw, Mich., resigns to establish own adv. agency in Bay City; Russell Gohring, v.p. of WNEM-TV & Gerity Bestg. Co., assumes sales responsibilities . . . James Bonfils resigns as mgr. of DuMont's WTTG, Washington, succeeded by John McArdle from affiliated WABD, N. Y. . . . Roger Garrett, ex-WSEE, Erie, Pa., named sales mgr. of WSTV-TV, Stubenville, O. . . . Kenneth N. McClure, ex-WMBR-TV, Jacksonville, now promotion director, KENS-TV, San Antonio . . . Ted Himstreet named promotion mgr. of KTVT and radio KDYL, Salt Lake City, succeeding Tim Monroe . . . Jack Lubell promoted to v.p. of Sports Programs Inc. . . . James E. Bailey, v.p.-managing director of Storer's radio WSPD, Toledo, for last 2½ years, onetime mgr. of old WAGA-TV, Atlanta, returns to Atlanta as managing director of radio WAGA, Reggie Martin succeeding him at WSPD, promoted from sales mgr. . . . David F. Milligan, onetime gen. mgr. of WWTW, Cadillac, Mich., appointed gen. mgr. of Gannett group's WINR-TV & WINR, Binghamton, N.Y.; Robert Trevitt named TV sales mgr., Kenneth Cable, radio sales mgr.; Shirley Ricciardelli promoted to program director . . . John L. McClay promoted to gen. mgr. of KYW-TV, Cleveland, Westinghouse stations v.p. Rolland V. Tooke now supervising separate TV-radio operations; Gordon Davis continues as radio KYW gen. mgr.

Thomas H. Brown Jr., acting director since last Nov. and an executive of Radio Free Europe since 1951, named director under Lt. Gen. Willis D. Crittenberger, USA ret., pres. of Free Europe Committee. Newly named European director is Erik Hazelhoff, onetime NBC-TV network sales director, who was born in Java of Dutch parents and who has been RFE's deputy European director for last year.

AB-PT pres. Leonard H. Goldenson was given testimonial luncheon July 11 by 50 AB-PT executives at Hotel Plaza, N. Y., in celebration of his 25 years in entertainment business. He joined Paramount Pictures in 1933, just out of Harvard Law School.

A. Davidson Dunton resigns as chairman of Canadian Broadcasting Corp. to become president of Carleton U, Ottawa, succeeded as acting chairman by J. Alfonse Ouimet, formerly gen. mgr.

Obituary

Dr. Frank C. Goodman, 80, who retired in 1948 as exec. secy. of radio dept., Federal Council of Churches, predecessor of National Council of Churches of Christ in the U.S.A., died July 11 at his home in Amityville, N. Y. Pioneer in religious broadcasting, he founded the National Radio Pulpit in 1927, also the program *National Vespers*, now known as *Pilgrimage*. Son Wesley is associate director of National Council's broadcasting & film commission.

Joel F. Jacobs, 55, v.p. of Doherty, Clifford, Steers & Shenfield, died in N. Y. June 29.

TOP TV BRANDS-IN-USE IN 22 MARKETS: So much interest was expressed by subscribers in the survey of TV set preferences by major markets which we printed last October (Vol. 13:40), that we have obtained permission from Consolidated Consumer Analysis to bring you the 1958 figures just off the press (see p. 13).

Consumer surveys in 22 markets form the basis for the consolidated report on brand preferences of about everything from air conditioners to wieners. Newspapers in these markets distributed questionnaires to a cross-section of area households. Then the results were consolidated in the national report.

Survey sample families for 1958 totaled 69,240, out of 22-market total of 5,000,000 households. Most of the surveys were conducted in Jan. 1958, few earlier.

TV table is cumulative -- that is, it gives percentage of all TV households which owned each brand of set in each market, together with ranking of each brand.

1958 TV survey was expanded to include 2nd set homes. Thus, we are able to bring you this year the first really informative study on 2nd set purchases, just beginning to loom importantly in the TV market. It is particularly interesting to note that 12.9% of the TV households in the 22 markets surveyed now have 2 sets, as compared with our latest over-all estimate of about 9%. Also, of particular importance is the tabulation of families planning to buy a 2nd TV set in each market.

Consolidated TV table is limited to 14 most popular brands. Therefore, some brands which rank relatively high in certain regions don't appear in the 22-market consolidated report -- such as Magnavox, Hotpoint, Muntz, Airline, etc.

RCA ranked first in all 22 markets, tied with Admiral for first in Chicago. RCA was first choice for 2nd set in 12 markets, GE & Admiral were first in 4 cities, latter tying RCA for first in Wichita.

Median set saturation in 22 markets was 94.8% at time surveys were taken. This was increase from 92.5% in 1957, 88.7% in 1956.

* * * *

Newspapers conducting the mass survey on foods, drugs, toiletries, home furnishings, appliances, automobiles, beverages, etc.: Chicago Daily News, Cincinnati Times-Star, Columbus Dispatch-Ohio State Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star & News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Newark (N.J.) News, Omaha World-Herald, Oregon Journal (Portland), Phoenix Republic & Gazette, Sacramento Bee, Salt Lake Tribune & Deseret News, San Jose Mercury & News, Seattle Times, St. Paul Dispatch & Pioneer Press, Washington Star, Wichita Eagle.

Trav-Ler Very Much Alive: Researcher's error was responsible for listing of Trav-Ler among the companies which in the last few years have forsaken the TV manufacturing field in connection with our report on the sale of DuMont's consumer products div. to Emerson (Vol. 14:27). Trav-Ler is very much in business in Chicago, despite operating deficits of last few years; still makes TVs, in fact plans expansion of TV capacity, also makes radios, hi-fi, other equipment. Also claiming to be still making some TVs is Leonard Ashbach's Wilcox-Gay (Majestic), though he's been identified primarily of late with import-export items.

TV-Radio Production: TV set production was 55,884 in week ended July 4 which included the holiday vs. 77,290 preceding week & 117,337 in corresponding 1957 week. Year's 26th week brought total TV production to 2,151,332 vs. 2,722,139 last year. Radio set production was 97,205 (19,741 auto) vs. 161,764 (57,928 auto) in preceding week & 200,242 (80,129 auto) in corresponding week last year. Radio output for 26 weeks was 4,615,711 (1,462,798 auto) vs. 6,928,096 (2,834,676 auto) in 1957 period.

TELEVISION SETS (First Set Owned)

CITY	Per Cent of Owners			RCA Victor	Admiral	Philco	Crosley	GE	Moto-rola	Zenith	Westing-house	Emerson	Sylvania	Silver-tone	Du-Mont	Packard-Bell	Hoffman
	1958	1957	1956														
Chicago ¹	95.1			1. 16.3	1. 16.3	5. 6.7	14. 1.5	6. 5.8	3. 10.3	4. 8.9	12. 1.9	11. 2.2	20. 1.0	7. 3.8	13. 1.8		
Cincinnati	96.0	93.9	92.3	1. 21.2	3. 13.9	2. 15.5	4. 12.1	5. 8.7	6. 7.7	7. 5.9	8. 4.0	10. 2.9	11. 2.3	13. 2.0			
Columbus	97.8	97.4	96.3	1. 22.7	2. 13.2	3. 12.6	9. 2.7	7. 4.0	4. 8.8	5. 4.6	8. 3.8	11. 2.0	15. 1.2		13. 1.4		
Denver	95.4	94.5		1. 11.7	2. 10.4	5. 5.9	14. 2.1	6. 5.6	3. 8.9	4. 6.1	12. 2.4	9. 4.2	21. 1.4	12. 2.4	10. 3.4	8. 4.4	10. 3.4
Duluth-Superior	94.8	92.1	88.5	1. 17.3	3. 7.3	9. 4.1		2. 11.3	8. 4.2	6. 6.1	5. 6.6	4. 7.0					
Fresno	90.3	88.3	80.5	1. 10.8	10. 5.0	3. 8.7	17. 1.5	8. 5.2	2. 9.1	6. 6.9	12. 3.4	9. 5.1	15. 2.0	5. 7.7	13. 2.7	7. 5.9	4. 8.3
Honolulu	89.2	83.1	74.6	1. 15.0	7. 6.3	5. 7.3	12. 2.5	4. 8.7	6. 6.9	2. 11.1	11. 3.2	9. 5.4	8. 5.8	3. 9.4	14. 2.0	10. 4.5	13. 2.1
Indianapolis	92.8	93.7	90.1	1. 15.6	2. 13.7	3. 9.3	9. 3.2	7. 5.9	5. 6.7	6. 6.1	8. 5.0	11. 2.6	4. 8.0	10. 2.9			
Long Beach	96.4	94.1	91.9	1. 16.6	5. 7.6	4. 7.8		9. 4.8	10. 3.9	6. 6.1	15. 1.5	12. 2.6	11. 1.6	7. 5.6	13. 2.5	2. 9.3	2. 9.3
Milwaukee	97.0	97.2	95.8	1. 23.2	2. 14.6	3. 8.2	17. 1.5	5. 1.8	4. 8.0	6. 4.4	9. 2.6	15. 1.8	10. 2.2	7. 3.3	11. 2.0		20. 1.2
Modesto	81.0	82.3	72.3	1. 12.6	7. 6.1	2. 11.1	11. 2.0	9. 3.8	7. 6.1	6. 6.9	16. 1.6	10. 3.6	11. 3.5	4. 7.1		4. 7.1	3. 10.9
Newark	97.1	97.2	96.0	1. 25.8	2. 9.7	4. 7.6	10. 2.9	6. 5.2	8. 3.4	9. 3.3	7. 3.6	5. 7.4	15. 1.6	12. 2.3	3. 8.7		
Omaha	96.9	95.8	93.0	1. 19.2	4. 8.2	2. 15.5	10. 2.7	5. 7.5	3. 9.7	6. 5.4	8. 3.5	7. 4.4		9. 2.9	19. 1.0		
Phoenix	92.7	90.1	88.7	1. 11.1	2. 10.3	11. 4.6	13. 2.5	5. 6.2	7. 5.5	9. 5.1	10. 4.9	3. 7.1	14. 2.3	12. 4.5	15. 2.0	6. 5.7	4. 6.7
Portland, Ore.	88.6	83.4	75.7	1. 11.9	3. 9.5	4. 7.6	11. 2.1	8. 5.2	5. 6.3	2. 10.0	10. 3.6	13. 2.2	16. 1.5	9. 3.7	16. 1.5	5. 6.3	7. 5.5
Sacramento	93.3	88.2	77.2	1. 15.5	8. 5.8	2. 9.2	18. 1.0	5. 6.3	5. 6.3	4. 7.2	11. 3.5	9. 5.1	15. 1.5	10. 4.6	16. 1.1	3. 8.5	5. 6.3
Salt Lake City	95.5	92.8	89.0	1. 14.6	2. 10.8	4. 7.8	12. 2.7	5. 7.7	3. 8.3	9. 4.0	8. 4.7	14. 2.1	13. 2.6	10. 3.5	15. 2.3	7. 5.9	6. 6.2
San Jose	94.5	91.8	88.3	1. 12.1	3. 8.7	4. 7.7	13. 2.0	11. 3.7	5. 7.2	6. 7.1	12. 3.4	9. 4.7	20. 1.1	8. 5.2	16. 1.3	2. 9.6	7. 7.0
Seattle	90.7	88.1	83.9	1. 16.1	6. 6.2	3. 7.0	15. 1.9	8. 5.4	5. 6.4	7. 5.7	10. 4.6	13. 2.0	9. 4.8	4. 6.8	18. 1.3	2. 8.1	12. 2.4
St. Paul	97.5	96.0	93.9	1. 18.9	2. 11.1	3. 8.1	9. 3.6	5. 7.5	4. 7.6	6. 6.1	10. 2.7	16. 1.5			15. 2.1		
Washington, D. C.	90.2	87.5	85.8	1. 23.6	2. 13.1	4. 8.7	15. 1.0	6. 6.0	5. 8.4	9. 3.8	11. 1.8	3. 8.9		8. 3.9	13. 1.5		
Wichita	92.3	87.5		1. 12.9	2. 12.4	4. 7.2	9. 4.2	6. 5.9	5. 6.4	3. 8.8	8. 4.3	16. 1.6	16. 1.6	12. 2.0	20. 1.4		7. 4.7

¹ RCA Victor and Admiral tied for first place in Chicago.

TELEVISION SETS (Second Set Owned)

CITY	Per Cent of Owners			Planning to Buy			RCA Victor	GE	Admiral	Hoffman	Philco	Moto-rola	Zenith	Emerson	Silver-tone	Westing-house	Sylvania
	1958	1957	1956	1958	1957	1956											
Chicago	18.2			11.1	10.2	10.1	2. 14.8	3. 13.8	1. 17.5								
Cincinnati	N.C.	N.C.	N.C.	8.5	N.C.	N.C.					6. 5.7	4. 10.3	5. 8.5	8. 3.3	7. 4.1	12. 2.1	
Columbus	26.1	N.C.	N.C.	7.4	N.C.	N.C.	1. 16.7	4. 9.6	3. 10.5		2. 10.8	5. 6.1	7. 4.0	8. 3.5		8. 3.5	16. 1.6
Denver	12.3	N.C.		4.3	N.C.		1. 16.9	2. 14.0	3. 13.7	10. 2.7	6. 4.7	4. 6.9	9. 2.9	5. 5.4	11. 1.7	7. 3.9	
Duluth-Superior	10.3	N.C.	N.C.	3.1	N.C.	N.C.	3. 11.3	1. 25.6	2. 13.7		5. 6.5	6. 5.4	8. 4.2	4. 7.7	12. 1.2	8. 4.2	
Fresno	6.1	3.5	N.C.	9.5	7.1	8.9	1. 9.7	1. 22.6	8. 3.2	5. 6.5	2. 10.8	6. 5.4	8. 3.2	2. 10.8	6. 5.4	13. 2.2	
Honolulu	5.9	3.1	N.C.	6.4	8.3	8.6	1. 17.8	2. 13.9	5. 6.9	8. 4.9	9. 4.0	4. 7.9	3. 9.9	6. 5.9	6. 5.9	11. 3.0	9. 4.0
Indianapolis	N.C.	N.C.	N.C.	10.0	8.2	6.9											
Long Beach	19.1	N.C.	N.C.	5.1	N.C.	N.C.	1. 11.2	1. 9.1	2. 11.1	3. 10.5	5. 7.8	9. 4.4	7. 5.0	10. 4.2	7. 5.0	15. 1.1	15. 1.1
Milwaukee	17.2	14.6	9.6	7.1	N.C.	N.C.	2. 15.1	3. 10.5	1. 22.4		1. 8.3	5. 8.2	6. 4.8	7. 3.9	8. 2.8	9. 2.2	15. 1.2
Modesto	3.7	3.1	N.C.	7.4	9.7	9.3	7. 3.6	2. 14.3	2. 14.3	1. 21.9	7. 3.6	4. 10.7	5. 7.1		5. 7.1		
Newark	24.7	N.A.	N.A.	7.4	7.1	11.8	1. 25.2	3. 8.6	2. 11.3		5. 7.1	9. 3.4	7. 4.3	4. 8.0	13. 1.6	8. 3.7	14. 1.3
Omaha	10.7	N.C.	N.C.	3.5	N.C.	N.C.	1. 15.2	2. 12.8	4. 11.0		3. 12.4	5. 8.3		6. 6.9	13. 1.4	8. 4.5	7. 5.5
Phoenix	12.5	N.C.	N.C.	4.3	N.C.	N.C.	3. 9.9	1. 13.6	2. 12.0	7. 4.5	9. 3.2	6. 4.8	5. 5.6	4. 7.5	10. 2.9	10. 2.9	13. 2.1
Portland, Ore.	8.3	N.C.	N.C.	6.0	8.3	N.C.	1. 11.9	3. 13.2	2. 11.2	6. 5.7	4. 6.8	7. 4.4	5. 6.1	7. 4.4	9. 3.0	9. 3.0	16. 1.3
Sacramento	9.0	4.3	N.C.	8.9	9.0	10.6	3. 8.0	1. 24.6	4. 7.1	6. 5.8	5. 6.7	2. 9.1	7. 5.1	9. 3.6	10. 3.1	10. 3.1	
Salt Lake City	12.1	N.C.	N.C.	3.5	N.C.	N.C.	1. 17.9	3. 11.3	2. 13.3	5. 6.6	4. 7.3	5. 6.6	15. 1.3	8. 4.0	9. 3.3	9. 3.3	7. 4.6
San Jose	12.0	N.C.	N.C.	6.9	6.9	8.2	2. 9.9	6. 6.7	1. 13.1	10. 3.6	7. 6.0	3. 9.5	9. 4.4	8. 5.1	5. 8.3	11. 2.8	11. 1.6
Seattle	12.5	N.C.	N.C.	7.3	5.8	7.3	1. 11.0	2. 10.6	4. 8.9	11. 2.9	6. 6.7	3. 9.1	7. 4.4	9. 3.1	5. 8.0	8. 3.3	9. 3.1
St. Paul	13.6	N.C.	N.C.	5.3	5.2	3.6	1. 17.1	3. 12.7	2. 13.1		5. 6.4	4. 7.9	6. 5.0	7. 3.5	15. 1.2		
Washington, D. C.	15.2	N.C.	N.C.	9.8	N.C.	N.C.	1. 11.1	5. 8.7	2. 14.5		3. 12.1	5. 8.7	9. 2.4	4. 9.6	8. 3.2		
Wichita ¹	9.0	5.2	N.C.	N.A.	N.A.	N.A.	1. 12.1	3. 11.8	1. 12.4		5. 8.3	4. 9.5	7. 4.7	9. 3.6	10. 3.0	6. 6.5	

N.C.—Not covered. N.A.—Not available. ¹ RCA Victor and Admiral tied for first place in Wichita.

Bright spots in business: Sylvania reported June TV sales highest for any June in company's history and 55% ahead of June 1957. Said marketing mgr. Robert L. Shaw: "The decline in consumer durable sales has halted." Pres. Robert S. Bell reported Packard-Bell's profit for first fiscal 9 months ended June 30 "definitely exceeded" the 67¢ per share earnings in corresponding period last year, said "our company and industry as a whole have passed the bottom of the slump."

Two new uhf converters, its first, are offered by Jerrold Electronics. "Ultracon" list is \$22.95, the more sensitive "Ultracon De Luxe" \$39.95. Latter includes built-in antenna for local reception.

Westinghouse fall line of phonos includes 5 stereo models ranging in price from \$90 to \$130 and matching speaker-amplifiers at \$50 and \$60.

Latest convert to stereo tape cartridge is Motorola which has quietly shown distributors its version of player to accommodate the automatic magazine loading tapes first announced by RCA last month. Fred Williams, Motorola chief engineer for radio & phonos, said the player is not yet in production but could be ready as soon as RCA Victor releases first pre-recorded stereo magazines, probably in Sept. Meanwhile, it was learned RCA will introduce three magazine-loading stereo tape players coincident with release of the labels, prices to start at about \$300. Other major phono makers are expected to follow RCA-Motorola lead since RCA has offered its magazine-loading development to the industry royalty free, volunteered engineering "know-how."

Herold Radio & Electronics plans new Bronx, N. Y. plant to make radio & hi-fi, employ about 1000.

Trade Personals: Adm. James E. Leeper (USN ret.) named Philco v.p. & govt. liaison officer; John B. Hunt, ex-McKinsey & Co., named asst. gen. mgr., govt. & industrial div. . . . Fred D. Wilson, ex-RCA v.p., ex-pres. of Capehart-Farnsworth, currently IT&T v.p. for industrial relations, will retire early in the fall . . . Thomas P. Collier, ex-Brucc Payne Assoc., appointed Motorola director of international operations . . . A. J. Kenerleber named mgr. of new GE picture tube plant, Augusta, Ga., transferring from similar post at Joliet plant . . . J. K. Van-Gallow, ex-Redisco, elected v.p. & gen. mgr., Admiral Credit Corp. . . . Walter F. Hermann promoted to v.p.-operations of Standard Coil Products . . . Dr. Morton R. Shaw promoted to product engineering supervisor, Corning Glass electronic components dept., succeeded by Charles J. Lucy as applications engineering supervisor . . . Dr. Arthur Bramley, ex-DuMont Labs, named technical specialist at Stromberg-Carlson's San Diego plant . . . Arthur J. Christopher Jr. promoted to mid-Atlantic sales mgr. of Sprague Electric, succeeding the late Wilmer S. Trinkle . . . Bob Krueger promoted to sales & promotion mgr., RCA Victor records, Los Angeles . . . Richard E. Stockwell, ex-GE, named adv. & public relations director of Avco's Crosley div.

Edwin Cornfield resigns as exec. secy. of Institute of High Fidelity Manufacturers in Aug., succeeded by Abe Schwartzman, onetime editor-publisher of *Brooklyn Standard*.

J. L. Singleton, v.p. of Allis-Chalmers, elected pres. of National Electrical Manufacturers Assn. to complete term of late W. V. O'Brien.

Obituary

Albert M. Elliott, 58, Bell Labs traffic studies engineer who worked on early manufacturing tests for vacuum tubes and served in World War II as First Army signal officer, then as communications officer for Tenth Army in Philippines, Okinawa & Korea, died July 11 at his home in Brooklyn. Widow and 2 sons survive.

Robert J. Whittier, 46, engineering mgr. of Raytheon's industrial tube div., died at Watertown, Mass., July 1.

EIA's Committee on Electronic Imports called on newly appointed Defense & Civilian Mobilizer Leo A. Hoegh Friday to acquaint him with "possible adverse effects on the defense program" of mounting electronic equipment and parts imports from Japan, West Germany and other countries. Robert C. Sprague, chairman of Sprague Electric, headed group in absence of committee chairman Paul V. Galvin, Motorola chairman. In general, visitors told Hoegh threat of mounting imports hampered expansion of electronics industry in this country, needed to keep pace with ever-growing military demands for electronic equipment.

Mergers of electronics firms accounted for 11% of all industrial mergers and acquisitions in the country between Sept. 1957 to May 1958, according to a compilation in July 11 *Electronics*. Of 853 publicly announced mergers, 94 involved electronics firms. Main buying reasons: to strengthen management, diversify, take advantage of tax loss, add new products, improve earnings. Main selling reasons: management's desire to retire, inheritance tax considerations, inadequate expansion capital, limited product lines and resulting high distribution costs.

IT&T will build plant at Roanoke, Va. to manufacture special purpose vacuum tubes.

ELECTRONICS PERSONALS: Fred C. Alexander, former deputy asst. for telecommunications, Office of Defense Mobilization, named acting director of "Opal" (Operation Alert) Communications Agency of new Office of Defense & Civilian Mobilization; latter is combination of ODM and Federal Civil Defense Administration, now under Leo A. Hoegh, former FCDA administrator . . . Capt. Wm. C. Eddy (USN ret.), TV pioneer (founded WENR-TV, Chicago, now WBKB), wartime head of Navy radar school in Chicago, returned July 7 from Middle East where his Television Associates Inc., Michigan City, Ind., is planning a communications network . . . Robert G. Petersen of I-T-E Circuit Breaker, named adviser to director of electrical equipment div., Business & Defense Services Administration, Dept. of Commerce . . . Dr. William O. Baker, Bell Labs v.p.-research, and Dr. Lee DuBridge, pres. of California Institute of Technology, elected trustees of Mellon Institute, Pittsburgh . . . David Packard, pres. of Hewlett-Packard, elected a director of Stanford Research Institute . . . James L. Anast resigns as technical director of Airways Modernization Board to become asst. to pres. of Lear Inc., with headquarters in Washington . . . J. S. Anderson, pres. of Aeronautical Radio, Washington, also heads new subsidiary ARINC Research, with headquarters at 1700 K St., NW. . . . Henry Arnhold elected chairman of General Ceramics, Keasbey, N. J., succeeded as pres. by John Bouwmeester . . . Maxwell C. Scott promoted to asst. mgr. of Sylvania's Buffalo operations . . . L. Rene Gaiennie promoted to v.p. for industrial & public relations, ACF Industries . . . G. H. Rathe promoted to marketing mgr. of IBM's military products div. . . . H. Gill Manifold promoted to treas., Servomechanisms, Hawthorne, Cal. . . . Col. James W. Anderson (USAF ret.) heads new Magnavox astrophysics labs div., Rochester, N.Y. . . . Donald M. Culler promoted to director of new IT&T astronics lab, Hicksville, N.Y.

Five new v.p.'s of Federal Telecommunication Labs, new consolidated research facility of IT&T, Nutley, N. J.: Louis A. de Rosa, electronic countermeasures; Sven H. Dodington, avionics; Arnig G. Kandoian, communications systems; Arnold M. Levine, missile systems; Charles D. W. Thornton, physical sciences, components & instrumentation.

Radio receiving set kits "made up of substandard components"—and sold as toys—aren't subject to Federal excise tax on "entertainment type" sets, Internal Revenue Service has decided (Rev. Rul. 58-333). It described toys this way: "When assembled, the sets are capable of only a semblance of audio production and do not meet the performance standards characteristic of a commercial radio receiving set with respect to tone & volume. From the standpoint of selectivity, only one station is obtainable."

Dormant fair trade: House Commerce subcommittee reviewed proposed fair trade legislation (HR-10527) by Rep. Harris (D-Ark.) this week but deferred action. Meanwhile, Senate Commerce Committee scheduled 2-day hearing on similar fair trade bill (S-3850) by Sen. Humphrey (D-Minn.) July 21-22—a date proponents agree may be too late to permit Congressional consideration this year.

Factory sales of transistors in May reached highest point this year and 5-mo. total was substantially ahead or last year, according to EIA. May transistor sales were 2,999,198 units worth \$7,250,824 vs. 2,856,234 worth \$7,025,547 in April. Cumulative sales for 1958 totaled 14,894,230 worth \$34,582,743 vs. 8,954,000 worth \$25,128,000 in corresponding 1957 period.

Big Fund Portfolios: Electronics & electrical equipment shares group represented only \$2,929,100 of the \$111,905,929 total net assets of Group Securities Inc., big Jersey City investment trust, as of May 31, 1958, and they had net asset value of \$6.40 per share on 457,669 shares outstanding as of that date, according to 6-mo. report just released. Group's realized net capital gain since inception of the company was \$378,899, and for the 6 months to May 31 it was \$49,584. These are the group's holdings, with market value as of May 31:

8000 shares Allis Chalmers, \$184,000; 3500 Bendix Aviation, \$180,250; 7000 CBS 'A', \$210,875; 5000 Cornell-Dubilier, \$80,000; 1500 Cutler-Hammer, \$74,625; 5400 GE, \$322,650; 2000 Hazeltine, \$73,750; 500 Hoffman Electronics, \$13,875; 200 Int'l Bus. Machines, \$69,750; 8000 Int'l Tel. & Tel., \$280,000; 1500 McGraw-Edison, \$52,125; 4000 Motorola, \$150,500; 10,000 Norden-Ketay, \$28,750; 5200 Philco, \$79,300; 6000 RCA, \$209,250; 2500 Raytheon, \$71,875; 8500 Sperry Rand, \$154,062; 2500 Square D, \$53,438; 6000 Sylvania, \$215,250; 3000 Westinghouse, \$174,000; 3000 Zenith, \$238,125.

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Latest report on biggest of the electronics funds, Television-Electronics Fund, reports net assets of \$155,400,000 and 14,857,031 shares outstanding in 6 fiscal months ended April 30 vs. \$135,100,000 and 13,038,227 as of Oct. 31, 1957. During 2nd quarter these were changes in its portfolio:

New stocks added: 15,000 shares American Electronics, market value \$204,375; 10,000 Foxboro, \$287,500. Also added were \$200,000 American Electronics 5½% convertible subordinate debentures, due 1973; \$170,000 Douglas Aircraft 4% convertible subordinate debentures, due 1977; \$250,000 Lockheed Aircraft 3¼% convertible subordinate debentures, due 1980; \$125,000 Northrop Aircraft 4% convertible subordinate debentures, due 1975; \$500,000 Olin Mathieson 5½% convertible subordinate debentures, due 1983; \$100,000 OR-Radio Industries 5% convertible notes, due 1973.

Holdings were increased in Allis-Chalmers, American Bosch Arma, AT&T, Carborundum, Carrier, Douglas Aircraft, Dresser Industries, Ex-Cello-O, General Dynamics, GE, General Precision Equipment, Robertshaw-Fulton Controls, Sprague Electric, Union Carbide, United Aircraft, Chance Vought Aircraft, National Cash Register.

Part of holdings were sold in Beckman Instruments, General Tire & Rubber, Hammond Organ, Otis Elevator, Penn Controls, Ryan Aeronautical.

RCA was struck again this week at Camden, Cherry Hill & Moorestown, N. J. plants, about 1500 design & development engineers in independent Assn. of Professional Engineering Personnel walking out in contract dispute centered on merit pay increases. Company said rest of 15,000 employees continued on jobs. Strike followed brief walkout last month by AFL-CIO American Federation of Technical Engineers at 3 facilities (Vol. 14:26).

Owens-Illinois, CR bulb supplier and manufacturer of other electronic glass forms, should have been included in our list of TV-radio-electronic firms culled from *Fortune's* annual roster of 500 largest U. S. industrial corporations (Vol. 14:26). Owens-Illinois ranked 78th in 1957, 79th in 1956. Last year company had \$510,487,000 sales, \$417,456,000 assets, \$35,810,000 net profits, \$267,267,000 invested capital, 32,275 employees.

Reports & comments available: On CBS, comment by J. R. Williston & Co., 115 Broadway, N. Y. On Ampex, brief by Bache & Co., 36 Wall St., N. Y. On Guild Films, memo by Van Alstyne, Noel & Co., 52 Wall St., N. Y.

Dynavox 1959 line of portable phonos includes 2-piece stereo instrument at \$180. Also, 4-speed portable transcription record player at \$80 weighs 17 lbs.

Daystrom forms Daystrom Ltd. of England, London, to manufacture Heathkits, "do-it-yourself" hi-fi and amateur radio assemblies.

Stock eliminated: 4200 International Nickel.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Admiral, Aerojet-General, Allegheny Ludlum Steel, AB-PT, American Chain & Cable, American Machine & Foundry, AT&T, Ampex, Amphenol, Babcock & Wilcox, Barry Controls, Bell & Gossett, Bendix Aviation, Boeing Airplane, Bullard, Bulova Watch, Burroughs, Cincinnati Milling Machine, Clark Controller, Cleveite, CBS Inc., Columbia Pictures, Conrac, Consolidated Electro-dynamics, Consolidated Electronics, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Cutler-Hammer, Dictaphone, DuMont Labs, du Pont, Eastern Industries, Eastman Kodak, Eaton Mfg., Eitel-McCullough, Electronic Assoc., Elox, Emerson Electric, Fansteel Metallurgical, Food Machinery & Chemical, Friden, Garrett, General Bronze, General Mills, GM, General Railway Signal, General Telephone, G. M. Giannini, Globe-Union, Goodyear Tire & Rubber, Harris-Intertype, Hazeltine, Hewlett-Packard, Hoffman, Indiana Steel Products, Industrial Electronics, IBM, Johnson Service, Leeds & Northrup, Liquidometer, Littion Industries, Machlett Labs, Magnavox, P. R. Mallory, Marchant Calculators, Martin, W. L. Maxson, Mergenthaler Linotype, Minneapolis-Honeywell, Minn. Mining & Mfg., Motorola, National Acme, Neptune Meter, North American Aviation, Oak Mfg., Paramount Pictures, Philco, Pullman, RCA, Reliance Electric & Mfg., Royal McBee, Servomechanisms, Sperry Rand, Square D, Statham Instruments, Stewart Warner, Storer, Sylvania, Taylor Instrument, Technicolor, Tel-Autograph, Telecomputing, Television Assoc., Texas Instruments, Thompson Products, Tung-Sol, 20th Century-Fox, United-Carr Fastener, United Utilities, Varian Assoc., Vitro, Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric, Zenith.

[For status preceding quarter, see Vol. 14:10]

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Electronics Investment Corp., mutual fund founded & headed by ex-San Diego broadcaster Charles E. Salik, reports net assets of \$14,352,695 in fiscal year ended April 30. Portfolio included \$12,150,834 of common stock, \$553,875 preferred, \$1,218,537 bonds, \$857,702 U. S. Govt. obligations. Portfolio changes during Jan. 31-April 30 quarter:

Purchases: 2100 shares of AB-PT (making total of 15,000); 1800 American Machine & Foundry (total 7000); 1300 Amphenol (total 8000); 4395 Beckman Instruments (total 8000); 1500 Bell & Gossett (total 13,500); 2001 CBS Inc. "A" (total 5000); 900 Consolidated Electro-dynamics (total 7400); 6000 Cook Electric (total 6000); 724 Eastern Industries (total 724); 2000 Eitel-McCullough (total 4000); 700 High Voltage Engineering (total 3700); 400 Hoffman (total 7000); 1000 IT&T (total 10,000); 2500 Ling Electronics (total 17,500); 5000 Lockheed Aircraft (total 5000); 6000 Machlett Labs (total 6000); 1000 RCA (total 10,000); 2200 Raytheon (total 12,600); 4600 Sprague Electric (total 10,000); 9000 Varian Assoc. (total 10,000); 1500 Eastern Industries pfd. (total 9200); 2000 General Precision Equipment 6% pfd. (total 3000); 7500 Ling Electronics pfd. (total 7500); \$50,000 Emerson Electric 5½% convertible debentures due 1977 (total \$200,000); \$50,000 Epsco 5½% convertible debentures due 1963 (total \$65,000); \$100,000 ORRadio Industries 5% debentures due 1973 (total \$100,000).

Sales: 1852 AMP; 4500 Daystrom (holds 5000); 4000 Epsco (holds 3500); 10,000 Ling Industries; 13,655 Philco; 5700 Square D; 1000 Thompson Products; \$200,000 U. S. Treasury bills due March 27.

[For status in Oct. 31-Jan. 31 quarter, see Vol. 14:12]

Cohu Electronics, which last Dec. acquired Millivac Instrument Corp. and Volkens & Schaffer Inc. (Vol. 13:49), expands again with purchase of Massa Labs, Boston, for \$1,500,000 in stock & cash. Maker of TV cameras (Kin-Tel div.), underwater sound equipment, sonar devices & ultrasonic products will be operated as Cohu div., with Frank Massa remaining as pres. and becoming a Cohu v.p. Massa is expected to add 20% to Cohu's 1958 sales, pres. La Motte T. Cohu said. Cohu earned \$190,177 (20¢ per share) on sales of \$5,428,093 in 1957 vs. \$252,700 (31¢) on \$3,392,247 in 1956.

Universal Pictures, 81.4% owned by Decca Records, cut consolidated net loss to \$92,349 in 13 weeks ended May 3 from \$426,000 in preceding quarter (Vol. 14:12). For 26 weeks ended May 3 loss was \$519,249 after \$720,000 tax credit vs. net income of \$1,727,623 (\$1.74 per share) in same period year earlier.

Hi-fi shows scheduled by Institute of High Fidelity Manufacturers: N. Y. Trade Show Bldg., Sept. 30-Oct. 4; Philadelphia, Hotel Benjamin Franklin, Oct. 10-12; Milwaukee, Wisconsin Hotel, Oct. 23-26; Los Angeles, Biltmore Hotel, Feb. 16-21, 1959.

Langevin Mfg. is new name of Maxson Instruments, subsidiary of W. M. Maxson Corp., Long Island City. Company makes audio & electronic equipment, amplifiers, transformers.

Baseball Blackout Lightens: Threat of Senate passage of House-approved measure to exempt organized sports from anti-trust regulation, permitting inter-club bans on game telecasts (Vol. 14:26-27), lifted this week.

Drive by baseball owners to complete Congressional action this session on exemption bills (HR-10378 & S-4070) had lined up more than half of Senate on their side. But increasingly vocal opposition to legislation developed as Judiciary anti-monopoly subcommittee started slow-going hearings on the measure—and scheduled adjournment of session was little more than month away.

Subcommittee chairman Kefauver (D-Tenn.) said: "Parts of the bill [sponsored by Sen. Hennings (D-Mo.), co-signed by 50 colleagues] worry me considerably. To give just a blanket waiver to anti-trust laws is a big request."

Sen. O'Mahoney (D-Wyo.) pointed out: "If this bill becomes law, nobody in Govt., nobody in Congress, could question the actions of those managing baseball." Sen. Mundt (R-S. D.) announced he would seek to tack on modifying amendments if legislation reaches floor. Sen. Langer (R-N. D.) said he had some searching questions.

First telecaster heard at Senate hearings was pres. mgr. Stuart T. Martin, WCAX-TV, Burlington, Vt. Sen. Aiken (R-Vt.) introduced letter from him protesting

House ETV Hearings Set: Move toward House action on Senate-passed Federal aid to educational TV bill (Vol. 14:22) was made this week, Chairman Harris (D-Ark.) of Commerce Committee taking time out from his frenzied legislative oversight subcommittee proceedings to schedule hearings starting July 15. Senate supporters of \$51,000,000 measure (S-2119), sponsored by Sen. Magnuson (D-Wash.), count on strong backing if bill reaches House floor before adjournment of Congress. Chances of House Commerce Committee voting on measure in time to meet deadline next month aren't regarded as good, however, and White House is opposing it. Hearings will be conducted by transportation & communications subcommittee—also headed by Harris—but at our press time this week no witness list had been drawn up, no schedule beyond July 15 set.

Another TV investigation—this one probing use of foreign-made music recordings—is demanded by Sen. Morse (D-Ore.) and Rep. Thompson (D-N. J.). They introduced resolutions (S. Res. 320 & H. Res. 620) authorizing committees to look into effects of imported sound tracks and picture film on employment of U. S. musicians, Morse assailing TV-movie "cut-rate" practice as un-American, Thompson calling it "pervasive threat to the future of American music." Both acted in response to protests by AFM pres. Herman D. Kenin, who said less than 12 of 125 filmed TV shows are scoring plots to union-made music, that half of AFM's 264,000 members are unemployed.

AFM's 30-year monopoly on music in the Hollywood film capital ended this week with NLRB announcement that Musicians Guild of America won bargaining representation election by 580-484 vote.

TV boom in West Germany sent production skyrocketing to 349,000 sets in first 4 months of 1958—a 55% increase over 1957.

his station was in danger of losing CBS-TV's *Game of the Week* as result of agitation by minor leagues against telecasts of major games in their home territories. It was cited as example of what would happen to stations if legislation is passed. Martin said Montreal's minor club objected to *Game of the Week* although Canadian city is 100-mi. from Burlington—outside 50 mi. radius "which heretofore has been the accepted distance to protect minor league ball clubs."

Kefauver recessed hearings until July 15 after first day spent questioning N. Y. Yankees' Casey Stengel, lead-off witness for organized baseball. FCC, FTC & Justice Dept.—all reported opposed to bills—are scheduled to appear July 15. Also on tap in opposition next week will be NAB.

Stengel's answers to questions frequently left subcommittee baffled. Langer wanted to know if telecasting of games would lead ultimately to pay-TV. "Well, now," said Stengel, "if I was starting out I'd like to be in that end of the business. All the big movie theatres went broke—you know that." O'Mahoney asked if minor clubs were suffering badly from big-game telecasts into small towns. "I should say so," Stengel said. "Now, if Bob Hope & Greta Garbo came to town—well, you're not going to watch baseball."

Kefauver pressed Stengel to explain why baseball interests wanted legislation. "Well," Stengel said, "I don't know for sure. I guess they want it to keep baseball the same game and baseball is run cleaner than any other business in 100 years."

Jacksonville's radio WMBR (1460 kc, 5-kw U, CBS), acquired by *Washington Post* in 1953 in \$2,470,000 purchase with WMBR-TV (Ch. 4), was sold this week for slightly more than \$400,000 to Ben Strouse, pres. of Washington's phenomenally successful WWDC (1260 kc, 5-kw, U) and member of NAB board. Reason for sale, handled by broker Howard Stark, was simplification of TV management at Jacksonville, where Glenn Marshall continues as pres. Station is now embarked on new TV studio-office building project. Strouse takes over radio staff intact, including mgr. Sidney Beighley, remains in WMBR building as tenant for 6 months until he builds or rents new quarters. Sale does not mean, according to John S. Hayes, pres. of *Washington Post* broadcast div., that his company intends also to sell its higher-billing radio WTOP (operated under same roof as WTOP-TV) or that it is letting up in quest for more TV or TV-radio properties, preferably in the South. Strouse will retain WMBR call letters, but TV call is due for change soon. [For news about other radio station sales and transfers, see *AM-FM Addenda BB*.]

Referendum on 5th Amendment issue raised by 2 members who refused to answer questions at House Un-American Activities hearing—and were promptly fired from TV network jobs (Vol. 14:25)—is being conducted by Radio & TV Directors Guild. Question posed to rank & file is whether "invocation of his constitutional privileges" by witness constitutes grounds for dismissal under "good & sufficient cause" or "gross misconduct" provisions of network contracts. Ballots returnable July 15 will determine whether Guild pursues arbitration of cases of 2 balky witnesses, both fired—director Charles S. Dubin of NBC TV's *Twenty-One*, floor mgr. Joseph Papp of CBS-TV's *I've Got a Secret*.

Swedish TV by 1962 plans 14 stations, 500,000 sets reaching one-fifth of population.

JUL 19 1958

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — July 19, 1958

MULTIPLE INDUSTRY HEADACHES concern Washington despite summer heat. Review of the main "crises" being talked about by the experts (p. 1).

TV-NEWSPAPER WARFARE for ad dollars deplored by top media man, who urges publishers adopt TV techniques. Jack Knight replies to Sarnoff (p. 3 & 16).

BELL SYSTEM RESTRICTING use of poles by new community antenna systems, according to CATV operators. NCTA fights Massena, N. Y. turndown (p. 3).

NO ALLOCATIONS CHANGES in sight yet. Potter willing to amend resolution to cover civilian spectrum as well as military. FM channels to TV? (p. 4).

QUIZZICAL FCC CONFRONTS BARROW as Chairman Doerfer and others question him and Mayo on anti-trust analysis. More Barrow-Mayo arguments (p. 5).

34½ UNSOLD OPTION-TIME half hours next season worry networks, force cuts in prize shows and staff, threaten heavy sustainer burden (p. 6).

ALL MEDIA EXCEPT TV-RADIO down in May from year ago, down also for first 5 months (p. 7).

EVEN TV WHISKY AD BAN isn't safe from Congressional criticism of broadcasters (p. 7).

WOMEN ATTORNEYS more numerous than lady engineers in TV and related fields, hold substantial jobs in networks, private practice, FCC (p. 8).

PUBLIC WON'T BE INJURED, FCC holds in denying protests against grant of WJRT, Flint. Pittsburgh gets 2nd educational channel (p. 10).

BMI DEATH SENTENCE BILL dying in Senate subcommittee, "music monopoly" unproven (p. 10).

FCC, FTC, JUSTICE DENOUNCE TV blackout terms of baseball anti-trust exemption bills, which probably won't get past Senate subcommittee (p. 11).

FOREIGN TV STATIONS total 560 June 30, sets-in-use 20,184,300, USIA reports; 161 more stations, 5,000,000 sets, seen by year's end (p. 16).

Manufacturing-Distribution-Finance

NEW PRODUCTS ON THE WAY present challenge for "creative retailing," Motorola pres. Robert W. Galvin tells NARDA Management Institute (p. 13).

TV INVENTORIES DROP SHARPLY particularly at retail level; retail sales decline "bottoming out" (p. 13).

BIG APPLIANCE OPPORTUNITY in next 10 years, prospect of 294,000,000 unit sales, envisioned by advertising executive at NARDA session (p. 14).

MAIN PROBLEMS & PROSPECTS OF TV-RADIO: What they're talking about on the Washington TV-radio scene these hot & humid summer dog days:

(1) The explosive international situation, of course -- with the alerting of all TV-radio facilities involved, and their increasingly important job of covering the news. Consensus is that they've acquitted themselves splendidly thus far. For example, the 3 networks cancelled 9 shows night of July 17 to carry the UN Security Council debates, and are continuing to overturn schedules regardless of cost, as are many stations. Headline over TV-radio editor Larry Laurent's July 19 column in Washington Post epitomizes popular reaction: "Networks May Lose Dough But Not Respect."

(2) How's business? From very good to fair in telecasting, good to bad in radio, with a few very bad spots like those dependent on the motor car economy. At least, that's gist of what we've heard tell by visitors to town and in several dozen widely scattered long-distance calls over the last few weeks.

There's no specific pattern or even trend, except that TV and radio are doing better than other media in that they're not falling behind last year and generally are a bit ahead (see p. 7). SRA projections for whole of 1958, which we published last week (Vol. 14:28), forecasting TV spot up 6%, local up 5%, network up 4% ought to hold up pretty well, according to consensus -- with some top-dog stations doing even better. All categories of radio will be up, too, but on a smaller scale.

(3) TV-radio set production and sales crawl along, disturbingly low even for summer and quite profitless -- and no one seems to have the answer to the problem of better movement of goods. Some equate the set market with the recession economy, now "bottoming out" according to the fiscal pundits. Some insist the good old days can come back only with "something new" -- what with 84% of all homes now TV-equipped (Vol. 14:27) and an estimated 8% having more than one set. The "something new" could be color TV, but no one really has yet licked its prodigious merchandising problems.

(4) Harris subcommittee is off FCC's neck at the moment, happily, but its investigators have been nosing over several comparative TV cases and station sales (Vol. 14:20) and can be expected to bust loose again. Then there's that Washington grand jury combing through the rubble bulldozed up by Harris -- and a lot of folk are quite apprehensive about possible indictments.

Attorneys and consulting engineers tell us they're busier than ever, mostly with radio clients seeking new & improved facilities. FCC is working at as great speed as may be expected of a govt. agency so short-staffed and with its heads under constant blandishments of Congressional committees, to say nothing of Congressmen & Senators now a bit more circumspect about seeking favors in pending cases.

(5) Network rules: Will FCC be persuaded by the Barrow arguments (p. 5) or, what's more likely in an agency so politically oriented, yield to Justice Dept.'s young but strong-minded Mr. Bicks (Vol. 14:25), who appears to have backing of his anti-trust div. chief Victor Hansen and of Attorney General Rogers himself?

Bicks more than hints that if FCC doesn't exercise "original jurisdiction" and ban the practices, Justice Dept. will go to court -- this despite the parlous condition of network business right now (p. 6) and despite fact that overwhelming industry opinion goes along with present system which, like Topsy, "just growed."

It's possible that the FCC, knowing realities of telecasting life and being a policy board, will not approve the Barrow recommendations; that Justice will then take networks to court on anti-trust grounds; that litigation will take years; and that there may be new faces and philosophies in the Justice Dept., Congress and FCC before this thing is finally threshed out.

(6) Will there be a serious reallocation, a shakeup of the whole TV spectrum such as the Craven proposal would necessarily bring about? Comr. Craven's original proposal -- creating 25 contiguous channels starting at Ch. 7, dropping Ch. 2-6 -- just isn't in the cards, according to Defense Dept. (Vol. 14:28). There may be some sort of shuffle someday, but no one really knows what it might be. Right now, prospects are greater that FCC will make changes that don't require military cooperation such as more deintermixture to make greater use of uhf.

Then too there's always been a school of thought that FCC is bound to start chopping away at engineering standards to squeeze more stations into the existing 12 channels, sooner or later. (For further developments on allocations, see p. 4.)

(7) Will FCC step into station-CATV controversy? It certainly hasn't wanted to, up to now, but there are some powerful Congressional pressures at work -- though against stiff potential opposition -- to force the Commission into regulating CATV. We guess FCC will shy away from trying to change status quo, whereupon anti-CATV legislation will be introduced, precipitating quite a battle. Prolonged court fracas seems inevitable, too, with large number of telecasters eager to attain the comforts and potential financial benefits which would accrue if stations knew they retained "property rights" in the signals they emit.

* * * *

There are multifarious other problems, ranging from individual contests for prize TV channels (not many left) to disposal of the bewhiskered radio clear-channel issue, from multiplexing to tall towers, from FCC scoldings for "unfair" editorializing to the headaches of political broadcasts. But the foregoing are the ones that cut across most industry "party lines" and, we find, are the ones most talked about over the Washington teacups and in the Federal corridors.

WHY NOT BENEFICIAL CO-EXISTENCE? Refreshing new peace-with-profit plan to end newspapers' sniping at TV in drives to recapture lost advertising (Vol. 14:25, et seq), is advocated by Cunningham & Walsh senior v.p. & media director Newman F. McEvoy. At recent convention of New England Newspaper Adv. Executives Assn., he observed:

"I am convinced that [TV] is here to stay: it has proved itself a very productive service to advertisers..." Therefore, he suggested that, since they can't lick TV, they should join it in collaborating, co-existing, integrating techniques.

Instead of frontal attack on the rival TV medium -- tactic which was exposed by NBC's Robert Sarnoff in his much-discussed Syracuse speech last month (see our June 21 Special Supplement captioned "Are Newspapers Deliberately Derogating TV?") -- McEvoy urges 3 ways dailies might become "better contestants":

(1) "There are merits to [collaboration] when you are losing a battle...If I were a newspaper publisher, I would study TV in my city very carefully and [horn] in on every promotion device running on TV so that every deal (10¢ off, 2-for-1, money back offers, etc.) would hopefully be made available to my readers."

(2) On co-existence with TV: Newspapers should "adopt some of TV's selling tools and build a complementary story" to match cost-per-1000 and "I would concentrate on reach and frequency of 1000-line ads."

(3) On integration of newspaper and TV advertising: "I feel that ROP newspaper advertising as well as TV [can] benefit in a properly developed tandem operation. I am suggesting that 1-&-1 make 3 -- that the sum of the parts is greater than the whole -- that instead of dog-eat-dog...we should all run as a team."

The ANPA Bureau of Advertising should set up a task force to promote understanding that "TV advertising is good and so is newspaper advertising; used together they add strength to each other." Dailies thus would do better job for themselves.

Note: Newly released bulletin of Bureau of Advertising (No. 40) this week roused ire of TvB pres. Norman Cash, who charged its claim that newspapers are doing 40% better for advertisers than night TV spots, on cost basis, is based on false and undisclosed premises. Titled "Valuable Data About Newspapers," it's the sort of material newspaper salesmen use as ammunition in the now open warfare for ad dollars.

Because newspapers haven't done good job selling themselves to advertisers, ANPA Bureau's pres. Charles T. Lipscomb Jr. told combined Carolina press groups this week, big research program into media costs, media buying practices, consumer interest, etc. has been undertaken, to be implemented in 1959 by "a national promotional selling phase which the industry has never before attempted" -- involving "new and intensified activity in the field of advertiser and agency solicitation" and "new selling themes and new presentations to carry the newspaper story individually to all the important accounts in every national advertising classification."

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Another sort of response to Sarnoff's speech, not quite so conciliatory, came this week from group newspaper publisher John S. Knight, who also has some TV interests. It's worth reading and is excerpted on p. 16. Noteworthy in both McEvoy and Knight arguments is absence of one compelling point: Newspapers have benefited and are benefiting to the tune millions of lines in the advertising of TV sets as well as so-called "spotlight" advertising of TV shows. Like radio, TV created a vast new source of linage and dollars for all publishers and will continue to do so.

BELL SYSTEM & CATV FIGHT OVER POLE USE: As if community antenna operators didn't have enough troubles with FCC and Congress (Vol. 14:28), they're running into real difficulties with Bell System -- which seems to have adopted policy, here and there, of declining to permit use of its poles for cable of new CATV systems.

Conflict has been brewing for months, broke into open last week when National Community TV Assn. found out proposed CATV system in Massena, N.Y. had gone to hearing before state public utilities commission, and N.Y. Bell had disclosed new policy of refusing "attachment rights" (Vol. 14:28). NCTA has filed petition to

reopen record, wants to rebut Bell testimony to effect that it loses money on CATV; that CATV doesn't comply with national safety code; that its phone service is hurt.

NCTA gen. counsel E. Stratford Smith asserts that several Bell System companies have been refusing attachment rights. These include: Pacific Telephone & Telegraph Co., Mountain States Telephone & Telegraph Co., Southwestern Bell Telephone Co., Bell Telephone Co. of Pennsylvania. Says he: "It's now impossible to get attachment rights in several substantial areas."

Bell System spokesman makes this response: "There has been no change in basic policy of the system companies with respect to attachment rights. They are continuing to negotiate each case on its own merits."

Matter is quite serious, for many proposed systems must get such rights from Bell before they can build. In some cases, Bell uses local power company poles, but it generally controls "communications" uses of those poles, including CATV. There hasn't been any problem, apparently, with independent phone companies.

CATV operators pay \$1.50-\$3 per pole per year for attachment rights, but Bell is currently talking of higher rates, up to \$6.

Bell is very happy to build & lease cable systems to CATV operators. In Bartlesville, Okla., cable-theatre system operator Video Independent Theatres built system, sold it to Southwestern Bell, leased it back.

Cable-theatre prospects may be very important element in Bell's planning. Pacific T. & T. wouldn't permit Skiatron or International Telemeter to wire up Los Angeles or San Francisco when the pay-TV outfits were generating a lot of publicity about it last year (Vol. 13:24); PT&T would have facilities at a price. So far, CATV has been only piddling business for Bell. Cable theatre, if it has a future, may have a huge one -- involving major markets.

Whither TV Allocations? The well-stirred TV allocations cauldron hasn't congealed anything new. Defense Dept. has knocked out idea of giving TV chunk of spectrum just above Ch. 13 (Vol. 14:28). However, it's willing to engage in top-level long-range discussions with FCC. It's impossible to guess what latter may lead to, eventually—whether something major, minor, or nothing.

Sen. Potter's resolution to create 5-man commission to study govt. spectrum use (Vol. 14:28) is given no better than fair chance of passage this session. However, Potter tells us he's willing to amend concept to include study of civilian uses—"though that's not the crying need." This ought to sweeten up the idea in several important quarters. For one, Office of Defense & Civilian Mobilization should be more willing to go along. Last year, it saw no need for study but urged that evaluation include civilian uses if Congress decides to go ahead anyway (Vol. 13:33). ODCM chief Leo Hoegh is the man to make the decision now, having succeeded ODM chief Gordon Gray, and Hoegh is still learning ropes.

Electronic Industries Assn. has long sought complete spectrum analysis and it, too, would be more willing to go along with Potter resolution. Potter says he'd like to see industry well represented on proposed commission—which would please EIA, of course. Some industry experts feel Potter may have antagonized military unnecessarily by charging that it's sitting on unused spectrum. They'd hate to see study devolve into "witch hunt" against the military. They really want an honest-to-goodness scientific evaluation.

FCC is expected to have no objection to the study. It is already reexamining virtually entire civilian spectrum

via 2 broad inquiries—25-890 mc and 890-&-up—and its findings would be readily available to new commission.

Near East situation throws a big imponderable into the pot. Naturally, if it gets hotter, any idea of military spectrum shift is bound to diminish.

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FCC suffers from absence of firm majority favoring any major move. It flip-flops 4-3 and 3-4, thus essentially maintains status quo, particularly on deintermixture. As for vhf mileage cuts and drop-ins, Commission is loath to move until TV Allocations Study Organization (TASO) finishes sharpening its coverage & interference "tools."

But all the discussions and investigations are provoking more thought in Govt. & industry. For example, one pioneer telecaster again broaches idea of carving TV channels out of FM (he operates an FM) and shifting FM to other frequencies. In letter to us, he says that "FM is still in its infancy," can be shifted far more easily than TV.

The idea has always been mighty explosive, probably is touchier than ever—what with some FM operators beginning to make money.

FCC's big 25-890-mc inquiry, started last year (Vol. 13:48) and covering all allocations involved in that portion of spectrum, will go to oral hearing some time after Oct. 1, FCC announced this week. Seeking to keep proceeding from getting unwieldy, Commission asked each party planning to testify to submit name of witness and outline of testimony by Oct. 1—after which Commission will determine whom to invite. FCC also requests each group or industry association to select spokesman or spokesmen; if individual members of such groups want to testify in addition, they must give Commission detailed reasons explaining need.

FCC Quizzical—But Barrow Firm for Reform

FCC BEGAN WARMING UP this week to job of querying Roscoe L. Barrow and assistant Louis H. Mayo, as latter defended their recommendations for changes in network operations (Vol.14:28). They're not through yet, will continue July 21.

One of most conspicuous features of this week's session, July 14, was the way Chairman Doerfer kept pounding at Mayo's legal arguments that option-time and must-buy are illegal *per se*. Doerfer is obviously well briefed on subject, went into considerable detail. He noted, for example, that recent *Northern Pacific* "tie-in" decision made exceptions for "industrial leases" and said that perhaps option-time might therefore be okay. Mayo said decision wasn't clear on the point. Doerfer observed that "conspiracy" was involved in *Paramount* case but that none is charged against networks. Mayo insisted that court struck down movie distributors' "block-booking" practices as illegal, totally aside from "conspiracy" angle.

Doerfer noted that Sherman Act provides for criminal penalties for infractions, said that Commission should be careful about declaring networks guilty. Mayo said FCC doesn't have to make such declaration but that it should be aware of probability of illegality. However, he said, option-time and must-buy are against the public interest, illegal or not. He opined that option-time would be illegal even if it were limited to an hour a day; that it's illegal even if administered leniently; that courts don't give a hoot whether practices help or hinder competition.

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Barrow argued that option-time is a "shield" which permits networks to shove inferior programs down affiliates' throats. For example, he said: "The highest budget programs usually straddle option-time or are outside of it. Networks need something, blockbusters, to take place of the shield."

If FCC believes option-time is mandatory, Barrow & Mayo argued, it must ask Congress to legitimize it. "If you insist you need option-time," Barrow asserted, "you'll probably have to go into time rationing and have to look at rates. That gets you toward common carrier regulation. We've tried to avoid that."

Mayo said he guessed Justice Dept. might take action if FCC doesn't, might go even further—attack "first call" (which Barrow Report endorses), seek to divest networks of o-&o stations (Report would limit ownership to 3 vhf's in top 25 markets). Barrow also suggested networks' long-term contracts with talent need anti-trust scrutiny.

An important feature of Mayo's legal argument is that each network program is distinct and that option-time "ties" them together illegally. Several commissioners are skeptical about that. Comr. Ford wondered whether network service might be regarded as "crate of eggs" as distinct from several dozen. Mayo insisted each program is separate "product"—a "monopoly" or "limited monopoly."

* * * *

Barrow and Mayo released statements covering additional facets of their recommendations, but their testimony on them was delayed until next week. Barrow has 34-pp. treatment of multiple ownership, station sales, network spot representation, application of FCC rules directly to networks. Mayo covers affiliation, rates & compensation.

"With the decline in the number of independent newspapers in many of the largest centers of the country," Barrow states, "it becomes more important than ever for

the Commission to promote diversification of ownership and viewpoints in this new, vital medium of communication.

"There are those who tend to minimize the significance of TV as a force in the shaping of attitudes and values and in the forming of opinions. They tend to look upon TV primarily as an advertising billboard and as a source of entertainment. I do not stand in this camp. I have profound respect for this medium, for what it has accomplished in its moments of greatness and for its potentialities."

* * * *

One-to-a-customer ownership should be FCC's ultimate goal, Barrow says, along with diversification, local ownership, and similar oft-stated FCC objectives.

Good start in that direction, according to Barrow, would be to limit ownership to 3 vhf's in top 25 markets. He rejects arguments presented by multiple owners in hearing, though he's sorry Westinghouse would get hurt in the process, since it has "an excellent record." "However," he goes on, "the Report recognized that many single-station owners also have an excellent record of performance. To 'grandfather' a multiple owner . . . seems unfair to potential station owners who deserve an opportunity to serve the public."

There are no advantages to multiple ownership, he claims. In big markets, "where multiple owners congregate," singly-owned stations make plenty of money and can afford to plow it back into programming. They can call on all kinds of specialists for help, don't need multiple-owners' staffs.

An absentee owner just can't be as interested in community as local owner, according to Barrow—and it's the owner who counts, not staff. "Some multiple owners have been known to sell stations in smaller markets," he says, "in order to acquire stations in larger markets as opportunities arise. This suggests that profit may sometimes be a stronger motive than interest in the particular community."

Noting that ABC testified it would have to stop network operations if it could own only 3 vhf's, Barrow says that "CBS developed into the top network while owning only 3 vhf stations . . . A strong case can be made for proposition that CBS & NBC can continue networking without any station ownership whatever."

Barrow also states that ABC network operations produce profit, albeit small, and the 3 o-&o's it would retain in N. Y., Chicago & Los Angeles produce 63% of its o-&o income, which is "substantial."

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If radio networks were jeopardized because of reduction of networks' profits from loss of o-&o stations, Barrow states, FCC should then consider "(a) how many networks, and in what form, would be necessary for national defense; and (b) what alternative means of financial assistance, and in what amounts, are necessary to insure the forms of networking necessary for national defense."

Barrow doesn't like networks' control over o-&o's: "As an arm of the network, the owned station is used to serve as an example to affiliated stations, when the network is striving to sell a policy which is not popular with affiliates."

However, Barrow concludes that if FCC doesn't want to divest anyone, it should "grandfather" them but prevent anyone else from acquiring 5 vhf's in top 25 markets.

Barrow also wants to tip scales in favor of local and

non-broadcast applicants—but he'd give them "rebuttable presumptions" so that "performance record of the [absentee and station-owning applicants], if it has been impressive, could still win the race."

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Station-sale procedure, according to Barrow, "is a frustration of the most vital function" of the FCC because selection of licenses has "largely passed from the hands of the Commission to the hands of individual broadcasters." Hence, Report recommends cash sales, publicly announced, not to be consummated until other bidders offer to meet price and comparative hearing is conducted among bidders. This, he claims, will give smaller operator better crack at stations. He says situation is "extremely serious," with 58 of the 81 vhf stations (72%) multiply-owned in top 25 markets.

Report recommends monetary forfeiture sanctions be imposed. Says Barrow: "One would reasonably expect that station owners would prefer to have the sanction for violation of a rule reduced from revocation of a license to a reasonable forfeiture. Why do they oppose this? The only reasonable answer is that they know that the Commission is unlikely to enforce a sanction so drastic as revocation of license but that it probably would be more disposed to enforce a more reasonable sanction. This is precisely why the monetary forfeiture sanction should be adopted."

* * * *

Networks ought to be forced out of spot rep business, Barrow asserts, because: "I think it is obvious on its face that the public interest is ill served when networks, which have such a dominant position in TV networking, also participate in the only telecasting area which competes with networking . . . It is quite obvious that the national spot sales division of CBS and NBC could expand greatly, and it seems likely that they have refrained from doing so only because of public attention focused on this problem."

Barrow dismisses as "rationalizations" the arguments of networks and their repped stations that networks have kept lists small in order to give superior service, stating that other reps have big lists yet satisfy some pretty finicky stations. "If [networks] pursued their business in-

terest, as competitors would be expected to do, and expanded to the extent that the dominant position of the network in its relations with affiliates enabled them to do, it would be demonstrated that they can also readily dominate the national spot field."

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Control of networks through rules applying to stations was called "ridiculous" by Barrow. "The only penalty within the Commission's power to impose is denial or revocation of license, a drastic sanction which is never invoked. Thus, the regulatory approach follows along lines which Gilbert & Sullivan might have appreciated. The victim of the crime is brought to trial and the only punishment which can be inflicted is capital punishment. But the Judge is unwilling to decapitate the victim, so both the victim and offender go free."

Network witnesses, says Barrow, "conjure up all manner of horrors which future Commissions might somehow decide to impose on them . . . Has the Commission tyrannized and oppressed stations?"

* * * *

Public disclosure of affiliation, rate and compensation details, recommended in Barrow Report, is discussed by Mayo. Terming Report's proposals "modest," he says there's nothing smacking of "common carrier" involved. He calls attention to disclosures required by Lobbying Act, new Automobile Information Disclosure Act, the filing of ownership information with Post Office by newspapers.

"The purpose of such disclosure," he asserts, "is not to promote greater governmental intervention. Quite the contrary, the purpose is to minimize governmental supervision through self-regulation induced by public knowledge of the activities affected."

Mayo notes, a bit acidly: "In this respect, I should like to point out that a number of changes in affiliation, rate, and compensation policies have been announced by the networks subsequent to the publication of our Report and the investigations of Congressional committees. While it has been denied that these new policies were influenced by the Report and investigations, it seems more than a coincidence to me that these newly announced policies closely follow the recommendations of the governmental bodies."

Unsold Network Time: Hard facts about open network time are rather cogently pointed up in this observation by *Variety's* crack observer George Rosen: "If the amount of total unsold half hours in prime evening time on the 3 TV networks were stacked back-to-back, it would almost add up to a full week's programming 7:30-10:30 p.m." What happens in a sales way in next 60 days, *Variety* states, will be of major consequence "to the future of a 3-web economy based on present-day sales concepts."

Altogether, 34½ unsold half hours (9 on CBS, 11½ on NBC, 14 on ABC) are giving the network executives plenty of pause these days; it takes 42 half-hour option-time periods to program a network for 7 nights. If each 30-min. segment averages about \$4,000,000 per season for time & talent, the presently unsold time for next season represents some \$138,000,000—to say nothing of costs for sustainer replacements.

"All of which has contributed," says Rosen, "toward the virtual decimating of the more lofty out-of-pocket programming." Also, sharp staff cuts are still going on. And that's why there won't be any NBC Opera next season, no *Project 20*, no *See It Now*, among others. Among the hardest-to-take casualties of the sponsor season: General Motors' *Wide Wide World*.

Bright spots: More day time sold by all, CBS Sun.

schedule after 5 p.m. and its daily 7:30-8 p.m. & 10:30-11 p.m. well sold out. But those unsold 34½ half hours (as of July 18) still bulk large against the 22 unsold at this same time last year.

CBS Shifts Option-Time: As of Sept. 15, CBS changes option-time primarily to meet advertisers' requests that evening time start and end half hour later, to take advantage of flexibility offered by video tape and to express Central time stations' option-time in terms of local time, conforming with practice in other 3 zones. New schedule will be:

Time Zone	Mon.-Fri.	Sat. & Sun.
Eastern	10 a.m.-1 p.m. 2-5 p.m. 8-11 p.m.	10 a.m.-1 p.m. 2-5 p.m. 7:30-10:30 p.m.
Central	9 a.m.-12 noon 1-4 p.m. 7-10 p.m.	9 a.m.-12 noon 1-4 p.m. 6:30-9:30 p.m.
Mountain	10 a.m.-1 p.m. 1-4 p.m. 6-9 p.m.	10 a.m.-1 p.m. 1-3:30 p.m. 5:30-9 p.m.
Pacific	9 a.m.-12 noon 1-4 p.m. 7-10 p.m.	10 a.m.-1 p.m. 2-5 p.m. 6:30-9:30 p.m. Sat. 7:30-10:30 p.m. Sun.

U. S. population went up 2,907,000 in year to total 173,888,000 on June 1, reports Census Bureau.

Downtrend in Ad Volume: Increasingly noticeable effects of current recession on advertising volume are reflected in *Printers' Ink* monthly National Advertising Index for May, which emphasizes downtrend manifested in April (Vol. 14:25). Total ad volume is down 5% from May, 1957, so that cumulative Jan.-April gain has been wiped out and cumulative index now shows no change from last year.

Network TV and radio are only media reporting gains in May—former up 10%, latter 11%, their cumulatives for 5 months now running 14% & 3% up. Newspapers are down 13% for May, all magazines down 15%, so their year through May runs minus 10% and minus 6%.

Coincident with release of these index figures, TvB released May roundup of network TV expenditures by top 15 advertisers, top 15 brands, by day parts, by product classifications—available from its headquarters office on request (444 Madison Ave., N. Y.). The *Printers' Ink* index and percentage figures for all media for May and Jan.-May:

	Index		% change from		% Cumulative change
	May 1958	May 1957	1 month ago	1 year ago	
Medium					
General Index	202	213	- 1	- 5	0
Total Magazines	150	177	0	-15	- 6
Weekly	172	207	+ 2	-17	- 8
Women's	111	121	- 1	- 8	- 3
General Monthly	169	191	- 3	-12	- 3
Farm	94	110	+ 7	-15	-18
Newspapers	181	207	- 1	-13	-10
Network Television	417	380	- 3	+10	+14
Network Radio	31	28	+11	+11	+ 3
Business Papers	208	214	+ 3	- 3	- 3
Outdoor	155	162	- 3	- 4	- 1
Direct Mail*	—	—	—	—	—

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-'49 except for the TV base which covers the years 1950-'52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through May, 1958.

*Direct mail is not included in the general index, as data usually lag one month. The data for May are not yet available.

CBC's Big Operating Deficit: Canadian Broadcasting Corp. had gross operating deficit of \$4,968,478 on gross income of \$70,567,216 in fiscal year ended March 31 vs. loss of \$1,561,211 on \$61,803,188 year earlier. Unlike other years (Vol. 13:39), CBC report this week to Parliament didn't give net figures, board of governors explaining "gross basis more properly reflects the manner in which income is derived and expenses are incurred." Govt.-owned system, supported by commercial sponsorships, took in \$16,831,850 from 15% TV-radio set excise taxes vs. \$18,923,029 in 1956-57 fiscal year, \$28,410,514 from TV-radio sponsors (\$26,380,672 TV, up 19.9%; \$2,029,842 radio, down 17%). It paid out \$4,790,221 in commissions to agencies & networks vs. \$3,846,158 year earlier, \$42,491,864 on programs vs. \$36,860,090, \$11,410,983 on engineering vs. \$9,451,903. Gross operating cost of TV service was \$58,070,145 vs. \$46,581,000. Gross radio expenditures rose to \$15,188,827 from \$14,814,000. CBC's working capital dropped to \$5,320,000 from \$15,238,000. Report said system "continued to face rising costs common to all industries in Canada as well as additional costs attendant upon the continuing development of national TV across the country." It predicted further increase in costs in current fiscal year.

TV advertising in Great Britain totaled \$89,572,000 in 1957 vs. \$36,372,000 year earlier, reports *Statistical Review of Press Advertising*, predicting continued increase to \$126,000,000 in 1958.

No-Liquor TV Rule Hit: Spirited correspondence between NAB pres. Harold E. Fellows and Rep. Celler (D-N. Y.) on broadcasters' voluntary ban on hard liquor commercials came to light this week, peppery chairman of House Judiciary Committee protesting that TV Code rule is "timid & pusillanimous."

For once, Capitol Hill complaint against TV-radio didn't lead to prompt demand for still another Congressional investigation of industry policies & practices. But Celler's criticism of no-whisky rule was good example of damned-if-you-do-damned-if-you-don't spot on which broadcasters repeatedly find themselves. Just 3 months ago they were defending themselves on Hill against bill (S-582) by Sen. Langer (R-N. D.) to make beer & wine commercials illegal (Vol. 14:18).

Introduced in appendix to July 15 *Congressional Record* by Celler as blow-by-blow account of his argument with Fellows, exchange of letters started innocently when NAB pres. mailed copy of 4th edition of Code to Judiciary chairman, suggesting he might like to have one for files.

Always-unpredictable Celler reacted sharply: "Prohibiting whisky to be advertised, to my mind, is timid & pusillanimous. How can TV deny the advertising of a legal product which is carried in the newspapers & magazines? . . . You demand good taste & discretion in beer & wine advertising . . . Would that the canons of good taste were followed in all TV advertising & programming."

Fellows replied mildly that broadcasting & distilling industries agreed on proscription 20 years ago, suggested that for long time American public had made distinction between beer & wine and hard liquor, conceded that "distinction is not based entirely on logic."

Celler was not mollified. "Why should your industry be so myopic?" he demanded in follow-up letter to Fellows, pointing out that hard liquor is part of "our everyday existence," arguing that "mores change and broadcasting & telecasting must change" too. "Otherwise, your industry puts the dead hand on progress"—and distillers "have been most ill advised" to go along with broadcasters.

Issue rested there—for this week, anyway.

Daytime ABC-TV Push: Ambitious new ABC-TV daytime program plan was launched July 18 at affiliates meeting in N. Y., where details of special contiguous rate schedule were explained. Hitherto on air only from 3:30 p.m., network is moving heavily into 11 a.m.-3:30 p.m. field with such shows as *Man in Your Life*, *Divorce Court*, *Touch & Go*, *Peter Lind Hayes*, *Liberace*. Maximum discounts based on 4 quarter-hours daily are offered sponsors. Already signed, through Young & Rubicam: Beech Nut, American Home Foods, Drackett, Johnson & Johnson, General Foods, Bristol-Myers.

Eight one-hour color shows will be sponsored on NBC-TV by Bell System next season—4 on science, 4 on music & dance. Warner Bros. will film 2 new science shows; other 2 will be repeats. Henry Jaffe Enterprises will produce the live music-dance series from N. Y.

"Plans Board for Spot TV" is new slide-rule-type of cost estimator being distributed by Blair-TV. It supplies cost & rating data for variety of schedules—10, 20 & 60-sec. for various times of day, differing length of campaigns, in combinations of markets ranging from top 21 to top 100.

Do You Know That . . .

WOMEN ATTORNEYS aren't too plentiful in the TV-radio-electronics industry, but there are some mighty competent people among them—and they add a gracious note to industry gatherings. They're more plentiful than lady engineers, about whom we reported recently (Vol. 14:27), and we're informed that current college enrollments indicate both categories are bound to show substantial increases in near future.

Possibly dean of the group is **Geraldine Bone Zorbaugh**, CBS Radio v. p. & gen. attorney. She's '32 graduate of Washington Square College, N. Y., received law degree from NYU in '41. Before joining CBS in 1957, she served with ABC 1943-56, rising to v. p. & special asst. to pres. Her husband is Prof. Harvey W. Zorbaugh, exec. officer of NYU's communication arts group.

NBC has no women lawyers but ABC has 3: **Edith Schaeffer**, asst. secy. of AB-PT, graduate of St. John's pre-law and law schools; **Joan Tighe**, on staff of v.p. & gen. attorney Mortimer Weinbach, went to Rosary College and St. John's law school, took graduate work at Loyola U and NYU; **Susan Bittel**, a clearance editor in continuity acceptance, graduate of Radcliffe and Harvard Law Schools. At Metropolitan Bestg. Corp. (formerly DuMont) **Muriel Henle Reis** is asst. gen. counsel. She's graduate of Vassar and Columbia law school, started at ABC in 1952, joined Metropolitan this year. Her husband is Arthur Reis Jr., pres. of Robert Reis & Co., big clothing manufacturer.

Sole lady practitioner we found among advertising agencies is **Sigrid H. Pedersen**, who obtained A.B. at Duke U, LL.M. at NYU, LL.B. at Fordham U; she's with J. Walter Thompson. Her husband is Howard S. Foley, v.p. of Doherty, Clifford, Steers & Shenfield adv. agency.

BMI has 3 "Portias": **Mrs. Theodora Zavin**, former staff attorney is now asst. v.p. in charge of publisher relations. She's product of Hunter College and Columbia Law School; her husband is a playwright. **Evelyn Buckstein** is a BMI staff attorney and **Eva Marie Wiederer** is staff attorney of BMI subsidiary Associated Music Publishers. At ASCAP, there are: **Gloria Messinger Mandelstam** (Smith A.B., Yale LL.B.), whose husband is an attorney; **Anne Gross Feldman** (Antioch A.B., Yale LL.B.), also married to an attorney.

Here's a related group: **Ann Rosenthal Stein**, at Wm. Morris Agency (talent) Los Angeles office; **Isabelle Marks Friedman**, at Decca Records, married to a dentist; **Vivienne W. Nearing** (of *Twenty-One* fame), Warner Bros., whose husband is also a lawyer. Among firms with substantial entertainment business practice in N. Y., there are: **Freida Tannenbaum**, who works with husband in firm of Johnson & Tannenbaum; **Floria Lasky**, with Fitelson & Mayers; **Bella Galnick**, of Schulman, Klein & Stern; **Harriet Pilpel**, with Greenbaum, Wolf & Ernst.

* * * *

In Washington, there are several private practitioners. **Lenore G. Ehrig**, an associate of Harry J. Daly since 1955, worked previously with Haley & Doty and Pike & Fischer. She's v. p. of Women's Bar Assn. for the District of Columbia. Her undergraduate work was at George Washington U, her law school National U. **Sylvia D. Kessler**, former FCC attorney who rose to chief of Office of Opinions & Review, opened own office after stint with Cohn & Marks. She went to George Washington U, obtained law degree from Southeastern law school. **Frieda Hennock**, the

former FCC commissioner, left FCC in 1955, joining firm of Davies, Richberg, Tydings, Beebe & Landa, now has practice of her own. She obtained LL.B. from Brooklyn Law School. **Fanny N. Litvin**, after career with FCC, including service as a hearing examiner 1947-55, retired in 1955, maintains a small practice. Her undergraduate work was at Montana State College; law degree came from George Washington U.

* * * *

FCC has a substantial lineup, headed by Commission secy. **Mary Jane Morris**, who obtained both B.A. & J.D. degrees from U of Mich. There are 2 examiners: **Annie N. Huntting**, with B.A. from Sweet Briar College, LL.B. from Wake Forest; **Elizabeth C. Smith**, who holds A.B. from Okmulgee Law School, LL.B. from National U. Legal asst. to Chairman Doerfer is **Evelyn F. Eppley**; her schools are U of Pa. for B.S. & M.S., Temple U for LL.B. **Sarah Ann Mobley**, in Office of Opinions & Review, obtained B.A. & LL.B. from U of Cal.

In general counsel's office, there are **Anne A. Mooney**, with B. A. from Columbia U and LL.B. from NYU, and **Ruth V. Reel**, who took undergraduate work at Boston U, received A.B. from Mt. Holyoke College, LL.B. from Yale. Broadcast Bureau has **Natalie R. Yeager**, holder of A.B. from Immaculata (Pa.), LL.B. from Catholic U, and **Lynne A. Kaufman**, with B.A. from Neb. Wesleyan U and LL.B. from George Washington U. There are 2 in Safety & Special Radio Service Bureau: **Violet Haley**, who has an A.A. (Arts Associate) degree from George Washington U, an LL.B. from National U; **Alva J. Richey**, with both B.A. & LL.B. from Southern Methodist U.

Manufacturers seem to have no place for the lady lawyers. We've queried several of the larger companies. So far, the following report they have none: RCA, Motorola, Westinghouse, Admiral. If others have any, they want to keep them to themselves—apparently.

Grounded TV Pilots: Many TV pilot films never have a chance of being sold because producers don't know TV business—and private investors in sample shows have spent \$19,500,000 in last 3 years to find this out. Appraisal of market for pilots comes from pres. **George F. Foley** of Gothic Corp., which has set up new pre-test sales service offices in N. Y. (730 Fifth Ave.) & Los Angeles (5907 W. Pico Blvd.) for program developers.

Ex-v.p. of Cecil & Presbrey agency, later a TV packager himself, **Foley** announced plans this week for his company to handle maximum of 10 programs per year. Gothic will give advice & counsel to TV packagers (at 10% of pilot production costs), act as liaison with potential program buyers to promote "worthwhile" offerings. **Foley** said need for pre-test service was shown by results of 3-month survey by Gothic among network executives, advertising managers & agencies:

- (1) More than half of all pilots produced at average \$47,000 cost and shown to agencies in 3 years have been poorly executed.
- (2) Agencies spend more than \$1,000,000 per year to screen new programs, more than half of which were never discussed beforehand with agency, network or sponsor.
- (3) More than third of pilots were financed by persons with no previous TV industry experience.

"This, at a time when ad agencies are looking harder than ever before for good new properties," said **Foley**.

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CBS o-&o station promotion & publicity mgrs. meet Aug. 14-15 at Berkshire Hotel, N. Y., for informal exchange of ideas—first such meeting.

Television Digest

with ELECTRONICS REPORTS

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Personal Notes: Joseph M. Bryan, pres. of Jefferson Standard Life Insurance Co. and its broadcasting subsidiary (WBTW & WBT, Charlotte; WBTW, Florence, S. C.) given honorary LL.D. degree by Belmont Abbey College, Belmont, N. C. . . . Don McGannon, pres. of Westinghouse stations, and Mrs. McGannon are parents of a daughter, Martha, their 10th child, born July 7; they have 5 boys, 5 girls, ranging up to 14 years of age . . . Rodney Erickson, for 10 years Young & Rubicam v.p. for TV, formerly producer-director at both NBC & CBS, named Warner Bros. v.p. in charge of TV sales . . . Harold Melniker resigns as asst. business affairs director, CBS-TV, to produce own TV series on Army Intelligence . . . Robert J. Sullivan, ex-CBS Radio Spot Sales, ABC, DuMont, WOR-TV & WOR, Aug. 1 joins Corinthian (Whitney) stations headquarters staff as director of promotion & adv. . . . Ira Dilworth promoted to CBC program director, succeeded as Ontario & English networks director by H. G. Walker . . . Ned Cramer promoted to asst. program director, WCBS-TV, succeeding Dan Gallagher, now program director (Vol. 14:28) . . . Nicholas J. Zehr, ex-KWK-TV, St. Louis, named gen. mgr. of KDRO-TV, Sedalia, Mo.; J. E. Henderson, ex-KTVI, St. Louis, named commercial mgr. . . . Charles Keys promoted to gen. mgr. of KOCO-TV, Enid-Oklahoma City, succeeding Ashley L. Robison . . . J. L. Spring promoted to station mgr. of WIMA-TV, Lima, O. . . . Paul Mills, ex-gen. mgr. of Westinghouse radios WBZ, Boston & WBZA, Springfield, named WBC midwest TV sales mgr., Chicago, succeeded by Paul G. Friel . . . Junius R. Fishburn, ex-Simmons Assoc., named midwestern sales mgr. of WABD, N. Y. and WTTG, Washington . . . George Gingell promoted to public affairs mgr., WRBL-TV & WRBL, Columbus, Ga. . . . Ned L. Jay named sales development mgr., WTVT, Tampa; Robert E. Edrington now promotion mgr. . . . George Chernault promoted to asst. operations mgr., WSLS-TV, Roanoke, in staff reorganization; J. P. Briggs, to asst. engineering

ADVERTISING AGENCIES: L. C. MacGlashan & Wright Nodine elected v.p.'s of Geyer Adv. . . . Dan Seymour, J. Walter Thompson v.p., elected a director . . . James A. Stanton heads new Young & Rubicam Mexico City office . . . John R. West retires as pres. of West-Marquis, Los Angeles . . . James P. Anderson, ex-Crook Adv., named v.p. of Fitzgerald Adv.'s new Dallas office . . . Alden Grimes promoted to v.p. of Campbell-Mithun's Chicago office . . . Kenneth V. Moore, ex-Johnson & Lewis, named western states v.p. of Ross Roy's Hollywood office . . . Charles B. H. Parker, ex-v.p. of Wilson, Haight, Welch & Grover, joins Charles W. Hoyt Co., N. Y., as asst. to chairman Winthrop Hoyt . . . Charles Boland, ex-Parkson Adv. TV-radio director, forms Creative TV Services, 480 Lexington Ave., N. Y. . . . Thomas A. McAvity, ex-NBC, now McCann-Erickson v.p., named chairman of adv. & publishing divs. of USO Fund of N. Y. . . . Thomas M. Morton promoted to v.p., Wm. Esty Co.

mgr.; Eunice McGeorge, to business mgr.; Fred Corstaphney, to public relations director; Charles R. Garrison, to sales service director . . . Bob Day, ex-KGO-TV, San Francisco, named Ampex asst. mgr. for video products adv. . . . Chet Behrman to program mgr. of WFIE-TV, Evansville, succeeding James R. Keen, now asst. gen. sales mgr. . . . Edmund Scott, ex-See It Now, named press relations mgr., WNTA-TV, N. Y.-Newark . . . John Horn, ex-*Person to Person* staff, joins CBS-TV press information dept. as feature editor . . . Leslie Biebl promoted to operations mgr., of Metropolitan's recently acquired WHK, Cleveland, S. G. Ruderman, ex-WNEW, becoming program mgr. . . . Truman Hendrix, ex-Paramount & 20th Century-Fox, named NTA SW sales mgr., Dallas . . . Len Firestone promoted to syndication sales mgr., Ziv TV; Edward J. Broman to national sales mgr. of new Cincinnati div.; Ray McGuire to syndication sales mgr., north central div., also Cincinnati; Donald S. Brogon to syndication sales mgr., Dallas . . . John Mahler, ex-Sarkes Tarzian, appointed asst. sales mgr., Foto-Video broadcast equipment div. . . . Dan Norton, ex-WABC-TV, named Hollywood sales mgr. of Fred A. Niles Productions . . . Robert A. Lazar, ex-WBEE, Chicago, named midwest sales mgr., Forjoe & Co. . . . Harold J. Pennepacker, ex-WRCV-TV sales, promoted to mgr. of radio WRCV, Philadelphia . . . Ray Diaz, ex-ABC, appointed MBS director of station services dept., which consolidates Mutual's old station relations and sales service depts.

James E. Greeley, for last 10 years in charge of Washington office of Cahill, Gordon, Reindel & Ohl, handling RCA-NBC legal work, among others, resigns as of Aug. 1 to open own law office in Bowen Bldg. (telephone, Metropolitan 8-1100); Richard N. Beaty continues to handle RCA-NBC Washington work for Cahill firm, with Eugene Sikorovsky, of N. Y. office, due to be transferred to Washington Sept. 1.

Hugh B. Hutchison, FCC hearing examiner since 1940, a Commission employe since 1935, retires from Govt. Sept. 1 after 30 years of service. He's 57, a bachelor, plans to leave in mid-Aug. for year in Europe. His govt. service includes positions with Judge Advocate General, Justice Dept., Indian Affairs, Census, House Judiciary Committee.

Henry G. Fischer, of Fischer, Willis & Panzer law firm in Washington, leaves for Europe with family July 29 on *Cristoforo Colombo*, planning to spend up to 11 months on "sabbatical" away from job. Children Beth Anne, 15, and Peter, 11, will be placed in European schools. Plans are "open end," Fischer says. "We'll see how it goes."

Obituary

Frank A. Arnold, 91, who left agency field to become NBC director of development when network was founded in 1927, died July 16 in Roslyn, Pa. Author of several books on radio, he was credited with originating the term "broadcast advertising" (Vol. 14:27). Surviving are 3 sons, 2 daughters, 10 grandchildren, 14 great-grandchildren.

James E. McCarthy, 61, v.p. for education & public affairs of Gerity stations of Mich. (WNEM-TV, Bay City, and WABJ, Adrian) ex-dean of Notre Dame School of Business, died in Chicago July 11 after undergoing heart surgery.

Ralph D. Jones, 69, chief of services & facilities branch, telegraphic div. of FCC common carrier bureau, died July 17 in Chicago Presbyterian Hospital while on inspection trip. He's survived by wife, 2 sons, daughter.

'Economic Injury' Weighed: Court of Appeals' decision of last week in Carroll Bcstg. Co. case (Vol. 14:28) was acknowledged hurriedly by FCC this week as it revised and released text of decision turning down protests against grant of WJRT, Flint, Mich. (Ch. 12). Court had reaffirmed old *Sanders* decision which held that Commission must determine, in considering applications for new stations, impact on public if existing service is alleged to be jeopardized.

In Flint case, WKNX-TV, Saginaw (Ch. 57) had said it would close down if WJRT were granted CP to build at Chesaning; WWTW, Cadillac (Ch. 13) said it might go under, too. Here's Commission's view of applicability of *Sanders* and *Carroll* decisions:

"At its assumed worst (an assumption not supported by the evidence), it is a situation where an admittedly vigorous station will substitute its service for that of others unable to meet its competition. That Saginaw and Cadillac might be deprived of their TV stations would be an obvious loss, but no more obvious than that Flint, a city of greater population than Saginaw and Cadillac combined, would be benefited by the inauguration of its first TV service . . . Assuming the worst possible consequences, in overall service the public would gain and there is no showing that any substantial area would be deprived of its only grade A or B signal."

* * * *

Pittsburgh will have 2 educational stations, if all goes according to plan, now that FCC has reserved Ch. 22 for educational use there—at behest of Metropolitan Pittsburgh Educational Station, which now operates WQED (Ch. 13) and said it needs more facilities for its ambitious program. City becomes first in nation with 2 educational TV channels. Commission also proposes to swap Ch. 22 for off-air WENS' Ch. 16, to which WENS assents. Comr. Ford dissented from action but issued no statement.

Move is accomplished by shifting Ch. 22 from Clarksburg, W. Va., substituting Ch. 33 for Ch. 73 in Youngstown, Ch. 73 for Ch. 47 in Pittsburgh. Grantee WXTV, Youngstown, is to be modified from Ch. 73 to Ch. 33.

Commission this week also granted these CPs: Ch. 13, Fajardo, P. R., to WHOA, San Juan; educational Ch. 6, Tucson, to U of Ariz.; Ch. 73 translator in Littleton, N. H. and Ch. 77 translator in The Dalles, Ore. [For details, see *TV Addenda 26-Y* herewith.]

WNEP-TV, Scranton, Pa. (Ch. 16) requested waiver to identify itself as Scranton-Wilkes-Barre.

Latest mileage-cut proposal opposed by Assn. of Maximum Service Telecasters is petition of New Orleans Ch. 12 applicants Oklahoma TV Corp. and Coastal TV Co., which seek site near WDSU-TV's. AMST argues that both channel and adjacent-channel rules would be violated.

Anti-TV rating crusade by Sen. Monroney (D-Okla.), who held one-day Senate Commerce Committee hearing for 5 competing research services last month (Vol. 14:26), will be resumed if he has his way on Capitol Hill. Dissatisfied with inconclusive results of initial investigation of what he regards as evils of rating systems, Monroney wants to reopen probe before Congress adjourns, summon heads of 3 networks to tell how they use figures. Monroney also wants to question ex-NBC pres. Sylvester L. (Pat) Weaver, whose criticism of network program

Anti-BMI Bill Buried: Except for formalities of legislative funeral, it was all over this week for ASCAP-inspired bill (S-2834) by Sen. Smathers (D-Fla.) to kill off radio-created BMI by forbidding broadcasters from engaging in music publishing or recording business (Vol. 14:21).

Anti-BMI ASCAP members, banded together in American Guild of Authors & Composers (formerly Songwriters Protective Assn.), this week had their last chance in rebuttal testimony before Senate Commerce communications subcommittee to prove "music monopoly" charges against BMI. They got nowhere.

Subcommittee Chairman Pastore (D-R.I.) flatly told ASCAP group's counsel John Schulman, who presented 24-pp. statement supported by 110-pp. brief ("Broadcaster-BMI Domination of the Music Industry"), that case against BMI hadn't been made—and that lot of time had been wasted on bill since intermittent hearings started in March (Vol. 14:11 et seq).

"I question myself sometimes whether there aren't other problems which deserve as much time," Pastore said plaintively at one point in all-day testimony by Schulman July 15.

Squirring with impatience, Pastore sat at end of long conference table in hearing room. At one side were Schulman and group of AGAC-SPA aides who helped him with exhibits intended to show that BMI conspires to control music public hears. At other side of table, with little to do but listen, were BMI's chairman Sydney Kaye, senior v.p. Robert Burton, counsel Judge Samuel I. Rosenman.

"I'm all by myself in this subcommittee," said Pastore, who had conducted one-man hearings from outset. "All I have is lawyers on the one side and lawyers on the other side. Where is your big public interest?"

Schulman said that public would have to judge broadcast music issues ultimately, but that if Pastore would study record of hearings carefully he'd "come to the conclusion that we're right—that there is thought control in music," and that the villain is BMI.

But Pastore wasn't moved. Said he: "The tangible, physical evidence that has been produced is the evidence on the part of the broadcasters themselves—and that is that they are free agents, that they play the music they want to play, whether it's ASCAP or BMI."

Subcommittee hearings will be closed formally July 23 after brief sur-rebuttal testimony for BMI by Judge Rosenman. Then Pastore will shut up shop on S-2834, sending bulky transcript of hearings to Justice Dept. & FCC for any comment. Bill thus dies in this Congressional session. It's unlikely Sen. Smathers will try to revive it next session.

policies was aired on recent ABC-TV *Survival & Freedom* show (Vol. 14:24). Other Committee members have displayed little interest in subject, however, and Monroney was unable this week to get additional hearings scheduled.

New \$300,000 building for KOCO-TV, Enid-Oklahoma City, housing 2 studios, film processing lab, is scheduled for completion in Oct. Transmitter remains at Crescent.

New reps: WTEN, Albany, N. Y. Aug. 1 to Blair-TV (from Harrington, Righter & Parsons); KOOK-TV, Billings, Mont. July 22 to Gill-Perna (from Headley-Reed).

Baseball Blackout Blasted: Solid govt. phalanx of opposition to blackouts of baseball telecasts, which would be authorized in proposed anti-trust exemption bills (HR-10378 & S-4070), appears to doom the Walter-Hennings measures to death in Sen. Kefauver's Judiciary anti-monopoly subcommittee. This week FCC, FTC & Justice Dept. joined in denouncing the proposed legislation. TV-radio are yet to be heard from, though hearing goes into third week (Vol. 14:28) with pro football problems due for airing starting July 21, to be followed week thereafter by witnesses from basketball & hockey. Congress hopes to adjourn in Aug.

NAB has had bid in with subcommittee to testify against bills since House passed and sent legislation to Senate. But no TV-radio spokesman had been added to witness list this week—and subcommittee sources tell us NAB appearance may not be needed, hearing record already being loaded with objections to blackout provisions.

FCC Chairman Doerfer testified that anti-trust exemptions permitting baseball club owners to decide when & where—and if—games could be telecast would be “contrary to the public interest.” He pointed out FCC has no direct jurisdiction over programming, but: “In our judgment the public interest is best served by having available to the public the widest choice of programs.” Effect of proposed legislation, Doerfer said, would be to “deny a very popular sort of programming.”

FTC gen. counsel Earl W. Kintner said his agency frowns on any exemptions from anti-trust laws, protested terms of blackout legislation which he said would give

Delay Pay-TV—Harris: Consideration of pay-TV tests should be delayed by FCC until mid-1959—until Congress can study subject—Rep. Harris (D-Ark.), chairman of House Commerce Committee, has suggested to Commission. Commission's last previous word to Harris was that it wouldn't consider applications for tests until 30 days after current Congressional session ends (Vol. 14:9).

Commission is considering reply, is expected to imply something like this: “We've got to consider applications, conduct hearings if necessary, but we recognize that you've been very busy with other important matters—so we'll continue to check with you. In short, we aren't so foolish as to thumb our noses at you. On other hand, we can't set precedent of letting you dictate to us—except through amendment of the laws or passage of Congressional resolution, which amounts to same thing.”

Main reason FCC didn't act this week was that Comrs. Lee & Bartley were absent, participating in annual Federal “Operation Alert.” Noting Harris' letter, pay-TV proponent Teleglobe Pay-TV System Inc. urged FCC not to close door to “educational” pay-TV—special service to physicians, college students, etc. It said such service could be inaugurated without prejudging “final future decisions on free-TV versus pay-TV in entertainment.”

* * * *

FCC's series of rebukes to stations for “unfair” editorializing on pay-TV was lengthened this week with addition of WSOC-TV, Charlotte, N. C. Commission said its presentations were “essentially, entirely one-sided”—that station didn't make “timely effort” to present pro-subscription side; that station's otherwise good record protects it from punishment. WSOC-TV had joined WBTB in anti-pay skit *Now It Can Be Told* (Vol. 14:25), carried telecast

blank-check immunity to owners of baseball franchises.

Even more vehement objections to bills came from Asst. Attorney General Robert A. Bicks, who testified that monopoly exemptions proposed for baseball are “unparalleled,” warned: “The pending [bills] could conceivably result in a virtually complete blackout of sports broadcasts & telecasts.”

Bicks produced chart showing 2/3 of country could be affected by blackouts, said bills' provisions “would permit the games to be seen & heard by the public to be determined by the small group of people who control broadcasting & telecasting rights to sports contests.”

Principal defender of blackout authorization was Baseball Comr. Ford Frick, represented by ex-FCC chairman Paul Porter. He argued that owners must have control over telecasts in minor league territory if smaller clubs are to be spared from competition of big games available free on home TV screens.

“Minor league towns are being wrecked,” Frick asserted. “We have got to be able to handle this problem, or within 10 years there will be no problem because there will be no baseball.”

One of subcommittee's critics of the legislation—Sen. O'Mahoney (D-Wyo.)—suggested that maybe everybody would be satisfied if it were amended to prohibit TV blackouts of baseball and pay-TV sports as well. But Frick and other baseball witnesses insisted they needed legislation as proposed.

Another subcommittee critic—Sen. Carroll (D-Colo.)—observed that “being for baseball is like being for mother love and against sin.” But he said baseball “ought to clean its own linen” without looking to Congress for immunity from monopoly laws.

of Congressman opposing toll TV, presented 43 spots against subscription TV. WSOC-TV had argued that newspapers, magazines, etc. had given pay-TV plenty of support; that its presentations balanced the picture. But Commission asserted that “requirement of fairness” forces stations to give all sides of controversies “irrespective of the position which may be taken by other media.” Stations previously chastised: WABT, Birmingham; WBTB, Charlotte; WBTW, Florence (Vol. 14:22, 25). FCC held that networks were “fair” (Vol. 14:27).

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Crews are now in London, Ont., preparatory to start of cable theatre system “in first part of 1959,” according to International Telemeter Corp. (Paramount Pictures) sales mgr. Howard Minsky. In U. S., ITC systems are due about same time in 2 unidentified cities—one on east coast, one on west; Minsky says the local “franchisees” will disclose locations and plans “in the near future.” Canadian operator is under Famous Players Canadian Corp. (J. J. Fitzgibbons, pres.), 51% owned by Paramount, which recently retained Paramount sales executive Clay V. Hake to assist in project. London has some 30,000 homes, now has a conventional community antenna system picking up 3 Cleveland stations. Minsky says that no tieup with the CATV system is planned; that cable theatre system will not feed station signals to subscribers—thus differing from the discontinued Bartlesville, Okla. experiment which fed Tulsa station signals in addition to first-run movies (Vol. 14:21).

Single TV application filed this week was for educational Ch. 13 in Dallas, Tex. by Area Educational TV Foundation there. This brings total pending to 116 (29 uhf). [For details, see *TV Addenda 26-Y.*]

ETV Aid Bill Unopposed: Senate-approved legislation authorizing \$51,000,000 Federal aid to educational TV systems (Vol. 14:28) was rushed through 1½-day hearing by House Commerce transportation & communications subcommittee this week, meeting no opposition—but outlook for final approval this year remained dim.

Subcommittee, chaired by Rep. Roberts (D-Ala.), voiced few doubts as to need for unprecedented govt. financing of school TV equipment purchases by state & local bodies, asked few questions, as succession of ETV professionals took stand in support. Despite anticipated speedy consideration of ETV proposals by subcommittee at executive session next week, it was doubtful that legislation could be cleared for floor action before scheduled Aug. adjournment.

Administration opposition to ETV bill (S-2119) by Chairman Magnuson (D-Wash.) of Senate Commerce Committee and to companion House measures (HR-12177 & HR-13297) by Reps. Udall (D-Ariz.) & Boggs (D-La.), disclosed at earlier Senate hearings (Vol. 14:22), was not repeated—and subcommittee didn't ask for its testimony.

Only govt. agency spokesman appearing this week was FCC Comr. Craven. He merely expressed FCC's "favorable attitude toward educational TV," reiterated Commission's position that it "does not have any special competence as to whether or not Federal appropriations should be used" to promote ETV.

House testimony was largely repetitious of Senate hearing arguments in favor of aid to ETV. Witnesses included pres. Frank Schooley, National Assn. of Educational Broadcasters; gen. mgr. Raymond D. Hurlbert, Ala. Educational TV Commission; supt. Wm. M. Brish, Washington County, Md. (Hagerstown) schools; exec. secy. Franklin Bouwsma, Detroit Educational TV Foundation; secy. Mrs. Paul W. McIlhenny, Greater New Orleans Educational TV Foundation; exec. secy. Robert W. Pharr, Tenn. Educational TV Commission; director Dr. Wm. Tudor, So. Ill. U area services div.; Washington TV-radio lawyer Leonard H. Marks of Cohn & Marks.

Harte-Hanks Affiliated Newspapers Inc., onetime substantial radio operator, is acquiring KBST, Big Spring, Tex. (1490 kc, 250-w U) for \$100,000. Texas chain publishes *Big Spring Herald*, *San Angelo Standard-Times*, *Corpus Christi Caller* and *Times*, *Greenville Herald-Banner*, *Marshall News-Messenger*, *Denison Herald*, *Paris News*. Sellers also own KEDY-TV, Big Spring (Ch. 4), operated under 5-year lease by owners of KDUB-TV, Lubbock (Ch. 13) who have option to buy 50% of stock after lease expires. Lewis O. Seibert, one of sellers, also owns KGKL, San Angelo and 50% of KCTV (Ch. 8) there. [For news about radio station sales and transfers, see *AM-FM Addenda CC*.]

Another newspaper sold: David Stern's *New Orleans Item* has been sold to Times-Picayune Co. for \$3,400,000, subject to proviso it be re-sold before Sept. 15; if it isn't, it will be combined with *New Orleans States*, afternoon paper published by *Times-Picayune*. Latter is licensee of radio WTPS, held pre-freeze CP for Ch. 7 which it dropped in 1949, then in 1956 was unsuccessful applicant for Ch. 4 which went to Loyola U's WWL. Dept. of Justice's anti-trust div. approved sale of *Item*.

General Tire & Rubber Co., reporting 6-mo. sales down about 2% and earnings off 46%, states this week that its RKO Teleradio subsidiary is getting out of theatrical film business, recently entered into agreement for foreign distribution by Rank International. "The decision to transfer responsibility for the disposition of RKO's film product to others," said pres. William O'Neil, father of RKO Teleradio chairman Tom O'Neil, will involve the recognition this year of substantial costs and expense, the amount of which is not presently ascertainable, that would otherwise be spread over future years. It will, however, result in substantial savings and, henceforth, the income from the highly profitable radio and TV properties [in N. Y., L. A., Boston, Washington, Memphis, Detroit-Windsor—see *TV Factbook No. 26*] will be unhampered by offsetting film losses. We are, therefore, looking forward to the usual good profits in RKO Teleradio in 1959 and the years ahead."

'Ethics' Study Demanded: Quickie passage by Senate of "sense-of-Congress" code of ethics for FCC, other govt. agencies and members of Congress was protested on floor this week. Sen. Bush (R-Conn.), supported by Sen. Javits (R-N. Y.), said code—approved by House year ago—is "excellent statement of general principles" as far as it goes, but "fails to come to grips with the difficult problems" of agency-Congressional-White House relations. Bush pointed out Senate voted last week on 10-point do-good code (H. Conc. Res. 175) without advance notice or debate. He asked action by Judiciary Committee on his proposal (S. Conc. Res. 98) for "thorough study of this whole problem."

Control of WLOS-TV, Asheville, N. C. (Ch. 13), along with radios WLOS & WLOS-FM, passes to Mitchell Wolfson's WTVJ Inc., FCC this week approving transaction whereby WTVJ increases holdings from 36.9% to 72.1% by purchase of 4276 shares of stock for \$277,950 from Charles B. Britt group (Vol. 14:13). After this transaction is consummated, WTVJ Inc. plans to exercise option for additional 4276 shares of unissued stock under option acquired from *Asheville Citizen* and *Times* (Vol. 14:10). In addition to WTVJ, Miami (Ch. 4), Wolfson group also owns 20% of WFGA-TV, Jacksonville (Ch. 12).

Sale of KVII, Amarillo, Tex. (Ch. 7) to Television Properties Inc. of Dallas, headed by oilman & realtor Jack C. Vaughn (Vol. 14:26), was approved this week. New owners acquire 77.7% stock control for \$136,052, along with option to buy remaining 22.25% held by pres.-gen. mgr. Murray Woroner for \$2.50 per share, plus 3-year employment agreement at \$800 monthly. Television Properties is owned by Jack E. & Grady H. Vaughn Jr. (47.8% each) and Cecil L. Trigg (4.25%), who are also principal owners of KOSA-TV, Odessa, Tex. (Ch. 7) & KOSA.

Transfer of KRBB, El Dorado, Ark. (Ch. 10) to new Arkansas-Louisiana Television Co. Inc. and change of call to KTVE will take place about Oct. 1, writes gen. mgr. & ½ owner Wm. M. Bigley. Corporate change will come after station completes move to new 1000-ft. tower and boost to 316-kw at site near Bolding, Ark., approximately 20-mi. E of El Dorado and 40-mi. N. of Monroe, La. Other owners, W. C. Blewster Jr. & Dr. Joe F. Rushton, as well as Bigley, will own stock in new firm, but exact holdings and additional stockholders haven't been determined yet.

Equipment for triplexing FM into Ch. 6 antenna, newly offered by RCA, is available only for Ch. 6 because of channel's adjacency to FM band. This minimizes problems of maintaining circular FM pattern, etc.

GALVIN 'SELLS UP' INDUSTRY FUTURE: What this industry needs is "something new" -- and it looks like it's going to get quite a few such things in the near future. One of TV-radio's youngest and most vigorous top executives, 36-year-old Motorola pres. Robert W. Galvin, ticked off a number of them in talk before 100-plus distributors & dealers attending annual Management Institute sponsored by National Appliance and Radio-TV Dealers Assn. at American U in Washington this week. Crystal-balling the new items which he said call for a new era of "creative selling" and which show the "amazing vitality" of the industry, he forecast:

- (1) A truly portable, battery-operated TV in 2 years. Lab models now are moving swiftly through engineering to production.
- (2) Stereo sound will bring back \$100 to \$200 radios. Multiplex broadcasting will make listening public "good-music conscious," create demand for fine radios, revive radio drama because of "sense of presence" that comes with stereo.
- (3) "Service-free" TV in 5 years, made possible by perfection of the printed circuit technique, improved transistorization.
- (4) Color TV. "You can bank on color TV prices coming down so that color will become the great, new business we all have been looking for."
- (5) Stereo tape magazines -- as easy to handle as records -- for new hi-fi phonos should be ready for big market in 6-9 months. "Discs & tape will ride along together, creating 2 new markets for the dealers."
- (6) Total revolution in radio. "All of today's radios will be obsolete five years from now. The cordless radio, fully transistorized, service-free, is coming."

These technological opportunities challenge manufacturers, distributors and dealers to start "thinking creatively," said Galvin. "For many years, our industry has been sucked along by the vacuum of demand for our products. Those days are now gone. There's a premium on creativity. I look forward to a good, solid economy for the next 2 or 3 years -- but no boom as we have known it."

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Advertising dollars are being wasted in mediocrity, Zenith advertising v.p. Erik Isgrig told Institute at its July 14 seminar. He urged closer attention to advertising programs all the way from manufacturer to dealer.

Keeping abreast of new product development is key to good merchandising, said John T. Barnett, Washington mgr. for Sears Roebuck. Successful retailing requires a full knowledge of what's new -- as well as what the old & new are doing saleswise.

[For more Management Institute news, see p. 14.]

TV Inventories: Stocks on hand at midyear were 2,106,000 sets, a healthy cut of 231,000 sets from the 2,337,000 on hand a year ago. And, of particular significance, was fact that almost the full cut was at retail level. Factory stocks were 629,000 sets vs. 692,000 a year ago; distributor inventories totaled 848,000 sets vs. 834,000. Heartening reduction in inventories was regarded by top industry spokesman as another indication of improved business conditions this fall.

Meanwhile, Federal Reserve Board reported this week that one of the signs of recovery from the recession is "increased production of TV sets." We checked this optimistic report against our weekly production figures which showed a sharp decline in TV production from high of 417,000 sets in March to 275,000 in May, as well as the fact that June production returned barely to the May level of 302,000. FRB told us TV index actually rose from 293 in April to 320 in May (1947-49=100) when all the figures were adjusted for "seasonal factors."

Retail Sales: Despite low retail sales in June -- only 240,000 sets, down 40% from June 1957 -- steady month-by-month drop in sales since first of year came to a halt. This led Wm. Long, head of EIA's market data dept. and collector of industry statistics, to predict retail sales decline has "bottomed out". Adding that retail sales curve is an historic indication of future production and, on the basis of relatively better May & June sales, he expects production upswing in about 2 months.

Note: TV-radio production figures were not available this week. We'll report on them next week, bringing your tabulations up to date.

Trade Trends Studied: The Management Institute for appliance-TV dealers, sponsored by NARDA (see p. 13), came to weekend close at American U with consensus of both first and second year "students" that problems analyzed were basic and discussions constructive. Manufacturing officials attending—including Westinghouse distribution v.p. Richard Sargeant, Motorola merchandising director David Kutner, GE manager of dealer development Charles Wood, Philco asst. sales mgr. Bruce Lambert, et al.—had opportunity to examine dealer problems and listen to pet peeves.

Institute joint chairmen were H. B. Price of Norfolk and Mort Farr of Darby, Pa. Industry speakers included Motorola pres. Robert W. Galvin, Zenith adv. v.p. Erik Isgrig, Geyer Adv. v.p. Dan Packard, Frigidaire southern sales mgr. Wm. Anderson, Whirlpool exec. v.p. J. Hurley.

Packard, an ex-Norge v.p., told dealers there is an opportunity to sell 294,000,000 appliance units in the next 10 years—133,000,000 to replace appliances now more than 10 years old, 111,000,000 to increase saturation of all appliances to 50% of homes, 50,000,000 to equip new homes. He deplored decline in annual rate of appliance sales from 14,000,000 in 1948 to a rate of about 11,000,000 this year. Said he:

"It is time the appliance business got back on a foundation of sound business practices. We have seen our great industry sacrificed on the cross of price. Instead of working together to build a strong business, a few selfish leaders have thought only of price. They have granted excessive advertising allowances which have been passed along to consumers. They have made discount operations possible. Dealers have diverted 95% of their advertising money to price displays and have forgotten the necessity of creative selling.

"Industry must realize that there is something to doing business besides cutting prices; that value sells merchandise. The money that is being diverted by manufacturers to lower prices should be put back into research, engineering and better quality."

Packard said the solution to the "builder market" problem was for appliance makers to "get out of it" and start selling these appliances again through distributors. He said manufacturers are not making money on builders sales, which only help keep "excess production" capacity in operation. He recommended that NARDA, which he said now is a strong, responsible organization, take its problems to the manufacturers and work them out so that everyone in the business can make money once again.

Ten percent excise tax on tape recorders now seems assured in absence of any industry opposition to proposed tax included in Excise Tax Technical Changes Bill by Rep. Forand (D-R. I.) at Senate Finance Committee hearing this week. Measure passed House in June 1957, appears slated for final passage before adjournment of Congress.

TV & Radio Shipments: TV shipments to dealers in May nearly equaled April shipments, ending the month-by-month decline since the first of the year, EIA reported this week. However, May total of 210,197 sets was 37% below May last year. TV shipments for the first 5 months were 1,780,476 vs. 2,121,267 in corresponding 1957 period. Radio shipments to dealers for the first 21 weeks of 1958 were 2,198,909 vs. 2,167,016 during the corresponding 1957 period. First 5 months' TV-radio shipments by states:

State	TV	Radio	State	TV	Radio
Ala.	22,483	27,943	N. J.	63,173	84,853
Ariz.	12,978	13,269	N. M.	7,804	7,380
Ark.	14,576	12,248	N. Y.	214,487	311,834
Cal.	174,374	170,522	N. C.	34,236	37,982
Colo.	16,110	17,726	N. D.	5,432	6,835
Conn.	28,731	29,756	Ohio	91,296	123,988
Del.	4,774	4,934	Okla.	21,027	22,328
D. C.	18,565	24,716	Ore.	18,250	21,750
Fla.	68,309	65,467	Pa.	127,394	158,285
Ga.	34,256	43,666	R. I.	9,879	11,430
Ida.	5,726	6,119	S. C.	14,499	17,537
Ill.	108,935	164,794	S. D.	6,222	5,422
Ind.	41,192	38,753	Tenn.	28,398	33,049
Iowa	19,218	27,762	Tex.	88,965	111,986
Kan.	20,433	23,731	Utah	9,486	8,742
Ky.	28,486	30,603	Vt.	3,574	5,132
La.	31,026	28,424	Va.	31,266	35,274
Me.	9,462	12,438	Wash.	28,649	31,826
Md.	26,403	43,292	W. Va.	17,390	13,727
Mass.	58,026	81,492	Wis.	28,988	45,620
Mich.	60,284	75,783	Wyo.	5,849	2,976
Minn.	26,644	41,456			
Miss.	14,343	14,706	U. S. TOTAL	1,774,623	2,189,075
Mo.	40,444	60,124	Alaska	1,079	1,942
Mont.	9,116	7,701	Hawaii	4,774	7,892
Neb.	15,391	12,401			
Nev.	2,978	3,965	GRAND TOTAL	1,780,476	2,198,909
N. H.	5,096	7,273			

Westinghouse TV-phono combinations were introduced this week at Chicago Music Show, described by gen. sales mgr. T. B. Kalbfus as "especially designed for budget-conscious young families." Prices range from \$200 to \$235. Also shown were 4 new 17-in. portables, 6 stereo hi-fi phonos with companion amplifier-speaker units. Portable prices range from \$160 to \$180; phono prices were not announced. Kalbfus said rest of Westinghouse TV line will be introduced next month.

Packard-Bell's 1959 TV, radio & hi-fi line, shown distributors in Los Angeles this week, is longest in company's history, includes TV-radio-phono combination, equipped for stereo, at \$480 & \$500. Line is one of few to have color TV, with 3 models priced at \$800 & \$825. Black-&-white TV models range from \$180 for 17-in. table model to \$420 for 24-in. console. Also introduced was remote "Control Master" for both black-&-white and color TV. Stereo phonos range from \$180 to \$725.

Hoffman's 1959 TV line, shown distributors in Las Vegas this week, includes 12 basic models, ranging from 17-in. portable at \$180 to 21-in. console at \$420 with automatic push-button tuning, wireless remote control, 4 speakers. New line includes 6 basic hi-fi phonos, all equipped for stereo or readily converted, ranging from \$190 to \$625. Sales v.p. Paul E. Bryant said stereo models will play all records in current use.

New 8-in. monitor picture tube for industrial TV receivers, Type 8FP4, is offered by Sylvania.

Trade Personals: Westinghouse names 5 TV & hi-fi sales managers in major realignment of factory sales organization, TV-radio div. gen. sales mgr. T. B. Kalbfus announcing these new zone managers and their headquarters: L. S. McCloud, central-eastern zone, Cleveland; J. G. Adams, southeastern, Atlanta; C. R. Beatty, southwestern, St. Louis; J. P. Adams, Pacific, San Francisco; Gordon MacDonald, northwestern, Chicago . . . Frank M. Folsom, chairman of RCA exec. committee, returned from European plant inspection trip July 11, plans to go to Japan on similar mission next winter . . . Chester E. Johansen & Wm. T. Rapp promoted to v.p.'s of IT&T Labs, Nutley, N. J. . . . Harold J. Schulman, ex-Trav-Ler, named assistant to Allied Radio v.p. Alex Brodsky . . . R. E. Wilson promoted to RCA mgr., communications mfg.; A. John Platt to mgr. audio-visual & sound sales . . . Alfred S. Ross promoted to sales mgr., Sylvania Sales Corp., Newark; Roland H. Martin to northwest electronics sales mgr., Seattle . . . Frank M. Girard, ex-GE, named Philadelphia dist. sales mgr., DuMont mobile communications div. . . . David A. Sokolov promoted to field engineering mgr., govt. & industrial products, CBS-Hytron tube and semi-conductor div. . . . Frank A. Flower promoted to mgr., new Washington office of Thompson Products, currently merging with Ramo-Wooldridge . . . Bennett Cook, ex-Fotolines, named adv. mgr., Chicago Transformer Corp. . . . Edward M. Lisowski, ex-Philco, named General Precision Lab's sales rep. at Dayton Air Force procurement headquarters . . . A. A. Sroka promoted to Ampex national sales mgr. for instrumentation, succeeded as central Atlantic district mgr. by Edmund J. Keane . . . Robert F. Doran named exec. v.p. of CFI (Ceramics for Industry) Corp., formerly unit of Sylvania, now operating independently with plant at Mineola, L. I. . . . John E. Gingrich promoted to special programs director, IT&T, succeeded as pres. of subsidiary Federal Telephone & Radio by Delbert L. Mills . . . W. Raymond Burrows promoted to director of new Raytheon govt. relations office, Rome, N. Y.

DISTRIBUTOR NOTES: Motorola appoints Tecca Distributing, Cleveland, for consumer products . . . Hoffman appoints Crandall Wholesale, Detroit, for radio . . . Hotpoint promotes Carl A. Pfitzer to dist. mgr. of new Nashville distribution center . . . Graybar promotes L. A. Peterson to district mgr., Seattle; A. N. Saxon to branch mgr., Jackson, Miss.; E. P. Kempen, Corpus Christi, Tex.; M. J. Sullivan, Youngstown, O. . . . Southern States Distributors (Admiral), Miami, adds 29 Fla. counties formerly handled by Jacksonville branch . . . Paramount Enterprises appoints Pan-Mar Corp., N. Y., to export Hallmark line of stereo sound systems & records . . . Erie Resistor appoints: James Eckersley, Portland, Ore.; Branum Sales, Dallas; Harold Moyer, Haddonfield, N. J.; Martin & Dial, Highland Springs, Va.

Ira Hirschmann, pres. of TV Systems of America and Ira Hirschmann Co. Inc., installers of master antenna and closed-circuit TV systems for hotels & office buildings, elected chairman of board of Pennsylvania Exchange Bank, N. Y.

Admiral appoints Henri, Hurst & McDonald Adv., Chicago, for all divisions.

Obituary

John H. Cashman, 58, founder & former pres. of Radio Craftsmen, Chicago, past chairman of Assn. of Electronic Parts & Equipment Mfrs., died in Chicago July 10. Widow, son survive.

Financial Reports:

GE earnings declined to \$54,197,000 (67¢ per share) on sales of \$1,014,000,000 in second quarter ended June 30 from \$63,817,000 (74¢) on \$1,072,000,000 year earlier. Attributing decreased earnings to such factors drop in consumer goods sales, high volume of low-profit defense business, chairman Ralph J. Cordiner pointed out that 15% decline in profits and 5% in sales in June quarter nevertheless represented progress from declines of 23% & 8% in first quarter (Vol. 14:16). In first 1958 half, net profit was \$103,381,000 (\$1.18 per share) on sales of \$1,978,000,000 vs. \$127,823,000 (\$1.47) on record \$2,121,000,000 year earlier.

General Instrument earned \$87,916 (6¢ per share) on sales of \$8,679,027 in first fiscal quarter ended May 31 vs. \$77,454 (6¢) on \$7,042,565 year earlier, when results for period did not include Radio Receptor subsidiary, acquired in April, 1957. Leading TV-radio component manufacturer was able to "hold the line" on earnings in first quarter largely because of profitable operations of Radio Receptor and increase in semi-conductor sales, chairman Martin H. Benedek reported. Profit showing also included tax benefits. General Instrument "enlarged its share of the TV components market" in face of depressed prices and lower set production, looks to record sales and improved operating profits in current year, Benedek said.

Collins Radio earnings in fiscal year ending July 31 will drop to about \$1,000,000 on sales of approximately \$100,000,000 from \$2,699,179 (\$1.63 per share) on \$123,912,221 year earlier, exec. v.p. R. S. Gates told *Wall St. Journal* this week. New contracts & orders (chiefly in commercial aircraft communications market) are increasing, however, and backlog as of July 31 will be about \$115,000,000 vs. \$100,000,000 Jan. 31 (Vol. 14:11), Gates said.

WJR, The Goodwill Station Inc., big Detroit broadcaster just awarded Ch. 12 in Flint (p. 10) suffered drop in both gross and net for first 6 months of 1958; sales were \$1,860,868, profit \$196,340 (34¢ per share), down from \$1,771,065 & \$238,765 (41¢) in same 1957 period.

Ampex Corp., big video tape developer, reports earnings of \$1,540,000 (\$2.10 per share) in fiscal year ended April 30 vs. \$1,087,000 (\$1.51) year earlier, confirming earlier estimates by pres. George L. Long Jr. (Vol. 14:19).

Gross Telecasting Inc. (WJIM-TV & WJIM, Lansing) reports 6-mo. revenues up 4% to \$1,372,000 vs. \$1,325,000 in 1957 period, net increasing to 89¢ per share vs. 86¢.

Reports & comments available: On Amphenol, analysis in *Weekly Review* of Fahnstock & Co., 65 Broadway N. Y. On CBS, analysis by Harris, Upham & Co., 14 Wall St., N. Y. On Sprague Electric, report by Merrill, Lynch, Pierce, Fenner & Smith, 70 Pine St., N. Y. On Daystrom, item by Green, Ellis & Anderson, 61 Broadway, N. Y. On Victoreen, study by Greenwald & Co., 1441 Broadway, N. Y.

Dividends: Magnavox, 37½¢ payable Sept. 15 to stockholders of record Aug. 25; Hazeltine, 35¢ Sept. 15 to holders Aug. 29; National Theatres, 12½¢ July 31 to holders July 17; International Resistance, 5¢ Sept. 2 to holders Aug. 15; Gross Telecasting, 40¢ Aug. 8 to holders July 25; Class "B," 7¢ Aug. 8 to holders July 25.

GE Credit Corp., which finances GE & Hotpoint time sales, launches first adv. campaign through BBDO with schedules in Aug. distributor-dealer trade magazines.

Publisher Knight Replies: John S. Knight, a leading figure in American journalism, publisher of 5 major newspapers (*Chicago Daily News*, *Detroit Free Press*, *Miami Herald*, *Akron Beacon-Journal*, *Charlotte Observer*), part owner of several TV-radio stations (WKAR-TV & WKAR, Akron; WCKT, Miami), past pres. of American Society of Newspaper Editors, replies rather trenchantly to NBC chairman Robert W. Sarnoff's recent charges that the newspapers, hurting badly as an advertising medium while TV continues to do quite well, are deliberately derogating TV (Vol. 14:25).

Whether you agree with what he writes, like it or not, Jack Knight's July 13 signed editorial, out of the scores published since young Sarnoff's provocative address at Syracuse (for text, see our Special Supplement of June 21), merits attention in our opinion because it's the most cogent and least emotional exposition yet of the other side's viewpoint. He writes:

"Speaking as one editor, I can assure Mr. Sarnoff that there is no conspiracy on our staff either to overplay the investigative difficulties which must inevitably plague a government-licensed medium, or to give TV the muddy end of the stick in our program reviews.

"Investigations are news whether they concern TV networks, Sherman Adams or the Government's anti-trust actions against the *Kansas City Star*.

"The TV editor, who watches more shows than I would care to, is a man of his own mind. He praises or

criticizes according to what he sees. No one tells him what to write.

"Sometimes, when wearing the publisher's hat, I am appalled at the amount of space we give to TV in program listings and general comment. And all of it for free [sic!] even though the TV stations seldom mention our newspaper unless we get sued for libel.

"Now when Mr. Sarnoff mentions that newspapers are taking a calculated aim at TV in terms of its effectiveness as a sales tool, he is dead right.

"Newspapers, as the basic medium, certainly are fighting for the major portion of the advertiser's dollar.

"To do this, they not only sell the worth of newspapers but also present facts and figures debunking the more fantastic coverage claims of TV's statistics jugglers.

"But that's competition, Bob, not a conspiracy.

"TV should be eternally grateful that it merits so much attention from the newspapers."

"John Crosby, recalling the days when radio wasn't considered worthy of criticism, says that if TV gets any blander, Mr. Sarnoff won't have to complain about rough treatment, but about no treatment at all.

"Sylvester (Pat) Weaver, who was chairman of the NBC before Sarnoff's elevation to that post, predicts: 'The television set will become like a jukebox in the corner of the room, to keep the kids quiet.'

"In exaggerated form, Pat Weaver is saying that TV is failing to fulfill its role in a democratic society.

"Most Americans don't take TV that seriously and I'm one of them. I like TV and I like Bob Sarnoff.

"But if he really thinks that newspapers are deliberately 'derogating TV' he should listen to what his own boys tell the advertisers about newspapers."

USIA Foreign TV Report: Quarterly analysis of foreign TV developments, released by U. S. Information Agency, concludes that growth has exceeded expectations—with total sets-in-use reaching 20,184,300 as of June 30, expected to hit 25,000,000 by year's end. Report covers all nations except U. S., Canada and U. S. Armed Forces stations abroad.

USIA reports 560 foreign TV stations operating (vs. 503 as of April 1, 1958), 161 more planned by year's end, broken down as follows: Western Europe, 350 operating, 36 planned; Latin America, 66 & 44; Near East, So. Asia & Africa, 7 & 10; Far East, 35 & 31; Communist bloc, 102 & 40.

The 25-pp. report, available from USIA at 1776 Pennsylvania Ave. NW, Washington, gives country-by-country breakdown of TV activity during 1958 second quarter, is based on official & unofficial sources and estimates. It cautions, properly, that sources vary greatly in reliability—particularly in Communist bloc.

Our own new Foreign TV Directory, carried regularly in our semi-annual *TV Factbook*, is in process of revision in preparation for publication in our Fall-Winter issue. Because of some difference in sources and in evaluation of reliability, our information varies from USIA's in some cases—but there's fairly close correlation on basic figures. We go into considerable more detail—covering location of each station, name of licensee, technical standards, channel, power, date station started, commercial or non-commercial operation, etc. (see pp. 285-293, *Spring-Summer TV Factbook*). Following is USIA's compilation of number of stations on air and sets-in-use as of June 30, 1958:

Country	Stations	Sets	Country	Stations	Sets
Western Europe			Uruguay	1	4,500
Austria	10	40,000	Venezuela	10	200,000
Belgium	5	300,000	Near East, South Asia & Africa		
Denmark	6	150,000	Algeria	1	15,000
Finland	5	8,000	Cyprus	1	1,000
France	24	800,000	Iraq	1	3,000
West Germany	81	1,666,400	Morocco	2*	5,000
Italy	167	881,000	Saudi Arabia	1	700
Luxembourg	1	1,600	Turkey	1	500
Monaco	1	10,000	Far East		
Netherlands	5	338,100	Australia	6	320,000
Norway	1	300	Hong Kong	1**	2,500
Portugal	5	12,000	Japan	25	1,452,200
Spain	1	20,000	Korea (So.)	1	2,700
Sweden	4	150,000	Philippines	1	18,000
Switzerland	7	39,700	Thailand	2	20,000
United K'dom	25	9,000,000	Communist Bloc		
Yugoslavia	2	4,500	Bulgaria	1	500
Latin America			Czechoslovakia	4	250,000
Argentina	1	150,000	E. Germany	9	200,000
Brazil	7	700,000	Hungary	1	8,000
Colombia	9	140,000	Poland	6	31,000
Cuba	20	315,000	Rumania	1	12,000
Dominican Rep.	3	7,500	USSR	79	2,500,000
El Salvador	1	7,000	TOTAL	560	20,184,300
Guatemala	2	11,000			
Mexico	11	375,000			
Nicaragua	1	2,000			

*Off air. **Closed-circuit cable system; not included in station total.

Veteran broadcaster Benedict Gimbel Jr., gen. mgr. of Gimbel Bros. pioneer radio WIP, Philadelphia (5-kw, 610-ke) heads local group of business men, including other staff executives, purchasing WIP with WIP-FM, will continue as mgr. His family's dept. store gets around \$2,500,000 in deal, which sets at rest reports station was being sold to Todd Storz, et al (Vol. 14:23).

TV-radio techniques are taught in 85 colleges and universities according to new *Directory of College Courses in Radio & TV, 1957-58*, available free from author Gertrude G. Broderick, TV-radio specialist, Office of Education, Dept. of Health, Education & Welfare, Washington.

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

NAB LIBRARY JUL 28

Television Digest

with **ELECTRONICS REPORTS**

Wyatt Building • Washington 5, D. C. • Telephone Sterling 3-1755 • Vol. 14: No. 30

SUMMARY-INDEX OF THE WEEK'S NEWS — July 26, 1958

FCC AND/OR JUSTICE DEPT. have next move in network inquiry as hearing ends with testimony on multiple ownership and station sales (pp. 1 & 5).

PAY-TV TESTS BLOCKED for at least another year; FCC tells Rep. Harris it will delay approval but will accept and process applications (p. 2).

STUDY OF 'SPECTRUM WASTE' among govt. users approved by Senate; House yet to act. ABC mileage-cut drop-in plan strongly opposed by AMST (p. 2).

NEWSPAPERS FEELING PINCH of recession, hence sale of Taft's Cincinnati Times-Star to Scripps-Howard. Publishers in TV-radio fare well (p. 3).

'PUBLIC-BE-DAMNED' BILLS authorizing blackouts of sports telecasts denounced by Celler; football starts proponents' retreat from measures (p. 4).

LEGAL DEFENSE OF NETWORKS gets strong assist in brief filed by NBC attorneys who attack "gross distortion of the per se concept" (p. 6).

BIG FCC AGENDA before vacation produces final grants for Toledo and Cheboygan, Mich. Buffalo Ch. 7 and Parma-Onondaga, Mich. Ch. 10 up next week (p. 7).

REVIVAL OF UHF in Worcester, Mass. planned this fall, as WWLP, Springfield, acquires WWOR-TV in merger. Other upcoming stations (p. 7).

LAST LEGISLATIVE RITES for anti-BMI bill held by Senate subcommittee; ASCAP supporters stay away (p. 9).

CBS PURCHASE OF WCAU-TV & WCAU, Philadelphia, approved by FCC, showing policy unchanged despite arguments of Barrow on multiple ownership (p. 9).

Manufacturing-Distribution-Finance

HI-FI STEREO WINS ACCLAIM at NAMM's Music Show in Chicago where 10,000 visitors, 4500 buyers, swamp 52 stereo demonstrations (p. 10).

TOP INDUSTRY YACHTSMEN Allen B. DuMont and Clayton Ewing win national racing classics. Reports on others yachting enthusiasts (p. 11).

FAIR TRADE BILL gets another hearing—probably its last—before Senate Commerce subcommittee. Prospect for adoption nil (p. 12).

SYLVANIA SALES-PROFITS UP in 2nd quarter, continued improvement predicted. Packard-Bell also reports "definite profit trend" (p. 13).

NETWORK CASE CLOSES; FOCUS ON JUSTICE DEPT: FCC wrapped up its vital and mammoth network hearing July 21, and next move is up to Commission -- or Dept. of Justice.

Commission staff will now digest testimony, place it before commissioners some time this fall or winter. If it weren't for Justice Dept., it would be fairly safe prediction that majority of Commission wouldn't buy major changes recommended by network study chief Roscoe L. Barrow and his staff -- most important of which are elimination of option-time and slicing networks' ownership of vhf stations.

But Justice's intervention threw a big imponderable into the picture when it insisted flatly that option-time and must-buy are illegal and must be thrown out regardless what anyone says (Vol. 14:25). Initially, Commission was very much taken aback by Justice's attitude. But there are signs lately that FCC is no longer quite so disposed to rubber-stamp Justice lawyers; that it might conclude network practices are both legal and necessary -- letting Justice anti-trust division's young Mr. Bicks take networks to court if he believes otherwise.

Vigor of FCC Chairman Doerfer's skeptical questioning on legal points is regarded as an augury of that (Vol. 14:29). CBS's legal memorandum (Vol. 14:26) also is serving to shake foundations of Justice's arguments; and NBC's, filed this week (see p. 6), further strengthens networks' case with the Commission. [For details of this week's concluding testimony, see p. 5.]

PAY-TV DEEP FREEZE GETS EVEN DEEPER: Subscription TV has been knocked in the head and tromped into the ground by Congress (Vol. 14:8). This week, it was given a strong kick to make sure it's still dead. Action came in form of letter from FCC to Rep. Harris (D-Ark.), chairman of House Commerce Committee. Harris had recently asked the FCC to hold off any consideration of subscription-TV tests until end of next session of Congress -- mid-1959 -- because Congress couldn't study it now.

Commission has agreed to do that -- though it told Harris it would receive and study applications for tests. To date, Commission has received but one application -- from uhf grantee WSES, Philadelphia (Ch. 29), which is quite lacking in the details FCC needs before it can consider it (Vol. 13:52). None has been filed by the "Big 3" among pay-TV proponents -- Zenith, Skiatron, International Telemeter.

FCC noted "Congress' active interest" in pay TV, said it would wait until adjournment of first session of 86th Congress, concluded with this statement about accepting and processing applications:

"It may be noted, however, that should applications conforming with the requirements set out in the First Report of Oct. 17, 1957 be received, the detailed information they would have to provide may furnish a much sounder basis for evaluating the effects and desirability of authorizing trial operations than can be found in the broader and less detailed proposals put forward by the parties at earlier stages of the proceeding." No commissioner dissented.

SENATE APPROVES SPECTRUM STUDY; ABC PLAN HIT: Senator Potter's "spectrum analysis" resolution (S.J. Res. 106), which would create a five-man commission to determine whether Govt. is wasting frequencies that could be used for TV (Vol. 14:29), was passed by Senate so quickly July 21 that Potter didn't even get to amend it. It's understood he planned to get it changed to include evaluation of civilian uses.

Measure hasn't been considered yet by House Commerce Committee, though Rep. Bray (R-Ind.) has been trying to get Chairman Harris (D-Ark.) to move it. Resolution isn't very palatable to military, which is main govt. user of spectrum, but it would be considerably less onerous to Defense Dept. if civilian angle were included.

Military hasn't made any bones about it. Dudley C. Sharp, Asst. Secy. of the Air Force, who was Defense Dept. spokesman, last year told Senate Commerce Committee that study of 50-300 mc concluded no vhf channels could be turned over to TV -- and FCC concurred in that opinion. He doesn't see any need for looking again at military use of 50-300 mc; but he doesn't oppose study of all uses of spectrum, civilian and military, outside the 50-300 mc band. He stated:

"Since there is evidence that the most efficient use is not being made of the FM broadcasting and uhf TV bands, the Dept. of Defense would not oppose a study of frequency usage of non-Govt. users between 50 to 300 mc; similarly the Dept. of Defense would not oppose a study of the frequency usage made by all users, both Govt. and non-Govt., of the frequency spectrum exclusive of 50-300 mc."

Report on the Senate resolution, released this week, shows rest of govt. agencies joined Defense Dept. in opposition. They didn't get anywhere with Senate, and it's dubious whether they'll persuade House.

Govt. users work together through Interdepartment Radio Advisory Committee. FCC is not a member, but has liaison with IRAC. [For membership, see p. 6.]

* * * *

ABC's proposal for adding 3rd vhf station to some 25 major markets, mostly through co-channel mileage cuts (Vol. 14:23), drew strong protest from Assn. of Maximum Service Telecasters. Three educators also objected, while two broadcasters endorsed proposals affecting their markets, in comments filed with FCC.

AMST protested strenuously on grounds that no one knows much about interference that would be caused by cutting spacings as much as 59-mi., as proposed by ABC. AMST insisted that TV Allocations Study Organization (TASO) will provide the

data by year's end. Meanwhile, it said, there's no reliable data showing that directional antennas and precision offset would give the protection ABC says they would.

AMST throws ABC's own words back at it. In 1955, ABC told FCC that DA's are "speculative techniques" -- and AMST claims ABC offers no new data to contradict its earlier position. AMST also asserts that 8-9 of the 12 drop-ins proposed by ABC can be made without mileage cuts.

WTVK, Knoxville (Ch. 26) favored idea of adding Ch. 2 and Ch. 8 to city, making Ch. 2 educational (as it now is in Sneedville, Tenn.). Radio WSAY, Rochester, N.Y. endorsed Ch. 13 drop-in, asked that it be used at Pinnacle Hill antenna farm.

Joint Council on Educational TV opposed any change in vhf educational channels, including short-spaced vhf drop-ins which would affect them. Similar comments came from U of Tenn. and Knoxville City Schools.

TV-RADIO STATIONS AS NEWSPAPER BUFFERS: Same day that latest economic casualty of the newspaper business was announced -- sale of Cincinnati Times-Star to Scripps-Howard and its merger with the Post into one afternoon daily, now called Cincinnati Post & Times-Star -- Dean Roscoe Barrow of U of Cincinnati Law School was testifying before FCC in support of his embattled network TV reform Report (see p. 5).

Noting what had happened in his home town, Dean Barrow remarked that increasing concentration of newspaper ownership and the decreasing number of newspapers are further reasons why the Commission should try to promote diverse ownership in a mass medium such as TV. "FCC should be concerned," said he, "about what's happening to newspapers, for there's probably some relationship between the development of TV and what has happened to newspapers."

Whereupon Comr. Craven asked whether newspapers should be precluded from TV ownership. Barrow avoided direct reply by saying his staff had not studied newspapers; that his Report doesn't recommend they be barred from TV ownership.

Thereby hangs a tale of economic revolution in the business of journalism, wrought to considerable extent first by the incursions of radio as an advertising and news medium, aggravated in recent years by the more enormous impact of TV.

We try to spell out some significant recent facts and figures (below), for it's a subject that has long intrigued us. Indeed, a disagreement with the powerful anti-radio newspaper forces around 1930, when we were urging our then news syndicate customers to get into radio instead of fighting it in favor of the futile alternative of govt. ownership, led to the founding of radio's first trade newsmagazine.

Whither the Newspapers? If it weren't so tragic to so many people, it might seem a bit ironical that the major newspaper demises of the last year or so—since *Editor & Publisher's* 1958 Yearbook count of 1755 U. S. English-language daily newspapers as of Sept. 30, 1957—involve publisher-broadcasters prospering very nicely in their TV and/or radio operations but suffering severe losses in the newspaper business.

It goes without saying that if radio and TV had never emerged, there would be more dailies (perhaps even more than the nearly 9500 weeklies) in this country; some newspapermen tried unavailingly to stem the onrush, some are still fighting TV-radio as competitors (Vol. 14:25, 29)—but the smart ones are those who joined the forces they couldn't lick.

The legend even persists, though it can be proved only when figures come out in the sad sale of a newspaper property, that some of the 150-odd TV stations on the air that are identified with newspaper ownership (even more radio stations) actually support newspaper parents aching

from burdens of towering costs. Some day, Govt. may step in to prohibit TV-radio-newspaper combinations—but happily for most enterprisers in these fields, many of them early risk-venture pioneers, there seems to be no disposition at the moment to separate them (see above).

* * * *

Scripps-Howard's purchase this week of the Taft-Ingalls families' afternoon *Cincinnati Times-Star*, now published as afternoon *Times-Star & Post* by the big newspaper-radio-TV chain which also bought up *Cincinnati Enquirer* a few years ago, was avowedly the result of newspaper losses which publisher David S. Ingalls said have persisted since 1952 and reached as high as \$1,000,000 for fiscal year ended last March 31.

Hulbert Taft Jr., son of the former editor-chairman of the newspaper, turned to TV-radio when he came out of war service and has built up his famed family's holdings to large and prosperous proportions. The TV-radio stations were not involved in this week's Cincinnati deal, Scripps-Howard already owning WCPO & WCPO-TV there as well as a TV in Cleveland, a radio in Knoxville and both TV-radio in Memphis.

The Taft holdings have been built up gradually by the younger Mr. Taft with apparently plenty of family

money poured in—and all but one of them are quite profitable. Taft stations are WKRC-TV & WKRC, Cincinnati; WTVN-TV & WTVN, Columbus; WBRC-TV & WBRC, Birmingham (for which Taft family paid Storer close to \$6,500,000 last year); WKYT, Lexington, Ky., uhf recently purchased for its \$150,000 indebtedness plus \$65,000; 30% of WBIR-TV & WBIR, Knoxville.

* * * *

“Casualty of the TV Times” was the way we captioned recent sale of David Smiley’s morning *Tampa Times* to afternoon *Tampa Tribune* (Vol. 14:22), which continues to publish *Times* from own plant. Mr. Smiley had failed in 1954 competition for Ch. 13, but he retains his prosperous radio WDAE. On other hand, early last year Edward Lamb sold his *Eric Dispatch* (evening) to competitor evening *Times* and morning *News* for reported \$2,000,000 (Vol. 13:1); they scrapped *Dispatch*, but Lamb retained pre-freeze WICU-TV (Ch. 13) which he founded and which has been a consistent money-maker.

Recent sale of David Stern’s *New Orleans Item* to Times-Picayune Co., which will merge it with its afternoon *New Orleans States* if it isn’t re-sold before Sept. 15 (Vol. 14:29), has no TV-radio connotations—but it’s recalled that the elder Stern some 10 years ago sold his *Philadelphia Record*, *Camden Courier-Post* and radio WCAU with CP for TV to *Philadelphia Bulletin* for something over \$3,000,000; *Bulletin* closed down *Record*, sold *Courier-Post*, only this week concluded deal with CBS whereby it gets \$20,000,000 for WCAU-TV, WCAU and their real estate (p. x).

Walter Annenberg’s Triangle Publications Inc., which publishes *Philadelphia Inquirer*, *TV Guide* and various others, recently bought out tottering noonday tabloid *News*, is still publishing it separately; but its best earners on basis of investment are its local WFIL-TV & WFIL and various other TV-radio properties.

It may be worth noting, too, that Ambassador to Britain John Hay Whitney, who happens to be a brother-in-law of CBS’s Bill Paley, recently invested a reported \$1-\$2,500,000 in ailing *N. Y. Herald-Tribune* (Vol. 13:40); Whitney’s Corinthian Broadcasting Co. has purchased and operates 4 TV, 2 AM stations, all highly successful.

Checking with ANPA this week, we find it leans heavily on *Editor & Publisher’s* compilations, but it had records of 11 new dailies started in U. S. & Canada in 1957 as against 9 going out of business, 2 eliminated in mergers, 3 going to weeklies. Most are small-town.

The 1957 starters were *Muscle Shoals* (Ala.) *Sun*; *Williams* (Ariz.) *News*, *Banning* (Cal.) *Record*, *Sonora* (Cal.) *Union-Democrat*, *Grand Junction* (Colo.) *Sun* [founded by ITU]; *Lima* (O.) *Citizen*, *Haverhill* (Mass.) *Journal*—and in Canada the *Kelowna* (B.C.) *Courier*; *Penticton* (B.C.) *Herald*; *Prince George* (B.C.) *Citizen*; *Pembroke* (Ont.) *Observer*.

Quitting last year were *W. Memphis* (Ark.) *Sun*; *Lewiston* (Ill.) *News*; *Vicksburg* (Miss.) *Herald*; *Suffer* (N. Y.) *Rockland Independent*; *Portsmouth* (Va.) *Times*; *Altoona* (Pa.) *Tribune*; *Vancouver* (B.C.) *Herald*; *Montreal Herald*; *Montreal LaPatrie* (French). Eliminated in mergers were *Portales* (N. M.) *Tribune & News*; *Laramie* (Wyo.) *Republican-Boomerang*. Going from daily to weekly: *Albertville* (Ala.) *Sand Mountain Reporter*; *Burlingame* (Cal.) *Advance-Star*; *Hicksville* (N. Y.) *Mid-Island Times*.

Casualties among dailies so far this year, other than the aforementioned, were all small-town: *Muscle Shoals Sun*, suspended; *Paragould* (Ark.) *Big Picture*, now weekly; *Sonora* (Cal.) *Daily*, merged into *Union-Democrat*; *Walsenburg* (Colo.) *World-Independent*, now weekly; *Staunton* (Va.) *News-Leader*, now Sun. only.

* * * *

There may be balm for surviving publishers in fact that audited circulation of 309 morning editions showed year’s gain of 679,052, or 3.01%, to reach 23,170,552 as of Sept. 30, 1957; for 1453 evening editions, circulation aggregated 34,634,893, up only 24,883, or .07%. Circulation of 544 Sunday papers was 47,044,349, down 117,897, or .24%. Figures are *Editor & Publisher’s* which explains that “all-day” papers have been included in both morning & evening categories, therefore they total more than the actual 1755 daily newspapers.

With no new starters, and recent demises, it will be interesting to note at next count whether aggregate circulation continues up; if it has, it means simply that the survivors are getting bigger, which is to be expected apace with population. But meanwhile, the fact remains that radio stations continue to increase, rising to 3353 AMs as of last June 30 and 636 FM’s (Vol. 14:27). And TV outlets, while increasing more slowly, now number 533, which compares with 521 at start of year.

TV has had its casualties, too, also economic—most of the 100-odd stations which have quit the air since TV’s post-war emergence having been uhf’s.

Retreat from Blackout: Never very bright, outlook for Senate action this year on House-approved TV blackout legislation exempting organized sports from anti-trust regulation (Vol. 14:29) grew dimmer this week, most ardent supporters beginning to concede that blanket bills (S-4070 & HR-10378) go too far.

Retreat by pro clubs themselves from earlier position in favor of legislation, permitting club owners to control telecasting of games, was signalled by National Football League Comr. Bert Bell. He told Senate Judiciary anti-monopoly subcommittee, whose members have been increasingly critical of bills, that compromise would suit him. “Whatever you gentlemen do is all right with us,” said Bell.

His change of attitude came as Chairman Celler (D-N.Y.) of House Judiciary Committee denounced “public-be-damned” legislation, scored baseball & football lobbyists who’ve “descended on Washington like locusts” to press for passage.

“Perhaps there ought to be a separate investigation of the baseball & football lobby—the like of which I’ve never seen, and I’ve seen some lobbies,” said Celler.

Hitherto-solid sports front also was broken this week by spokesmen for National Football League Players Assn. They told subcommittee headed by Sen. Kefauver (D-Tenn.) that lifting of all anti-trust restrictions could lead not only to TV blackouts at will of club owners but to blacklisting of players.

And Sen. Langer (R-N.D.) joined growing Senate opposition to blanket exemptions. He said any legislation should ban pay-TV baseball, such as has been planned by Los Angeles Dodgers & San Francisco Giants (Vol. 14:14).

NAB pres. Harold E. Fellows is scheduled to testify against bills July 29 as subcommittee goes into 4th week of take-it-slow hearings. Other witnesses yet to be heard are spokesmen for pro basketball & hockey. And legislative time is running out for 85th Congress, which hopes to adjourn in Aug.

Network Hearing Finale: Multiple-ownership and station-sales recommendations were subjects of last day's testimony by network study chief Roscoe L. Barrow and his lieutenant Louis H. Mayo (see p. 1)—and they went through a brisk cross-examination. Chairman Doerfer and Comr. Craven were particularly insistent in trying to find out what Barrow believes is wrong with multiple ownership. They asked for examples of "abuse," for "documentation of the evils." Barrow's response:

"There's a safer atmosphere for politics, etc. in a diversity of opinion. I can't say to you that great harm has resulted. But you do have the diversity principle in your multiple-ownership rules. It's up to you to implement it. I think you've gotten too far from it. But if you feel it's unimportant, it's up to you. It's your responsibility."

"Wouldn't 15-20 multiple owners in the top 25 markets be enough?" Doerfer asked. "We have absentee ownership in food stores, hardware, etc.—and the public is happy with it." Barrow: "You're not dealing with food & nails. You're dealing with ideas." Doerfer mused: "I wonder where some critics, not you, were in the days when the going in TV was tough." Barrow: "You must consider the public interest."

Answering Craven's request for examples of "abuse," Barrow stated: "We haven't found abuse. It's a mass medium, affecting our opinion and culture. We won't know for a generation or two the depth of its impact. We need diverse opinions in mass media." He insisted single-station owners can program as well as multiple owners. He expressed concern about dwindling number of newspapers and their concentration in fewer hands (see p. 3).

* * * * *

"Cash sale recommendation" of Barrow Report, referring to station transfers (Vol. 14:29) took up much of questioning. Commissioners, by and large, didn't seem enthusiastic about his suggestion for revival of Avco rule

BBC vs. Commercial TV: Gains of commercial TV in Britain were acknowledged by BBC this week when it reported that during April-June 64% of viewers preferred commercial programs when they had choice between the 2 services. This is 2% gain for commercial TV over first quarter. July 28 *Time Magazine* summarizes: "Today a host of ecstatic advertisers attest that commercial TV has come to the Isles to stay . . . Sponsorship is forbidden. Result is that, more than any other televiewers in the world, Britons have spots before their eyes. Sandwiched between programs and at 'natural breaks,' the commercials sometimes run 5 or 6 in a row. But they have demonstrated their power as Britain's most effective advertising force. This year advertisers will plunk down some [\$140,000,000] to fire their TV messages into almost 6,000,000 British homes. Already British admen are agitating for a third channel—commercial, of course."

Manual for TV producers—giving pertinent information on 24 production centers in U.S., 4 in Canada, one each in Cuba, Mexico & Puerto Rico—will be issued about Sept. 1 by International Screen Production Handbook Inc., 507 Fifth Ave. N.Y. (John E. Allen, gen. mgr.). It will give data on theatres, arenas, convention halls, wage scales & rules, photographic permits, police assistance, etc.

but on a cash-&-carry basis (Vol. 14:29). Several members wondered whether purchasers might have trouble financing cash purchases, since station sellers frequently grant terms much more lenient than those of lending institutions. Barrow thought that they may have a little more trouble; that buyers have to be "financially substantial" anyhow; that the question isn't important when weighed against policy of having FCC, not seller, pick purchaser.

Barrow said tax situation for seller is about same under present and recommended procedures, though he conceded seller can get break when he's retained on "consultant" basis. However, he said: "I don't know that the FCC should be concerned about a tax gimmick for someone going out of the business. Some of these little things have to give way to the public interest. You're not taking a lot away from him; it's a public property."

Hyde wondered where Communications Act requires FCC to search out the best applicant in uncontested situations. Barrow replied that Commission doesn't have to conduct a search but that "opportunity should be there" for prospective purchasers. Hyde questioned whether there would be any "takers" under new procedure, noted that there aren't any applicants contesting station renewals.

Barrow claimed that there would be plenty of takers for profitable stations; that new procedure would bring into picture new and better purchasers because FCC would pick them; that renewal situation isn't apropos, because everyone knows renewals are virtually automatic. He interjected: "If FCC did examine marginal operators and deny renewals, new applicants would come forward at renewal time."

Doerfer wondered whether enthusiasm for station purchases would wane because of prospective drawn-out competitive hearings. Barrow said hearing time could be reduced. This irked Doerfer who said: "We've cut that about to the bone." In any event, Barrow said, length of hearings is minor matter compared with policy of purchaser selection.

Hearing ended with a flock of amicable expressions such as: Barrow—"Great privilege to assist you." Doerfer—"Appreciative of your tremendous amount of work." Ford—"Compliment the staff for fine work."

Hong Kong closed-circuit TV system, starting little more than year ago with 1500 sets (Vol. 13:22), now has 2500 in operation at \$9-per-mo. rental fee to subscribers, according to report by Rediffusion Ltd. programs controller Roy G. Dunlop. Film & live commercial programming runs about 40 hours per week. Rediffusion also operates Hong Kong's commercial wired radio service which has 67,000 subscribers at \$1.25 per month.

An Editorial Note

The editorial by Charles Crutchfield on p. 14 may seem somewhat offbeat for a publication like ours—but we were so struck by its cogency, its timeliness, its public service aspects that we decided to make it available to the rest of the industry as a contribution to the industry and to public service. To an extent, the editorial deals with a controversial issue, involving as it does governmental funds—but we doubt whether even the FCC will cite the Jefferson Standard or any other stations for being one-sided on this one! Reprints of p. 14 are available on request.

Attack on 'Per Se' Charges: FCC received high-powered legal ammunition rebutting arguments of Justice Dept. and of KTTV, Los Angeles, that option-time and must-buy are illegal *per se* (see p. 1)—in form of memorandum of law submitted this week by NBC attorneys. As did CBS lawyers (Vol. 14:26), NBC's legal battery dissects cases cited by opposition and stresses reasonability and necessity of the practices. Basic theme of memo:

"Decisions declaring certain practices illegal *per se* in the context of a given industry cannot be converted by analogy into formulas and automatically applied to different practices in a different industry. Any attempt to do so is a gross distortion of the *per se* concept."

Brief notes that Supreme Court approved option-time in its 1943 chain broadcasting decision when it accepted contention of Justice Dept. and FCC that option-time "is a plainly reasonable solution of the networks' business demands on the one hand, and the demands of free competition, station responsibility, service of local interests, and maximum use of facilities on the other."

Memo also distinguishes option-time from the outlawed movie "block-booking" practices by pointing out that networks don't sell anything to stations; that they obtain periods of time, hedged with considerable limitations, and pay stations for use of the time; that networks don't "tie" one "copyrighted" article with another.

AMA, ADA Laud TV Code: Endorsement by American Medical Assn. & American Dental Assn. of NAB's tightened TV Code rules on "man in white coat" commercials (Vol. 14:25) was reported this week by review board chairman Roger W. Clipp, v.p.-gen. mgr. of Triangle Stations. AMA exec. v.p. Dr. F. J. L. Blasingame said new ban on actors portraying doctors in commercials was "realistic approach." ADA secy. Dr. Harold Hillenbrand said revision of Code limiting such presentations to accredited physicians & dentists is "definitely in the public interest." Clipp said ban precludes use of "man in white coat" actors "even though such portrayals are visual only," and forbids "use of any props or settings which might give the impression that the individual speaking could be a member of the medical, dental or nursing professions." But he said filmed commercials produced prior to June 18, in which professional roles are acted, may be used under old Code until next Jan. 1—and references by announcers in commercials to "comprehensive scientific research, studies or surveys, fully supported" aren't affected by ban.

Membership of IRAC (Interdepartment Radio Advisory Committee), which handles non-civilian spectrum allocations (see p. 2): chairman, Wm. E. Plummer, Office of Defense & Civilian Mobilization; exec. secy., Paul D. Miles, ODCM; Agriculture Dept., E. C. Wagner; Air Force, Col. James D. Flashman; Army, Lt. Col. Earl J. Holliman; Commerce, Allen Barnabei; Interior, S. L. Windes; Justice, Lyman G. Hailey; Navy, Comdr. L. R. Raish; State, Dr. Arthur L. Lebel; Treasury, J. L. Stewart; USIA, George Jacobs; E. R. Quesada, special asst. to President (on air safety). FCC's liaison is A. L. McIntosh.

Community antenna system near Lancaster, Cal., about 40 mi. north of Los Angeles, is planned by Home Vision Inc., details handled by L. A. attorney Neil D. McCarthy.

To be illegal *per se*, the NBC lawyers assert, a practice must have a "pernicious effect on competition and [a] lack of any redeeming virtue." But, they say, practice allows "both the networks and local stations to compete effectively with other advertising media."

Memo also quotes, very effectively, 1948 decision of Appeals Court Judge Augustus N. Hand in decision favoring ABC in suit brought by WSAY, Rochester:

"Plaintiff misconceives the function of a network [which] sells to the advertisers its facilities and the services of those [affiliated] stations as an aggregate . . . Such control by a network, operating as a single coordinating agency, would seem to be at least desirable in order that it might compete with other networks and advertising media." Memo notes, incidentally, that it was the same Judge Hand who had only 2 years before written the *Paramount* decision so heavily relied on by Barrow Report.

There's nothing illegal about must-buy, brief asserts, because: (1) There are no "tied" products; rather, network sells "a national service for national advertisers." (2) Practice doesn't foreclose competition; it enhances it by enabling networks to compete with other national media. (3) Must-buy has no "pernicious" effect, for Barrow Report itself states that few advertisers say they are forced to take stations they don't want and that there's "no significant restraint on the independent station."

Memo was prepared by firm of Cahill, Gordon, Reindel & Ohl, with NBC v.p. & general attorney Thomas E. Ervin listed "of counsel."

No Action on ETV Aid: Chance of House vote this session on Senate-approved \$51,000,000 Federal aid to education bill (S-2119) dimmed this week as Congress approached adjournment deadline. Commerce transportation & communications subcommittee, following quick hearing on proposal for \$1,000,000 grants to states, Hawaii, Alaska, D. C. (Vol. 14:29), failed to make any recommendations to full Committee. Subcommittee headed by Rep. Roberts (D-Ala.) had planned executive session to draft favorable report, but members said they were unable to get together—and at week's end no date for meeting had been set. In other ETV developments: (1) Broadcasting Foundation of America chairman Robert Redfield reported it had received \$41,000 grant from Creole Petroleum Corp.'s Creole Foundation for training program to help Venezuela establish ETV system. (2) NYU announced its successful *Sunrise Semester* series on WCBS-TV, N. Y. (Vol. 14:15) will be expanded in fall term to 4 college credit courses. (3) Boston's educational WGBH-TV is going in for higher mathematics with *Calculus Through Television* college credit series starting July 28.

New AFTRA contract demands for industry agreements expiring Nov. 15 were drafted at 26-hour session of 155 delegates to union's annual convention last week end in N. Y., actors, singers & dancers taking turns to tell what they want. Precise proposals weren't disclosed, but AFTRA spokesman said working conditions rather than wages top list—that "only modest increases" in TV pay and "about the same rates as are paid now" in radio will be sought. Clayton (Bud) Collyer was reelected pres.; Ken Carpenter, 1st v.p.

NAB re-schedules fall conference in Washington (Vol. 14:26) from Oct. 23-24 to Oct. 27-28, from Shoreham Hotel to Statler Hotel, to avoid conflict with another industry meeting.

FCC Pre-Vacation Rush: FCC tackled massive agenda this week, has another huge one on tap for next week, as it tries to clean up backlog of pending matters before starting vacation Aug. 2—to reconvene Sept. 3. In addition to approving CBS purchase of WCAU-TV & WCAU (see p. 9) and a score of radio station sales (see *AM-FM Addenda DD*, herewith), it punched out 2 vhf final decisions:

For Toledo's Ch. 11, FCC picked WTOL, headed by Frazier Reams, ex-GOP Congressman, reversing examiner J. D. Bond who had favored non-broadcaster Great Lakes Bcstg. Co.—whose pres. is adman Arthur W. Reichert. In 6-0 vote, Cross not participating, Commission denied other 6 applicants; Great Lakes; *Toledo Blade*, owned by Block family which operates WWSW, Pittsburgh, and shares ownership in WIIC (Ch. 11) there; Edward Lamb's Unity Corp., whose interests include WICU, Erie (Ch. 12) and radio W TOD, Toledo; Citizens Bcstg. Co. (UAW Local 12); Anthony Wayne TV Corp., whose Harold Gross controls WJIM-TV, Lansing (Ch. 6); Maumee Valley Bcstg., whose numerous stockholders include Hulbert & David Taft, with interests in WKRC-TV, Cincinnati (Ch. 12); WTVN-TV, Columbus (Ch. 6), etc.

For Cheboygan, Mich. Ch. 4, Commission agreed with examiner Basil P. Cooper, selected Midwestern Bcstg. Co. (Les Biederman, pres.), which operates group of radio stations and WPBN-TV, Traverse City, Mich. (Ch. 7). Loser was Richard E. Hunt, who operates radio WCBY, Cheboygan. Comrs. Bartley & Ford dissented; Cross didn't participate.

FCC didn't release texts of decisions this week (because of overloaded mimeograph facilities) so reasons for its selections aren't available. [For technical details, etc., see *TV Addenda 26-Z* herewith.]

Commission is striving to get out 2 more decisions next

New & Upcoming Stations: Unusual resuscitation of uhf station is proposed by vigorous uhf proponent Wm. Putnam, head of WWLP, Springfield, Mass. (Ch. 22)—who plans to reactivate WWOR-TV, Worcester, Mass. (Ch. 14) as soon as FCC approves agreement wherein his Springfield TV Bcstg. Corp. acquires station by giving WWOR-TV stockholders 20% of the Springfield corporation. He hopes to have it back on air sometime this Sept. after hiatus since Sept. 5, 1955 (Vol. 11:37).

Initially, station will operate as satellite of Putnam's WWLP and its semi-satellite WRLP, Greenfield, Mass. (Ch. 32); latter now does considerable local programming.

"There are some 600,000 people in Worcester County," Putnam says, "and that's one of the largest groups in the country without a local station." WWOR-TV began Nov. 16, 1953, operated with 16.2 kw from 200-ft. Stainless tower 810 ft. above average terrain. Putnam says it has excellent plant but needs repairs, which will be supervised by chief engineer James McMahon, now at WWLP.

Distribution of WWLP stock among WWOR-TV principals is to be determined by 3 trustees—pres. John Z. Buckley and treas. Kenneth P. Higgins of WWOR-TV and director George Vadnais of WWLP.

* * * *

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

WTAE, Pittsburgh, Pa. (Ch. 4) is getting 25-kw RCA

week—for Buffalo's Ch. 7 and Parma-Onondaga, Mich. Ch. 10.

Three-way Norfolk Ch. 13 contest is likely to be dissolved through merger. Principals may reach agreement over week end. They are: WVEC-TV (Ch. 15); WTOV-TV (Ch. 27); Virginia TV Corp. (interlocking ownership with WBOF, Virginia Beach, and WRNB, New Bern).

* * * *

FCC put 2 radio stations on hook in several rare actions: (1) It told Howard W. Davis that hearings are necessary on renewal of his KMAC, San Antonio, and his proposed purchase of KANN, Sinton, Tex. because of financial misrepresentations he'd made during a TV hearing. (2) KHCD, Clifton, Ariz. was ordered to show cause why its license should not be revoked for technical violations and failure to respond to notices of violations.

Two translators were granted to WHIZ-TV, Zanesville, O. (Ch. 18)—Ch. 71 for Coshocton, Ch. 80 for Cambridge.

Allocations changes granted: (1) Added Ch. 74 to Springfield, Vt., substituting Ch. 76 for Ch. 75 in Concord, N. H., Ch. 69 for Ch. 74 in Bennington, Vt.—at request of WWLP, Springfield, Mass. (Ch. 22) which plans translator in Springfield. (2) Shifted Ch. 7 from Pine Bluff to Little Rock at request of Ch. 7 operator KATV.

Request of grantee KCMT, Alexandria, Minn. (Ch. 7) to move Ch. 12 from Brainerd to Walker, Minn. was rejected.

WFLB-TV, Fayetteville, N. C. (Ch. 18), which recently quit operating (Vol. 14:25), petitioned for shift of Ch. 8 to Fayetteville from Florence, substituting Ch. 13 in latter city; it also seeks shift of educational reservation in Charleston, S. C. from Ch. 13 to Ch. 7.

Two uhf grantees turned in CPs: WFTV, Duluth (Ch. 38), which had operated May 31, 1953-July 11, 1954; WKAR-TV, E. Lansing (Ch. 60), which had been on air Jan. 13, 1954-June 28, 1958. [For details of foregoing, see *TV Addenda 26-Z* herewith.]

transmitter ready for tests, but won't begin programming with ABC-TV until Sept., writes exec. v.p. Leonard Kapner, also pres. of Hearst's radio WCAE, co-owner of TV with Television City Inc. RCA antenna has been installed on 1060-ft. Blaw-Knox tower; transmission lines are to be installed in two weeks. One studio is to be ready in early Sept., with other 2 due to be ready in Oct. Base hour will be \$1800. Rep will be Katz.

WJRT, Flint, Mich. (Ch. 12), held up by litigation since it got CP in May, 1954 (Vol. 14:28-29), now hopes to be on air in early fall, reports pres. John F. Patt. It has 50-kw RCA transmitter in storage, as well as 12-bay antenna, will use 990-ft. Emsco tower. It also plans to add to studio facilities it has leased from off-air WTAC-TV (Ch. 16). A. Donovan Faust will be gen. mgr. Network affiliation hasn't been signed as yet. Base hour hasn't been set—"but it will be competitive with other stations in the area." Rep will be Harrington, Righter & Parsons.

Dogged losers in Flint case—WFDF, Flint, and W. S. Butterfield Theatres—sought to block construction in petitions filed with FCC this week. They asked Commission to stay effectiveness of CP and reconsider its final decision on grounds that: (1) WJRT was granted after it "unlawfully" amended application. (2) Losers were deprived of "mandatory" comparative consideration. (3) WJRT isn't going to get CBS-TV affiliation, so it can't carry out program promises.

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Personal Notes: Giraud Chester, ex-Ted Bates, named ABC-TV v.p. for daytime programming; Armand Grant promoted to daytime programming director; Sid Mesibov, exploitation director, named also co-ordinator of marketing activities between network and AB-PT . . . J. G. (Gil) Paltridge resigns as gen. mgr. of ABC's o-&o radio KGO, San Francisco; John H. Mitchell, ABC v.p. & gen. mgr. of KGO-TV, also assumes KGO responsibilities . . . Alfred H. Morton, ex-NBC v.p., ex-20th Century-Fox, named TV research & sales v.p., Gothic Corp. . . Steere Mathew retires Aug. 1 as NBC traffic coordinator after 30 years with network . . . Paul E. Taft, pres., gen. mgr. & 10% owner of KGUL-TV, Galveston-Houston, resigns to devote himself to personal business affairs; assigned as acting gen. mgr. by majority-owner Corinthian (Whitney) group is James C. Richdale Jr., one time with Petry, Yankee Network & WNAC-TV, Boston, presently v.p. & gen. mgr. of Corinthian's KOTV, Tulsa, which he will also continue to manage, with Corinthian pres. C. Wrede Petersmeyer becoming pres. of licensee Gulf TV Corp. . . Jack DeWitt, pres. of WSM & WSM-TV, Nashville, and Mrs. DeWitt flew July 24 to Paris; he plans motor tour before going to Moscow as delegate to International Astronomical Union, Aug. 10-12, returns in about month . . . Robert T. Quinlan, ex-WCBS-TV, N. Y. joins KTLA, Los Angeles, as program mgr. . . George Cranston, mgr. of WBAP-TV, Ft. Worth, is home recuperating after 2 weeks in hospital . . . Tom Parrington promoted to national sales mgr., WKY-TV, Oklahoma City, succeeding Jim Terrell, now asst. station mgr. . . Robert C. Burris promoted to sales v.p. of KEYT,

Kansas City's WDAF-TV & WDAF, now under National Theatres Inc. ownership, having been purchased from *Kansas City Star* (Vol. 14:17), this week realigned staff under gen. mgr. Wm. A. Bates, who succeeded now-retired H. Dean Fitzer. Most of changes are promotions, most important being Jay Barrington, TV program director, to asst. to gen. mgr., E. Manne Russo to national sales mgr. Other changes: Jud Woods, ex-Bruce B. Brewer Adv., director of promotion & research; Lyndell Mayberry, from Fox-Midwest Theatres, controller; Bob Wormington, upped to TV program director; George Moore, ex-KTHS & WKY, radio program director; Walter Bodine, news director; James Schmidt, chief engineer; James Necessary, ex-K.C. mgr. for MCA-TV & ex-Brewer, local TV sales mgr.; Cliff Atkinson, local radio sales mgr.; Wm. Wormington, identical-twin brother to Bob, TV production mgr.

Gordon Gray, owner of WSJS & WSJS-TV, Winston-Salem, publisher of local dailies, ex-Secy. of Army, ex-pres. of U of No. Carolina, sworn in July 23 as asst. to President Eisenhower on national security affairs.

New FCC hearing examiners: Forest L. McClenning, from office of opinions & review, has been with FCC since 1948; Isadore A. Honig, from broadcast bureau, had been temporary examiner Nov. 1953-March 1955.

Santa Barbara . . . Robert D. Willis promoted to promotion and publicity mgr., WHTN-TV & WHTN, Huntington, W. Va.; David H. Marcum to merchandising mgr. . . John H. Battison, ex-gen. mgr. of KAVE-TV, Carlsbad, N. M., which he and wife recently sold (Vol. 14:8), sailed for London July 26 where he joins Associated Rediffusion, commercial program contractor, as an asst. program controller under 2-year contract . . . Howard A. Chinn, CBS-TV, named chairman new SMPTE video tape recording engineering committee . . . Al Pryor promoted to sales development mgr., KTTV, Los Angeles . . . Joseph K. Keating, MBS exec. producer, promoted to network program director; James F. Simons, ex-John Blair, named midwest operations director, Chicago . . . Henry W. Simmen, ex-WNEW, N. Y., named gen. mgr. of radio WHK, Cleveland, recently purchased by Metropolitan group (ex-DuMont) from *Cleveland Plain Dealer* as K. K. Hackathorn moves over to newspaper . . . Robert Green promoted to administrative asst. to gen. mgr. John Barton, KUAM-TV & KUAM, Guam . . . Manny Reiner, TPA's v.p. for foreign operations, on business trip to Russia, Poland, Czechoslovakia, Scandinavia and England, calling on officials of govt.-owned TV systems . . . Samuel Gang, NTA's foreign rep, now on extensive South & Central American business tour . . . Ben Strouse, pres. & gen. mgr., WWDC, Washington, named chairman of NAB FM radio committee . . . Richard Hildreth, ex-Fisher, Wayland, Duvall & Southmayd, joins Washington law firm of Spearman & Roberson July 28 . . . Fred Hamilton promoted to NBC-TV film programs director, Pacific div., Hollywood.

ADVERTISING AGENCIES: Thomas F. McAndrews promoted to head Ted Bates Hollywood office, succeeding H. Austin Peterson, resigned . . . Perry L. Brand, ex-Campbell-Mithun, named v.p. of Clinton E. Frank Inc., Chicago . . . Morris Kinnan promoted to TV-radio supervisor, Needham, Louis & Brorby, N. Y. . . Alfred R. Tennyson, TV-radio v.p. of Kenyon & Eckhardt, N. Y., shifts to same post in L. A., succeeded by John W. Murphy . . . Norman F. Best, ex-Erwin Wasey, Ruthrauff & Ryan, Los Angeles, joins Campbell-Mithun, Minneapolis.

FCC vacation plans: Taking a breather in one of most hectic years in FCC's history, commissioners have these plans: Doerfer—Stay in Washington, go to office on irregular basis, perhaps take long week ends out of town. Hyde—Back home to Downey, Ida. Bartley—Two weeks in Washington, 2 "in the mountains." Lee—On the job, with afternoon off now & then. Craven—At New Hampshire cottage. Ford—Back home to Beckley, W. Va., perhaps also some time at shore. Cross—Back to Eureka Springs, Ark., helping wife run motel.

Late RCA-NBC v.p. Manie Sacks, beloved of American show people, may be memorialized in an NBC-TV 90-min. spectacular for benefit of his personal charity, Philadelphia's Albert Einstein Memorial Center, reports *Variety*. Biggest names in show business, many of whose TV-radio contracts he negotiated, would participate.

Frank Stanton, pres. of CBS, named by Secy. of Commerce Weeks to new high-level study group of 9 industrial leaders & economists undertaking special study of "current and world economic practices" for Dept. of Commerce's Business Advisory Council.

James F. Macandrew heads N. Y. Metropolitan Educational TV project on WPIX (Ch. 13) this fall (Vol. 14:26), taking leave of absence from N.Y.C. board of education.

ASCAP Bill's Funeral: Lonely last rites for anti-BMI bill (S-2834) sponsored by Sen. Smathers (D-Fla.), which in its brief life had no supporters on Capitol Hill except die-hard group of ASCAP members (Vol. 14:29), were conducted this week by Chairman Pastore (D-R.I.) of Senate Commerce communications subcommittee.

Funeral oration over ill-fated legislative attempt by Songwriters Protective Assn. (now American Guild of Authors & Composers) to bar broadcasters from music publishing or recording business—thereby leaving field to ASCAP—was delivered by BMI counsel Judge Samuel I. Rosenman. Said he:

(1) ASCAP members "are seeking to persecute BMI and the entire broadcasting industry" through Congressional action which would aid their private \$150,000,000 suit (Vol. 14:11) against BMI in N. Y. Federal court. (2) Many ASCAP members, yearning for pre-BMI days when ASCAP had no competition, just want to see BMI killed off. "I doubt whether there are any other incidents of such unabashed craving for monopoly." (3) Frustrated ASCAP members who once wrote song hits—but haven't been able lately to repeat successes—named scapegoat for their failures, and pick on BMI.

Pastore formally closed subcommittee proceedings with brief statement that transcript will be sent along to FCC & Justice Dept. for any comments "before I discuss it with the full Committee"—but he indicated he had little further interest in the bill. S-2834 rested there, dead if not forgotten by broadcasters.

TV Film Tax Problem: Open invitation through trade press to TV film producers to tell Internal Revenue Service how their income should be taxed was issued this week, director Harold T. Swartz of tax ruling div. asking for advice by Sept. 15 to help him prepare first formal regulations. IRS now has no uniform policy for relatively new TV film industry. Should producers write off costs of productions in one year, or spread them over period of years on progressive scale? What about re-runs, residual rights, foreign revenues? IRS field agents have made decisions on questions in individual cases, but Swartz said overall ruling is needed to end uncertainties in industry. He requested written statements of facts & views from producers be addressed: "Commissioner of Internal Revenue, Washington 25, D. C. Attention: T:R:C-TV."

Videotape presentation of fall programming plans, claimed to be first such, will be offered to N. Y. ad agency representatives by KTTV, Los Angeles, in Grill Room of Waldorf-Astoria July 28-30. Tape will be run off at WOR-TV, fed to meeting via closed-circuit. Last week, station showed off tape to agencies and newsmen in Los Angeles, included its own 60-min. *Divorce Court* which goes into national syndication Aug. 1, independently packaged pilot *Time & Place*, 22 commercials taped at Barker Bros. Los Angeles dept. store at estimated cost of \$100 each.

Community antenna system in Florence-Sheffield-Tuscumbia, Ala. has been bought for undisclosed price by Jerrold Electronics Corp. from Nathan W. Levin, N. Y. investment firm. System has 4000 subscribers, carries Nashville's WSIX-TV, Birmingham's WBRC-TV & WABT. Purchase gives Jerrold 10 systems. Others: Dubuque, Ia.; Flagstaff, Ariz.; Pocatello, Ida.; Ukiah, Cal.; Key West, Fla.; Ventnor, N. J.; Richland, Walla Walla & Wenatchee, Wash.

Station Broker Paul H. Chapman Co. moves N. Y. office Aug. 1 to 1270 Avenue of Americas (Circle 7-2936).

CBS Gets WCAU-TV & WCAU: Multiple-ownership policy of FCC remains unchanged, despite recommendations of Barrow Report. That's evident from speed with which it approved CBS's \$20,000,000 purchase of WCAU-TV (Ch. 10) and WCAU, Philadelphia (Vol. 13:51; 14:1, 18, 27) after conclusion of Dean Barrow's testimony on subject July 21 (see p. 5).

Vote was 6-1, Bartley dissenting as he usually does on multiple-ownership purchases. Commission was careful to point out there are "conditions" to its approval, but it's extremely unlikely it would have approved the sale if major policy shift had occurred. Said FCC:

"The grant is without prejudice to such action as the Commission may deem warranted as the result of its final determinations (1) with respect to the conclusions and recommendations set forth in the Report of the Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by the Commission; (3) with respect to pending anti-trust matters."

Purchase gives CBS full complement of TV—5 vhf, 2 uhf—others being: WCBS-TV, N. Y. (Ch. 2); WBBM-TV, Chicago (Ch. 2); KNXT, Los Angeles (Ch. 2); KMOX-TV, St. Louis (Ch. 4); WXIX, Milwaukee (Ch. 19); WHCT, Hartford (Ch. 18).

CBS hopes to take over from *Philadelphia Bulletin* late next month, says it has nothing to report yet on organizational or staff changes. It reiterates that WCAU Inc. pres. & gen. mgr. Donald W. Thornburgh, onetime CBS Pacific div. v.p., will remain in charge—though he's due for retirement in about a year.

First international broadcast CP in 20 years was granted this week by FCC to Radio Station KGEI, headed by Marvin R. Steffins of Detroit. Grantee is taking over GE's old KGEI facilities near Belmont, Cal., will use 50-kw transmitter beaming about 600 kw toward Central & South America; frequency requested is 17.8 mc. Station will operate 47½ hours weekly, with ¾ of programs in Spanish. Income is to be derived from commercials and hoped-for contracts with Voice of America and Organization of American States. Only other international station in U. S., except those operated by VOA, is WRUL, Scituate, Mass., which has 5 transmitters broadcasting about 30 hours daily in English, Spanish, Norwegian & Swedish. About ½ of its time is devoted to VOA-contracted programs for Armed Forces Radio Service.

Morgan Murphy interests are selling WMFG, Hibbing, Minn. (1240 kc, 250-U) and WHLB, Virginia, Minn. (1400 kc, 250-U) for \$84,500 each to stations' present gen. mgr. Harold J. Parise and wholesaler Frank P. Befera. Publisher Murphy (*Superior* [Wis.] *Telegram*, *Virginia Mesabi News*, *Lafayette* [La.] *Advertiser*, etc.) also controls WEAU-TV & WEAU, Eau Claire, Wis. (Ch. 13); WMBV-TV & WMBV, Marinette, Wis. (Ch. 11); 50% of WISC-TV & WISC, Madison, Wis. (Ch. 3); and radio stations WEBC, Duluth, and KVOL, Lafayette, La. (TV applicant for Ch. 3). [For news about other radio station sales and transfers, see *AM-FM Addenda DD*.]

AFM's Hollywood jurisdiction was challenged again this week by new Musicians Guild of America, which already has won bargaining representation for musicians at major movie studios (Vol. 14:28). Guild now seeks NLRB poll of musicians employed by independent producers & studios, AFM having refused to participate in consent election.

STEREO STEALS THE SHOW IN CHICAGO: If you don't think stereo looms big in industry planning this fall, you weren't at NAMM's Music Show in Chicago this week. It was a real wing-ding with more than 10,000 visitors, about 4500 of them buyers, jamming the Palmer House. Out of the 235 exhibitors, 52 had hi-fi stereo systems in parade. Many of the "biggies" in the industry were on hand for the first time and a rundown of the names is another clue to importance being attached to stereophonic sound in fall merchandising programs: Admiral, Capehart, Columbia, DuMont, Dynavox, Electro-Voice, Magnavox, Motorola, Olympic, Philco, RCA, Stromberg-Carlson, Symphonic, V-M, Webcor, Westinghouse, Zenith.

Cacophony of stereo was equaled only by the babble of enthusiastic comment from visitors who came to listen, left to cheer. Typical comment: "Stereo is just what doctor ordered to end recession in our industry. At last we're learning from the auto makers -- we're creating obsolescence -- coming out with something new." Or another: "Americans are becoming 'good music' conscious. They'll buy stereo." And, "1958 can beat 1957 record phono sales if it proves as popular with consumers as I believe it will." Down the line, stereo was hailed as a bonanza.

Several companies premiered new lines at Music Show this year -- a departure from past procedure and an indication of the new significance being attached to this annual conclave of music merchants. Among them were Magnavox, Stromberg-Carlson and Westinghouse. Others introduced "drop-ins" to previously announced lines.

Industry leaders addressed a hi-fi stereo clinic. Ampex Audio marketing mgr. J. W. Farrow predicted 4-channel, tape magazines will ultimately be competitively priced with records, forecast time when tape will bring pictures as well as sound into the home. Columbia Records sales director Wm. P. Gallagher predicted phono-record business will triple in 10 years. Zenith marketing services mgr. Philip Wood said radio offers tremendous potential for profit this fall, urged dealers to "sell-up". Magnavox merchandising mgr. George Fezell warned of need for good stereo demonstrations if public is to be educated to stereo sound.

Schism among hi-fi phono makers at the Show developed between advocates of 1-piece stereo and those favoring -- and making -- 2-piece systems. Each plugged his own concept. Single package makers contended extra speaker units merely clutter up the living room, aren't necessary. The 2-piece makers said you can't get true stereo unless separate outlets are properly spaced. It's a feud that promises to go on until public preference finally decides the issue.

Manufacturers also showed TV & radio lines, but it was interesting to note that, in comparison with the 52 hi-fi stereo exhibitors, there were 35 on hand with radios & radio phonos, only 10 with TV. Interest was obviously on stereo.

TV-Radio Production: TV set production in the week ended July 11 (which was not available in time for our issue last week) was 54,343 sets vs. 55,884 preceding week & 53,785 in corresponding 1957 week. Year's 27th week brought total TV production to 2,205,675 vs. 2,785,924 last year. Radio production week ended July 11 was 103,490 (43,167 auto) vs. 97,205 (19,741 auto) in preceding week & 76,832 (35,714 auto) in corresponding week last year. Radio output for 27 weeks was 4,719,201 (1,505,965 auto) vs. 7,002,342 (2,870,390 auto) in same 1957 period.

TV set production in week ended July 18 was 56,130 vs. 54,343 preceding week & 65,338 in corresponding 1957 week. Year's 28th week brought total TV production for year to date to 2,261,805 vs. 2,851,262 last year. Radio production was 161,756 (49,771 auto) vs. 103,490 (43,167 auto) preceding week & 110,092 (50,197 auto) same week last year. Radio output for 28 weeks totaled 4,880,957 (1,555,736 auto) vs. 7,108,739 (2,920,587 auto) for corresponding period last year.

Do You Know That . . .

ALLEN B. DuMONT and his 54-ft. power cruiser *Hurricane III* once again, on July 19, won the predicted-log contest for the Martin Memorial Trophy, taking top honors in the Greenwich Power Squadron's 45.4-nautical-mile run from Captain's Harbor to Stratford Shoals in Long Island Sound against a field of 17, only 10 of which finished. Despite miserable sailing conditions, his percentage of error was only 1.5897 against nearest rival's 2.4119.

So he's by all odds the East Coast champion, possibly the country's best, among power boatmen, having won the trophy 5 times since 1953. His yachting colleagues say he would have won in 1956 too, except that he was on a business trip abroad and didn't compete.

Predicted-log contests, as described by *Popular Boating*, which designated Dr. DuMont as "Boatman of the Month" in its Nov. 1956 edition, require each boatman to calculate, before starting out, the exact time he will pass a series of prescribed govt. marks along a course. He surrenders his watch, and the only one aboard his boat who has reference to a timepiece is the designated observer. Not only a vessel's capacities, but such variables as current, tide, wind, etc. must be taken into account.

"Doc" DuMont, one of TV's great pioneers, is an authentic expert, having pursued powerboating as a hobby even before he founded Allen B. DuMont Laboratories Inc.; his boats, in fact, are floating TV laboratories, and he was probably the first ever to have one TV-equipped and to have studied and written on over-water signal propagation. *Hurricane III* is his third cruiser, custom-built by famed Trumpy shipyards of Annapolis, with twin 275hp engines, double cabin, flying bridge.

* * * *

Another great yachtsman in the news these last few weeks is Clayton Ewing, chief owner of WFRV-TV, Green Bay, Wis.—but his forte is sailing and his yawl *Dyna*, out of Sturgeon Bay, Wis. on Lake Superior, rates tops,

was subject of main article in July, 1957 *Sports Illustrated*. Built in Manitowoc in 1957, *Dyna* is 48.7-ft. long, has 13.5-beam, draws 6.2-ft., displaces 23 gross tons, has auxiliary 87hp motor.

This week, *Dyna* beat field of 78 sailing yachts in the great 51-year-old Chicago Yacht Club's Chicago-to-Mackinac classic, sailing a poor wind that dogged the 333-mi. race from its start July 19 to finish July 22. Its time of 60:54:46 gave it the Class A championship. Week earlier, *Dyna* won another Great Lakes classic, the Detroit Bay-view Yacht Club's Port Huron-Mackinac race. In June, ex-paper mill tycoon Ewing took his vessel to the Atlantic, competing in Cruising Club of America's famed Newport-to-Bermuda race, coming in 8th; *Dyna* also participated in Block Island race of the Storm Tri-Sail Club.

* * * *

Also preferring to sail with the wind, but motorized just in case, are the *Anzo*, 70-ft., owned by Bill Cherry, of the Providence dept. store family, who runs its WPRO & WPRO-TV and owns 86% of WDBO & WDBO-TV, Orlando; and the 39-ft. Elco *Kia Ora*, with 2 auxiliary 200hp Gray motors, which is the light of the leisure life of veteran Washington consulting engineer C. M. Jansky Jr., who sails it mostly on the Chesapeake.

In smaller boat classes, there are Darrold Cannan Jr., v.p. of KFDX-TV, Wichita Falls, Tex., who competes regularly with that station's exec. v.p. Howard H. Fry in sailing E boats, Snipes, Comets, Lightnings; together and separately, they've won many trophies with *Cynthia Ann*, a Lightning. Fry also sails regularly in the unique Grand Lake (Colo.) Yacht Club's annual regatta—club founded in the '90s by sailing enthusiasts who brought their first boats across Berthoud Pass on flat-bed, horse-drawn wagons from 105-mi. distant Denver, nearest railhead.

Editor's Note: Who else in the industry are yachtsmen? Who has the biggest? We've been gathering data on others, most of them turning out to be power sailors, and should have another interesting column in a week or so.

Trade Personals: Paul V. Galvin, Motorola chairman, heads EIA 1958-59 organization committee . . . Harold R. McCormick resigns as Motorola adv. & sales promotion director to join Dancer-Fitzgerald-Sample . . . D. R. Roark named RCA eastern district TV sales mgr., Cherry Hill, N. J.; C. J. Walker named for central district, Chicago, and D. J. Gentile, for western district, Los Angeles—sales districts having been cut from 8 to 3 . . . Dr. James F. Koehler, ex-Philco, named technical consultant to commanding officer, U. S. Army Signal Corps Research & Development Lab, Ft. Monmouth, N. J. . . . Thomas J. Nicholson, ex-GE hi-fi sales mgr., named western mgr., Ampex Audio, succeeded by E. W. Heurong as acting sales mgr. . . . Fred H. Garcelon, ex-CBS-Hytron, named exec. v.p. of El-Tronics Inc. . . . Thomas P. Carmody promoted to mgr., Standard Coil Product's new Jersey City sales office . . . Jay L. Fisher, ex-Curtiss-Wright, ex-DuMont Labs, named production mgr., IT&T industrial products div.

Howard W. Sams' *Photofact Service* for TV-radio technicians has added General Cement, Walsco Electronics, Rogers Electronics as new listings; in addition, it's now including phono cartridges as well as needles, expanding listings for Jensen and J. W. Miller.

Clay Sherman, pres. of Sherman, Clay & Co., west coast music chain, is new pres. of National Assn. of Music Merchants.

ELECTRONICS PERSONALS: Esterly C. Page, pres. of Page Communications Engineers Inc., Washington communications systems contractors, leaves by air with Mrs. Page July 29 for Milan to complete organization of Edison-Page, designed to function as unit of world-wide Italian Societe Edison utilities group, which will be headed by Edison's Dr. Giorgio Valerio; Page will be v.p., may proceed on this trip to Middle East where his firm has big radio installation jobs . . . Wm. B. Hawthorne, ex-branch chief in FCC's aviation div. of safety & special radio services bureau, joins Airways Modernization Board as asst. to George B. Chafee, head of plans office . . . Dr. Ralph P. Johnson promoted to v.p. of Ramo-Wooldridge general electronics divs., Dr. Burton F. Miller to v.p. for advanced systems planning, Milton E. Mohr to v.p.-engineering, Irwin A. Binder to v.p.-manufacturing . . . James S. Locke promoted to v.p. & gen. mgr. of Minneapolis-Honeywell's micro switch div., succeeding late W. W. Gilmore . . . Warren F. Morgan promoted to marketing v.p., Federal Electric Corp., Paramus, N. J.; Robert A. Marshall to gen. sales mgr.

Bell Labs pres. Dr. Mervin J. Kelly will receive John Fritz Medal for 1959 for achievements in electronics, leadership in industrial lab research, contribution to defense; award by 4 major engineering societies will be presented at meeting of American Institute of Electrical Engineers.

More Ado Over Fair Trade: Fair trade legislation got got courtesy hearing this week before Senate Commerce subcommittee, though possibility of Congressional action this year is practically nil. Pro and con arguments were similar to those developed recently before House Commerce subcommittee (Vol. 14:19) and Senate Small Business Committee (Vol. 14:26).

Adoption of S-3850, jointly sponsored by Senators Humphrey (D-Minn.) and Proxmire (D-Wis.) was urged by Proxmire to avert "jungle warfare" among American retailers. Maurice Mermey, director of Bureau of Education on Fair Trade, echoed his views, said current flaws in price maintenance laws threaten chaos in the market place.

Justice Dept., in letter from Deputy Attorney General Lawrence E. Walsh, presented its customary objections to all fair trade legislation. It said bill would "do away with price competition in large portion of country's commerce" and go long way toward repealing Sherman anti-trust law.

Big N. Y. discounter Wm. Masters testified manufacturers like GE, Sunbeam and others did not abandon fair trade because of court decisions but because of "declining sales, overstocked warehouses, clogged channels of distribution and unhappy distributors."

Newly organized National Anti-Price Fixing Assn., through exec. secy. Alex Akerman Jr., recently resigned FTC lawyer, said proposed legislation would increase prices to consumers on many products 30 to 40%.

Phonographs are phonos whether they're equipped with tubes or transistors—and are subject to 10% excise tax, Internal Revenue Service has decided (Rev. Rul. 58-345). Asked for ruling by unnamed manufacturer of transistorized portable phonos "contained in leatherette covered cabinets which resemble small suitcases," IRS said they're taxable so long as they're "of the entertainment type"—and play records. "The determination of taxability is not dependent upon size, type of power used, or the type of components used."

Stromberg-Carlson's new hi-fi line, several models equipped for stereo, was introduced this week at Music Show in Chicago. Stereo models start at \$170 for Mardi Gras low-boy console; Eldorado V model is priced at \$350. Second-channel amplifier-speaker console lists at \$130 and \$135. Radio-phonograph combinations range from \$310 to \$585. Line includes remote speaker enclosure for stereo at \$60.

Magnavox unveiled new 1959 lines of TV, radio, hi-fi and stereo at Chicago Music Show this week. TV feature is wireless remote control for on-off, station selection, volume and brightness adjustments. TV prices range from 21-in. table model at \$240 to 24-in. phonograph combination at \$675. Also introduced were several hi-fi models equipped for stereo, including one AM-FM combination at \$800.

Strike of 1500 RCA engineers at Camden, Cherry Hill & Moorestown, N. J. plants (Vol. 14:28) ended this week, unaffiliated Assn. of Professional Engineering Personnel agreeing to contract settlement including graduated 6% wage increase. Another issue in walkout which started July 8—merit review plan—will be worked out by RCA & union in additional negotiations.

New "ceramic-in-glass" tube announced by Sylvania features ceramic sandwich-type "mount"—the structure which produces electrons—enclosed in glass envelope. It's said to be capable of withstanding extreme conditions of vibration, shock, fatigue.

Pittsburgh's Safety Glass: Corning Glass now has competition for its picture tube safety-glass substitute (Vol. 14:20) in form of related development by Pittsburgh Plate Glass. Both are designed to reduce reflections and dust-gathering surfaces, but their approaches are different. Corning has curved glass plate with flange; flange is cemented to tube face, and space between the 2 is filled with mineral oil. PPG offers curved safety plate to be cemented directly to tube face, by tube or set manufacturer, with "Selectron" polyester resin—no space between. PPG also etches safety glass to minimize reflections. It claims 8-9% increase in brightness, "important reduction in glare," possibility of designing sets with 3-4-in. less cabinet depth. PPG reports: "Several major manufacturers are studying the feasibility of producing the new unit tube and are engineering for pilot plant production; the tube may reach the public in TV receivers coming on the market in mid-1959."

Patent provisions of new legislation creating National Aeronautics and Space Agency (Vol. 14:27) are "unsatisfactory" to electronics industry, although formal reaction awaits closer scrutiny by EIA Patents & Copyrights Committee. Despite Senate deletion of section which gave Govt. full title to all inventions developed by agency's contractors, House-Senate conference committee reached compromise under which Govt. gets full title to inventions developed under projects fully paid for by Govt., provides for reimbursement for proprietary patents which become part of NASA-sponsored projects. Said EIA spokesman: "Initial study by patent experts indicates the patent provisions of the NASA Act are unsatisfactory and additional legislative consideration may be necessary in the next Congress to insure protection of the patent rights of individuals and private industry."

Add stereo lines: Week saw 6 more hi-fi phono makers introduce instruments equipped for stereo or readily converted. Fanon Electric Co. entered stereo market with 3 automatic portable phonos ranging from \$90 to \$120, plus a line of stereo accessories. Cavalier div. of Hinners-Galanek, in N. Y., showed 5 new portable phonos, 3 stereo equipped, ranging from \$50 to \$120. Hallmark introduced 5 stereo hi-fi models at the Music Show. Also in Chicago, Tandberg showed a new one-piece stereo disc and tape console, together with a new multiband table radio. Capehart unveiled new line of amplifier-speaker enclosures and stereo adapter kit to convert monaural units to stereo. Pilot Radio entered fall stereo market with 10 models, ranging from \$200 to \$1000, and 5 speaker systems.

Some \$14,000,000 in royalties for phonograph stylus invention may be collected by British woman engineer Marsia Killick, according to reports from London. Decision by 2 judges concluded that Pye Ltd. had infringed invention of sapphire stylus patented by the 40-year-old mother of 4 in 1945. Reuters news agency quotes her: "At last I'm a millionaire. Every country in the world owes me money and I'm going to collect it. I've spent all my money in 10 years of legal battles. Now I'm planning a world tour to collect royalties."

Latest converts to magazine tape players are Ampex Audio and Penton. They've joined Motorola (Vol. 14:28) in announcing 4-channel tape playback units using RCA-developed tape magazine.

Tape recorder tax killed: In a sharp about face, Senate Finance Committee this week eliminated House-approved 10% excise tax on tape & wire recorders from Excise Tax Technical Changes Bill now under consideration.

Financial Reports:

SYLVANIA UPTURN in 2nd 1958 quarter raised earnings 21% and sales 5% above initial 3 months, chairman-pres. Don G. Mitchell hailing results as demonstrating that "upward trend" has definitely started, that "more normal levels" for company's markets can be anticipated for 3rd & 4th quarters.

Net income for 2nd quarter ending June 30 was \$1,415,052 (37¢ per share) on sales of \$75,443,673 vs. \$1,167,818 (30¢) on \$72,132,543 in preceding period this year. In second 1957 quarter Sylvania earned \$1,415,052 (46¢) on \$74,970,858. For 6 months of 1958 earnings were \$2,582,870 (67¢) on \$147,576,216, down from \$4,788,669 (\$1.30) on \$162,520,532.

Upbeat report for April-June period this year is "especially significant in view of the fact that 2nd quarter sales have traditionally been lower than 1st quarter volume because of seasonal factors," Mitchell pointed out. He said replacement market receiving tube sales started to increase in April, May was 2nd biggest month in Sylvania's history, June was ahead of June, 1957.

RCA first-half gross and net fell once again, despite subsidiary NBC's higher network billings during first 5 months (Vol. 14:27) and despite profitability of NBC-owned stations—reflecting general business conditions. Net income for first 6 months slid to \$13,544,000 (86¢ per share) on sales of \$542,554,000 from \$20,311,000 (\$1.35) on \$564,990,000 in same 1957 period. Second quarter earnings were \$4,540,000 (27¢) on sales of \$264,215,000 vs. \$7,501,000 (48¢) on record \$269,217,000. For all 1957, RCA's profit was \$38,549,000 (\$2.55) on revenues of \$1,176,277,000 vs. 1956's profit of \$40,043,000 (\$2.88) on \$1,127,774,000 (Vol. 13:9).

International Resistance Co. reports net loss of \$71,248 on sales of \$5,846,958 in 25 weeks ended June 22 vs. earnings of \$255,980 (19¢ per share) on \$7,667,065 year earlier. Rate of incoming orders "is slightly better" now than in early part of year, according to pres. Charles Weyl, and "company is operating profitably at the current low level of sales."

Muter Co. earned \$88,698 (12¢ per share) on sales of \$5,336,508 in first 1958 half vs. \$152,353 (20¢ adjusted for stock dividend in Jan. 1958) on \$6,641,854 year earlier.

OFFICERS-&DIRECTORS stock transactions as reported to SEC for June:

Allied Artists—Samuel Brody bought 5000, holds 75,118; George D. Burrows bought 100, holds 34,786; Sherrill C. Corwin bought 4000, holds 18,000; Maurice Goldstein bought 1000, holds 14,100; Roger W. Hurlock bought 200, holds 14,900; Edward Morey bought 2000, holds 12,350; Sam Wolf bought 2000, holds 22,050.

C&C TV Corp. (now Television-Industries)—Wm. Zeckendorf sold 43,100, holds 19,100 personally, 248,350 in Webb & Knapp.

Cinerama—Hazard E. Reeves sold 5000, holds 117,923.

CBS Inc.—Goddard Lieberman bought 200, holds 200.

Corning Glass—Charles D. LaFallotte sold 4390, holds 10,242; Eugene C. Sullivan sold 200, holds 31,695.

Daystrom—Frank H. Van Duzer Jr. sold 175, holds 300.

DuMont Labs—George G. McConeghy sold 200, holds none.

General Instrument—Louis Scadron bought 100, holds 3028.

Guild Films—David Van Alstyne Jr. bought 6400 for trusts, holds 6400 in trusts, 6333 in Van Alstyne Noel & Co., 7207 personally.

IT&T—Robert McKinney bought 14,000, holds 15,000.

Litton Industries—Norman M. Moore sold 1000, holds 14,500; Carl A. Spaatz sold 100, holds 4300; Charles R. Thornton acquired 84 through partnership by failure of performance under contracts of sale to employees, sold 126 through partnership, holds 31,899 in partnership, 123,249 personally.

Loew's—Louis A. Green bought 200 through Stryker & Brown, holds 144,235 in Stryker & Brown, none personally; Francis Whiting Hatch bought 200, holds 300; Joseph Tomlinson sold 26,900, holds 133,100.

Storer Bestg. Co. earned \$1,729,620 (70¢ per share on 2,474,750 shares of common and "B" stock) in 6 months ended June 30 vs. \$4,429,484 (\$1.79) year earlier, when net profit included \$1,966,477 non-recurring capital gain from sale of WBRC-TV & WBRC, Birmingham (Vol. 13:19). Excluding capital gain, 6-month 1957 earnings were \$1 per share. In 2nd 1958 quarter earnings were \$978,416 (40¢) vs. \$751,204 (30¢) in Jan.-March period this year, Storer reporting improved profit figure reflected "substantial reduction" in operating losses of its independent WVUE, Wilmington-Philadelphia, acquired in May, 1957 (Vol. 13:13).

Packard-Bell boosted sales by 12%, net profits by 37% in 9 fiscal months ended June 30 from year-earlier levels, pres. Robert S. Bell foreseeing "profitable fiscal year, with all 4 of our divisions [TV, radio, hi-fi, electronic door openers] showing healthy increases." Earnings in 9 months were \$633,948 (92¢ per share) on sales of \$26,401,343 vs. \$463,120 (67¢) on \$23,503,948 in 1956-57 period. Bell said "definite profit trend" became apparent in 2nd & 3rd quarters of current fiscal year—2nd quarter showing 35% increase, 3rd quarter 274% increase over same periods year earlier.

Trav-Ler increased sales 11.6%, showed small profit in fiscal year ended April 30, reversing deficit trend of recent years. Consolidated net income was \$10,616 on sales of \$15,126,697 vs. net loss of \$370,736 on \$13,045,459 year earlier, pres. Joe Friedman of Chicago company (TVs, radios, hi-fi) pointing out results were accomplished "notwithstanding the business recession." All Trav-Ler factory operations will be centered at Orleans, Ind. plant on completion of new addition.

Daystrom, which had record sales but lower earnings in fiscal year ended March 31 (Vol. 14:25), reports both dropped in first new quarter ended June 30. Net income for period was \$159,000 (18¢ per share on 907,358 shares outstanding) on sales of \$18,811,000 vs. \$546,000 (61¢ on 893,893) on \$19,841,000 year earlier.

P. R. Mallory reports decline in both earnings & sales in 1st 1958 half, net income falling to \$923,645 (58¢ per share) on \$32,093,920 vs. \$1,880,525 (\$1.24) on \$41,342,023 year earlier.

Dividends: WJR, The Goodwill Station, 10¢ payable Aug. 28 to stockholders of record Aug. 14; P. R. Mallory, 35¢ Sept. 10 to holders Aug. 8; Whirlpool, 25¢ Sept. 10 to holders Aug. 29; Siegler, 10¢ Sept. 1 to holders Aug. 15.

Magnavox—Frank Freimann sold 3000, holds 29,499 in trust, 53,601 personally.

P. R. Mallory—Harold C. Buell sold 200, holds 1325; Florence E. Head sold 635, holds 900; Leon Robbin sold 418, holds 229; Ray F. Sparrow sold 300, holds 22,666.

National Telefilm Assoc.—Burt Kleiner bought 400, holds 7000.

National Theatres—Peter Colefax sold 1400, holds 1100.

Philco—Harold W. Butler bought or acquired 2355, sold 1000, holds 9211.

Philips Electronics—Pieter van den Berg bought 200, holds 200.

Raytheon—Wm. Gammell Jr. sold 1400, holds 13,802.

Stanley Warner—David Fogelson bought 2938 through Schwartz & Forhlich, sold 2267 through Schwartz & Forhlich, holds 672 in Schwartz & Forhlich, none personally.

Trans Lux—Harry Brandt bought 2100 personally, 200 through Marathon Pictures, 700 through H. Brandt Foundation, holds 142,400 personally, 500 in Marathon Pictures, 14,105 in H. Brandt Foundation, 200 in Bilpam Corp., 1000 in Brapick Corp., 12,350 in G. Brandt Foundation, 17,900 through associates.

Trav-Ler—D. F. Shea bought 300, holds 300.

Tung-Sol—H. Merle Darling bought 100, holds 3705; George W. Keown bought 100, holds 1432; Anthony Scala bought 100, holds 30 in partnership, 2130 personally; Jean E. Witbeck bought 103, holds 4161.

Westinghouse—Bruce D. Henderson sold 100, holds 800; Leslie E. Lynde bought 300, holds 2428; Gwilym A. Price sold 2000, holds 416; A. W. Roberston sold 500, holds 500; John M. Schiff sold 500, holds 12,000.

YOUR FUTURE AND MINE...A Broadcast Editorial

Broadcast over WBT & WBTV, Charlotte, N. C. by Charles H. Crutchfield, executive v.p. & general manager

FOR SEVERAL MONTHS NOW we Americans have maintained a strange skyward vigil. Our traditional certainty and self-confidence have seemed suspended in the orbit of a whirling Soviet satellite. It is reassuring to know at last that we too are catching up in the conquest of space, that we finally have launched our own satellites. America cannot overlook the urgency now and in the future for new and more effective rockets to the stars.

But perhaps now is the time to re-appraise our responsibilities here on earth, for we cannot possibly separate survival in a national sense today from the struggle for survival in a human, personal sense. There is clearcut evidence all around us that, in looking skyward we may have turned our backs unwittingly on a dangerous situation right in our own homes.

Whether we realize it or not, a war is raging right here on earth. It is a war which is taking more American casualties than any previous conflict in our country's history. Yet it remains a war that Americans are fighting with sadly inadequate forces. Consider these casualties: More than half of all deaths—900,000 last year—in this country were caused by heart disease. One out of every six deaths was caused by cancer. And this is not the whole tragic picture. A dismaying array of mysterious mental and nerve diseases and other maladies cripple, handicap and cut short the lives of many hundreds of thousands of Americans.

I should like to mention just a few of these diseases, of which the cause and cure are still to be discovered: shaking palsy, brain strokes, multiple sclerosis, muscular dystrophy, and cerebral palsy.

* * * *

In a war, when an army's precious ranks are decimated by enemy weapons, the commanders mobilize all their striking power to destroy these antagonists. There can be no other course for a beleaguered country than all-out development of the strategies and weapons necessary to defeat the enemy. As Americans have demonstrated in every war, no price is too high to pay for the saving of a single soldier's life in battle. But this axiom for military combat is unfortunately not yet a practice for peace-time sickness. A nation which values individual life as highly as we, should face the fact that only a tiny portion of our great wealth is devoted to research into the cause and cure of killing and crippling diseases.

Yet, the overall economic loss to the nation from disability due to disease is staggering. Heart disease, to cite one example, annually deprives industry of the services of more than half a million workers—persons who, if they were well, could earn 3 billion dollars a year. The veteran's hospitals alone spend 42 million dollars a year on the care of heart patients, while the Veterans Administration pays out more than 250 million dollars a year in compensation and pensions to heart disease sufferers.

The battle with human disease extends across the whole world front. The safety and security of America is dependent on the friendship and allegiance of millions of sickly and under-developed peoples in Asia, Africa, Europe and the Americas. By their own testimony, these

peoples will be more indebted to us for a cure for cancer than for bigger and better satellites.

They will esteem us more for the conquest of heart disease than for a victory in the race to the moon. All peoples of the world will be more grateful for relief from the pain and suffering of these diseases than for instruction in the launching of intercontinental ballistic missiles. The "cold war" is going to be decided, whether we like it or not, by those activities which save lives and extend the individual educational and economic opportunity for all mankind.

One thing is clear: American medical research has already repaid its initial investment over and over again.

Medical research has in this century conquered many of the infectious diseases which formerly blighted childhood and curtailed lives in the middle years. It has extended our life expectancy by more than five years in the last decade alone.

Somehow, despite this brilliant pattern of achievement, we have been content to spend a mere trickle on research compared with the amount we are spending in certain other fields. During the fiscal year 1957, our government spent only 100 million dollars for research in fighting all major and crippling diseases. Contrast this with the 4 billion dollars a year the government plans to lay out for the important federal highway system. Or the 33 billion dollars for essential defense against death from military attack.

Conceding the need for stepping up our expenditures in these vital areas, what about the voluntary health agencies? It is true that these groups raise approximately 150 million dollars annually for community service, and allocate about one-fourth of it for research. Without being critical in any way, but for comparative purposes only, did you know that we Americans spend 272 million dollars a year for chewing gum—117 million for shampoos?

* * * *

Do we dare fail our heritage as a democratic nation, concerned *first and foremost* with the health and welfare of its people and its neighbors? Can we afford to quibble about the amount of money we are prepared to spend for answers to diseases which rob mankind of its birthright? In America 62 million of us are at work turning out a gross national product at the rate of 430 billion dollars a year. Let us bear this figure in mind this year when Congress makes appropriations for the National Institutes of Health of the U. S. Public Health Service.

Our annual expenditure for research into the cause, prevention and cure of disease must be increased appreciably. There can be no question about our giving America's scientist-soldiers the necessary funds, materials and facilities with which to do their jobs.

The whole world is awaiting the outcome of this battle against disease. Let us assert the leadership required for an historic offensive against the forces of death which rack the human organism without mercy and can only be driven out and destroyed by the knowledge which comes from medical research. Let us invest in our own health. Let us invest in mankind's health. The world expects America to show the way.

**THE
AUTHORITATIVE**

WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
AND ASSOCIATED
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ARTS AND INDUSTRIES

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 2, 1958

PARALLEL GROWTH OF TV-RADIO: TV sets-in-use from 10,000 in 1946 to 48,300,000 by mid-1958 as radios in use nearly triple to 161,000,00 (p. 1).

COMPLETE SPECTRUM STUDY likely, as Administration urges broadening of Potter Resolution to cover military & civilian uses. Sponsors don't object (pp. 2 & 5).

LIBERALIZED MICROWAVE POLICY means substantial savings for smaller TV operators, but interconnection with common carriers still prohibited (p. 3).

ECONOMIC INJURY objections to new stations may jeopardize license renewals of protestants, FCC rules in Auburn, N. Y. radio case (p. 3).

BOSTON Ch. 5 CASE sent back to FCC by Court of Appeals for hearing on "ex parte" discussions between McConaughey and applicants (p. 4).

FCC 'ETHICS' BILL approved by Harris subcommittee, but full Commerce Committee delays action as Congress adjournment nears (p. 5).

REVENUE, COST & PROFIT survey by NAB shows trends at typical TV-radio stations, forecasting 3.5% more TV time sales, 2% more radio this year (p. 6).

ANOTHER CANADIAN SATELLITE gets under way, second for CFCL-TV, Timmins, Ont. Only 2 other CPs outstanding. Reports on upcoming stations (p. 7).

FINAL DECISIONS GRANT Ch. 7, Buffalo; Ch. 3, Wilmington, N. C.; Ch. 9, Ogden, Utah. Ford & Bartley dissent on Cheboygan "concentration" (p. 8).

FCC REBUKES 4 STATIONS for carrying Kohler strike kines without naming National Assn. of Manufacturers as donor. "Lack of diligence" cited (p. 10).

BLACKOUT BILLS KILLED by Senate subcommittee, NAB's Fellows helping with windup attack (p. 11).

Manufacturing-Distribution-Finance

ANNUAL 'GUESSTIMATE' sees 5,500,000 to 5,700,000 TV sets this year. Greenebaum & Assoc. also ventures output predictions for top 11 producers (p. 13).

CHANGE AT WESTINGHOUSE: Younger new officers bringing it back to heyday in lively competition with better-merchandise GE, says Fortune article (p. 14).

ABC-PARAMOUNT BUSINESS UP in both broadcasting and theatre divisions first quarter and first half of 1958. Reports on other theatrical firms (p. 16).

NEARLY 3½ RADIOS NOW TO EVERY TV: Some vital statistics telling an eloquent story of growth, both TV & radio, became available as we updated several reference depts. for the upcoming fall-winter edition of our Television Factbook -- and we thought you might find them interesting even before that compendium comes out in Sept.

From a mere 8000 at the start of 1946 in the nation's then 37,825,000 homes, plus another 2000 in public places, TV by mid-1958 counted 48,300,000 sets-in-use: 42,650,000 TV homes out of 50,800,000 (84% saturation) plus 4,200,000 secondary sets in homes plus 1,450,000 sets in public places. Note that only about 10% of today's TV homes have secondary sets -- indicating big market still remaining.

Far from retarding radio, TV's 13½ years of growth were accompanied by nearly threefold increase in radio sets-in-use -- among basic reasons being price, portability, clocks. Whereas in 1946 there were 34,000,000 radio homes (90.4% saturation) and 57,800,000 radio sets (including 11,300,000 secondary sets in homes, 7,000,000 automobile radios, 5,000,000 sets in public places), the figures had leaped to these stupendous totals by the beginning of 1958:

Radio homes, 48,500,000; secondary sets in homes, 65,000,000; auto radios, 40,000,000; sets in public places, 10,000,000; total radios, 161,000,000; percentage of saturation, 96.3%. Thus just about all American homes have radios, more homes have multiple than have single sets, most automobiles are radio equipped.

Checking with AAA and American Trucking Assn., we find there were 57,000,000

private cars in U.S. on Jan. 1, 1958, and 11,000,000 trucks, including govt. & military. It is estimated that 38,000,000 of the 40,000,000 auto radios are in those 57,000,000 private cars (67%) with 2,000,000 radios in the 11,000,000 trucks (18%).

The updated tables for both TV & radios for the last 12 years are published below. We're indebted to NBC Research for the TV figures, which as of July 1, 1958 jibe with those recently released by Advertising Research Foundation as broken down by regions and states (see Vol. 14:27, p. 9). The radio figures are from industry sources, which latterly have been disputing question of whether all are in "working order"; 1960 U.S. Census will update both TV & radio figures, asking first whether a household has a TV or radio, then whether it has 2 or more of each -- but it will leave to industry calculators to estimate number or percentage not in working order.

From Industry Sources

Radio Homes, Sets-in-Use, % Saturation
(1946-1958)

Jan. 1	Radio Homes (000)	Sec-ondary Sets in Homes (000)	Auto-mobile Sets (000)	Sets in Public Places (000)	Total Radio Sets (000)	% Radio Saturation
1946	34,000	11,300	7,500	5,000	57,800	90.4
1947	35,900	17,600	8,500	5,000	67,000	93.0
1948	37,600	20,377	10,000	5,000	74,000	94.2
1949	39,300	23,600	12,100	5,000	80,000	94.2
1950	40,700	24,700	14,800	5,000	85,200	95.0
1951	41,900	28,000	19,100	7,000	96,000	95.0
1952	42,800	31,000	23,500	8,000	105,300	95.0
1953	44,800	34,000	26,200	9,000	110,000	95.0
1954	45,100	41,700	27,100	10,000	123,900	96.3
1955	45,900	45,300	31,200	10,000	132,400	96.3
1956	46,800	50,200	35,000	10,000	142,000	96.3
1957	47,600	55,400	37,000	10,000	150,000	96.3
1958	48,500	62,500	40,000	10,000	161,000	96.3

NBC Research Estimates

TV Homes, Sets & % Saturation
(1946-1958)

Jan. 1	TV Homes (000)	Sec-ondary Sets in Homes (000)	Public Place Sets (000)	Total TV Sets (000)	Total Homes (000)	% TV Saturation
1946	8	—	2	10	37,825	.02
1947	14	—	2	16	38,575	.04
1948	172	1	17	190	39,950	.4
1949	940	10	50	1,000	41,475	2.3
1950	3,875	50	75	4,000	43,000	9.0
1951	10,320	165	115	10,600	43,888	23.5
1952	15,300	315	185	15,800	44,760	34.2
1953	20,400	505	295	21,200	45,640	44.7
1954	26,000	800	500	27,300	46,660	55.7
1955	30,700	1,000	800	32,500	47,621	64.5
1956	34,900	1,620	1,080	37,600	48,600	71.8
1957	38,900	2,500	1,300	42,700	49,500	78.5
1958	41,924	3,668	1,408	47,000	50,370	83.2
1958*	42,650	4,200	1,450	48,300	50,800	84.0

* Preliminary, as of July 1.

HIGH-LEVEL SPECTRUM STUDY NOW PROBABLE: First real dissection of military spectrum use in history of radio is quite close to authorization. Senate has passed Potter Resolution (S.J.Res. 106) to establish 5-man commission for job -- but limited to evaluation of military uses only (Vol. 14:30). Administration, apparently resigned to fact Congress is hell-bent on subject, has told House that bill should be amended to include study of civilian frequency uses, too.

It's impossible to predict whether upshot of study, if authorized, will be acquisition by TV of more vhf channels, or wholesale long-range reshuffle of entire spectrum, or whatever -- but feeling in Congress and industry is that, at long last, someone will know the complete score and be able to make intelligent judgments.

Administration made position known this week when President Eisenhower and Leo A. Hoegh, director of Office of Defense & Civilian Mobilization, wrote to House Speaker Rayburn urging amendment of bill to include study of civilian uses. Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.), sponsors of Resolution, say that they have no objection to such broadening of scope and they're sanguine about House approval. [For text of key amendment proposed by Administration, see p. 5]

That Govt. is taking matter seriously is indicated by fact it has set up a "Directorate for Telecommunications Policy" in Defense Dept., whose job it will be to work closely with ODCM and projected new commission. This upgrades position of Paul Goldsborough, top Defense Dept. communications coordinator (Vol. 14:28), who will report directly to Asst. Secy. of Defense E. Perkins McGuire.

Where does work of TV Allocations Study Organization (TASO) fit into fore-going picture? Presumably, its technical data, due to go to FCC by year's end, will be offered to new commission -- as will record being compiled by Commission in its own 2 big spectrum studies, covering 25-890-mc and 890-mc-up.

FCC EASES RULES FOR TV MICROWAVE LINKS: Good break for smaller-station TV operators came from FCC this week in form of new policy liberalizing use of private microwave links by stations. Up to now, stations were granted own links only when phone company wasn't ready to supply service. Furthermore, stations were required to give up their own facilities when common carriers were prepared to move in -- though in practice there has been very little "eviction" to date.

New policy grants stations the security of knowing they can run own links indefinitely -- at cost usually several thousand dollars less per month than phone company charges. Commission still won't let private operators interconnect with common carrier facilities. However, stations may interconnect with each other to form self-contained regional networks.

FCC's move is bound to encourage stations to build own links. And in some cases, stations getting common carrier service will drop it, put in a do-it-yourself microwave -- but FCC won't permit substitution for major phone company links.

* * * *

FCC announced that purpose of change is "to meet the economic problems of small market or marginal TV station operation without jeopardizing the orderly expansion of the national TV program relay system operated by communications common carriers." Exact wording of new policy, announced in Doc. 11164, is as follows:

"Television broadcast station licensees will have the option of operating their own private television intercity relay facilities or obtaining intercity television transmission service from communications common carriers in all cases except those in which a direct interconnection is desired with common carrier facilities. Such relay stations are not to be used as intermediate links in common carrier intercity television transmission facilities."

Note: The 50-odd private links in operation, in addition to all the phone company facilities, are shown on 35x23-in. Map of TV Stations & Network Routes: 1958, -- now being brought up to date for distribution with the forthcoming Fall-Winter edition of our semi-annual Television Factbook.

FCC AIMS TO MAKE 'INJURY' PROTESTS COSTLY: That Carroll economic injury decision by Court of Appeals (Vol. 14:28), in which FCC is told to determine whether public will be hurt by too many stations in a community, is being implemented by Commission -- but in a unique way. This week, in decision involving radio stations in Auburn, N.Y., it went so far overboard in following Court's mandate that it's clear the Commission is now trying to discourage protests against new stations by existing operators -- so as to relieve burden imposed by the Carroll decision.

New CP for WAUB, Auburn, was objected to by WMBO on grounds that it and the public would be hurt because community can't support both stations. Okay, Commission said, we'll give you a hearing -- but here's the price you pay: "Submit applications for renewal of licenses [for WMBO & WMBO-FM] in order that they may be consolidated, if necessary, in a comparative proceeding with WAUB." What FCC said, in effect, was that if town can support only one station, Commission has duty of determining whether existing operator or newcomer is more qualified to run it.

FCC's action serves as warning that any operator who objects to advent of a new station must be prepared to put his license on the line in comparative hearing. This certainly holds potential of discouraging such objections.

* * * *

Vote was close, Comrs. Hyde, Lee & Cross dissenting. Chairman Doerfer led majority which feels that Court is forcing the FCC toward utility-like regulation. Said Hyde: "If Congress wanted to put conditions on a station's right to protest, such as calling up his license for renewal, it would have put it in the statute."

Carroll decision had ordered Commission to weigh economic factors, presented in hearing, to determine whether public would be hurt if "excessive" competition forced stations out of business or impaired service severely.

Boston Case Back to FCC: Boston Ch. 5 case was cracked open by Court of Appeals this week in another of the seemingly endless repercussions stemming from testimony in Harris "impropriety" hearings (Vol. 14:2, et seq).

Court sent case back to FCC to determine whether former Chairman McConnaughey should have disqualified himself from voting because contestants in the case had talked to him. Decision was won by *Boston Herald-Traveler's* WHDH-TV in 4-2 vote—McConnaughey with majority, Hyde & Bartley dissenting, Craven abstaining. Losers were Greater Boston TV Corp. (headed by insurance man Arthur D. Cronin and including principals of WORL), Mass. Bay Telecasters (pres., Alan Steinert, RCA-Whirlpool distributor) and Allen B. DuMont Labs. First 2 appealed.

Action is very similar to that taken by Court when it ordered Commission to conduct hearing on charges that ex-Comr. Richard A. Mack had been "influenced" in Miami Ch. 10 case (Vol. 14:16, et seq).

Washington attorneys are now speculating whether a Pandora's Box has been opened by Miami & Boston decisions—whether more TV decisions will be kicked back to Commission eventually because of allegations of "ex parte discussions" which can be found sprinkled liberally through Harris hearing transcript, though frequently with little real evidence to back them up.

Boston case differs from Miami Ch. 10 situation in several respects. For one thing, Court hadn't yet ruled on FCC's judgment in picking WPST-TV from among Miami contestants before it sent case back for Mack-influence hearing. In this week's Boston decision, Court upheld Commission's choice of WHDH-TV by saying: "We cannot say that abuse has been demonstrated or that

the Commission has not acted in the public interest. We are satisfied that the Commission's findings and conclusions are not lacking in substantial support on the whole record."

Another difference in the 2 cases is that Harris developed mass of facts about Mack and Miami Ch. 10 contestants but produced very little about Boston Ch. 5. Evidently, some one is going to have to dig further into latter before FCC can go ahead with a hearing. It's up to FCC, Congress and/or Justice Dept.

What happened in Boston case, Court said in its decision, is that it was looking through transcript of Harris' Miami hearing and found McConnaughey's testimony about Boston. Court stated that McConnaughey had been visited before final decision by "one Forrester Clark of Mass. Bay Telecasters, one Robert Choate of WHDH [publisher of *Herald-Traveler*] and certain representatives of the *Boston Globe*."

Court said FCC should find out what happened, stating carefully: "Whether or not others to us unknown may have acted similarly, or whether or not any such individual named or unnamed, approached any other Commissioner and, if so, with what result, if any, we cannot know from the present record. Nor does it appear that any such persons actually represented or purported to speak for any of the parties here, or whether such parties had knowledge of such action as may have been taken." In Boston this week, WHDH-TV pres. Choate asserted that he had never discussed case with any commissioner—reiterating position he took before Harris subcommittee.

As in Miami case, all original applicants are allowed to participate in FCC hearing; Commission is to report progress to Court within 60 days; Attorney General is invited to participate as "amicus curiae." Decision was rendered by Judges Edgerton, Danaher & Burger.

"Ethics bill," designed to tighten laws on "ex parte" representations to commissioners, was approved by Harris subcommittee this week (see p. 5).

TV Movies Test Case: In legal challenge which could have damaging effect on big movies-to-TV business, Music Publishers Protective Assn. and 3 music firms have contested right of film distributors to sell theatrical features to TV without re-licensing music in them for TV use. Suit filed in N. Y. Federal district court against Matty Fox's C&C Film Inc. (RKO library) and Hollywood TV Service Inc. (Republic Pictures) contends songs & background music in old movies were licensed by publishers to producers for theatre use only. Plaintiffs maintain that TV distributors who reprocessed them for TV should be compelled to obtain separate licenses for re-recordings. Joining MPPA in action, which asks for declaratory judgment against 2 distributors, are Shapiro, Bernstein & Co. Inc., Southern Music Publishing Co., Broadway Music Corp.

In wake of demise of *Cincinnati Times-Star* and its merger with Scripps-Howard's *Cincinnati Post* (Vol. 14: 30), *Time Magazine* notes: "Twenty years ago only 8 of the U. S.'s 50 largest cities were one-owner newspaper towns. With the demise of the *Times-Star* and the prospective death of the *New Orleans Item*, the total will now be 24."

If TV can show movies on Sundays, why not his theatre? asks Robt. Grochowiak, operator of an Antrim Township (Pa.) drive-in, who is carrying suit to U. S. Supreme Court. He was arrested in 1946 for violating state laws against Sun. movies, unless approved by local voters, and is challenging law's constitutionality.

John Hay (Jock) Whitney, Ambassador to Great Britain, whose J. H. Whitney & Co. subsidiary Corinthian Broadcasting Co. operates 4 TV and 2 radio stations (*TV Factbook No. 26*, p. 377), has purchased *Parade Magazine*, which is circulated as a Sun. supplement by 59 newspapers with weekly circulation of 8,359,901 and which carried \$19,500,000 in advertising last year. Seller is Marshall Field Jr., publisher of *Chicago Sun-Times*. It competes with *This Week* (38 newspapers, circ. 12,253,600) and Hearst's *American Weekly* (34 newspapers, circ. 9,915,133). New ownership is Whitney's Plymouth Rock Publications Inc., which is expected to acquire more publishing properties. Whitney last year loaned more than \$1,000,000 to N. Y. *Herald Tribune*, is said to be prospective buyer.

Grand jury hearing Miami Ch. 10 case, involving alleged improprieties of ex-FCC Comr. Mack and applicants (Vol. 14:14), is now in recess after hearing evidence intermittently since mid-March. Whether sessions will resume depends on Justice Dept. analysis of material presented to date. There's no telling when grand jury will act.

Political candidates can't force stations to sell them time, FCC told Schenectady Mayor Stratton this week, after he complained that GE's WRGB refused to sell him 15 min. so he could make pitch as candidate for Congress. Station said it's limiting political telecasts to spots because there are too many candidates. Commission said it had no obligation to depart from policy.

Action on FCC 'Reform'? First legislative product of lengthy FCC probe by House (Vol. 14:2 et seq) began to emerge slowly—and tardily—this week, Commerce legislative oversight subcommittee finally getting around to some mild law-making recommendations to correct some abuses by (and of) Commission.

Following months of sometimes-sensational hearings and much talk about need for new laws, long-delayed subcommittee action on Communications Act amendments probably came too late in this expiring session of Congress to do any good. Commerce Committee itself hadn't acted on subcommittee's report by week's end, putting off consideration of it until week of Aug. 4, at least.

But subcommittee—at long last—did come to grips with one glaring abuse of Commission—ex parte political contacts, including those by members of Congress. [See our editorial, "Pattern of Influence" in Washington", Vol. 14:25.]

Approving bill (HR-11886) introduced by Chairman Harris (D-Ark.) in April (Vol. 14:14,16), investigating group said Communications Act should be revised so that (1) "No person" may communicate "directly or indirectly" with FCC or staff in competitive cases without notice to all parties. (2) If any ex parte communications—written or oral—are received anyway, they must be made part of public record, and all parties must be given copies.

Bill also would: (1) Require FCC—within 6 months of enactment—to draw up own code of ethics "designed to promote adherence to high moral & ethical standards [and] strengthen the faith & confidence of the public" in Commission and its employees. (2) Strike out existing amendment to law which permits Commissioners to draw "honorariums" for "delivery of publications or papers." (3) Permit President to fire any FCC member "for neglect of duty or malfeasance in office, but for no other cause."

Subcommittee made no changes in bill as drafted by Harris at time subcommittee filed interim report on FCC practices following early hearings on Miami Ch. 10 case, which forced resignation of Comr. Richard A. Mack. Some subcommittee members wanted to broaden measure to include all Federal agencies. But Harris said majority concluded it should be confined to FCC since probes of SEC, FTC (involved now in sensational Bernard Goldfine case) and other agencies haven't been developed sufficiently.

Codes of ethics as contemplated by Harris bill already have been put into effect by ICC, SEC and Federal Power Commission. Latter announced this week that new rules enjoin FPC and all employees from "any action in their work or in their personal affairs which could serve as a possible basis for suspicion of unethical practice."

FCC has made no move toward adopting formal code, however. Spokesman told us that Commissioners "want to take that slowly & cautiously, waiting for guidance from Congress," although several drafts of suggested rules of conduct have been "kicking around" FCC offices.

"Telecopter" coverage of Los Angeles area was started this week by Paramount's KTLA, using specially-designed \$82,200 Helicopter Service Co. plane developed with GE help. Capable of feeding signals from air within 60-mi. radius, helicopter's TV equipment weighs less than 400-lb., includes vidicon camera with Zoomar lens, power generator, transmitters, helical antenna.

Civilian uses of spectrum should be studied along with military uses, the Administration stated this week in letter to House Speaker Rayburn (see p. 2), and here's amendment it suggests to Senator Potter's S.J. Res. 106, passed by Senate and now before House: "Sec. 2 (a) It shall be the duty of the Commission to conduct a thorough and comprehensive study and investigation of the allocation, management, and control of bands of radio & television frequencies under the provisions of the Communications Act of 1934, as amended, with a view to determining (1) how such frequencies may be utilized to the maximum degree possible, (2) how planning should be undertaken to take advantage of technological change in achieving maximum use of the frequency spectrum, (3) whether (and if so how much) such frequencies may, in the public interest, be reallocated to other uses, (4) the likely future requirements of the various non-govt. users and agencies and instrumentalities of the Federal Govt. for radio & television frequencies, and (5) the changes, if any, that should be made in the existing administrative organization and procedures for discharging the Federal Govt.'s responsibilities in the field."

Fund for the Republic will spend \$4,000,000 in next 3 years on continuing studies of half-dozen "basic issues," including TV's mass-media role in "exercising unofficial or semi-official power," reports pres. Robert M. Hutchins. Under way now are Fund studies of pay-TV controversy, by ex-information director Robert W. Horton of National Defense Advisory Commission; censorship, by director Charles Winick of MIT's leisure time project; audience rating systems, by *Business Week* staffer J. E. Patterson. Fund already has published *Freedom to See*, a report on TV journalism by Herbert Mitgang of *N. Y. Times* (Vol. 14:16), and has sponsored Mike Wallace *Survival & Freedom* on ABC-TV (Vol. 14:29).

Imaginative engineering staff of KSTP-TV, St. Paul, under chief engineer Wm. Sadler, scored a beat July 26 by rebroadcasting signals from Navy balloon 82,000 ft. up. A 2½-lb. camera, developed by Dage research director George H. Fathauer, was used with 30-watt uhf Ch. 14 transmitter. Live shots of balloonists Comdr. Malcolm Ross and M. Lee Lewis, of Winzen Research Inc., were telecast by KSTP-TV at 9 a.m. & 1 p.m., kinescoped and used in evening newscasts. Balloon was launched from iron ore mine at Crosby, Minn., and signals were received as it drifted over north central Minn.

A "60-sow swine farm" is being operated by WNCT, Greenville, N. C. (Ch. 9) in area adjacent to station, which telecasts from farm daily. WNCT is building big poultry farm, will also feature it in daily programs. Station's objective, according to mgr. A. Hartwell Campbell, is to stimulate diversification among area's farmers who have long concentrated on tobacco.

Syndicated videotaped *Ding Dong School*, produced by WGN-TV, Chicago, has achieved first sale—to upcoming Klor-TV, Provo, Utah, due to begin this fall. WGN-TV claims it's first sale of taped program syndicated by an independent station.

"Property rights" suit against CATV systems planned by NAB (Vol. 14:25) probably won't be instituted until fall, after NAB regional meetings. NAB chief attorney Douglas Anello says that legal staff is in process of seeking best test case.

Cueing microphone-transmitters, reaching less than 100 ft., are authorized under new Part 4.437 of FCC rules, added this week in finalization of rule-making.

Network Television Billings

June 1958 and January-June 1958

(For May report see *Television Digest*, Vol. 14:27)

NETWORK BILLINGS in June, showing improvement over year ago, "denote a record of continued growth in a period when other major media showed definite increases," said TvB pres. Norman E. Cash this week, as TvB released monthly compilations. The 3 networks, all showing increases, had gross billings of \$43,769,105 in June vs. \$39,517,137 year ago—and first half total was \$283,071,449 vs. \$250,657,209. Complete TvB report for June:

NETWORK TELEVISION						
	June 1958	June 1957	% Change	Jan.-June 1958	Jan.-June 1957	% Change
ABC	\$ 7,387,586	\$ 6,413,708	+15.2	\$ 51,617,801	\$ 40,095,218	+28.7
CBS	19,733,057	18,356,892	+ 7.5	124,047,416	116,762,487	+ 6.2
NBC	16,648,462	14,746,537	+12.9	107,406,232	93,799,504	+14.5
Total	\$43,769,105	\$39,517,137	+10.8	\$283,071,449	\$250,657,209	+12.9

1958 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
January	\$9,168,609	\$22,094,015	\$18,344,111	\$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Broadcast Advertising Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TVB) on basis of one-time network rates, or before frequency or cash discounts.

ABC-TV signed WJRT, Flint (Ch. 12) as primary affiliate this week, effective about Oct. 1, when much-litigated station (Vol. 14:30) expects to go on air. Addition of WJRT brings total of ABC primary affiliates to 84 vs. 71 at start of 1957 season, ABC-TV pres. Oliver Treyz claiming 85% TV coverage of country vs. 75%. Note: Stay of CP for WJRT was denied by FCC this week after consideration of petition filed by WFDF and W. S. Butterfield Theatres (Vol. 14:30). Commission said it wasn't ready to rule yet on petition for reconsideration of the grant.

Revenues, Costs & Profits: TV stations enjoyed average revenues of \$925,000 each in 1958, ranging from \$3,051,700 in markets of 1,000,000 population upward to \$321,800 in markets under 25,000. Their expenses went up average of \$10,000 to over-all average \$780,000, resulting in drop of pre-tax profit margin to about 15¢ on every sales dollar from 1956's 16¢, varying from 28¢ in the larger markets to no-profit in the smallest. An increasing percentage of time sales came from local, a decreasing amount from network, with national & regional spot remaining about same in 1958 as in 1957. Payrolls represented 40% of all costs.

These are median figures, subject to many variations—and they're digested from *Financial Report: TV*, just published for its membership by NAB as derived from confidential survey in June under direction of its chief economist Charles H. Tower. Out of 404 commercial stations operating full year, 204 replied, and median figures are based on these. Network-owned stations, among biggest in revenues & profits, did not submit their figures, thus downgrading the averages somewhat.

The 28-pp. TV report notes that median revenue in-

crease for year was only \$5000 per station over 1956 as against increase of \$200,000 in 1956 over 1955. Station operators predict average increase for this year will run over-all 3.5% above 1957, with 66.8% of those replying stating they expected increased business, 19.4% decrease, 13.8% no change.

TV giveaway show producers who aren't sure of value of merchandise won by contestants should use manufacturer's suggested retail selling price when they report prizes for income tax information purposes, IRS has ruled (Rev. Rul. 58-347). What if contestant then wants to argue with IRS that "fair market value of the merchandise he received as a prize was less than the retail value reported by the producer"? IRS says he'll get chance with tax collector to "substantiate any claim."

Rate increases: WCIA, Champaign, Ill. Aug. 15 raises base hour from \$900 to \$1000, 20 sec. \$190 to \$215. WAVY-TV, Portsmouth-Norfolk, July 1 raised hour \$700 to \$875, min. \$140 to \$200. WRAL-TV, Raleigh, Aug. 1, hour \$600 to \$650, min. \$120 to \$130. WIS-TV, Columbia, S. C. Sept. 1 raises hour \$450 to \$500, min. \$110 to \$125. Spot increases: WKRC-TV, Cincinnati, July 1 raised base min. from \$300 to \$330. WFAA-TV, Dallas, July 1, min. \$250 to \$300.

Giant postcard treatment, with a vengeance, was employed this week by WTVD, Raleigh-Durham (Ch. 11) to promote inauguration of new 1500-ft. tower, tallest man-made structure east of the Mississippi. Delivered by Western Union to 500 timebuyers was 44x28-in., 3½-lb. card featuring coverage map on front, this handwritten message on back: Have Wonderful Time—You Should Buy Here."

TV is preferred medium for selling automobiles, according to new survey of dealers & shoppers by Advertest Research Inc. for NBC. Findings in report—"Television's 43,000,000 Showrooms"—showed 51% of dealers want more TV advertising, 64% of shoppers are impressed most by TV commercials for cars.

Boxscore on unsold time: Open network time in upcoming season's prime evening hours totaled 28 half-hours this week, 6½ half-hours having been sold since our report 2 weeks ago on worrisome lags in sales (Vol. 14:29). CBS had 8½ half-hours unsold (down from 9), NBC 9½ (down from 11½), ABC 10 (down from 14).

New reps: KMSP-TV, Minneapolis-St. Paul, July 1 to H-R Television (from Branham); KWTW, Oklahoma City, to Pety July 28 (from Avery-Knodel).

Similarly, *Financial Report: Radio* (19-pp.), based on 724 radio stations out of country's 2900, shows that typical station in 1957 took in \$99,700, varying from \$62,200 in under-10,000 markets to \$185,100 by the smaller stations in markets of 2,500,000 or more and \$1,821,000 for larger stations in markets of 2,500,000 or more. Median expenses were \$90,600, up about \$1000 from 1956 despite typical increase in wage & salary outlay of \$3000, or about \$52,700 per station. Payroll represented 53% of total expenses, and profit margins averaged 9¢ per sales dollar as against 10¢ in 1956 and 11¢ in 1955.

Radio network affiliates, survey found, nearly doubled their sales of time to networks in 1957—but it's recalled radio networks were then at lowest ebb. In the larger markets, national-regional advertising accounted for about 40% of station time sales. In the smaller markets, local represented some 90%.

Prospects for 1958? Radio operators responding expect average of 2% better business, over-all; 54.6% expect increases, 22.2% decreases, 23.2% no change.

New & Upcoming Stations: Looks like Canada, which now has 53 stations, will add only one more this year—Ch. 9 in Matane, Que. at mouth of St. Lawrence River. Only other permits outstanding are for Ch. 4 in Moose Jaw, Sask. and Ch. 5 in Dawson Creek, B. C. Former hasn't yet received Dept. of Transport authorization; latter has given Dec. target.

This week, second unmanned automatic repeater for CFCL-TV, Timmins, Ont. (Ch. 6) began operating as CFCL-TV-2, Elk Lake, Ont. (Ch. 2), with 1.5-kw GE transmitter, 400-ft. Wind Turbine Tower, Sinclair antenna; it's second such, other Timmins satellite being CFCL-TV-1, Kapuskasing, Ont. (Ch. 3).

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In our continuing survey of upcoming stations, these are latest reports from CP holders in U. S. & Canada:

KAYS-TV, Hays, Kan. (Ch. 7) has changed target to Aug. 15 for programming, reports mgr. & 49 1/2% owner Robert E. Schmidt. Standard Electronics 10-kw transmitter arrived July 1 and is being wired. Alford antenna is being installed on 667-ft. Liberty tower. Microwave system connecting KAYS-TV with KAKE-TV, Wichita (Ch. 10), for ABC-TV programs, has been completed. Base hour will be \$150. Rep will be Katz on sales with KAKE-TV; Hal Holman on others.

KHTV, Portland, Ore. (Ch. 27) has purchased 1-kw RCA transmitter and GE antenna formerly used by KPTV there and hopes to begin programming Sept. 15, reports pres. & 55% owner Wally Matson, also owner of CATV system there. It plans to apply for new site on Signal Hill, near present KPTV (Ch. 12), and to use 200-ft. Fisher self-supporting tower. Mr. Matson will be gen. mgr. & chief engineer, with J. Benton (Benny) Heald, ex-electronics sales, as asst. Rep not chosen.

KLOR-TV, Provo, Utah (Ch. 11) has ordered Standard Electronics transmitter for Aug. delivery and plans Oct. 1 programming as independent, writes pres.-gen. mgr. & 42% owner S. B. Nissley. Provo is about 35 mi. S of Salt Lake City. Klor-TV will use 84-ft. Stainless tower on Lake Mt., 15-mi. WNW of Provo. Base hour will be \$350. Rep will be Raymer.

KVKM-TV, Monahans, Tex. (Ch. 9) has ordered 10-kw GE transmitter for Sept. delivery and hopes to begin Nov. 15 with ABC-TV, writes 1/3 owner J. Russ Rucker, also pres. of radio KVKM, Monahans. It plans to use 780-ft. Stainless tower and 12-bay batwing antenna. Base hour will be \$225. Reps will be Everett-McKinney and Clyde Melville.

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CKBL-TV, Matane, Que. (Ch. 9) is installing 10-kw RCA transmitter, plans Aug. 15 programming, reports Rene Lapointe, managing director of La Compagnie de Radiodiffusion de Matane Ltd., which also operates radio CKBL and publishes weekly *La Voix Gaspesienne*. RCA 18-slot wavestack antenna has been installed on 175-ft. Wind Turbine tower at site in Petit Matane. Base hour will be \$160. Rep will be Jos. Hardy & Co. Ltd.

Note: For further details about foregoing stations, see CPs Outstanding and Applications Pending section (blue pages 341-359) of *Television Factbook No. 26*.

Station identification rules were waived in 4 instances this week: WNBP-TV, Scranton (Ch. 16) can now identify itself also with Wilkes-Barre; WTCN-TV, Minneapolis (Ch. 11), also St. Paul; KCEN-TV, Temple, Tex. (Ch. 6), also Waco; KOVR, Stockton (Ch. 13), also Sacramento.

Translator power increase from 10 to 100 watts maximum is proposed by FCC in rule-making initiated this week. Action was on Commission's own motion, though it has from time to time been urged to hike power. Original 10-watt limitation was selected as "safe" figure pending experience with interference—and not a single complaint has been heard so far. Power increase can be achieved by adding amplifier to existing transmitter. Adler Communications Labs, which has built virtually all translator transmitters, will offer amplifiers. Some 750,000 people live within coverage areas of 122 translators now operating, according to FCC engineer McIvor Parker—and most of these aren't reached by regular stations.

FM allocation table was abandoned by FCC this week, effective Aug. 30, concluding rule-making started May 28 (Vol. 14:22). Reason for dropping city-by-city assignments, Commission said, was that table had outlived usefulness (which was to keep channels from concentrating too heavily in metropolitan areas, to detriment of smaller cities). Pattern is now set by existing stations and CPs. Henceforth, FM stations may be sought wherever channels can be fitted on engineering basis. Sections 1.356(f) & 1.309(a) are amended to make FM rules conform with comparable AM rules. [For location of FM stations & CPs by channels, see Part III of our annual *AM-FM Radio Station Directory*, copies still available at \$7.50.]

Merger for Norfolk's Ch. 13, agreed upon by 3 contestants this week, would leave Tom Chisman's WVEC-TV (Ch. 15) as surviving applicant. Agreement provides that Virginian TV Corp. (R. R. Richardson Jr. pres.) gets 10% of stock in WVEC-TV (radio is excluded) plus note for \$45,430 expenses; that Temus R. Bright, 50% owner of WTOV-TV (Ch. 27) gets \$150,000 consulting fees over 5-year period; that Louis H. Peterson, other 50% owner of WTOV-TV, gets 10% of WVEC-TV plus notes for \$68,067—\$8000 of it from Virginian TV. Bright & Peterson are to dispose of WTOV-TV. WAVY-TV, Portsmouth-Norfolk (Ch. 10) will intervene in attempt to block FCC approval. FCC has continued hearing to Sept.

Two vhf educational CPs were authorized by FCC this week: Ch. 6, Sacramento, to Central Cal. Educational TV; Ch. 13, Dallas, to Area Educational TV Foundation. Latter was granted in less than 30 days, Commission waiving rules. Oklahoma City, like Pittsburgh (Vol. 14:29), will have 2 educational stations—Commission approving acquisition of off-air KTVQ, (Ch. 25) by Independent School District No. 89 from Republic TV & Radio Co., no monetary consideration involved. City now has KETA (Ch. 13), operated by Okla. Educational TV Authority.

"Compatible" multiple FM system for stereo broadcasting was authorized on experimental basis to WBAL-FM, N. Y. this week. Station will use system developed by Crosby Labs, Syosset, N. Y. It's designed to give owners of FM sets a conventional signal, while listeners with special adapters and 2 speakers get stereo effect. Station will use call KE2XXT under authorization expiring Oct. 31, 1958.

Hearing on call-letter conflict, seldom ordered by FCC, was set this week as Commission granted petition of radio KOFY, San Francisco, which protested assignment of KOFY in San Mateo on grounds similarity is confusing. Comrs. Doerfer, Craven & Cross dissented.

Pay-TV editorializing drew another reprimand from FCC this week, when KOTV, Tulsa, was told it had been unfair in handling of controversy. Like previous "offenders," it was let off with a warning (Vol. 14:22, 25, 27).

FCC Whips Through Agenda: With tremendous speed, FCC plowed through more than 250 items and 1500 pages of documents this week to conclude its work before Aug. vacation. Among its actions were final decision choosing WKBW-TV Inc. for Buffalo's Ch. 7, denying 2 competitors, and finalization of uncontested initial decisions granting Ch. 3, Wilmington, N. C. to WGNI and Ch. 9, Ogden, Utah, to KVOG. Commission also released texts of last week's decisions granting Ch. 11, Toledo, to WTOL and Ch. 4, Cheboygan, Mich. to Midwestern Bestg. Co.

With Comrs. Doerfer & Lee dissenting, Commission found WKBW equal or superior in virtually all respects to competitors WWOL and Great Lakes TV Inc. (*Courier-Express*, Kallet Theatres, Laux stations)—in local residence, broadcast record, civic participation, diversification of business interests, diversification of mass media.

The 133-pp. Toledo decision exhaustively analyzes and compares the 7 applicants, concludes: "The overall strength of showing [by WTOL, controlled by Frazier Reams, ex-GOP Congressman], including the local factors, the program proposals, and the assurance of effectuation which is gathered from its superior broadcasting record over a period of years in the community concerned and the experience qualifications which its principals demonstrate, persuade the Commission that this applicant is the most qualified to provide programming service on a continuing basis in the interests of the people of the coverage area."

Cheboygan decision was significant for the dissenting opinion of Comr. Ford (joined by Bartley) who was concerned about concentration of control. Majority of Commission said main reason for choosing Midwestern (Les Biederman, pres.) over local radio WCBY was that former proposes power-height combination that would cover about twice the population and 5 times the area of latter. Said Ford:

"In addition to the preference granted Midwestern on the basis of its proposed higher tower & power, the Commission grants a preference to it on its past performance and broadcast experience. These 2 items appear to me to be parts of the same criteria. In any case the effect of the decision is to give credit twice for concentration of control and because of such concentration to increase it by the grant of an additional construction permit for a TV station. Carried to its logical conclusion, this policy will result in TV licensees pyramiding the experience gained in one station into the maximum number of stations allowed to the exclusion of a local broadcaster who is a newcomer to TV.

"At the present time [Midwestern] owns 5 of the 7 standard broadcast stations in this section of Michigan, 3 of which will be within the Grade B contour of the proposed TV station. The only other TV station in this section of the state is also owned by Midwestern. This decision increases the concentration of control of the mass media of communications by Midwestern in a large section of the state of Michigan and in my view is contrary to the public interest."

Baltimore ad tax case will be argued before Md. Court of Appeals Sept. 19, city solicitor's office obtaining priority hearing for appeal from state Circuit Court decision that special 6% levies on TV-radio and other advertising are unconstitutional (Vol. 14:28). City has repealed tax ordinances effective next Jan. 1, but seeks to keep revenues from them this year.

Ch. 8 was assigned to Winston-Salem-High Point-Greensboro this week, as FCC finalized rule-making which requires WBTW, Florence, S. C. to shift from Ch. 8 to Ch. 13 and changes educational reservation in Charleston, S. C. from Ch. 13 to Ch. 7. Commission provided that WBTW may continue on Ch. 8 until 30 days after a CP is granted for the dropped-in Ch. 8. Request of WTOB-TV, Winston-Salem (Ch. 26) to operate temporarily on Ch. 8 was rejected, as was petition of WFLB-TV, Fayetteville, N. C. (Ch. 18) that Ch. 8 be assigned to its city. Milwaukee uhf channels were reshuffled in final decision requiring CBS's WXIX to move from Ch. 19 to 18, grantees WCAN-TV from Ch. 25 to 24, WFOX-TV from Ch. 31 to 30. Purpose of shift was to eliminate harmonic interference to WXIX (Vol. 14:24). CBS hasn't decided whether to do anything about its call letters; "XIX" was chosen because it's roman numeral for 19. Commission denied petition of KTVH, Hutchinson, Kan. (Ch. 12) to shift its channel to Wichita.

Rules on "interlocutory appeals" would be tightened by FCC under rule-making initiated this week. Commission proposes that rulings of motions commissioner and examiners "may not be appealed to the Commission prior to its consideration of the entire record of the proceeding, except in extraordinary circumstances and with the consent of the officer by whom the ruling is made." Commission explained: "Under the present rule, any interested party may obtain Commission review of an adverse ruling by a motions commissioner, chief hearing examiner or hearing examiner. This has resulted in an excessive number of such appeals which, in addition to imposing an extra burden on the Commission, often delay the completion of hearings and, indirectly, the furnishing of new or expanded services to the public."

Transfer of Jacksonville's radio WMBR from *Washington Post* to owners of Washington's WWDC (Ben Strouse, pres.) was approved by FCC this week; deal involves about \$400,000 (Vol. 14:28). *Washington Post* retains WMBR-TV (Ch. 4), plans to change its call letters to WJXT while radio retains WMBR call. Another big radio station deal reported this week was purchase for about \$500,000 of WSRS, Cleveland Heights, O. (1490 kc, 250-w., U) by John W. Kluge, Washington food broker and owner of WGAY, Silver Spring, Md.; WEEP, Pittsburgh; KNOK, Ft. Worth; WDKA, Nashville; WINE, Buffalo; 30% of WLOF & WLOF-TV, Orlando, Fla. (Ch. 9). Blackburn handled WSRS deal. [For news about other radio station sales & transfers, see *AM-FM Addenda EE*.]

Experimental 10-watt booster, to fill holes in coverage 2-4 mi. from "mother" station, has been granted to WINR-TV, Binghamton (Ch. 14), will operate with vertical polarization. Station was also granted 2 nearby N. Y. state translators—Ch. 78 for Johnson City, Ch. 81 for Hillcrest & Chenango Bridge. California-Oregon TV Inc., operator of KOTV, Klamath Falls, Ore. (Ch. 2) and KBES-TV, Medford, Ore. (Ch. 5), was granted CPs for Ch. 71 & 73 translators to cover Cow Creek, Ore. Other translator grants this week: Ch. 81, Grangeville, Ida.; Ch. 78, Frostburg, Md.; Ch. 71, 75 & 81, Wasco, Ore.

CP for KWGB-TV, Goodland, Kan. (Ch. 10) will be held by Tri-State Television Inc., now that FCC has approved transfer to corporation in which original owner James E. Blair retains 75% interest, other 25% being held by Helen S. Duhamel, who has advanced \$25,000 toward construction (Vol. 14:24). Mrs. Duhamel owns KOTA-TV, Rapid City, S. D. (Ch. 3) and satellite KDUH-TV, Hay Springs, Neb. (Ch. 4).

Television Digest

with ELECTRONICS REPORTS

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Personal Notes: Dr. Elmer W. Engstrom, senior exec. v.p. & director of RCA, elected to NBC board, filling vacancy created by Joseph V. Heffernan, long-time NBC v.p., brother-in-law of RCA-NBC counsel John Cahill, who has resigned to join N. Y. law firm of Hecht, Hadfield, Farbach & McAlpin . . . Robert M. Weitman, CBS-TV v.p.-program development, off for Europe this week on month's vacation & scouting trip; he was coordinator of all TV-radio activities in U. S. for recent 10th anniversary of Govt. of Israel, plans visit there on invitation of Premier Ben Gurion . . . Roger Gimbel promoted to new post of exec. producer, NBC daytime programs; John C. Greene to mgr., NBC daytime operations . . . Rodney Erickson, ex-NBC & CBS producer-director, ex-WOR, named Warner Bros. v.p. for world-wide TV sales . . . Romney Wheeler, managing director of NBC Great Britain Ltd. and European representative for NBC International, flew back to his London post July 30 after 10 days of conferences in N. Y. & Washington . . . John Meagher, NAB v.p. for radio, returned to Washington July 29 after 3-week visit to Ireland . . . Walter J. Danm, WTMJ & WTMJ-TV, Milwaukee, whose retirement at age 65 is scheduled for Sept. 27 (Vol. 14:28), is building new home in Naples, Fla., until then will be staying at 2470 Treasure Lane there . . . Henry Flynn, resigned asst. gen. mgr. of KTLA, Los Angeles and ex-CBS Spot Sales, joins KCOP there as asst. to sales mgr. Amos T. Baron . . . Joe Windsor, ex-WTVM, Columbus, Ga., named national sales mgr., WTVC, Chattanooga . . . Robert D. J. Leahy, FCC investigator & accountant, retires at end of month after 38 years in Govt., 23 of them with Commission . . . Eugene P. Corrigan Jr., ex-WTAL, Tallahassee, named commercial mgr., WSAV-TV, Savannah . . . Richard E. Bates promoted to national sales director, WGAN-TV, Portland, Me. . . George Lord upped to promotion mgr., WTCN-TV & WTCN, Minneapolis . . . Stan Smith promoted to v.p. of Official Films Inc., N. Y. . . Jeremiah E. Hastings promoted to asst. sales mgr., Jerrold Electronics . . . Bernard B. Smyth, ex-Atomic Energy Commission, joins Washington firm of Dow, Lohnes & Albertson as counsel on atomic energy . . . Marc Frederic, ex-gen. mgr., Tee Vee Co., named Hollywood v.p., Gothic Corp., management consultants.

Seattle TV newsreeler Howard Ramaley (KOMO-TV), sent to Moscow to cover U of Washington crew races, landed in Moscow jail recently, along with *Seattle Times* sports editor George Meyers, for taking allegedly "forbidden photographs"—but after 45 minutes in the Russian hoosegow they were released, cameras and film returned. Soviet police had satisfied themselves they weren't spies! Back in U. S. last week, Ramaley and KOMO-TV sports director Keith Jackson were feted by 150 civic & business leaders for coverage job—which included live radio pickup of races for KOMO, claimed to be first live remote out of Moscow to single independent station.

ADVERTISING AGENCIES: Wm. King Jr., Kenyon & Eckhardt v.p., named head of agency's west coast operations, succeeding John Bricker, now exec. v.p. of Outdoor Adv. . . Robert L. Foreman, BBDO exec. v.p., has written novel, titled *The Hot Half Hour*, with TV theme, due for publication this fall by Criterion . . . Alfred Eichler promoted to v.p., Parkson Adv. . . Spencer Hill, ex-Maxon, named v.p. of Charles A. Gross Adv., Miami . . . Donald Anderson, ex-Sullivan, Stauffer, Colwell & Bayles, named marketing v.p. of Fletcher D. Richards; John E. Shepherd promoted to administrative v.p. . . Nathan A. Tufts, ex-BBDO, named mgr. of Los Angeles office, Johnson & Lewis . . . Wm. A. Hart resigns as pres. of Adv. Research Foundation.

New Fellows of SMPTE recently selected: Herbert W. Pangborn, CBS; Theodore B. Grenier, ABC; Douglas Shearer, MGM; Charles P. Ginsburg, Ampex; Waldon S. Ball, Independent Film Lab, San Francisco; S. E. Howse, Technicolor; Charles S. Stodter, SMPTE exec. secy.; Linwood G. Dunn, Filmeffects of Hollywood; David L. MacAdam, Eastman Kodak; Raymond B. Dull, National Carbon Co.; Carl W. Haugue, Consolidated Film Industries, Hollywood; Burton F. Perry, Westrex; Philip M. Cowett, U. S. Navy; Louis Hagemeyer, U. S. Air Force; Keith B. Lewis, Eastman Kodak.

Charles S. Rhyne, pres. of American Bar Assn. and member of Washington law firm Rhyne, Mullin, Connor & Rhyne, heads group of 6 lawyers leaving soon for Russia to observe legal system there. Among group are these others with some TV-radio practice: Ross Malone, Roswell, N. M., who will be next ABA pres.; Smythe Gambrell, of Gambrell, Harlan, Russell, Moye & Richardson, Atlanta.

Warren Baum, economist and chief of FCC's office of network study, is author of *The French Economy and the State* (Princeton U Press, 375-pp., \$7.50) published July 14 (Bastille Day). It's a study of govt. role in business, was finished 2 years ago after Baum had spent 18 months in France as economist with Rand Corp., non-profit research organization with Air Force as main client.

John F. Patt, pres. of WJR, Detroit, WJAR, Cleveland and upcoming WJRT, Flint, Mich. (Ch. 12), past pres. of Broadcast Pioneers, is slated to head NAB committee on proposed broadcasting industry Hall of Fame and Museum (Vol. 14:20) to be appointed within next few weeks by NAB pres. Harold Fellows.

Telford Taylor, 1940-42 gen. counsel of FCC, who as a brig. gen. was chief of counsel prosecuting Nazi war criminals, is author of *The March of Conquest: The German Victories in Western Europe, 1940*, currently winning laudatory reviews (Simon & Schuster, 460-pp., \$7.50).

Obituary

Donald M. Kelly Jr., 48, v.p.-gen. mgr. of J. B. Fuqua's WJBF (TV), Augusta, Ga., died July 25 after a heart attack. He joined Augusta's radio WGAN in 1943 as sales mgr., became mgr. of WJBF radio in 1949, gen. mgr. for TV in 1954. Surviving are widow, 3 children.

Sam Hayes, 53, veteran Pacific Coast newscaster best known as the *Richfield Reporter*, died July 28 while preparing his morning show on KSDO, San Diego.

Charles T. Stuart, 74, publisher-treas. of *Editor & Publisher*, newspaper trade journal, died of cancer July 29 in Huntington, N. Y.

D. A. Greenwell, 61, exec.-v.p. of *Dallas Times-Herald* (KRLD-TV), collapsed at his office Aug. 1 and was dead on arrival at hospital.

More Knuckles Rapped: Sharp rebukes were delivered by FCC this week, as it concluded that the law and its rules were clearly violated by 4 TV stations—which had carried kines of Senate “Kohler strike” hearings without identifying National Assn. of Manufacturers as donor of kines (Vol. 14:16). The stations: KSTP-TV, St. Paul; WDAY-TV, Fargo, N. D.; KFYZ-TV, Bismarck, N. D.; KMOT, Minot, N. D.

Commission has written 28 stations about the films. Foregoing are the first on which action has been taken. Inquiry was initiated by complaint from AFL-CIO pres. George Meany.

In letter to KSTP-TV, Commission noted that kines were first offered to station at \$475 an hour by WTTG, Washington, which had telecast the hearings; that KSTP-TV refused to buy them; that NAM representative later told station it could get kines free.

FCC said station didn't “exercise even ordinary prudence and diligence” to find out who was paying for kines. “The Commission wishes to emphasize,” it said, “that in connection with material constituting a ‘discussion of public controversial issues’ or a political discussion, the highest degree of diligence is called for in ascertaining, before the presentation thereof, the actual source responsible for furnishing the material.”

Station's conduct was “a serious matter,” FCC said, but there would be no stronger punishment because violation wasn't willful and station's record is good otherwise.

Letter to WDAY-TV was almost identical. It noted that NAM representative had called station to ask whether it was carrying the programs. Commission said this should have alerted station to identity of donor—though station said it thought call was “for statistical purposes.” Programs had been relayed from KSTP-TV.

KFYZ-TV & KMOT got off somewhat easier. They picked up programs from WDAY-TV, hadn't been contacted by NAM. Commission said: “You had no reason to associate the NAM with these programs [but] your violation is not excused by your lack of knowledge and your conduct fell short of that required of a broadcast licensee in operating his station in the public interest.”

Commission said that stations violated Sec. 317 of Communications Act and Sec. 3.654 of its rules.

Relief from Libel: Broadcasters got another break this week, in an election year, when U. S. District Court Judge Wm. E. Miller in Nashville, Tenn. ruled that stations aren't liable for defamatory statements made by political candidates. A jury found that broadcaster Edward Lamb (WICU, Erie, Pa.) had been libeled by broadcast over WSM & WLAC, Nashville, by former Rep. Pat Sutton (D-Tenn.), who had been campaigning against Lamb's friend Sen. Kefauver (D-Tenn.). Sutton said Lamb was a “known communist.” Jury awarded Lamb \$15,000 from WSM & Sutton, \$10,000 from WLAC & Sutton. This week, Judge Miller ruled that stations are exempt because Communications Act “completely occupied and pre-empted the field of interstate communications in radio & TV, and that from the censorship provision in Sec. 315 and other regulatory provisions of the Act there results by necessary implication an immunity of a broadcaster from liability for defamatory material broadcast by a legally qualified candidate.” Decision cited case of WDAY, Fargo, N. D., in which N. D. Supreme Court made similar ruling (Vol. 14:14). NAB assisted stations in both cases.

Do You Know That . . .

MILLIONAIRES or working stiff—everyone gets intrigued and excited about yachting, but few can go in for it in as big way as do the big-time powerboating and sailboating champs who were subject of our last column (Vol. 14:30). There are many other yachtsmen in the industry, however; without purporting to report on all of them, here's some dope on some more.

Perhaps the best known of all the yachts owned in the industry was the 185-ft. *Mizpah*, on which Zenith's late pres. E. F. McDonald, Jr. sailed the seas as well as the Great Lakes and conducted some notable explorations. It was turned over to the Govt. during the war, is now working on the “banana run” between New Orleans & Honduras. Comdr. McDonald, ex-Navy officer and an ardent yachtsmen, owned some 30 different craft over the years.

* * * *

Biggest yacht now owned by any TV-radio tycoon, so far as we can learn, is CBS Chicago v.p. H. Leslie Atlask's *Sis*, 104-ft., 20-ft. beam, a converted govt. air-sea rescue vessel displacing 129 gross tons; yachting has been “Les” Atlask's hobby ever since he struck it rich in radio's early days. His brother Ralph Atlask also is a Great Lakes yachtsman, owns the 48-ft., 19-ton *Wind III* (call letters of his former radio station were WIND).

Next to Leslie Atlask's, the largest is *Five Bells*, owned by Packard-Bell's pioneer chairman Herbert A. Bell, uncle of pres. Bob Bell; it's 92-ft., 114 tons, has 4 diesels driving twin screws. The sumptuous *Elbaroda* (“Adorable” spelled backward) is pride and joy of Hoyt B. Wooten, founder-owner of WREC-TV & WREC, Memphis; it's 91-ft. 18½-ft. beam, is powered by two 300-hp. Speedway engines, sleeps 18, requires crew of 5. *Elborada* was a govt. boat but rebuilt from keel up; it plies the Mississippi, but Wooten says it's perfectly seagoing—although he still has to find time to take it all the way up to New York.

Almost as big, also the last word in luxury, also a rebuilt Navy air-sea rescue vessel is G. B. (Jerry) Henderson's *Roosterfish*. He's chairman of Alarm Corp., Carmel, Cal., where he operates a highly successful community antenna system. Jerry brought his boat, 85-ft. long, 21½-ft. beam, 4½-ft. draft, all the way to Washington for the recent Community Antenna Assn. convention. It has twin GM diesels, sleeps 14, has 6 showers, 6 heads; its state-rooms and saloon have wall-to-wall carpeting, and it carries a color TV set and even a Steinway piano.

* * * *

George Storer personally owns the famed 85-ft. *Bonnie*, on which many an account executive and fellow broadcaster has lolled, while his company owns 49-ft. *Jeanie Belle II*, 14 tons. Pioneer rep John Blair has the 75-ft. *Admiral Blake*, built for him by the famed Camden (Me.) Shipyard. CBS seems content with its little-publicized *Columbia*, 39-ft., 11 tons. RCA naturally has a sizeable one—the *Electron*, really a floating laboratory (with plenty of color sets aboard, of course); it's 83-ft., 109 gross tons.

Here's the yachting cult at RCA-NBC: Bachelor RCA v.p. & ex-NBC chief engineer O. B. Hanson lives on his 42-ft. Owens, *Phantom III*, which he usually moors at Westport, Conn. NBC v.p. Charles H. Colledge owns a 40-ft. Richardson, the *Tusitala*. RCA Labs' DeWitt R. Goddard keeps his 55-ft. *Eleonor* at Riverhead, L. I. RCA asst. secy. George Morris has a 34-ft., 6-ton Hinckley aux-

iliary cruising sloop named *Impulse* with a dinghy he calls *Afterthought*, and RCA asst. treas. C. J. Finch has a custom-built sailer, the *Elf*, 30-ft., 7-ton. RCAC pres. Col. Tom Mitchell has a 50-ft. Chris Craft, *Lone Star II*, and his Manila v.p. Charles H. Clark has a 65-ft. custom-built, all-mahogany vessel.

Ex-Philco pres. James H. Carmine, former commodore of famed Key Largo Club, recently sold his 45-ft. Huckins *Miljapa II*.

* * * *

Among other broadcasters owning yachts: Stanley E. Hubbard, KSTP-TV, St. Paul, *Standick*, 63-ft., 42 gross tons; Mortimer C. Watters, WCPO-TV, Cincinnati, *Constellation*, 38-ft. Chris Craft; James Leake, Griffin stations (KTUL-TV, Tulsa, etc.), 42-ft. Owens; Jack DeWitt, WSM-TV, Nashville, *Cary C*, 30-ft. cruiser, also sails a 19-ft. Lightning class sloop on nearby Old Hickory Lake; Morgan Murphy (WEBC, Duluth; WISC-TV, Madison; WEAU-TV, Eau Claire, Wis., etc.), *Noname IV*, 35-ft. Chris-Craft. Paul M. Segal, the Washington attorney, owns a 45-ft. Matthews called *Stultitia*, which is supposed to mean "boredom" in Greek.

Down on Mobile Bay, Bill Pape, founder-owner of WALA-TV, Mobile, Ala., had a very big yacht, reputed to be one of the most sumptuous of all, but it burned to water's edge last year. And this week we learned that J. S. (Dody) Sinclair, mgr. of WJAR-TV & WJAR, Providence, owner of a 21-ft. twin-engine outboard cruiser, has ordered spring delivery on a 33-ft. Pacemaker; he's also seeking to sell his mother's 76-ft. yacht, *Damfino III*, would like nothing better than to make deal with some other broadcaster.

Two-part symposium on TV-radio occupies Autumn 1957 and Winter 1958 issues of Duke U School of Law quarterly *Law and Contemporary Problems*, copies of which are available at \$2 each from school at Durham, N. C. Subjects in Autumn issue: *Programming Content & Quality*, by Roger Kennedy; *Antitrust Problems in the TV Broadcasting Industry*, Emanuel Celler; *Broadcasting and the Antitrust Laws*, Victor R. Hansen; *Functions and Practices of a TV Network*, Richard S. Salant, Thomas K. Fisher & Leon R. Brooks; *Network Broadcasting—The Report of the FCC Network Study Staff*, Roscoe L. Barrow; *Development of Mobile Radio Communications—The "Workhorse" Radio Services*, Jeremiah Courtney & Arthur Blooston; *Character & Candor Requirements for FCC Licenses*, Ralph S. Brown Jr.; *Policy by Rule or Ad Hoc Approach—Which Should It Be?* Warren E. Baker; *Communications Act Amendments, 1952—An Attempt to Legislate Administrative Fairness*, Ben C. Fisher. Winter 1958 issue: *The Advertising Agency Lawyer in Radio & TV*, David Miller; *"Residual Rights" Established by Collective Bargaining in Radio & TV*, Robert W. Gilbert; *Dreams for Sale—Some Observations on the Law of Idea Submissions & Problems Arising Therefrom*, Harry R. Olsson; *Labor Relations in the Broadcasting Industry*, Charles H. Tower; *Authors' & Performers' Rights in Radio & TV*, Herbert T. Silverberg; *Multistate Publication in Radio & TV*, Harry P. Warner; *Some Comments on the British TV Act, 1954*, Dennis Lloyd.

Women hold 22% of TV & radio jobs at stations, according to survey by American Women in Radio & TV. Questionnaires sent to more than 3000 outlets, excluding networks, showed 9200 women in broadcasting—263 or 4.2% of them employed at "highest executive" levels. Other jobs: continuity, 725; on-air broadcasters, 539; traffic, 663.

Blackout Bills Dead: Anti-trust exemption bills permitting pro sports clubs to impose TV-radio blackouts of games (Vol. 14:30) were effectively killed this week, Senate Judiciary anti-monopoly subcommittee voting 6-2 to table them. Action followed protracted hearings which wound up with broadcasting industry spokesman denouncing measures as against public's interest.

NAB pres. Harold E. Fellows warned that House-approved legislation would enable "organized professional team sports to make any collusive determination they see fit in regard to broadcasting arrangements [and would] virtually preclude a large segment of the American public from all chance to hear on radio or see on TV the bulk of professional games—especially baseball games."

He got no argument from subcommittee headed by Sen. Kefauver (D-Tenn.), which in month-long hearings already had piled up so many objections to sweeping terms of bills (S-4070 & HR-10378) that they were doomed—at least for this Congressional session.

Fellows said NAB has "no disagreement" now with TV-radio terms of original sports anti-trust exemption bill which would have permitted "reasonably necessary" agreements between team owners to protect minor clubs from broadcasts of major games in their home territories. "We believe that such agreements should stand the scrutiny of reasonableness to be in the overall public interest," he said.

"During the past few years, with the major leagues acceding to Justice Dept. demands concerning broadcasting arrangements, we believe the public interest & competition have been served. The broadcasting & telecasting agreements of all professional sports contests are subject to the anti-trust laws at present, and we see no reason for modifying this situation."

Last-ditch plea for subcommittee approval of blanket bills was made by co-sponsor Rep. Walter (D-Pa.). He argued that full freedom from monopoly regulation was needed by sports—that there's no "middle ground" on issues.

NAB's excellent publication for distribution to general public, its *Television Quarterly*, includes these articles in Spring issue: "Better Than Any Seat in the Stadium," by Tom S. Gallery, NBC director of sports; "Menace of Pay-TV," by Dallas W. & Jennie N. Smythe, reprinted from *The Nation*; "The Facts About TV Commercials," from *Television Age*; "How TV Helps to Train Deaf Children," by Paul Molloy, *Chicago Sun-Times*; "TV—Globe-Girdling Good Will Ambassador," from *Senior Scholastic*; "Wonderful TV Knob," by artist Fern-Rae Abraham, from *Christian Science Monitor*. Copies are available from NAB, 1771 N St., NW, Washington, at 10¢ each for 100 or less, 8¢ each for more than 100.

Primer on TV manners for politicians and other amateur performers—*A Guide to Your Television Appearance*, by asst. studio director Robert C. Diefenbach of NBC's WRC-TV, Washington—is being distributed by Republican & Democratic National Committees. Bearing endorsements of GOP Chairman Meade Alcorn and Democratic Chairman Paul M. Butler, 19-pp. illustrated booklet (\$1, Ransdell Inc., 810 Rhode Island Ave., NE, Washington) will be sent to party leaders, candidates for office. It gives professional advice on everything from what to wear to how to gesture before TV cameras.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

"Commercial TV [in Britain] is now 2½ years old and it's a smash hit. The BBC's lordly monopoly has been so thoroughly shattered that it has a great difficulty competing at all with the commercial channels here . . . The one thing that forcibly strikes an American about British TV is its outspokenness. In the week I have been here there have been programs devoted to suicide and abortion, two very touchy subjects. Both were tackled very earnestly and with great candor . . . British TV is still full of what we used to call actuality TV—that is, public events as they take place, not filmed for later consumption . . . British news in general is very direct and incisive on TV, matching its great reputation for honesty and respectability on radio."—John Crosby, N. Y. Herald Tribune Syndicate, writing from London.

"At this moment, in our country's well over 3000 radio stations and more than 500 TV stations, a belt-line of the latest news is being prepared or broadcast—which is, as someone has put it, a glut of occurrences. It's a flow of news which certainly tells us *what's* happening—fast and generally accurately. It mentions the ideas of our times, without really going into them. It's a flow of news on the air which makes us seem the most informed people of the world. But, except for the contribution of the careful workmen in our craft, it's a flow of news censored by well-meaning ignorance, the inexperience of those who deliver it, and it suffers from time limitations and conformity to industry policy practices."—Gunnar Back, director, news & special events, WFIL-TV, Philadelphia, in *Saturday Review*.

Grant of \$200,000 has been made by Ford Foundation to non-profit Broadcasting Foundation of America to expand exchange of taped music, drama, etc. programs with foreign countries. To date, 29 countries are cooperating, and 77 U. S. radio stations will broadcast the programs. BFA chairman is Robert Redfield, U of Chicago professor of anthropology. Judith Waller, ex-NBC, program consultant; Mrs. Chloe Fox, acting exec. director. Large board includes, from broadcasting industry: Mrs. A. Scott Bullitt, KING-TV, Seattle, etc.; Henry Morgenthau III, educational WGBH-TV, Boston; Richard Pack, Westinghouse stations; Seymour N. Siegel, WNYC, N. Y. Tribute to BFA & Ford Foundation has been paid by Sen. Wiley (R-Wis.) in *Congressional Record*.

TV code for parents & teachers, outlining rules for viewing by children, has been published in English by International Catholic Assn. for Radio & TV, Fribourg, Switzerland. It urges ban on all "horror" programs, says minimum age for "intelligent" viewing is higher than for radio listening, suggests children shouldn't be left alone at sets or get idea all TV programs necessarily are suitable for all members of family.

To point up value of public service announcements, NBC's WRCV-TV & WRCV, Philadelphia, have adopted practices of sending invoice marked "paid in full" to charity group involved at close of each campaign. Lloyd E. Yoder, v.p. & gen. mgr. of stations, said stations have contributed \$320,600 in such spot announcements during first 5 months of 1958 and that in addition WRCV-TV averaged 10 hours weekly in public service programs, WRCV 17 hours.

"The lack of vitality in the picture business, and the inability to develop new talent, seems to parallel the same 10-11 years that TV has surged forward . . . The result has been, it seems to me, an almost complete surrender to the enemy. Nor is there any reason why TV should be conceded a 100% 'enemy.' The picture business was able to combat vaudeville and later utilize some of its values as 'presentation' enhancements . . . [It] thought it met a mortal foe in radio and we all now know how it was successful in enlisting that medium as an ally, and in fact culled from radio such top stars as Bob Hope and Bing Crosby, and frequently utilized top radio names of the moment for special marquee values, from Rudy Vallee to Eddie Cantor, from Al Jolson to Burns & Allen and the like. But somehow it has not been so with TV."—Leonard Goldenson, pres. of AB-PT, interviewed by Abel Green in *Variety*.

"The networks won't go out of business if you take away option time but, believe me, they will lose business and they won't be in a position to give the kind of service that is necessary—such as now during the crisis in the Middle East. There are many things wrong with this business which the industry has not yet faced, but I do not believe that the Barrow Report and other so-called experts are putting their finger on the main problems."—Edgar Kobak, ex-Mutual pres., ex-NBC v.p., now a management consultant.

"American advertisers and American free enterprise will increase respect for them with American public if they will modify sensational hard-sell commercials about trivialities on news broadcasts at this time of world crisis. They will also increase respect for America from foreigners who listen to such broadcasts, and they might even sell more goods."—Raymond Rubicam, retired founder of Young & Rubicam, in telegram to *Advertising Age*.

TV scriptwriters' symposium on *How to Write Television Comedy*, edited by assoc. TV prof. Irving Settel of Pace College, N. Y., is published by The Writer Inc., 8 Arlington St., Boston (210 pp., \$4). Contributors include Sydney Reznick, Art Henley, Eric Heath, Bob Howard, Leonard Hole, George Tibbles, Anne Howard Bailey, Frank Orser, Bob Richter.

ETV station campaigns to raise funds will be aided in counseling program announced by Educational TV & Radio Center, Ann Arbor, under \$98,000 Ford Foundation grant. Directed by Douglas M. Smith, ex-Stephens College, project includes community surveys in Chicago, Pittsburgh, Denver, Cincinnati, San Francisco, St. Louis.

TV relay station 22,500 mi. out in space, rebroadcasting Moscow programs to most of world's population, can be established with present Russian know-how, asserts article in magazine *Znanie Sila*, says UPI report from Moscow.

Local interference-reduction committees, formed under aegis of FCC's Field Engineering & Monitoring Bureau, are described in recent Commission general information bulletin (Mimeo 58233) which notes there are more than 500 TVI (TV interference) committees in 475 cities.

"Television News Reporting," compiled by CBS News staff, foreword by John Daly, humorous illustrations by Robert Osborn, is published by McGraw-Hill (182-pp., \$5.75).

CBS Radio Affiliates Assn. (chairman, Charles C. Caley, WMBD, Peoria) sets 1958 convention for Oct. 29-30 in New York's Waldorf-Astoria.

ONCE AGAIN—TV PRODUCTION 'GUESSTIMATES': Prediction of 5,500,000 to 5,700,000 TV set output this year was made for us this week by TV-electronics financial consultant Edgar N. Greenebaum Jr., of Greenebaum & Assoc., Chicago, who couples his now annual "guesstimates" with comment, "If there ever was tough year to forecast, 1958 is it."

Manufacturers' optimism for fall business colored his predictions, Greenebaum agreed, because "based on industry output of mere 2,205,000 sets for first 27 weeks of the year, there will have to be more than seasonal pickup in demand to warrant manufacturers going into high gear this fall."

New 1959 lines have been well received, he found, although maximum forecast given him by any manufacturer was 6,000,000 units. Lowest was 5,000,000.

Lowest output since 1951 is in prospect, therefore. In fact, industry will have to produce well over 3,000,000 in last half to beat 1951 -- when production was 5,384,000. First year TV went into 7 figures was 1949 -- with 3,000,000.

Greenebaum's estimate jibes well with what we've heard. Two major executives in industry -- Motorola chairman Paul V. Galvin and Sylvania gen. marketing mgr. Robert L. Shaw -- have predicted the top 6,000,000 figure (Vol. 14:26). Others who are naturally reluctant to be identified doubt total can go above 5,500,000. So there's a wide difference of opinion within the industry.

* * * *

Estimates of TV set output by individual manufacturers, always controversial, always vigorously challenged, are made once again by Greenebaum. He has included DuMont labels in Emerson total since they are now being made and sold by Emerson (Vol. 14:27). Figures for GE include sets made for Hotpoint. He noted that Magnavox has dropped Sparton & Sentinel labels, thus affecting its total for this year. Without endorsing his figures, which are never officially verifiable, we pass along these estimates for 1958, compared with estimates he made for 1957 (Vol. 13:28):

	<u>1958</u>	<u>1957</u>		<u>1958</u>	<u>1957</u>
<u>RCA</u>	900,000	1,000,000	<u>Silvertone</u>	400,000	350,000
<u>GE-Hotpoint</u>	700,000	850,000	<u>Emerson</u>	225,000	225,000
<u>Zenith</u>	700,000	600,000	<u>Magnavox</u>	200,000	285,000
<u>Admiral</u>	600,000	700,000	<u>Sylvania</u>	200,000	225,000
<u>Philco</u>	500,000	600,000	<u>Westinghouse</u>	200,000	225,000
<u>Motorola</u>	425,000	500,000	<u>TOTAL</u>	5,050,000	5,560,000

These 11 manufacturers do 90% of TV business, it thus appears, as compared with just over 80% last year.

Hi-fi sales this fall may be at expense of TV, although, Greenebaum says, the industry will be glad to see a sizeable demand for phonos -- especially stereo. On the other hand, war scare may have a psychological effect on sales of all consumer durables, boosting sales across the board, although it is too early to judge at this time. Looking ahead to 1959, Greenebaum says it should be much better for TV.

Tube Imports Deplored: Depressed U.S. tube industry is being hurt by imports of surplus tubes sold at American military installations abroad, EIA gen. counsel Wm. L. Reynolds wrote House Govt. Operations subcommittee this week. Of 20 types listed for import, 17 were either in active manufacture here or in inventory. Wrote Reynolds: "It would appear that permission was granted to import these tubes under circumstances detrimental to American tube industry."

Note: TV-radio production figures for 29th week ended July 25 were not available at weekend. We'll report them next week, bringing your tabulations up to date.

Westinghouse vs. GE: How the "new Westinghouse" is shaping up under its present youthful hierarchy headed by 48-year-old ex-banker-lawyer pres. Mark A. Cresap Jr., is extremely well described in article titled "The Changes at Westinghouse" in Aug. *Fortune*. Describing its recent "healthy recovery" after the 156-day strike ended just 2½ years ago, author Carl Rieser sees as "perhaps the most important byproduct of the strike the approach to decentralization" and the modernization and cost-reducing programs putting it in better line with "the competition," namely "GE . . . the better merchandiser."

He calls Westinghouse "an engineer's company, rich in human resources, with an outstanding record for innovation and technological development since it pioneered the use of alternating current in the 1880's."

At the top still sits chairman Gwilym Price, 63, and at pres. Cresap's right hand are v.p. Edwin Huggins, 50, also a lawyer, in charge of legal dept. as well as defense, broadcasting and international operations, and exec. v.p. John Hodnette, 56, in charge of most manufacturing. Donald C. Burnham, 43, ex-G.M., is staff v.p. for manufacturing; Christian J. Witting, 43, v.p. for consumer products; Maj. Gen. Albert Boyd, 50, ex-Air Force, v.p. for defense services.

Ex-Asst. Secy. of Air Force Huggins, chairman of Westinghouse's broadcasting subsidiary, is credited with getting it on its way to the huge success it has achieved under pres. Don McGannon—but this is all that's said about that sizeable operation:

"Huggins got a reputation as a trouble shooter [after leaving N. Y. law firm of Cravath, Swaine & Moore in 1943 to become Westinghouse house attorney]. The broadcasting operation then comprised only radio stations; it was on dead center in a fading industry . . . handled as

Trade Personals: C. Frederick Parsons, ex-RCA, ex-Zenith, named Motorola merchandising mgr. for consumer products; David H. Kutner promoted to new position of distribution mgr. . . . George P. Lyon promoted to Sylvania TV product mgr.; Alfred L. Huff to radio & hi-fi product mgr.; Frank M. Thomas promoted to mgr. of new Sylvania electronic systems plant, Needham, Mass.; Fred B. Atwood to mgr., Williamsport, Pa., receiving tube plant; Robert T. McKay to mgr. of new picture tube plant, Sao Paulo, Brazil . . . Alfred S. Ross promoted to sales mgr., Sylvania Sales Corp., Newark . . . Pat Cocchiaraley promoted to mgr., new Philco divisional office, Detroit . . . Frank A. Sullivan, ex-Magnavox, named CBS-Hytron gen. sales mgr. for semiconductors . . . Morton Rosenthal, ex-DuMont, named sales mgr., new DuMont div. of Emerson Radio of Philadelphia . . . Felix N. Millecan promoted to Stromberg-Carlson upstate N. Y. sales rep for hi-fi . . . Harry W. Green, ex-J. N. Ceazan Co., Los Angeles, named gen. mgr. new Olympic Radio & TV factory branch there . . . Sid Pastner promoted to AB-PT album sales director, succeeding Dewey Bergman Jr., now forming own distribution firm . . . Edgar N. Greenebaum Jr., the Chicago TV-radio-electronics financial consultant, enters St. Lukes Hospital there Aug. 7 for surgery.

"Calculus for Electronics" is new specialized book by A. E. Richmond, Tektronix Inc. training supervisor (McGraw-Hill, 407-pp., \$6).

a stepchild . . . Huggins brought new people in, launched a \$35,000,000 expansion into TV. Between 1954 and 1957, WBC assets doubled, its billing rose 200%, its profits quadrupled."

Oddly enough, ex-DuMont gen. mgr. Chris Witting has not dealt with broadcasting and telecasting operations, except in an advisory capacity though Don McGannon was one of his ex-aides at DuMont. Price admitted he muffed the ball in consumer products after the war, so that "GE, with its considerably larger production of appliances, was able to capitalize more effectively on the immense unsatisfied demand for appliances in the early postwar years." Rieser writes that when Chris Witting was assigned to head consumer products:

"Despite the company's heavy push into appliances after 1952, the consumer side of the business was slow to get going. There were many problems. The appliance line needed new and fresher styling and more aggressive selling. There was a heavy turnover of executives in the appliance divisions. Consumer goods did not reach the target Price set (30% of total sales).

"The consumer divisions, which have been through several postwar shake-ups have been given another shaking by [Witting] who was made v.p. of the consumer products group 3 years ago. He has set up a new sales organization (Westinghouse Appliance Sales Co.) to distribute major appliances. He is establishing service centers throughout the country. Last year he introduced the first fully redesigned line of . . . appliances since the strike."

Note: Westinghouse's gains in sales and profits were pointed up this week in reported second-quarter earnings of \$17,070,000 (97¢ a share), up from \$12,903,000 (73¢) in first quarter, \$16,417,000 (95¢) in first-quarter 1957. Sales in second quarter were \$474,632,000, up from \$449,329,000 in first quarter but down 6.4% from record \$507,253,000 year ago. First half thus runs \$29,973,000 net income (\$1.70) on sales of \$923,961,000 vs. \$30,615,000 (\$1.77) on \$982,939,000 in 1957 period and deficit of \$11,713,000 on sales of \$606,097,000 in 1956 period.

ELECTRONICS PERSONALS: Maj. Gen. Harold W. Grant, from Air Defense Command, succeeds Maj. Gen. A. L. Pachynski as chief of Air Force communications-electronics . . . George F. Metcalf promoted to GE regional v.p. for Washington defense activities, transferring from gen. mgr., missiles & ordnance dept., Philadelphia . . . Harold A. Jones promoted to v.p. & eastern mgr., Motorola communications & electronics div.; Robert N. Swift promoted to succeed him as v.p. & western mgr. . . . Capt. M. B. Gurney (USN ret.) promoted to mgr., new Raytheon govt. relations branch, Santa Barbara, Cal. . . . George M. Muschamp promoted to Minneapolis-Honeywell v.p. for industrial products engineering; O. B. Wilson promoted to marketing v.p. for industrial products . . . Charles Theodore promoted to sales v.p., Ling Electronics Inc., Culver City, Cal.

Obituary

Judge John W. Van Allen, 81, EIA general counsel-emeritus since 1952, having served as one of founders of RMA and having been prime mover in enactment of Radio Act of 1927 which set up first Federal controls, died July 28 at his home in Buffalo, where he was an outstanding civic leader and where he continuously maintained the law firm of Wilcox & Van Allen since 1904.

Elwood K. Morse, 54, asst. director of newly established ARINC Research Corp., died July 24 in Washington, D. C.

Oil On DuMont Waters: Rumor-scotching letter to DuMont Labs employes this week from pres. David T. Schultz follows sale of TV & hi-fi business to Emerson Radio (Vol. 14.27), assures them "DuMont is certainly in business—in a lot of businesses." Though it doesn't say so specifically, letter aims to spike recurrent reports DuMont plans more spinoffs in deals with big electronics and/or aircraft makers.

Letter says sale of consumer products div. was decided upon in order to provide working capital to expand other lines—"a decision which has now placed us in a substantially stronger position to building a large and profitable place for DuMont in the industrial and military equipment and tube areas."

Said Schultz: "We have 4 major industrial product lines and a tremendous future with the military customer. Opportunities for future growth are unlimited if we can all operate with every thought and effort devoted to producing the best possible products at lowest cost. We are receiving new military research and development contracts at a rate which exceeds our last year's volume by a factor

Davega Stores Corp., faced with suspension on N. Y. Stock Exchange because of falloff in earnings, moved to American Stock Exchange July 28. In first 6 months of fiscal 1958, net loss was \$178,309 and for full year ended Feb. 28 loss was \$140,756. Pres. H. M. Stein reports first 4 months of current fiscal year show slight improvement but wouldn't forecast for rest of year; he reported N. Y.-N. J. chain (28 stores) plans to open self-service stores of about 70,000-sq. ft. carrying broader lines of merchandise.

Four-star rating—"very good outlook"—is given TV business for 4th 1958 quarter by *Sales Management's* 307-man Future Sales Ratings Board which predicts relative sales positions of 114 industries. Trade magazine's July 4 issue boldly headlines compendium "The Recession is Over," says: "The general strong finances of consumers and business represent a most powerful base for future sales expansion." Radio got 3-star rating—just average.

New directory of the 264 members of West Coast Electronic Mfrs. Assn. (headquarters, 1435 S. LaCienega Blvd., Los Angeles) is 70-pp. booklet listing personnel, plant locations and product lines. It also includes statistical summary reporting that 664 electronics firms in 11 western states employ 123,200, accounted for 24% of industry's volume in 1957.

New "matchbox-shaped" tubes being produced by Westinghouse, Elmira, are claimed to save space, have greater reliability and shock-resistance than conventional units. Tubes were designed initially for military use but are intended for eventual use in TV sets, computers, etc.

Sonotone will move phono pickup and vacuum tube operations within year from Westchester County, N. Y. to "lower wage area," presumably in South, according to v.p. J. J. Christophel. More than 1000 workers will be affected.

Some 4000 amateurs are expected to meet at annual convention of American Radio Relay League in Washington's Sheraton-Park Hotel Aug. 15-17. Speakers include veteran "ham" former Under Secy. of State, Herbert Hoover Jr. (K6EV).

Aerovox earnings dropped to \$48,000 (6¢ per share) in 6 months ended June 30 vs. \$332,000 (38¢) year earlier.

of close to 4 to 1, and we are active bidders on many more projects.

"Our company is also making proposals on some very large multi-million dollar programs of long term duration as associate contractor on a 'team' basis with many of our nation's largest industrial corporations. Our tube operations are expanding, particularly in the industrial tube div. which produces radar tubes, tubes for oscilloscopes, multiplier photo tubes and a number of industrial and display devices. DuMont has been and continues to be the leader in this field.

"The outlook for our old established scientific instrument business is much brighter, and we are already projecting considerable increased volume for the coming 12 months. In automotive test equipment, DuMont is now substantially ahead of 1957, and it looks as though our volume of sales for 1958 will be more than 40% ahead of last year. Similarly, our mobile radio dept. sales are presently 15% ahead of 1957, with every indication of ending the present year near 50% increase over last year.

"In industrial TV, our many distributors around the country are beginning to make a number of substantial installations, and in this particular business our real sales effort is just beginning."

Control of mobile radio field is concentrated too heavily in hands of AT&T and other phone companies, it was charged last week in joint petition filed with FCC by Motorola, 2 public mobile service operators and 3 mobile radio maintenance organizations. They asked Commission to start inquiry with goal of restricting phone companies' activities in field and of giving other operators right to interconnect with phone companies' exchanges. Petitioners claim that small operators' existence is threatened by Bell System expansion. Motorola, a major manufacturer of mobile equipment, was joined in petition by system operators in Chicago and Tucson, maintenance companies in Milwaukee, Janesville & Milltown, Wis.

GE will take a strike by IUE rather than yield to guaranteed annual wage demands (Vol. 14:9) in contract negotiations starting Sept. 2, GE union relations mgr. Virgil B. Day warned last week in N. Y. This was company's reply to IUE proposal, formulated at Atlantic City meeting of union's GE conference board, for annual pay equal to 80% of take-home wages or 65% of gross wages—whichever is higher. Demand is part of 8-point IUE bargaining program which also includes shorter work-week.

Time Inc., whose TLF Broadcasters Inc. controls 5 TV & 5 radio stations, earned \$5,340,000 (\$2.75) per share on net revenues of \$124,410,000 (including those from broadcasting) in 6 months ended June 30 vs. \$7,351,000 (\$3.76) on \$125,862,700 year earlier. Mid-year report by pres. Roy E. Larsen contained no breakdown on station properties.

Trav-ler's stereo hi-fi line, announced in Chicago last week, includes 5 models ranging from \$80 to \$180, speaker enclosures from \$20 to \$80. Also announced were 4 new TV models including a 14-in. portable, 17- & 21-in. table models, one 21-in. console, ranging from \$120 to \$230.

Skiatron Electronics & TV Corp. promoter of Subscriber-Vision system of pay TV and licensor of Matty Fox's Skiatron TV, has elected ex-film star Marion Davies, major stockholder, to its board.

GE Appliance Park plant, Louisville, was idled this week by strike of 10,000 workers, IUE stating strike was protest against 26 unsettled grievances.

Financial Reports:

AMERICAN Broadcasting-Paramount Theatres Inc. pres. Leonard H. Goldenson quite justifiably does a bit of boasting in semi-annual report to stockholders July 30, showing both second-quarter and 6-month earnings well ahead of 1957, with improvements in both ABC broadcasting and theatre divisions. Estimated consolidated net earnings, including capital gains, for quarter were \$1,307,000 (30¢ per share) vs. \$1,014,000 (22¢ in 1957 period; for first half, they were \$3,265,000 (75¢) vs. \$2,793,000 (63¢).

Gross figures aren't given until annual report, nor is there any breakdown as between services—but Goldenson notes ABC-TV's expanded daytime programming starting in Oct. with 6 new Mon.-thru-Fri. half-hour periods, and states: "ABC-TV becomes a more fully competitive network and more attractive to all network advertisers, approximately 62% of whom sponsor daytime programs." He also points with pride to signing of exclusive contracts with Peter Lind Hayes for daytime, and with Bing Crosby for 2 upcoming spectaculars for Oldsmobile.

Seasonally, summer has become best theatre period, Goldenson also states, enumerating top shows now playing "the fine motion picture houses." Though AB-PT policy of liquidating unprofitable theatres presumably continues, no figures are given on these; however, report shows 3¢ per share of first-quarter profits came from capital gains, 5¢ of 6-month profits, presumably from sales of theatres.

Movie industry reports available this week show some improvement in situation, most of them with undertones of TV influences. Walt Disney Productions, for example, reports, for 9 months ended June 28, net income of \$2,900,094 (\$1.89 per share) on gross of \$34,332,133 (including operations of Disneyland Inc.) vs. \$2,347,745 (\$1.57) on

\$23,449,821 in comparable 1957 fiscal period. Disneyland, in which it has increased holdings to 65.2%, accounted for \$7,243,181 of 1958 period's gross, \$32,965 of its profits; TV income went up \$1,716,020, film rentals up \$1,575,625.

Loew's Inc., after period of reduced income which led to passing of dividends, reports gross of \$39,816,000 in 12 weeks ended June 5, net of \$290,000 (5¢) vs. \$33,952,000 & \$34,017 (1¢) in corresponding 1957 period; for 40 weeks to June 5 sales were \$118,440,000 vs. \$121,200,000, earnings \$799,000 (15¢) vs. \$2,763,265 (52¢). Comparisons are not exact due to fact new accounting methods were applied at end of 1957 fiscal year. Loew's owns radio WMGM, N. Y. and 25% of KTTV, Los Angeles (Ch. 11).

National Theatres Inc., which recently acquired *Kansas City Star's* WDAF-TV (Ch. 4) & WDAF for \$7,600,000, reports gross income for 39 weeks ended June 24 as \$39,230,655 vs. \$43,391,043 for corresponding 1957 period; net fell to \$904,198 from \$1,365,820. Pres. Elmer C. Rhoden's July 31 report to stockholders notes: "I am pleased to advise you that in June, the first full month of our operation [of Kansas City stations], the gross revenues . . . showed an 8% increase over June of 1957." Big theatre chain's policy of diversification led it to acquire "minor" interest in Pacific Ocean Park, Santa Monica, Cal., in which CBS also has interest (Vol. 14:26).

* * * *

Movie theatre boxoffice fell off from \$1,594,000,000 in 1947 to \$1,116,000,000 in 1957, reports Dept. of Commerce, decline having been steady until 1954 when it went up to \$1,210,000,000 from \$1,172,000,000 in 1953; it went up once again in 1955 to \$1,217,000,000 and in 1956 to \$1,255,000,000, only to drop by \$109,000,000 in 1957. As against these admissions, spectator sports in 1957 totaled \$246,000,000, legitimate theatre, opera, etc. \$296,000,000—and in same year public spent \$2,988,000,000 on TVs, radios, records, musical instruments.

Motorola earnings dropped to \$800,515 (41¢ per share) on sales of \$43,650,070 in 2nd 1958 quarter vs. \$1,272,191 (66¢) on \$53,384,964 year earlier, but pres. Robert W. Galvin said "improved operations & earnings are anticipated for balance of year." He said communications & industrial electronics div. "just experienced the highest June in volume of earnings in history." For 6 months Motorola's earnings were \$1,478,297 (76¢) on sales of \$84,544,562 vs. \$3,409,778 (\$1.76) on \$105,666,759 in same 1957 period.

Hoffman Electronics reported earnings increased slightly in 2nd 1958 quarter to \$369,028 (50¢ per share) on sales of \$8,523,541 vs. \$351,497 (48¢) on \$9,632,439 in same 1957 period. Six months' earnings were \$804,246 (\$1.09) on \$18,843,605 vs. \$864,299 (\$1.18) on \$21,126,038 (\$1.18) year earlier. Pres. H. L. Hoffman predicted sales & profits in second half "will be equal to or greater than for first 6 months."

Philco reported loss in first 6 months of \$1,442,000 on sales of \$149,895,000 vs. earnings of \$1,407,000 (30¢ per share) on \$184,956,000 year earlier. Second quarter operations resulted in loss of \$415,000 on sales of \$75,879,000 vs. earnings of \$502,000 (10¢) on \$84,582,000 in same 1957 period.

Oak Mfg. Co. earnings fell to \$138,290 (21¢ per share) on sales of \$7,077,897 in first 1958 half from \$493,200 (76¢) on \$10,794,911 year earlier.

Dividends: Westinghouse, 50¢ payable Sept. 2 to stockholders of record Aug. 11; Tung-Sol, 35¢ Sept. 2 to holders Aug. 12; Stanley Warner, 25¢ Aug. 25 to holders Aug. 11.

Raytheon, heavily engaged in military electronics & missiles work, increased sales in quarter ended June 29 to \$98,708,000 from \$59,680,000 year earlier, net income to \$2,156,000 (71¢ per share on 3,020,449 shares) from \$1,153,000 (41¢ on 2,830,880). For 1st 1958 half, earnings were \$3,890,000 (\$1.29) on \$179,101,000 vs. \$2,296,000 (81¢) on \$141,950,000 year earlier. Income figures for 1957 excluded non-recurring \$2,672,000 item (94¢) from sale of 40% interest in Datamatic Corp. to Minneapolis-Honeywell (Vol. 13:25). New govt. orders in June 1958 quarter maintained current backlog in excess of \$325,000,000, according to Raytheon pres. Charles F. Adams. Note: Aug. 1 *Forbes Magazine* reports that Raytheon's working capital is financed mostly by V-Loans, and that "Wall St. was all ears" recently when pres. Adams announced lifting of Raytheon's V-Loan ceiling from \$40,000,000 to \$70,000,000—barometer of larger volume of sales. Firm has never paid cash dividend, Adams stating it's "retaining earnings so that when cash dividends do become feasible they can be established and maintained at a level that is substantial and not token in amount . . . The way things are going these days we don't feel crowded about it."

Tung-Sol reports net income slipped to \$979,750 (95¢ per share on 894,126 shares outstanding) on sales of \$27,962,992 in 26 weeks ended June 28 vs. \$1,602,697 (\$1.75 on 866,554) on \$30,962,132 year earlier.

Arvin Industries, which recently entered standard phono and hi-fi market (Vol. 14:25), earned \$253,261 (28¢ per share) on sales of \$11,585,850 in 2nd quarter ended June 30 vs. \$1,033,359 (\$1.15) on \$17,483,437 year earlier.

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 9, 1958

NETWORK UPSURGE IMPELS predictions of sellouts of night periods. Good fall-winter season seen for all ad media. Results of AAAA survey (pp. 1 & 6).

RKO TELEVISION SHUTS SHOP as RKO Teleradio Pictures gets out of film business to concentrate on stations. Other TV film developments (p. 6).

EDUCATIONAL CLOSED-CIRCUIT SYSTEMS pinpointed by JCET in compilation showing location, equipment, uses, TV courses, list of articles, etc. (p. 2).

ABC BLASTS AMST in allocations argument, claims latter seeks protection from competition (p. 8).

Manufacturing-Distribution-Finance

SPECTRUM STUDY BLOCKED in Congress, as telecasters go into action, spurred by fear military might grab Ch. 2-6 via "stacked" commission (p. 3).

TV REPLACEMENT MARKET LOOMS as Sylvania research director Frank W. Mansfield estimates 6-mo. scrappage equal to 40% of total sales; other figures (p. 9).

UHF VIEWING MORE INTENSE though total uhf-user homes down, Nielsen finds in survey comparing 1958 & 1956. State-by-state totals (pp. 4 & 5).

TV-RADIO PRODUCTION UPSWING noted in June, but 6-month figures still well below year ago. Tube production parallels trend (p. 11).

STORER BUYS MILWAUKEE area WITI-TV (Ch. 6) for \$4,462,000, conditional on disposing of money-losing WVUE, Wilmington-Philadelphia (p. 5).

STEREO WINS MORE KUDOS in Aug. Fortune magazine preview of booming market, also forecasting home sight & sound tapes soon (p. 11).

FCC 'ETHICS' BILL given little chance this session, as other legislation takes precedence. House committee gets \$60,000 more for probe (p. 5).

ZENITH CONTINUES SUCCESSFUL ride-out of recession, reporting higher sales & profits. Leitzell rides again for pay TV. Other reports (p. 12).

SIGNS OF UPSURGING BUSINESS MULTIPLY: Things are now looking up so nicely for the networks for the upcoming fall-winter season that the national sales mgr. of one of them, NBC v.p. Don Durgin, actually made this statement to the Wall Street Journal of Aug. 7: "We'll be fully sold out on prime evening fall hours by the time the season opens." On checkup, he verified that happy forecast and even added: "By Labor Day, we expect to be in the traditional sold-out position."

A welcome antidote to the apprehensions, recession-prompted and much-publicized in recent months, that statement led us to ask the other networks whether they cared to second the motion. They didn't go quite so far out on the proverbial limb but they were quite agreeable to add their voices to the sound of upbeat notes in the wake of the plethora of downbeat speculation of recent memory.

The pace of timebuying is quickening perceptibly, advertisers are shaking off the summer doldrums, agencies are finding prime time less easy to come by than they had been led to believe, networks may have lost some juicy institutional accounts but new business is turning up, spot isn't stealing the networks' thunder -- and the season, starting in mid-Sept. and fully under way by Oct., looks better than ever.

That's what they say, for the record. And if that's true of the networks, it would appear spot too is in for a boom. As a matter of fact, except for here-&-there situations and spring-summer demands for short-term contracts, spot has never really suffered any real recession -- and preliminary returns from our survey of reps and key stations would seem to indicate it's not only going great guns now but should do extremely well rest of this year. (We'll have more to report on spot shortly.)

Boxscore of unsold network prime night time at week's end stood at 9 CBS half

hours, 9 NBC, 10 ABC. Daytime sponsorships were at a higher level than usual, too -- ABC reporting 90% of its available "space" sold out, CBS 74.2%, NBC 72%. In case of NBC, the 72% sellout compares with 60% at this time last year, and includes the sale of all 9 NCAA Sat. football games plus new ¼-hour of year-round sports package.

Networks are bellwether because they put on most of the shows that keep folks at their sets, are really basis for the cream spot business that now accounts for about 50% of most major stations' revenues (vs. 25% from network time). And if networks really are sellouts this fall, it's a sure indication the summer recession, which really hasn't been as tough in TV as in most other business, has bottomed out.

Fact is year will end better for the networks than 1957 -- in gross sales if not in profit -- for first 6 months certainly haven't been downward despite all the recession talk. Combined networks actually were up 12.7% over 1957 period, according to TvB, each network running well ahead (for breakdowns, see Vol. 14:31, p. 6).

* * * *

In checking with the networks, we elicited several interesting statements from topkicks pertaining to the business outlook. Said Tom Dawson, CBS-TV national sales v.p.: "We're pleased with the amount of business activity we have going right now. I've never seen as much business activity during July and August as we are currently experiencing. All signs point to a very healthy 1958-59 TV sales picture."

The ever-ebullient Oliver Treyz, ABC-TV's dynamic young president, literally gloated over his network's remarkable upsurge. "We confidently believe," he told us, "that we will be bought out when the new season starts." He pointed to ABC-TV's new Operation Daybreak, as he called it -- meaning its expansion of schedule from Oct. 6 to embrace 11-3 p.m. With its recent spectacular accretions of daytime sponsorships, ABC-TV's day schedule is 90% sold, he said -- and "we expect to expand it."

Treyz also seized occasion to ballyhoo 3rd network prospects. "Before 1957," said he, "we had an essentially 2-major network economy. But in 1958, as last summer, advertisers have been slower making up schedules because now they have 3 networks from which to choose. General economic conditions have also slowed the 1958 rate of sales. However, in recent weeks many advertisers -- in our own case including American Chicle, American Pharmacal, Carter Products, Shulton, Manhattan Shirts (first time in network TV), Johnson & Johnson, P. Lorillard -- have made decisions and once again the outlook is good. This is particularly so in the case of ABC-TV, which has registered gains in all aspects. We look to the best year in our history."

* * * *

Also upbeat now are reports on other media, including radio, and the best digest of the over-all business outlook that comes to hand seems to be this one from United Business Service: "Although currently reflecting the usual summer doldrums, business activity is expected to show a moderate, but basic, recovery trend after Labor Day." [For more news about business prospects, see p. 6.]

HOW THE EDUCATORS USE CLOSED-CIRCUIT TV: Closed-circuit educational TV systems, the fast-growing component of the burgeoning industrial-TV field, were pinpointed this week in an excellent and exhaustive compilation by Joint Council on Educational TV. By dint of dogged questionmairing, JCET engineer Cyril M. Braum has nailed down virtually all the educational setups in a 39-pp. brochure available from the JCET, 1785 Massachusetts Ave. NW, Washington 6, D.C.

Compilation is exceptionally valuable service for both educators and the TV industry -- for it shows what kind of equipment is used for exactly what purposes. It indicates name of institution, type of origination & reception points, type of cameras and/or film-slide equipment (manufacturer not indicated), subjects taught, number of students, nature of TV courses, titles of articles describing systems.

Brochure lists 133 systems in 119 institutions -- about double the number found in similar JCET survey 2 years ago -- and JCET reports a continuous stream of inquiries from potential users. Variety of uses seems bounded only by imagination

of the educators -- ranging from medical & dental instruction to "Big Brother" scanning of study halls to technical training for prospective TV station personnel.

JCET doesn't attempt to estimate dollar volume involved, but you may be sure it's a handsome chunk of the whole closed-circuit field -- which produced estimated \$5,500,000 last year, is expected to run about \$10,000,000 in 1958 (Vol. 14:1).

If each state and territory gets \$1,000,000 for educational TV equipment, as provided for in Magnuson Bill which has passed Senate but is still before House Commerce Committee (see p. 8), a real spurt will come -- for the money would then be available for closed-circuit as well as for educational stations.

Educators no longer regard closed-circuit TV as a novelty, according to JCET exec. director Ralph Steetle. "It's a normal part of the educational process now," he says. "These people don't necessarily consider themselves as pioneers any more."

That manufacturers are scrambling for educational business is manifest not only by fact that they're ordering copies of brochure in bulk (at 30¢ each) but that such a major entity as RCA has established new educational electronics equipment div. under P.B. (Pinky) Reed, transferred back to equipment sales from RCA International (Vol. 14:23). JCET doesn't list manufacturers, but complete directory may be found on p. 420 of the Spring-Summer edition of our Television Factbook.

SUDDEN DEATH FOR RADIO SPECTRUM STUDY: Potter resolution to study the whole radio spectrum is dead for this session of Congress, apparently -- killed by a group of influential telecasters who mobilized with remarkable speed, driven by fear that upshot of whole business might be loss of low-band vhf channels to the military.

Though most telecasters still believe thorough analysis of entire spectrum by an impartial agency would be fine, it was suddenly decided last week end that the amendments to Potter Bill (S.J.Res. 106), as proposed by Administration and agreed to by House Commerce Committee (Vol. 14:31), had thrown dynamite into the picture. Amendments would authorize proposed 5-man commission to study civilian uses of spectrum, in addition to military, and to examine present allocations machinery. Previously, Senate passed bill without the civilian-use amendment.

A most unusual lineup developed on the bill. Military, through Office of Defense & Civilian Mobilization, had been against original Potter version, didn't want amended version, either. FCC Chairman Doerfer went to White House last week, talked to Presidential Asst. Sherman Adams who got ODCM to go along with amendments.

FCC was unanimous in approval of amendments, had no fear that these would undercut Commission's powers. Members are chagrined at telecaster opposition, but they're making no effort to work for bill in Congress.

* * * *

Electronic Industries Assn. had labored for years to get military to agree to a study, was pleased with bill -- original or amended. It didn't share telecasters' fear of low-band channel loss. In fact, one EIA spokesman claims that station operators are being short-sighted; that unless scientific study of spectrum use is made, military could make demands on broadcast spectrum during emergency -- and get it through Presidential fiat, while TV-radio industry stands by, powerless.

If a "real study" is made, the manufacturers' representative asserts, both military & civilian users will be certain they have a fair share of spectrum -- and danger of military usurpation will be over. He says that scientists among manufacturers had a hard job of persuading their managements to go for study; that management was loathe to go along for fear of giving public the impression that TV channels might be shifted, thus dampening current TV set sales.

Sponsors of bills are themselves confused. Sen. Potter (R-Mich.) and Rep. Bray (R-Ind.) thought they were doing industry a favor, don't think the amendments crippled their concept -- though both assert that there isn't any need for study of civilian uses and that FCC has it well in hand.

Telecasters were worried lest new study commission be stacked against them

-- even though 4 of the 5 members would be appointed by a GOP Administration (2 by President, one each by Vice President, Doerfer, House Speaker Rayburn). Their fear was that military would control Administration appointments. The Democratic Congressional leadership was impressed by the "Administration-control" argument, and steam behind the bill oozed out. It was due to go through House almost automatically Aug. 4 under "suspension of the rules" procedure until opposition developed. If it had passed House, it would have had to go to Senate-House conference, because Senate had passed original Potter Bill. It's not even on next week's House agenda.

Here is probably best summary of telecasters' views, given by a leader in fight to block bill: "I believe a study should be made. The original Potter Bill was probably all right, but the amendments changed the whole complexion. I think the commission might have been stacked by the military. There has been talk for years that they want low-band TV channels; maybe there's something to that.

"There have been no hearings on it, no discussion of it. Nobody knows what the possibilities are. It would be better for everyone to take time until Congress resumes next year to find out what the industry position should be. Personally, I think that a study by a joint committee of Congress, rather than by a commission, might be a better way to go about it."

Another observer's analysis: "The military is tough. You're never going to get anything from them. You're lucky to keep what you've got. The industry had everything to lose and nothing to gain."

UHF HOMES FEWER, BUT VIEWING MORE LOYAL: New documentation of that old uhf truism

-- that size of uhf audience is very respectable where uhf is the only or primary signal available -- is presented by Nielsen, as byproduct of its county-by-county survey of sets-in-use (Nielsen Coverage Service No. 3) [Vol. 14:27].

Uhf "strongholds" are stronger, new figures show, even though number of uhf stations and uhf homes has decreased in the 2 years since last Nielsen uhf survey (Vol. 12:51). The reason, of course, is that weaker uhf stations have dropped out.

Here are key figures from survey, which was conducted in March: (1) "Uhf user homes" totaled 3,563,960 vs. 3,865,560 in 1956. (2) Of the 5,238,000 TV homes in uhf service areas, 68% watch uhf, vs. 60% in 1956. Here's how Nielsen determines where uhf is viewed: "Wherever a uhf station was found to serve 10% or more of the total homes, at least once a month, in a county, these homes have been classified as 'uhf user homes'." There were 77 "reportable" uhf stations (i.e., those qualifying under the 10% formula) serving 306 counties, among the 94 operating in March. In 64 of the counties, uhf viewing was 90% or better. There were 89 "reportable" uhf stations in 1956 serving 389 counties.

TV homes that get uhf via community antenna systems are included in figures. Survey isn't a measure of sets capable of receiving uhf; rather, figures exclude those homes that can receive uhf but don't watch it. [For region-by-region and state-by-state tabulation of uhf viewer homes in 1958 & 1956, see p. 5.]

There'll be no radio blow-by-blow of Floyd Patterson-Roy Harris championship fight Aug. 18 in Los Angeles. Pres. Irving B. Kahn of TelePrompTer, which has theatre-TV fight rights to bout (Vol. 14:27), reported this week that he's "so sure our closed-circuit telecast will be a success, with a chance to break all boxoffice records, that we have turned down offers of more than \$75,000 for the radio rights." TelePrompTer spokesman said 151 theatres & arenas in 125 cities are lined up for piped-in fight. With seating capacity of 516,000, they could gross \$2,000,000 on event, but TelePrompTer is aiming at \$1,500,000.

Shift-all-to-uhf plan was proposed this week by Wm. L. Putnam, pres. of WWLP, Springfield, Mass. (Ch. 22). It envisages stopping all vhf grants now, denying renewal of vhf licenses unless vhf operators also inaugurate uhf stations, granting translators to fill in shadow areas.

FCC's latest pay-TV action, delaying possible authorization of tests for at least a year (Vol. 14:30), prompted *Radio-TV Daily* to check into wired-pay situation in San Francisco. It found: (1) City still waiting, since Jan., for more information from Skiatron, "especially concerning its financial stability." (2) Baseball Giants pres. Horace Stoneham stating that subscription-TV plans are up to Skiatron. (3) Giants barred from telecast games because of contract with Skiatron, including "healthy payment." (4) Viewers furious with blackout. In Houston, city council has set Sept. 4 for hearing on the 7 prospective cable-theatre operators (see p. 336, *TV Factbook No. 26*, for list). Theatre Owners of America, meanwhile, has urged members to work for legislation that will block telecast pay-TV finally and effectively. Subject is on agenda of TOA board meeting in Miami Beach Oct. 20.

Size of The Uhf Audience: Nielsen's uhf-homes survey (see p. 4) shows large percentage changes in some states—but these are usually attributable to advent or demise of a single station. For example, Missouri was credited with 137,070 uhf-user homes in 1956, none in 1958. Obviously, this is due to shift of KTVI, St. Louis, from Ch. 36 to Ch. 2.

Pennsylvania is still the big uhf state, with 477,370 uhf-user homes; Illinois is next with 400,620, then Wisconsin with 347,690. But they don't know what uhf is in the Mountain States—nary a station or set, unless some amateur is experimenting or DXing. Herewith is the Nielsen compilation of uhf-user homes in 1958 (NCS-3) & 1956 (NCS-2), with percentage change:

NCS 2			NCS 3		
1956	1958	% Change	1956	1958	% Change
NORTH-EAST	964,850	1,108,160	+15		
New England	267,270	344,010	+29		
Conn.	150,350	197,510	+31		
Me.	—	—	—		
Mass.	116,920	144,080	+23		
N. H.	—	2,420	—		
R. I.	—	—	—		
Vt.	—	—	—		
Middle Atlantic	697,580	764,150	+10		
N. J.	2,430	—	—		
N. Y.	200,100	286,780	+43		
Pa.	495,050	477,370	-4		
N. CENTRAL	1,412,940	1,465,480	+4		
E. No.	—	—	—		
Central	1,257,220	1,440,520	+15		
Ill.	373,730	400,620	+7		
Ind.	307,210	355,850	+16		
Mich.	94,800	95,030	0		
Ohio	192,980	241,330	+25		
Wis.	288,500	347,690	+21		
W. No.	—	—	—		
Central	155,720	24,960	-84		
Ia.	18,680	24,960	+34		
Kan.	—	—	—		
Minn.	—	—	—		
Mo.	137,070	—	—		
Neb.	—	—	—		
N. D.	—	—	—		
S. D.	—	—	—		
SOUTH	1,020,620	701,020	-31		
S. Atlantic	614,920	391,470	-36		
Del.	7,630	9,880	+29		
D. C.	—	—	—		
Fla.	339,880	162,940	-52		
Ga.	31,560	38,530	+22		
Md.	14,200	18,540	+31		
N. C.	65,070	11,380	-83		
S. C.	62,060	37,630	-39		
Va.	86,920	101,850	+17		
W. Va.	7,600	10,720	+41		
E. So.	—	—	—		
Central	163,610	212,410	+30		
Ala.	59,740	86,690	+45		
Ky.	40,640	68,860	+69		
Miss.	—	—	—		
Tenn.	63,230	56,860	-10		
W. So.	—	—	—		
Central	242,090	97,140	-60		
Ark.	18,430	18,930	+3		
La.	161,650	75,190	-53		
Okla.	2,040	3,020	+48		
Tex.	59,970	—	—		
WEST	466,150	289,300	-38		
Mountain	—	—	—		
Ariz.	—	—	—		
Colo.	—	—	—		
Ida.	—	—	—		
Mont.	—	—	—		
Nev.	—	—	—		
N. M.	—	—	—		
Utah	—	—	—		
Wyo.	—	—	—		
Pacific	466,150	289,300	-38		
Cal.	231,560	215,270	-7		
Ore.	174,540	7,480	-96		
Wash.	60,050	66,550	+11		
TOTAL U.S.	3,864,560	3,563,960	-8		

Storer Buys in Milwaukee: Conditional upon disposition of its independent WVUE, Wilmington-Philadelphia (Ch. 12), Storer Broadcasting Co. has entered deal to purchase WITI-TV, Whitefish Bay-Milwaukee (Ch. 6) for \$4,462,500—buying out all shareholders under agreement signed Aug. 8 by George B. Storer with WITI-TV pres. Sol J. Kahn. Only current liabilities are assumed, not large, transfer papers to be filed with FCC by Sept. 3 and 6-mo. extension to be available to Storer if transfer isn't approved by FCC within 6 months.

Storer frankly stated that he "reluctantly" proposes pulling out of Philadelphia area in favor of Milwaukee, 14th retail market, because continuance of WVUE "entails substantial losses that are not justified." Several prospective buyers, undisclosed, are available and he expects little difficulty in disposing of WVUE in light of its record of its "tripled ratings, doubled advertising volume and enlarged coverage." As first move on acquiring WVUE early last year, Storer built new transmitter with 1000-ft. antenna at Pitman, N. J., nearer Philadelphia.

Storer bought WVUE, then WPFH, Wilmington, Del., along with radio WIBG and subsidiary National Wired Music Corp., from Paul Harron for \$5,626,312 and assumption of about \$1,000,000 liabilities in Dec. 1956 (Vol. 12:51), at same time arranging to sell his highly profitable WBRC-TV, Birmingham (Ch. 6) with its AM & FM adjuncts, to Taft group for \$6,350,000 (Vol. 13:13, 14, 19). He had studied independent operations of Chicago's WGN-TV and Los Angeles' KTTV, he later told stockholders (Vol. 13:47), and felt Wilmington-Philadelphia area, being somewhat akin, could readily support an independent. It became only Storer station not on a network. Having 5 TVs, 7 AMs, limit allowed under FCC rules, he must now dispose of one TV.

WITI-TV group founded station in May, 1956; it's also an independent, but Storer presumably will go after CBS affiliation if that network should decide, as rumored but denied (Vol. 14:24), to abandon its uhf WXIX, Milwaukee (Ch. 19)—just as NBC is doing with its uhf WBUF, Buffalo (Ch. 17) in Oct. (Vol. 14:24). Chief WITI-TV stockholders are pres. Kahn, 7.31%; Arthur Fleischman, v.p., 12.23%; Robert K. Straus, v.p., 5.22%; Lawrence Fleischman, treas., 12.23%; Jack Kahn, 36.43%; Max Osnos, 15.21%; Emanuel Dannett, 5.22%. They and several minor stockholders hold 10,500 shares, all of which have been optioned to Storer at \$425 per share.

No Action on 'Ethics': Outlook for Congressional action this session on FCC "reform" bill (HR-11886) sponsored by Chairman Harris (D-Ark.) of House Commerce Committee (Vol. 14:31) reached vanishing point this week. With adjournment deadline just ahead, Committee again failed to take up recommendation by its legislative oversight subcommittee (also headed by Harris) that measure be cleared for House vote. Bill providing for 4 Communications Act amendments tightening FCC ex parte rules, instructing Commission to adopt code of conduct, is on Committee's agenda. But other legislation got priority this week. Committee has scheduled next executive session for Aug. 12. Meanwhile, House gave subcommittee \$60,000 more to carry on investigation of Federal agencies following adjournment, bringing total to \$310,000. Harris said extra money was needed by subcommittee "to bring its hearings to an orderly conclusion." No schedule for future hearings—including FCC probe which was interrupted by sensational Bernard Goldfine-White House case (Vol. 14:24)—was set, however.

Cigarette spots are banned in or adjacent to children's programs under decision reached by Britain's Independent TV Authority, acting on recommendation of its Children's Advisory Committee.

Table of allocations above 25 mc has been brought up to date by FCC, printed in Aug. 1 *Federal Register*, copies available from Supt. of Documents, Govt. Printing Office.

Opposition to FM channel-shift was filed with FCC this week by WPEN-FM, Philadelphia, owned by Wm. & Harry Sylk's Sun Ray Drug Co., protesting petition of Storer Bcstg. Co.'s WVUE, Wilmington-Philadelphia (Ch. 12). Latter had asked Commission to order WPEN-FM (Ch. 275) and WIBG-FM (Ch. 231) to swap channels to minimize "serious second harmonic interference to visual signal of WVUE" (Vol. 14:28). WPEN-FM asserted that WVUE petition "is but another maneuver in its efforts to move WVUE into Philadelphia." It stated that shift would cost it \$70,000 in equipment and promotion; that its good-music and background-music services would be disrupted; that it would give "serious consideration" to quitting if forced to shift; that Commission in similar cases had asserted problem is one of receiver design and had declined to force shifts.

Ad Upturn in The Wind: American Assn. of Advertising Agencies, whose 335 members place more than 75% of all national advertising, got 188 responses from them to poll in late July asking how their billings as a whole will stand up in second half of 1958. Nearly half (84) said they will be up, in amounts ranging from 1% to 125%; 50 said down, from 1% to 50%; 51 said "the same"; 3 didn't answer.

As for first 6 months of this year, 96 reported their billings ran ahead, up variously from .5% to 131%; 64 were down, 1% to 60%; 27% said "the same"; one didn't answer. Most optimistic about future were agencies in AAAA's Western Region, predicting 3-to-1 that their billings will rise in second half.

All size groups followed same pattern in first 6 months, while for second half of this year predictions were alike for all save the groups doing \$5-20,000,000 in billings and \$20-40,000,000—both expecting a standoff of "ups" and "downs". Geographically, all regions show more ups than downs for both 6-mo. periods except for the East Central (embracing Detroit, Cleveland, Cincinnati, Dayton, Pittsburgh, other Michigan & Ohio cities) where downs exceeded ups 11-to-8 for first 6 months and where estimates for second half are standoff at 9-to-9 with 5 saying "the same."

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The AAAA report is upbeat, by and large, and may be indicative of the upsurge already shown by the networks (p. 1) and by what other media report. In TV, for example, individual station reports, mainly in the big cities, are generally very good; e.g., that of New York's WRCA-TV sales chief Max E. Buck, who stated station's first half has achieved all-time high in billings. NBC Spot Sales also has indicated all its stations are running well ahead of last year (more on spot later).

The *Wall Street Journal*, reporting Aug. 7 under headline "Ad Rebound: Publishers, Radio, TV Report Ad Outlays Rise as Economy Speeds Up," stated that though placement of many key schedules is still awaited, "ad agency

people on Madison Avenue . . . almost unanimously agree businessmen once again are loosening corporate purse strings for advertising."

Even the TV networks no longer see outlook as bleak, says the big financial journal. As for other media, case examples cited are *Readers' Digest*, looking to 6% more lineage in 4th quarter; *Life*, indicating all its business office branches have reported "a definite advertising upturn in the wind"; *Saturday Evening Post*, expecting 4th quarter to be year's best; *Philadelphia Bulletin*, showing 20% gain in 4 weeks ended July 28 over like 1957 period; *Chicago Tribune*, reporting "gains out of our N. Y. office [which are] always a barometer."

* * * *

As for radio, only station owner quoted is J. Elroy McCaw, WINS, N. Y.; he cites 35% revenue gain over 1957, with advertisers "definitely more bullish for the fall." NBC & ABC radio networks are said to "report fresh advertising gains, though both reportedly still are operating in the red." ABC radio network sales director John H. White, incidentally, released statement this week that July sales were best for that month in 5 years, including 8 new advertisers.

It may take until early next year before full recovery is attained. Foote, Cone & Belding's Fairfax M. Cone is quoted as stating: "While I look for a gradual improvement in advertising if business continues to improve, it will be 6 months before you'll see any sizeable upturn." Major reason, he says, is that many companies don't make up their ad budgets until late fall.

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More Live TV Ahead: Signs of reversal of TV network trends toward filmed shows and Hollywood originations are detected by Bob Chandler in Aug. 6 *Variety*. He notes that 3 networks will use film in 61.7% of programming in upcoming season vs. 63.8% last season—and that 67% of total 115-show schedule will originate in Hollywood vs. 71.4%. "Decline of the Coast fortunes is accompanied by a sharp upbeat in live programming from N. Y.," Chandler says, pointing out that 31 live shows (27% of total schedule) will originate in N. Y. in fall vs. 24 (22.9% of total schedule) last season.

RKO TV Film Switch: RKO Television is going out of business, top executives of TV film div. of RKO Teletelradio Pictures shifting to new, independent Show Corp. of America to handle sales of balance of once-big library from same address, 1270 Sixth Ave., N. Y.

Jointly announced this week by RKO Teletelradio pres. Thomas F. O'Neil and RKO TV v.p. Charles R. Manby, who heads Show Corp., move is another step by parent organization (itself a General Tire & Rubber div.) in plan to divest itself of film-making & owning. RKO Teletelradio will concentrate on TV & radio station properties (WNAC-TV & WNAC, Boston; KHJ-TV & KHJ, Los Angeles; WOR-TV & WOR, N. Y.; WHBQ-TV & WHBQ, Memphis; CKLW-TV & CKLW, Windsor-Detroit; radios KFRC, San Francisco & WGMS, Washington).

RKO TV already had sold 750 features & 1000 shorts to Matty Fox's C&C TV (now TV Industries Inc.) in reported \$15,200,000 deal (Vol. 14:20, 21). Remaining inventory includes *El Coyote*, *Heidi*, *No-Gun Nolan*, *The Abbey Players*. Moving with Manby in change-over to Show Corp. are RKO TV sales mgr. Peter M. Robeck, syndication sales mgr. Wm. Finkelday, programming chief

Nathan Keats, account exec. Max Bradbard. In other current TV film developments:

(1) CBS TV Film Sales reported 50% sales increase in first 6 months of year over same 1957 period, gen. sales mgr. John F. Howell listing 28 series—not counting CBS Public Affairs shows—in biggest-ever catalog, including several first-run series for Jan. starts for which production commitments total more than \$3,000,000.

(2) NTA Film Network chairman Ely A. Landau reported it has signed enough sponsors to start new season Oct. 6 on 115 stations, sales for initial 13 weeks approximating \$4,500,000, probable sales for 52-week period estimated at \$14-18,000,000. Network's 1957-58 *Premiere Performance* features were on 134 stations (Vol. 14:6).

(3) *Time's* WTCN-TV, Minneapolis-St. Paul (ABC) launched *Movie Spectacular* series of United Artists, M-G-M & Warner Bros. features at 9:45 p.m., Sun. thru-Sat. *Variety* said result is that area's movie houses "are suffering their biggest TV feature picture headache since video's entry."

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NBC Chicago newsman Jim Hurlbut appointed to Abraham Lincoln Sesquicentennial Commission by Illinois Gov. Stratton.

Television Digest

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BERYL O. HINES

Personal Notes: Jules Herbuveaux, v.p.-gen. mgr. of NBC's o-&o WNBQ & WMAQ, Chicago, promoted to new post of v.p., NBC central div., in charge of activities on corporate level; Lloyd E. Yoder, v.p.-gen. mgr. of WRCV-TV & WRCV, Philadelphia, succeeds Herbuveaux at Chicago stations Sept. 8; Raymond W. Welpott, gen. exec. of NBC owned stations & spot sales div., replaces Yoder as gen. mgr. of Philadelphia stations . . . William B. Lodge, CBS station relations v.p. & engineering chief, due back from European vacation Aug. 11 . . . Joseph E. Lake, ex-WFMY-TV, Greensboro, N. C., ex-asst. sales mgr. of WDAF-TV, Kansas City, named commercial mgr. of Corinthian's WISH-TV, Indianapolis, succeeding Robert F. Ohleyer, named mgr. of radio WISH; Ray Reisinger, ex-WCKA, Miami, onetime WBNS-TV, Columbus, named director of promotion & merchandising of WISH & WISH-TV . . . Harold S. Cranton, ex-NBC, named sales development & research director, ABC Radio, succeeding Hank Levinson, now with ABC-TV sales development dept. . . . Eugene S. Thomas, v.p.-gen. mgr. of KETV, Omaha, onetime sales v.p. of New York's WOR & WOR-TV, back at work after several weeks at Mayo Clinic where he underwent successful surgery on right hand . . . George E. Pamental, ex-WOR-TV, named sales mgr., WABC-TV, succeeding Jim Szabo, now with ABC-TV sales . . . Robert D. Gordon, ex-KWTV, Okla. City, named operations dir., KTUL-TV, Tulsa, succeeding Hank Davis, now with WAGA-TV, Atlanta . . . Harry Huey, mgr. of Don Reynolds' KOLO & KOLO-TV, Reno, assigned to supervise newly leased KHAD-TV, Laredo, Tex. (Ch. 8) on temporary

Politics from TV-Radio: Owner Wm. J. Johnson of radio WJMS, Ironwood, Mich., was swamped by Gov. G. Mennen (Soapy) Williams, scion of the soap family, in this week's Democratic primary—and Williams, presidential possibility, will run for 6th term. Prof. Paul D. Bagwell of Michigan State U, formerly active in its TV-radio stations, won GOP nomination but size of his vote doesn't make prospects look very good. Up in Maine, ex-Gov. Horace A. Hildreth (1945-49), station owner, recently Ambassador to Pakistan, 1949 pres. of Bucknell U, has been nominated for Governor again, runs against ex-Democratic Collector of Internal Revenue Clinton Clauson, next Sept. 9. Only 56, Gov. Hildreth is generally conceded a sure winner. He owns WABI & WABI-TV, Bangor (Ch. 5), WAGM & WAGM-TV, Presque Isle, Me. (Ch. 8), with family 30.8% of WMTW, Poland Spring, Me. (Ch. 8), radios WPOR, Portland & WABM, Houlton. Note: Oklahoma gubernatorial nominee, 32-year-old J. Howard Edmonson, had as his finance chairman in recent primary campaign Harold C. Stuart, pres. of KVOO-TV, Tulsa, who bought time on all Okla. stations and some nearby in Tex. & Ark. as mainstay of campaign; youthful Democrat, in state which has never had a Republican governor, is regarded as a shoo-in next Nov.

basis pending new gen. mgr. to be appointed by Reynolds, now vacationing at his cabin on Lake Tahoe . . . Alexander C. Field Jr. promoted to program mgr., WGN-TV, Chicago . . . Earl Moore, with WXYZ under old King-Trendle ownership, returns to WXYZ & WXYZ-TV, Detroit, as business mgr. . . . Robert M. Lambe, sales v.p. of WTAR-TV, Norfolk, completes 6-week Columbia U Graduate School course in business administration; John C. Pepper, operations v.p., starts same course Aug. 10; they're said to be first independent station executives to take course . . . Hank Warner joins CBS-TV Aug. 18 as asst. gen. mgr. of press information under Charles Steinberg, quitting as ABC-TV director of press information under Mike Foster, who has promoted asst. Stephen Strassberg to post; at CBS, Larry Lowenstein moves to new post of special services director; Leonard Spinrad to exec. editor, press information . . . George C. Collicie, ex-WOAI-TV, San Antonio, ex-KDUB-TV, Lubbock, named national sales mgr., KOSA-TV, Odessa, Tex. . . . Bill McReynolds, WOAI-TV (San Antonio) farm editor, arranging South America's "farm & ranch tour" for local business men, leaving Nov. 8 . . . Les Harris, ex-ABC-TV, named supervisor of NTA syndicated program sales . . . Richard Maibaum, ex-Paramount, named exec. producer of MGM-TV, succeeding Sam Marx, now forming own firm . . . Gordon Kohler promoted to asst. to Henry Rahmel, exec. v.p. & mgr. of A. C. Nielsen Co. broadcast div.

ADVERTISING AGENCIES: Robert G. Urban, ex-marketing v.p., J. Walter Thompson Co., recent pres. of Family Products Div., Warner-Lambert, elected pres. of Hazel Bishop, Inc., succeeding adman Raymond Spector; firm recently was sold to Matty Fox's TV Industries (Vol. 14:20) . . . E. Dean Landis, ex-Keyes, Madden & Jones, named v.p. Compton Adv., Chicago office . . . Richard C. Ambruster transfers from N. Y. to head new Doherty, Clifford, Steers & Shenfield Los Angeles office . . . Jerome K. Westerfield, ex-Grant Adv., named v.p. of Henri, Hurst & McDonald, Chicago . . . Alin Blatchley promoted to v.p. of Kenyon & Eckhardt Inc., Chicago . . . W. R. Fowler, ex-Needham, Louis & Brorby Inc., Chicago, named marketing v.p., Leo Burnett Co. there.

KHAD-TV, Laredo, Tex. (Ch. 8) will be fourth TV station operated by publisher-broadcaster Donald W. Reynolds, now that FCC has approved \$190,000 5-year lease to him by founding partners H. C. Avery Jr. and David H. Cole (Vol. 14:28). He plans to name new gen. mgr. for station, but Amelia Samuels, who has been in charge, will remain as asst. to mgr.; also remaining is W. Irven Simpson, chief engineer. Reynolds also operates KFSA-TV, Ft. Smith, Ark. (Ch. 22) & KFSA; KLRJ-TV, Henderson-Las Vegas (Ch. 2) & KORK; KOLO-TV, Reno (Ch. 8) & KOLO; radios KHBG, Okmulgee, Okla. & KBRS, Springdale, Ark.; holds CP for KNDA, Elko, Nev. (Ch. 10), and is applicant for Ch. 9, Hot Springs, Ark.

Publisher Sam Newhouse's avowed objective, purchase of Baltimore *Sunpapers* with their pioneer WMAR-TV (Ch. 2), got big play in Aug. 11 *Time Magazine*, but evoked this curt response from editor Philip Wagner: "The *Sunpapers* were not for sale and are not for sale." Under caption "The Empire Builder," *Time* reports up to \$20,000,000 offer to buy control of Baltimore properties, outlines his expanding major newspaper-radio-TV holdings (see *TV Factbook No. 26*, pp. 379 & 383), quotes him as saying: "I don't think I'll catch Hearst or Scripps-Howard in my lifetime, but I think my boys Don and Si will give it a good try."

ABC vs. AMST on Allocations: Scathing response was filed with FCC this week by ABC, as it countered the opposition to its allocations proposals expressed by Assn. of Maximum Service Telecasters (Vol. 14:30). ABC's theme: Expert engineers agree that 3rd station can be added to major 2-station markets by directional antennas, precision offset, height-power limitations—without increasing interference to other stations—and AMST is simply seeking to protect its members from competition, not from interference. States ABC:

"The AMST opposition is founded upon a misconception of major proportions—that the mileage separation requirements are the only safeguard against interference. It is inconceivable that an organization of experienced TV broadcasters and with able engineering counsel could unwittingly fall into so glaring an error. AMST's reliance upon, and its unremitting efforts to give currency to, this absurdity is but the technique of the 'big lie'! That AMST should resort to it demonstrates that its primary purpose is to thwart the development of the third network and to protect its member stations' service areas not so much from increased interference as from increased competition . . .

"AMST has never explained just what it means by 'maximum service' but the record of its activities has made plain that it means maximum service areas for existing stations and nothing more. It does not mean maximum number of stations or maximum number of network and other program services."

Document quotes engineers Kear & Kennedy to the effect that vhf DAs are used with great precision in aircraft navigation devices, radar—and in vertical beams of TV itself; that precision offset is at least as far along technically as regular offset was when FCC adopted it; that power-height limitations obviously can keep interference down.

ABC notes that following engineering firms and engineers recently have expressed support for DAs: Jansky & Bailey, A. Earl Cullum Jr., George C. Davis, James C. McNary, Jules Cohen, Everett L. Dillard.

Los Angeles' Ch. 34 should go to Sherrill C. Corwin, examiner Basil P. Cooper recommended in brief initial decision this week which showed that its competitor K-UHF(TV), name of partnership of Frederick J. Bassett & William E. Sullivan, was extraordinarily deficient. For example, Bassett said he has cash & securities worth \$6150, and Sullivan has bank account running "just under \$1000." Corwin owns 15 Cal. theatres, holds 15% of KAKE-TV, Wichita (Ch. 10), is grantee of KBAY-TV, San Francisco and KEZY, San Diego (Ch. 27).

Translator starts: K78AJ, Broadbent-Myrtle Point, Ore. began July 25 repeating KPIC, Roseburg, Ore.; K74AM, Paradise Valley-Golconda, Nev. began July 8 with KBOI-TV, Boise, Ida.; K76AJ, Twentynine Palms & Marine Corps Base, Cal. began June 30 with KNXT, Los Angeles.

Single TV application filed this week was for Fresno, Cal., Ch. 53, by motel owners Ronald O. & Karl Reichert and radio KARM announcer-sportscaster Harold Gann. This brings total pending to 98 (30 uhf). (For details, see *TV Addenda 26-BB*.)

Radio Advertising Bureau's 4th annual radio ad clinic has been scheduled by pres. Kevin Sweeney for Nov. 18-19 in Waldorf-Astoria, N. Y.

ETV Bill Languishes: Senate-approved \$51,000,000 Federal aid-to-educational-TV bill (S-2119), unopposed at quickie House hearing last month (Vol. 14:29), is getting lost in Congressional adjournment rush. After 3-week delay, Senate measure sponsored by Sen. Magnuson (D-Wash.) was referred to House Commerce Committee by transportation & communications subcommittee for action this week. Also passed along to Committee were companion House measures (HR-12177 & HR-13297) by Reps. Udall (D-Ariz.) & Boggs (D-La.). Program for gov't. financing of school TV equipment in states & territories was still pending on Committee's agenda at week's end, however. No active opposition to bills was reported, but other end-of-session business took precedence. On other ETV fronts: (1) Statewide ETV experiment in N. C. junior & senior high schools last term, when 7000 students participated in 4 courses, was pronounced successful by director Charles W. Phillips. (2) National Assn. of Educational Broadcasters scheduled 2nd annual ETV management seminar in Madison, Wis. Aug. 24-27. (3) NBC's WRCA-TV, N. Y., announced new basic English course for city's 900,000 Spanish-speaking population starting Aug. 11, 6:30-7 a.m. Mon.-thru-Fri.

Spot Rate Slowdown: TV spot rates are still going up—but not at former pace—with weekly daytime package charges actually showing some decreases. Night spot rates on radio still are trending downward, on daytime radio upward—but also at decelerated pace. These are some conclusions drawn by Katz Agency v.p. Dan Denenholz from index maintained by big rep firm. For example, based on sampling of 50 network-affiliated stations in basic markets as of July 1, night TV charges this year went up 5% over 1957 vs. 9.8% in 1957 over 1956. Average day TV base rate increased 2.7% in 1958 over 1957 vs. 9.7% in 1957 over 1956. But charges for 6-per-week spots for 13 weeks went down .7% this year vs. 6.7% boost last year—and 8.7% rate reduction was shown for 25 daytime announcements for 52 weeks, using all applicable plans & discounts. Based on schedule of 12 one-min. announcements for 13 weeks on Katz-represented stations as of Jan. 1, night radio charges decreased .5% in 1958 from 1957, when they dropped 5.2% from 1956. Day radio charges went up 3.2% in 1958 over 1957 vs. 1.8% increase in 1957 over 1956.

"The WQXR Network," comprising 11 N. Y. state FM stations fed by N. Y. *Times* station, starts Aug. 18—with sponsors offered WQXR and network in combination or separately (James Sondheim, sales mgr.). WQXR music programs and hourly news bulletins will be transmitted, via off-air pickup, to following: WFLY-FM, Albany; WRRF-FM, Cherry Valley; WRUN-FM, Utica-Rome; WRRD-FM, Syracuse; WKOP-FM, Binghamton; WRRR-FM, Ithaca; WRRE-FM, Rochester; WHDL-FM, Olean; WJTN-FM, Jamestown; WRRL-FM, Buffalo; WHLD-FM, Niagara Falls.

Rate increases: WLAC-TV, Nashville, Aug. 1 raised base hour from \$825 to \$900, min. \$175 to \$180. KLZ-TV, Denver, Sept. 1 raises hour from \$750 to \$800, min. \$200 to \$235. WTVD, Durham-Raleigh, Aug. 1 added Class AA hour (8-10:30 p.m. daily) at \$650, min. at \$130, Class A hour remaining \$550. KIMA-TV, Yakima, raised hour from \$500 to \$600, min. \$110 to \$150. Combination increase: KAKE-TV, Wichita, raises combined rate Aug. 15 from \$675 to \$787.50, min. \$151.50 to \$176.25, when KAYS-TV, Hays, Kan. joins KTVC, Ensign, Kan. as KAKE-TV affiliate.

HOW BIG THE REPLACEMENT MARKET? One of toughest TV calculations to come by, size of replacement market, is tackled again for us by Frank W. Mansfield, Sylvania director of market research, in his annual comprehensive production-distribution tabulation prepared for our Fall-Winter Television Factbook, due off presses in Sept.

That his annual figures are necessarily "guesstimates" is evidenced by fact Mansfield has had to revise his previous year's judgments. Since he's only industry executive willing to stick his neck out publicly to estimate the constantly growing, more-and-more important replacement market, here are his latest figures:

955,000 sets scrapped in first 6 months of 1958, compared with 1,546,000 in last 6 months of 1957 and 1,359,000 in first 6 months of 1957. Thus, scrappage rate is more than 44% of estimated 2,170,000 sets sold to public during the period.

Mansfield estimates 47,229,000 black-&-white sets in use as of June 30, an increase of 1,259,000 from total at end of 1957. He places cumulative sales to consumers since 1946 at 58,508,000 -- indicating total scrappage has been 11,279,000.

Color set production was 160,000 in 1957, he estimates; 40,000 in the first half of 1958. Color sales totaled 125,000 in 1957; 45,000 in first half of 1958. He figures 320,000 color sets have been sold, all still "in-use."

Inventory in dealers hands June 30 was estimated at 669,000 sets, including 40,000 color sets, down from 853,000 at end of 1957 and 1,107,000 at end of 1956.

Breakdown of set sales according to picture-tube size, during first 6 months was given by Mansfield: portables -- 566,000 (no breakdown between 14- & 17-in.); regular sets -- 19-21-in., 1,454,000; 22-in. & over, 110,000; 16-18-in., 39,000.

Taking all "sets-in-use" today, here's his size breakdown in percentages: portables, 16.5%; regular sets 15-in. & less, 4.4%; 16-18-in., 22.3%; 19-21-in., 59.2%; 22-in. & over, 5%; color, .7%.

To show pattern of factory production in recent years, we've excerpted following table of percentages indicating fluctuations in sizes & types:

Size & Type	1953	1954	1955	1956	1957	1958	
						1st qtr.	2nd qtr.
Portables	-	-	3.6%	25.5%	28.0%	31.9%	36.4%
Regular under 15-in.	-	.6%	-	-	-	-	-
" 16-18-in.	26.5%	14.8	10.0	5.8	2.6	1.0	2.1
" 19-21-in.	69.1	80.3	75.4	58.6	61.3	60.7	56.0
" 22-in. & over	4.4	4.1	10.2	8.6	5.7	5.2	2.9
Total Black-&-White	100.0	99.8	99.2	98.5	97.6	98.8	97.4
Color	-	.2	.8	1.5	2.4	1.2	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TV-Radio Production: TV set production in week ended July 25 (which was not available in time for our issue last week) was 60,165 sets vs. 56,130 preceding week & 107,569 in corresponding 1957 week. Year's 29th week brought total TV production for year to date to 2,321,970 vs. 2,955,000 last year. Radio production for week ended July 25 was 173,079 (54,653 auto) vs. 161,756 (49,771 auto) preceding week & 188,773 (91,866 auto) in corresponding week last year. Radio output for 29 weeks was 5,054,036 (1,610,389 auto) vs. 7,562,000 (3,017,000) last year.

TV set production in week ended Aug 1. was 99,929 vs. 60,165 preceding week & 123,522 in corresponding 1957 week. Year's 30th week brought total production to date to 2,421,899 vs. 3,082,000 for corresponding period last year. Radio production was 153,552 (38,994 auto) vs. 173,079 (54,653 auto) preceding week & 234,034 (84,394

auto) same 1957 week. Radio output for 30 weeks was 5,207,588 (1,649,383 auto) vs. 7,297,000 (3,097,000 auto) in corresponding 1957 period.

Retail Sales: Consumers bought more TV sets and radios in June than in May, EIA says, but sales continued well below 1957 figures. Low point in 1958 TV sales was reached in May, radio in April. At mid-year, cumulative TV sales were down 23% from last year; radios, not including auto radios, were down 18%. TV retail sales in June totaled 250,362 vs. 237,189 in May. Six-month sales totaled 2,177,652 vs. 2,810,403. Radios sold at retail in June were 626,728 vs. 411,659 in May. In Jan.-June period radio sales totaled 2,964,338 vs. 3,638,969 last year.

Trade Personals: Allen B. DuMont Jr. resigns as v.p. of DuMont TV & Radio div. of Emerson Radio, formed when latter acquired DuMont Labs TV-phono business July 1 (Vol. 14:27). He's succeeded by Irving G. Rosenberg, who returns to Emerson after 10 months absence, was once v.p. technical products div., director of Govt. and TV receiver operations, with company 16 years. Frederick C. Zorn promoted to acting sales director, succeeding Robert C. Furlong, sales mgr., who went over to Emerson div. from DuMont Labs, resigns to join Philco as factory sales rep from N. Y.-Newark district. John J. Frawley resigns as v.p. & gen. mgr. of DuMont Illinois, Chicago distributor . . . H. A. Poole promoted to adv. & sales mgr., RCA Service Co.; Paul M. Lufkin to resident engineer, new RCA semiconductor & materials div. office, Detroit; A. K. Mallard to distributor sales mgr., west central district, electron tube div., Kansas City . . . Francis P. Rice promoted to operations director, International Resistance Co.; Edgar M. Corson Jr. to new products sales mgr. . . . Daniel J. Webster, ex-Raytheon, named gen. sales mgr. of Tung-Sol . . . E. T. Epperson, ex-Norge, named Sylvania sales mgr., San Francisco . . . Phil H. Weil, ex-Hotpoint, named Norge national key accounts mgr. . . . Wm. K. Scott promoted to Magnavox regional sales mgr., Phocnix . . . David Sarnoff, RCA chairman, appointed chairman of National Patrons Society, Jewish Theological Seminary of America, campaigning to increase membership.

DISTRIBUTOR NOTES: Frank H. Sweeney Jr., ex-Philco, joins John Hawkins, ex-Philco branch mgr., in Phoenix independent distributorship (Vol. 14:23), name becoming Hawkins & Sweeney Co. . . . Motorola appoints C. R. Rogers Corp., Youngstown, O., for all consumer products, replacing Northern Ohio Appliance Corp. . . . Hoffman appoints Toledo Merchandise Co., Toledo, O., for TV, radio, phonos . . . Sylvania appoints Woodson & Bozeman, Memphis; TV & Radio Supply, Portland, Ore., for all consumer products . . . Graybar promotes J. L. Hoagland to mgr. in Milwaukee; J. K. Wyatt to mgr. in Columbus, Ga. . . . Kierluff & Co., Los Angeles promotes C. R. McCarty to exec. v.p.; Sam Grasinger to vp. Motorola div.; W. R. Brittle to v.p. Webcor div. . . . B. H. Spinney Co., Syracuse (Motorola), names John G. Wolfe, ex-Philco sales mgr.

Bulova Watch Co., pioneer radio & TV advertiser, whose late head was also a radio station owner, reported recently it's working on an electronic watch which shows encouraging prospects. Bulova is world's largest seller of jewelled-lever watches, latterly has also gone in heavily for small radios, plans new transistor portables soon, including pocket-size. Pres. John H. Ballard reported defense business has been cut sharply, civilian business off only slightly, accounting for March 31 fiscal year profit of \$2,232,738 (\$1.15 per share) on sales of \$63,806,094 vs. \$3,401,068 (\$1.74) on \$76,235,129 preceding year.

ELECTRONICS PERSONALS: David Ingalls, pres. of Airtron Inc., becomes a v.p. of Litton Industries with latter's acquisition of the Linden, N. J. manufacturer of radar & microwave equipment (Vol. 14:24) . . . Brig. Gen. Wm. L. Bayer (USA ret.) named plans director, Stromberg-Carlson electronics div. . . . Dr. Lloyd V. Berkner, radio veteran, now pres. of Associated Universities Inc., pres. of International Council of Scientific Unions, member of National Academy of Sciences, named chairman of 16-member Space-Science Board of Academy's National Research Council, private, non-profit organization of scientists in all branches of natural science . . . Orville L. Dewey promoted to mgr., new Raytheon govt. services div.; Richard H. Griebel, ex-Farnsworth Electronics, named mgr. govt. equipment div., New Brighton plant . . . Dr. Howard T. Engstrom, deputy director of the National Security Agency, returns to Remington Rand as v.p., Univac div. . . . Jack G. Anderson promoted to military marketing director, Hoffman Labs, succeeding Tom C. Clark, now electromechanical dept. marketing mgr. . . . Walter Serniuk promoted to mgr., Sylvania Amherst engineering lab.

R. W. Dickenson, ex-managing director of TV Adv. Ltd., joins Britain's ABC-TV (Associated Broadcasting Co.), commercial program contractor and subsidiary of Associated British Picture Corp., as administrative controller. Big chain theatre firm (more than 350 houses, 12 closed during year) attributes \$9,774,783 operating profit for fiscal year ending March 31 (net after taxes, about \$3,100,000) largely to TV operations.

Dr. Neil H. Jacoby, 1953-55 member of President Eisenhower's Council of Economic Advisers, ex-v.p. of U of Chicago and presently dean of U of Cal. (L.A.) graduate school of business, named to board of directors of Charles E. Salik's Electronics Investment Corp., San Diego (Vol. 14:28).

Wm. G. Thompson, retired AT&T long lines dept. asst. v.p., named consultant to Asst. Secy. of Defense E. Perkins McGuire and Defense Dept.'s Directorate for Telecommunications Policy.

Dr. Harald T. Friis, Bell Labs, who set up radio-telephone receivers in England linking U. S. and Europe in 1923, receives Franklin Institute Stuart Ballantine Medal Oct. 15.

Dr. Bruce P. Bogert, Bell Labs mathematician, also an accomplished musician, wins "Biennial Award" of Acoustical Society of America for work in physical acoustics and speech transmission.

French electronics engineer Alfred Haas is author of *Oscilloscope Techniques*, released July 21 (Gernsback Library, 224 pp., paper cover \$2.90, cloth bound \$4.60).

Canadian IRE holds 1958 convention in Toronto Oct. 8-10, at Automotive Bldg. on grounds of Canadian National Exhibition.

TV-Radio Production: June brought an upturn in both TV and radio production, but 6-month figures were well below corresponding 1957 period, EIA reports. Cumulative TV production at mid-year was 2,167,930 sets vs. 2,722,139 last year, a drop of about 20%. Radio production, including auto, was 4,961,293 vs. 7,187,294. Six-month production of TV with uhf tuners, was 209,726 vs. 254,894 for corresponding 1957 period.

Picture tube production for first six months of 1958 paralleled TV production, declining about 23% from 4,814,659 to 3,689,587. Receiving tube sales also dropped in 6 months period but rose slightly in June. Revised EIA Jan.-June monthly production figures follow:

	TV		Picture Tubes		Receiving Tubes		
	TV	Auto Radio	Total Radio	Units	\$ Value (Add 000)	Units (Add 000)	\$ Value (Add 000)
Jan.	433,983	349,679	1,026,527	621,910	\$12,342	26,805	\$ 23,264
Feb.	370,413	268,445	876,891	556,136	11,211	29,661	25,650
March ...	416,903	234,911	931,341	634,779	12,643	28,548	25,716
April ...	302,559	190,435	697,307	590,357	11,592	32,582	28,788
May ...	266,932	185,616	654,803	560,559	11,237	36,540	31,406
June ...	377,090	235,433	774,424	725,846	14,203	36,270	31,445
Total	2,167,930	1,464,519	4,961,293	3,689,587	\$73,228	190,406	\$166,269

GE tube reliability standards are being raised by building 9 "extra values" into 70-type line, using improvements originally developed for military receiving tubes, gen. mgr. Irvine D. Daniels of Owensboro, Ky. receiving tube dept. told press conference there. He said improvements should overcome "sit-down strike" by buyers, meet anticipated foreign competition in tubes & semi-conductors. Case for tubes vs. transistors was argued by engineering mgr. R. E. Moe, who said tubes are "10 years ahead" of transistors in design, production & control.

Capehart reentry into TV-radio field "within next few months" is anticipated by pres. Robert A. Gross. Since sold by IT&T in 1956 (Vol. 12:18), Capehart has been exclusively in hi-fi phono field, and recently announced a new line of stereo instruments. Only a year ago, Gross disavowed TV-radio intentions, stating "TV today is in a chaotic and non-profitable state" (Vol. 13:28). Gross says he's not yet ready to announce details of proposed new lines.

Factory sales of transistors in first 6 months of 1958 were 64% ahead of corresponding period last year—18,452,324 units worth \$42,845,056 vs. 11,199,300 units worth \$31,249,000—EIA reported this week. Transistor sales in June were 3,558,094 worth \$8,232,343 vs. 2,999,198 worth \$7,250,824 in May and 2,245,000 worth \$6,121,000 in June 1957.

Reports & comments available: On electronics industry, reviews in *Analysts Journal* of National Federation of Financial Analysts Societies, 444 Madison Ave., and in *Perspective* of Calvin Bullock Ltd., 120 Broadway, N. Y. On Litton, comment by Robert Timpson & Co., 63 Wall St., N. Y. On Packard-Bell and 20th Century-Fox, reports by Shearson, Hammill & Co., 14 Wall St., N. Y. On IT&T, study by Harris, Upham & Co., 14 Wall St., N. Y. On Lab for Electronics and IT&T, studies by H. Hentz & Co., 60 Beaver St., N. Y. On GE, report by Thomson & McKinnon, 11 Wall St., N. Y. On Magnavox, report in *Investor's Reader* of Merrill Lynch, Pierce, Fennner & Smith, 70 Pine St., N. Y. On RCA, review by Reynolds & Co., 120 Broadway, N. Y. On Victoreen, report by Cruttenden, Podesta & Co., 209 S. LaSalle St., Chicago. On Capital Cities TV Corp. (WTEN, Albany, N. Y.; WTVD, Durham-Raleigh, N. C.), analysis in *Studies in Securities* of James H. Oliphant & Co., 61 Broadway, N. Y.

More Stereo Kudos: Exciting preview of infant stereo business is article titled "Stereo Goes to Market" in Aug. *Fortune*, author George A. W. Boehm characterizing new stereo discs as "most important refinement in music reproduction since advent of long-playing records 10 years ago." He states:

"Retailers of high-fidelity components are looking forward to best year they have ever had [and] by the end of year more than 1,000,000 phonographs in the U. S. will be able to play stereo.

"The coming of stereo discs is a particularly good example of commercial innovation and enforced obsolescence. The record companies are opening up a big new market and yet they are doing it without ruining the old one and antagonizing their customers."

Article notes that stereo discs may "ruin one small but important part of [recording industry] business: pre-recorded tape," which now amounts to about \$5,000,000 annually. However, it takes note of RCA tape magazine development, adds many people who have avoided tape due to cost and difficulty of handling may be encouraged to buy new tape units.

Possibility of adding sight to sound on stereo tape is envisioned by dozen or more labs now working on problem. "It may not be too many years before home tape machines will faithfully reproduce not only sound of the music but a moving picture of the orchestra that is playing it."

RCA's market development team for color TV, organized last year to handle such special promotions as "Milwaukee Carnival of Color" (Vol. 13:14), has been disbanded, mgr. Roger S. Drew going to other sales duties not yet specified, his staff of 6 now reporting to 3 newly appointed district mgrs. (Vol. 14:30). Said company spokesman: "Development of color TV has reached stage where we believe it can be handled best by our regular field marketing organization along with black-&-white."

First stereo tape magazines will be shipped by RCA Victor Records to distributors on Sept. 19—at least 30 days before instruments to play the new tapes are available. Sixteen releases in Sept. will be followed by approximately same number each month for rest of year. Top price will be \$10 compared to \$19 for reel-type stereo tapes. Inquiry to RCA Victor manufacturing div. brought word new magazine tape players will not be available before late Oct.

Speaker cabinets designed to house speakers alone aren't subject to 10% manufacturers' excise tax on TV & radio receiving sets and phonos, Internal Revenue Service ruled this week (Rev. Rul. 58-387). Ruling states tax definition of "cabinets" means "cabinets for radio & TV receiving sets, phonographs, or combinations [and] does not include cabinets for radio or TV components as such."

Pacific Mercury TV Mfg., private-label source of part-owner Sears, Roebuck (Silvertone), plans entry into stereo field with combination home electronic organ and stereo tape player, to be manufactured by subsidiary Thomas Organ Co., priced at about \$900.

Five RCA engineering developments in stereophonic sound have been released to other manufacturers on a royalty basis. They are: diamond & sapphire pick-up heads, tone arm and 2 types of tape heads.

Ling Electronics, Los Angeles & Dallas, acquires Calidyne Co., Winchester, Mass., maker of electronic test equipment.

Financial Reports:

ZENITH, tied for second place with GE-Hotpoint in 1958 TV production "guestimates" of financial consultant Edgar Greenebaum (Vol. 14:31), continues its phenomenal upsurge in the face of the industry recession—though whether its excellent first-half results are due more to TV than to other products (radios, hi-fi, hearing aids) isn't indicated in Aug. 7 report by pres. Hugh Robertson. Greenebaum estimated Zenith's TV production this year will be 700,000 units as against 600,000 (tied for 4th place) in 1957.

Consolidated sales for 2nd quarter were \$32,296,774, up 8% from 1957 period's \$29,827,712; consolidated net profit for quarter was \$952,925 (97¢ per share, or \$1.94 on old stock recently split 2-for-1), up 27% from \$747,547 (76¢ or \$1.52) in same 1957 period. That brought 6-mo. sales to \$74,470,506, up 12% from \$66,486,222 in 1957 period; profit to \$2,989,684 (\$3.04 per share, \$6.07 on old stock), up 24% from \$2,398,137 (\$2.43 or \$4.87) for first half 1957.

Deliveries of TV-radio receivers and hi-fi stereo from distributors to dealers have kept pace with factory shipments, says report, resulting in minimum inventories. "TV shipments from distributors to dealers during the first 6 months were at an all-time high for any corresponding 6-mo. period in the company's history [and dealer orders were] in almost all instances substantially higher than the orders placed a year ago. The company continues in a back order position on many models . . ."

Just before his death in May (Vol. 14:20), pres.-founder E. F. McDonald Jr. was able to report 1957 as second highest year for gross and net in Zenith's history (Vol. 14:9). Sales totaled \$160,018,978, net earnings \$8,165,677 (\$16.58 per share).

Note: That new managerial regime at Zenith probably is not giving up Comdr. McDonald's pay-TV crusade was indicated in Aug. 2 address by firm's public relations chief Ted Leitzell to Texas Electronics Assn. Pitching this time to independent TV servicemen for support of Zenith's Phonevision, he argued tollvision would bring them more business because local firms would install Phonevision decoders, public would buy more sets, more sets mean more servicing, etc.

OFFICERS-&DIRECTORS stock transactions as reported to SEC for July:

Admiral—Wallace C. Johnson exercised option to buy 1880, holds 4080.

Allied Artists—Samuel Brody bought 10,088, holds 85,206; George D. Burrows bought 10,000, holds 44,786; Sherrill C. Corwin bought 10,000, holds 28,000; Maurice Goldstein bought 2000, holds 16,100; Edward Morey bought 2000, holds 14,350; Sam Wolf bought 3500, holds 25,500.

C&C TV (now Television Industries)—Erwin H. Ezzes sold 1500, holds none; Matthew Fox acquired 20,000 in exchange for National Phoenix Industries stock, holds 636,400, of which 572,700 are pledged as collateral against loans.

Corning Glass—Wm. H. Armistead exercised option to buy 500, holds 500; John F. G. Hicks exercised option to buy 1500, holds 4250; Amory Houghton sold 1000 in trusts, holds 1,579,980 in trusts, 52,750 personally.

Daystrom—Roy Sandquist bought 100, holds 100.

DuMont Labs—Armand G. Erpf sold 7000, holds 1000; Donovan H. Tyson sold 800, holds 200.

GE—Wm. Rogers Herod sold 938, holds 9076; H. A. MacKinnon exercised option to buy 900, holds 7327; Harold F. Smiddy exercised option to buy 1875, holds 9375.

Herold Radio & Electronics—Shepherd Freedland bought 500, holds 500.

IT&T—Herbert I. Miller bought 800, holds 800.

Litton Industries—Charles R. Abrams Jr. sold 100, holds 3416; Roy L. Ash acquired 15 for partnership through failure of performance under contracts of sales to employees, sold 252 in partnership through exercise of options by employees, holds 14,219 in partnership, 51,425 personally; Carl A. Spaatz sold 200, holds 4100; Charles B. Thornton acquired 30 for partnership through failure of performance under contracts of sales to employees, sold 551 in part-

Metropolitan Bestg. Corp., new name of DuMont Bestg. Corp. (Vol. 14:15, 20), boosted earnings to \$306,194 (20¢ per share) in 6 months ended June 30 vs. \$65,254 (4¢) year earlier, pres. Bernard Goodwin told stockholders in interim report this week. He noted that results were subject to annual audit adjustments, final determination of income taxes, special non-recurring writeoffs (estimated at \$600,000 for full year) caused by talent contract cancellations at radio WNEW, N.Y. Before depreciation & amortization, cash earnings for initial 26 weeks of 1958 were \$1,070,049 (69¢) vs. \$342,680 (22¢) in 1957 period. In addition to WNEW, Metropolitan owns TVs WABD, N. Y. & WTTG, Washington; radio WHK & WHK-FM, Cleveland, latter having been bought in April from *Cleveland Plain Dealer* for \$700,000 (Vol. 14:18).

Stanley Warner Corp., whose holdings include theatre chain, Cinerama, & radio WTRI, Albany, earned \$1,024,046 (50¢ per share) in 39 weeks ended May 31 vs. \$2,699,591 (\$1.25) year earlier. Net income for 1958 period was after non-recurring charge of \$662,464 (33¢). Earnings for 1957 period included special gain of \$33,654 (1¢) on disposal of properties.

Decca Records consolidated earnings dropped to \$76,370 (5¢ per share on 1,527,401 shares outstanding) in 6 months ended June 30 vs. \$1,742,600 (\$1.08 on 1,602,501) year earlier, slump reflecting losses of 81.4%-owned Universal Pictures.

Standard Coil Products reports 2nd quarter upturn, confirming prediction by pres. James O. Burke that first quarter loss of \$266,508 would be followed by "considerably improved operations" in TV tuner & other divs. (Vol. 14:24). Net income was \$291,352 (20¢ per share) on sales of \$16,347,671 in period ended June 30 vs. net loss of \$38,556 on \$13,427,473 year earlier. For 6 months, earnings were \$24,844 (2¢) on \$29,049,520 vs. \$777 on \$27,194,278 in same 1957 period.

Dividends: Television-Electronics Fund, 8¢ payable Aug. 30 to stockholders of record Aug. 4; Electronics Investment Corp., 3¢ Aug. 31 to holders July 31; Oak, 25¢ Sept. 12 to holders Aug. 29; United Artists, 40¢ Sept. 26 to holders Sept. 12; Wells-Gardner, no action.

Eastern Canada Appliance-Radio-Hi-Fi & TV Show is scheduled for Show Mart Bldg., Montreal, Sept. 15-20.

Partnership through exercise of options by employees, holds 31,274 in partnership, 123,249 personally.

Loew's—Charles Braunstein bought 1000, holds 2000.

Magnavox—Frank Freimann sold 2000, holds 51,101 personally, 29,499 in trust.

P. R. Mallory—Ray F. Sparrow sold 100, holds 22,566.

National Telefilm Assoc.—E. Jonny Graff exercised option to buy 1000, sold 600, holds 1900.

National Theatres—Arthur G. Wakeman bought 200, holds 700.

Oak Mfg.—Harry J. Veitch sold 150, holds 38.

Paramount Pictures—Randolph C. Wood sold 16,200, holds 15,100.

Raytheon—C. F. Adams exercised option to buy 16,879, holds 31,090; Carlo L. Calosi exercised option to buy 1000, holds 1000; Ray C. Ellis exercised option to buy 1000, sold 400, holds 1035; Wm. Gammell Jr. sold 1000, holds 12,752; Harold S. Geeen exercised option to buy 7500, holds 15,710; Paul F. Hannah exercised option to buy 1300, holds 1431.

Siegler—Wm. J. Keegan bought 200, holds 1000.

Skiatron Electronics & TV—Arthur Levey sold 18,000 privately, holds 313,331.

Sylvania—Matthew D. Burns sold 125, holds 1230.

Texas Instruments—J. S. Dufford bought 900, holds 18,927 personally, 200 in trust; Cecil H. Green sold 10,000 privately, holds 340,610; J. E. Jonsson sold 13,100 privately, holds 453,294; Eugene McDermott sold 9900 privately, holds 350,443; Bryan F. Smith sold 2000, holds 13,618 personally, 106 in trust; H. J. Wissemann sold 1000, holds 6000.

Trants-Lux—Harry Brandt bought 2000 and 875 more through H. Brandt Foundation, holds 144,500 personally, 14,980 in H. Brandt Foundation, 200 in Bilpam Corp., 1000 in Brapick Corp., 500 in Marathon Pictures, 12,350 in G. Brandt Foundation, 17,900 with associates.

Trav-Ler—D. F. Shea bought 600, holds 900.

Westinghouse—Bruce D. Henderson sold 300, holds 500.

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

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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 16, 1958

FM OPERATORS catching excitement from manufacturers, increasing experiments with stereo & multiplexing. Demand for facilities grows (p. 1).

REPS SEE GOOD SEASON and year for TV spot, their reports all bullish; radio looks to record year (pp. 2 & 3). National ad index (p. 4).

FTC ANTI-FRAUD ORDERS for TV, other media as well as advertisers are suggested by House Committee in report on "alleged" weight-reducers (p. 4).

FEDERAL AID TO ETV okayed by House Commerce Committee, but floor action on \$51,000,000 Magnuson Bill unlikely at this expiring session (p. 5).

LADY GRADUATE OF RADIO and advertising, Mrs. Robt. Gunderson, wins high govt. post. Many women important in TV-radio ownership & management (p. 5).

CRITIQUE OF CRITICS of TV-radio may come out of Fund for Republic. Leo Burnett hits derogators of ads (p. 6).

LOOK INSIDE RUSSIA finds TV on upswing, claims to new inventions exaggerated. John Gunther sums up situation—TV age there "just beginning" (p. 8).

Manufacturing-Distribution-Finance

CO-OP AD TAX TAKEN TO CONGRESS by industry which sees IRS ruling allowances subject to 10% excise levy. AFA lends support (p. 10).

RECIPROCAL TRADE EXTENSION promises no easing of threat to U. S. electronics industry from imports of radios and transistors (p. 10).

CBS EXCEEDS \$200,000,000 gross, net going over \$12,500,000, in first 6 months despite 2nd quarter under first. Year's prospects good (p. 12).

FM's HOPES HIGH FOR STEREO, MULTIPLEXING: Stirrings in stereo, hi-fi, multiplexing and the like -- sparked primarily by set manufacturers & merchandisers (Vol. 14:30) -- continue to spread through ranks of FM operators, who hope that at long last the medium will really come into its own. Of one thing you may be quite certain, the nation's FM operators will not remain supine while military or anyone else talks about "inefficient" use of FM, about cutting its spectrum (Vol. 14:30).

Excitement among manufacturers is catchy. Phono & record makers have most to gain out of stereo -- immediately, in consumer-products sales. FM broadcasters have to wait longer, building audience.

Indicative of FM's hunger for revenues are figures we've obtained from FCC. They're for 1956, latest available, but picture hasn't changed radically:

(1) Of 431 combination AM-FM operators, 302 reported no FM revenues at all, 119 reported total of \$1,000,000. (2) The 51 FM-only stations showed total revenues of \$1,400,000 but suffered collective loss of \$400,000.

Of the FM-only group, only 4 had revenues over \$100,000 -- one showing loss, other 3 averaging \$22,000 profit. Three had revenues in the \$50-100,000 range -- one with loss, other 2 with \$17,500 average profit. Five took in \$25-50,000 -- 4 with loss averaging \$6750, one with \$2000 profit. Rest of the 51 grossed less than \$25,000. No profit-&-loss breakdown is available for joint AM-FM operations.

Stereo has captured imagination of FM operators, and many have experimented with it, while a few broadcast it regularly. Easiest way to do stereo is to use your own AM-FM, TV-AM or TV-FM -- but there has been quite a bit of cooperative work among separately owned stations in producing AM-AM or FM-FM combinations.

Recent survey by Institute of High Fidelity Mfrs., 125 E. 23rd St., N.Y. (Abraham Schwartzman, exec. secy.) queried FM operators, got 319 replies. Of respondents, 213 operate both AM & FM, and 54 report they're broadcasting stereo.

Quickest way to get stereo exposure to public is TV-AM, obviously, because

most people own both kinds of sets, don't need to buy FM or adapters. Obviously, too, manufacturers can't get as excited about TV-AM because new-set purchase isn't mandatory. However, there's growing opinion that TV-AM exposure can whet public's appetite for stereo generally, particularly for stereo phonos. Right now, hard-driving RCA Victor Records is considering a one-shot TV-AM promotion over NBC, using George Gobel show in Oct. It isn't definite yet, would be expensive.

There are purists, too, who insist that stereo must be "perfect"; that neither TV nor AM has adequate fidelity; that FM-FM, through single-station multiplexing, is the ideal. At any rate, multiplexing is growing apace in FM, not only for stereo but for variety of auxiliary services such as background music, store-casting, etc. And FCC has shown its eagerness to listen to proposals for expanding such services, inviting industry to submit ideas by Sept. 2 (Vol. 14:29).

Foregoing kinds of activity have stimulated demand for FM channels to the point that there are actually 13 competitive hearings for channels going on -- even one between rival educational applicants in Los Angeles area! There are 3 hearings in N.Y., 3 in Los Angeles, one each in San Bernardino, Stockton, Chicago, Philadelphia, Baltimore, Alameda, Cal., Vernon-Sierra Madre, Cal.

BUSINESS OUTLOOK AS SEEN BY THE REPS: Representative reps, leaders among the salesmen of national spot time, are also confident of a good season ahead for telecasting -- though perhaps not quite so sure of sellouts as the network chiefs (Vol. 14:32). Once again, we asked the heads of a baker's dozen top rep firms to comment on the present and prospective state of spot TV business -- a logical follow-up of last week's very bullish reports on network prospects.

Replies were uniformly upbeat. Only 2 declined comment, though one did state: "Certainly new competition in any given market, as well as new network practices -- such as the ABC daytime plan -- will have some effect on national spot. [Yet] in the reverse direction is the Kellogg schedule away from network and back to spot.

"Certainly new competition in any given market, as well as new network practices such as the ABC daytime plan, will have some effect on spot. [Yet] indication in the reverse direction is the Kellogg schedule from network back to spot."

Causing headaches in both TV and radio, according to rep John E. Pearson, is the so-called "bonus" system which some agencies are still foisting upon stations. "The idea," states Pearson, "is that, instead of so-called merchandising-&-promotion at the local level, the station gives the client a certain number of 'bonus' spots. For example, they offer a certain number of 'paid' spots if the station will throw in a number of 'bonus' spots as 'merchandising.' It's take-it-or-else -- and many ethical and deserving stations have lost out on certain campaigns to lesser competition because of refusing to do business on such a basis. This is rapidly becoming a trade evil even with top-notch stations in major markets. The smaller the market and the more the competition -- need I paint you another Hadacol picture!"

Our survey (see page 3) may lack the fullness of response of some previous ones we've carried -- several didn't answer because the boss spokesmen were away on vacation -- but you will note that the quotable statements are generally devoid of promotional pap and full of positive confidence. These men know whereof they speak.

Note: And what about radio? Station Representatives Assn. looks to another record spot year, but rep and station reports are much more spotty. First 6 months of 1958 radio spot ran \$93,574,000, up 7.8% over same 1957 half, according to Station Representatives Assn. Estimate is based on reports by members to Price Waterhouse, historically comes within fractional percentage of actual figure later released by FCC. Said SRA managing director Lawrence Webb:

"There are strong indications that the last 6 months of 1958 will exceed the first 6 months to bring the total increase over record 1957 to more than 10%." Last year's national spot radio reached all-time high of \$183,987,000. First quarter of 1958 ran \$46,171,000, up 4% over 1957 quarter; 2nd quarter was \$47,407,000, up 11%.

Representative Reps on the Business Outlook

(See also story, page 2)

BLAIR-TV (Edward P. Shurick, exec. v.p.): "Our tightened economy has resulted in national advertisers examining carefully where and how their media dollars are being spent. With increasing need to get maximum sales returns from advertising dollars spent, the greater impact of TV means more than ever before. The spot use of TV is taking on added significance and dimensions, affording greater flexibility and diversification. Costs-per-thousand have never been more attractive. It's no wonder that the spot buying season this year has moved forward. Advertisers recognize the need to position themselves earlier for what should be a much stronger quarter, business-wise. The summer was surprisingly good, and Blair-TV looks forward with real enthusiasm to the fall-winter season."

CBS SPOT SALES (Jack Schneider, gen. mgr.): "The tempo of our business all through the summer has been definitely upbeat. In considering our summer volume as the foundation for fall, I would definitely forecast the best fall in the history of spot TV. Most of our old spot customers are returning, which is a demonstration that spot TV has been successful for them. But the margin of difference will be the new advertisers, many of whom are already committed to spot TV for the fall, and the large number who have allocated budgets but have not yet placed precise schedules."

HARRINGTON, RIGHTER & PARSONS INC. (John E. Harrington Jr.): "Again there is no recession in the national spot medium this year. This is one of the busiest summers on record. Schedules are being placed and starting earlier. There is, however, a preponderant emphasis on minutes and participations. The situation could change. The networks—all of them—are far more flexible in their acceptance of orders and their rate calculations. National spot is still firm for only 2 weeks. Thus, although business is wonderful, it has never been more competitive within the industry. Also, the demand for availabilities by advertisers this fall should allay the claims of other media that TV is too expensive. If anything, TV—spot or network—has never been more economic."

H-R TELEVISION INC. (Frank M. Headley, pres.): "From all indications in national spot TV, the recession's back is broken—a recession which never quite left its imprint on this field, anyway. True, overall sales volume in the first half of the year didn't make its customary annual rise, but in the last 3 or 4 weeks spot sales have been especially brisk—even for fall buying—as if advertisers are making up for lost time. Although network sales aren't up to par, it's possible that increased spot volume will make up the difference. We are looking forward to an above par second half of 1958 and a great 1959."

GEORGE P. HOLLINGBERY CO. (George P. Hollingbery, pres.): "For the first half of this year, TV business has been good in the major markets and spotty in the secondary markets. Fall business looks brisk in the major markets and is picking up in the secondary markets, and I believe the second 6 months of 1958 will be the best we have had. Kellogg going back to spot can't help but influence other advertisers to do the same. In the past 30 days, the agencies tell me their clients are more optimistic about the future and are expanding their appropriations."

NBC SPOT SALES (Thomas B. McFadden, v.p.): "TV spot business is great—and getting better. Total spot business on the stations represented by NBC Spot Sales for the first 7 months of 1958 showed an increase of 14% over the same period last year. Increasing acceptance of spot by major national advertisers is only part of the story. More aggressive selling by all reps has carried the story of spot to practically everyone capable of using the medium. More & more national advertisers look to TV spot as a basic medium and major TV network advertisers have been exposed to the advantages of supplementing their network purchases with spot. Placement of fall and winter schedules has begun in many agencies and it is safe to estimate that TV stations will enjoy a favorable last quarter."

JOHN E. PEARSON TV INC. (John E. Pearson, pres.): "TV business was somewhat sick the first 6 months of this year. However, there has been a decided upturn in the last few weeks. Some of this is normal fall business, the balance is business such as Spic & Span, Gulf Oil and Crest, where advertisers have just released budgets. Also, spot buying for the coming fall and winter season is somewhat later than previous years because agencies and clients have been slow in making up their minds as to what they wanted to sponsor in the way of network shows or participations. And, some clients still have not released their budget plans for the fall and winter—e.g., look at the slow buying Leo Burnett is doing for the Kellogg spot programs. This naturally is holding up spot advertisers who want to buy adjacencies to such programs and also is putting station program departments and reps in a tizzy as to finalizing the program log and adjacencies. One encouraging word for the TV stations not in the first 50, 75 or 100 markets is that more advertisers seem to be making regional buys or doing some 'testing' that may easily result in regional stations seeing an upturn in the coming months in their national spot business."

PETERS, GRIFFIN, WOODWARD INC. (H. Preston Peters, pres.): "We are experiencing healthy billings in TV this summer and we expect that more advertisers will use more spot TV in the next 4 months than ever before. In the last few months, our story of the spot TV medium, 'A Local Affair,' has been presented to literally hundreds of advertising planners. Their gratifying response to the advantages of our medium contribute to this optimistic forecast."

VENARD, RINTOUL & McCONNELL INC. (Lloyd George Venard, pres.): "Television spot business for fall should parallel business recovery and if the prognosticators in Wall Street are correct, the recovery should be in full swing late in the fall. The fact that the networks have so much unsold TV time at the present leads us to believe that much of this money eventually will be released either for TV network or TV spot. Certainly the last few weeks have shown an increased activity, but in many cases we find the larger agencies are assembling facts for a final decision. The fall season, in our estimation, will be a little later starting than usual but the last few months of the year should show considerable improvement because of this."

TV-Radio Up Ad Volume Index: Thanks largely to gains in network TV, national advertising volume as whole during first half of this year stayed at nearly same levels as year ago, according to *Printers' Ink* monthly National Advertising Index for June and for Jan.-June. Month showed about 2% improvement over May (Vol. 14:29), but for 6 months only network TV (up 14%) and network radio (up 2%) were on plus side, magazines running 6% behind, newspapers 9%, business papers 4%, outdoor 1%.

The *Printers' Ink* Index does not take into account either spot TV or spot radio, despite their huge volume (p. 2). Breakdowns on network TV figures for June and first 6 months, as reported by TvB, were reported in our Vol. 14:31.

Coincident with release of these index figures, TvB this week released June roundup of estimated expenditures of top 15 TV network advertisers by names and by brands, also grand totals by day parts and by product classifications (available from its N. Y. headquarters, 444 Madison Ave.). The *Printers' Ink* Index and percentage figures for June and Jan.-June:

Medium	Index		% change from		% cumulative change
	June 1958	June 1957	1 month ago	1 year ago	
General Index	207	210	+ 2	- 1	0
Total Magazines.....	159	169	+ 6	- 6	- 6
Weekly	183	188	+ 6	- 3	- 7
Women's	118	137	+ 6	-14	- 5
General Monthly.....	179	193	+ 6	- 7	- 4
Farm	87	112	- 7	-22	-18
Newspapers	193	204	+ 7	- 5	- 9
Network Television.....	416	370	0	+12	+14
Network Radio	26	28	-16	- 7	+ 2
Business Papers.....	198	224	- 5	-12	- 4
Outdoor	160	168	+ 3	- 5	- 1
Direct Mail*.....	208	223	- 4	- 7	0

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through June, 1958.

* Direct mail is not included in the general index, as data usually lag one month.

Theatre-TV-Radio Infighting: Radio blow-by-blow blackout of Floyd Patterson-Roy Harris heavyweight fight Aug. 18 in Los Angeles, for which TelePrompTer has exclusive theatre-TV rights (Vol. 14:32), was defied this week by RKO Teleradio Pictures' radio WOR, N. Y. Station announced it would broadcast simulated blow-by-blow of bout, using press service reports, in lack of ringside radio—and TelePrompTer promptly sought N. Y. County Supreme Court injunction to prevent it. Arguments on court action, scheduled for Aug. 15, were postponed by agreement until morning of championship bout pending week end efforts to reach settlement. In similar 1953 theatre-TV case involving radio WOV, N. Y. and International Boxing Club (Vol. 9:38), N. Y. court ruled station could broadcast resume of bout after each round, but couldn't simulate actual ringside description.

Rate increases: KYW-TV, Cleveland, has raised base hour from \$1950 to \$2000, 20 sec. \$475 to \$525. WDAF-TV, Kansas City, Aug. 1 raised hour from \$1060 to \$1300, min. \$212 to \$300. WUSN-TV, Charleston, S. C. Nov. 1 raises hour \$300 to \$400, min. \$75 to \$100. WLBZ-TV, Bangor, Aug. 1 added Class AA hour (7:30-10:30 p.m. daily) at \$325, min. at \$65, Class A hour going from \$300 to \$250. KIVA, Yuma, Oct. 1, hour \$200 to \$250, min. \$40 to \$50. Rate decrease: WKYT, Lexington, Ky. Aug. 1 cut base hour from \$251.30 to \$175, min. \$41 to \$35.

Let the Media Beware: TV, radio & press—as well as advertisers themselves—would be accountable to Federal law for fraudulent product claims under proposal submitted this week by House Govt. Operations Committee "for consideration by appropriate legislative committees." Outgrowth of legal & monetary subcommittee hearings year ago on misleading ads (mostly in print media) for weight-reducing preparations, report by Committee "makes no recommendations" for making media legally responsible for advertisers' frauds.

But it cites this among "suggestions of legislative changes: It may be in the public interest to make [Post Office Dept.] mail-fraud orders and [FTC] cease-&-desist orders . . . binding on other advertisers [and] advertising media, including press, radio and television utilizing the same illicit advertising for the same product, after notice of the provisions . . . is made known to such advertisers & advertising media."

Sharply critical of FTC procedure, report said: "In the field of false & misleading advertising in general, the Commission's record has been one of incredible delay & procrastination."

Other "suggestions" stemming from hearings by subcommittee headed by Rep. Blatnik (D-Minn.): (1) "In cases where the public health is involved," burden of proof that questioned advertising is truthful would be placed on advertiser, relieving FTC of present necessity of showing that ads are untruthful before cease-&-desist orders are issued. (2) "For purposes of prosecution," findings of fraud by Post Office Dept. would be applicable to FTC cases and vice versa. (3) Jurisdiction over "medical frauds" would be shifted from FTC to Food & Drug Administration because of latter's "unquestioned technical competency."

New reps: WKYT, Lexington, Ky. (Ch. 27) to Young (from Pearson); KHAD-TV, Laredo, Tex. (Ch. 8) to Venable, Rintoul & McConnell (from Pearson).

Seymour Smith Assoc., 205 E. 42nd St., N. Y., research firm newly formed by Seymour Smith, who was exec. director of recently dissolved Advertest Research, appoints: Marvin J. Rothenberg, ex-NBC Research, as assoc. director; Milton Gerard, project director; Laura Shifman, field director; Floyd H. White, coding & tabulating supervisor—last 3 from Advertest Research. Pres. of Advertest, Richard Bruskin, forms R. H. Bruskin Assoc., 96 Bayard St., New Brunswick, N. J., joined by Advertest senior project directors Howard Grossman & Jerome Medford.

"TV-Q" program rating service, to measure "qualitatively," has been established by Henry Brenner, ex-marketing research director of Standard Brands, as an affiliate of his Home Testing Institute, 200 W. 57th St., N. Y. Surveys are conducted via mailed questionnaires to about 750 families, who are asked to rate programs as "one of my favorites," "very good," "good," "fair," "poor," "have never seen."

Liquor ad ban bill—hardy Congressional perennial (Vol. 14:29)—was stored away again this week until next session. Senate Interstate Commerce Committee agreed to shelve measure (S-582) by Sen. Langer (R-N. D.) which as usual got nowhere despite campaign by dry forces in hearings (Vol. 14:18).

Assn. of National Advertisers, 155 E. 44th St., N. Y. has published charts of ad budget cost factors available at \$1 each.

ETV Bill Resuscitated: In 11th-hour action, House Commerce Committee this week approved amended version of Senate-passed \$51,000,000 Federal-aid-to-educational-TV bill (S-2119). But with Congressional adjournment imminent, Committee's delay in getting around to measure (Vol. 13:42) may have doomed it at this session.

House supporters of bill by Sen. Magnuson (D-Wash.) to authorize govt. grants for purchase of ETV equipment were confident that they could muster enough votes to pass it if it reaches floor. At week's end, no legislative priority tag had been placed on measure, however.

Voting 13-7 to report bill favorably, House Committee amended it to (1) Make local school districts and other govt. subdivisions—as well as states, Alaska, Hawaii & D. C.—eligible to receive Federal ETV money, but limit grants for colleges & universities to govt.-supported institutions. (2) Eliminate Magnuson provision that non-profit private ETV organizations also could qualify for funds from grants of up to \$1,000,000 to each state & territory.

As voiced in closed session of Committee, objections to unprecedented ETV measure were same as those raised by some members of transportation & communications subcommittee which held public hearing last month (Vol. 14:29): (1) States' rights may be impaired by further Federal incursions into educational fields. (2) Where is the money coming from?

In another ETV-related action this week, Senate approved National Defense Education Act of 1958 (HR-13247) which includes provision for \$2,000,000 per year for 4 years to Comr. of Education for studies of educational uses of TV, radio, movies & other teaching aids.

Other ETV developments: (1) Educational TV & Radio Center, Ann Arbor, reported 27 non-commercial stations programmed 89 hours of scientific studies in recent sample week vs. 47 year earlier—"reflecting increased concern over scientific education" in Sputnik era. (2) Lilly Endowment Inc., Lincoln, Neb., gave \$8250 to ETRC to develop pilot religious drama program. (3) Greater Washington Educational TV Assn. announced its first science series will start Sept. 22 on WTTG (Ch. 5), National Academy of Science cooperating in lessons. (4) WBRC-TV, Birmingham, donated technical production equipment worth \$2000 to Ala. Educational TV Commission.

IATSE Skips Tape Issues: Wait-&-see policy on TV tape jurisdiction-&-jobs problems has been adopted nationally by IATSE, which struck N. Y. Film Producers Assn. in May in local dispute over issue (Vol. 14:22). Delegates to union's St. Louis convention last week had been expected to spell out jurisdictional demands on networks, other tape users. But in quiet convention they avoided formal stand on specifics, passing general resolution reaffirming IATSE's rights to jobs also claimed by IBEW & NABET. Meanwhile, *Variety* reported that FPA is cooking up plan—involving IATSE help—to seek Congressional inquiry into alleged threat of "monopoly" by networks in taped commercial field. On other TV labor fronts: (1) Screen Extras Guild joined Screen Actors Guild in opposing AFTRA's proposal for NLRB election to determine union representation of players in taped commercials (Vol. 14:26). (2) Representatives of AFM and musicians' unions in 15 foreign countries met this week end in Zurich under auspices of International Federation of Musicians to draft plan to control international shipment of recorded music for U. S. TV shows & movies. AFM pres. Herman D. Kenin says increasing use of foreign tapes in U. S. threatens livelihood of AFM members. (3) SAG worked up contract proposal for extra payments to actors employed by film firms to dub English in foreign theatrical movies which later are sold to TV.

MST vs. ABC (Cont'd): ABC's attack on allocations philosophy of Assn. of Maximum Service Telecasters (Vol. 14:32) stirred MST into complaining bitterly to FCC that "ABC's reply contains an extensive and wholly baseless *ad hominem* attack upon MST and MST's motives in opposing ABC's Petition. MST is surprised and shocked that ABC would file a pleading of this type." [Editor's Note: Webster's defines *ad hominem*: "To the man;—said of an argument directed at or appealing to one's passions or prejudices rather than one's intellect."] To ABC's charge that MST's approach is "negative," latter replies: "The facts, well known to the industry and to the Commission, are that MST has, from the very beginning, taken the lead in collecting reliable technical data vital to the review of present TV allocations and the determination of the best approach to future TV allocations . . . The facts make clear that MST is concerned with assuring high technical quality of service to the public and not with protecting its members against competition."

Do You Know That . . .

HOUSEWIFE with a go-getter record was how the *New York Times* described 41-year-old Mrs. Robert W. Gunderson, nee Barbara Bates, Republican national committeewoman from So. Dakota and alumna of the hard schools of audible journalism and advertising, upon her appointment by President Eisenhower this week to the Civil Service Commission, a \$20,000 job.

The blonde, bright & breezy Mrs. Gunderson, one of 6 children of a country editor, ran the whole gamut of country journalism, even made it help pay her way through Congregational College, Yankton, S. D., from which she was graduated in 1938. Then she went to work for radio WNAX until her fiance, a law student at So. Dakota U, was drafted and sent to Ft. Leonard Wood, Kansas. Thereupon she went to the big city to be near young Gunderson, took a job writing ads for R. J. Potts Adv. Agency, Kansas City, married her young man just before he was shipped

overseas in 1941. Soon thereafter she became chief continuity writer and women's director of WOW, Omaha.

When her husband was mustered out, they lived in Omaha until 1947 when he decided to put out his law shingle in Rapid City, S. D. There Mrs. Gunderson became a featured broadcaster for KOTA, still counterpart of KOTA-TV, established in 1955 and still owned & managed by another career woman, Mrs. Helen S. Duhamel, along with Ch. 4 KDUH-TV, Hay Springs, Neb.

Active in civic and state affairs, a campaigner for Eisenhower, Mrs. Gunderson's appointment was a political reward. Whether the Administration uses her radio know-how, whether she will influence other appointments in TV-radio regulation, remains to be seen. Incidentally, the Republican national committeewoman from No. Dakota is Mrs. Ethel H. Cooley, whose husband John B. Cooley died a few weeks ago, leaving her his ownership interest in radio KLPM, Minot.

The ladies of TV-radio, God bless 'em, are invariably elusive when it come to information about their careers—

even if you promise to omit birthdates! But we hope to tell you more about more of them later. Meanwhile, on the political scene, aside from ex-Comr. Frieda Henneck, the most prominent in Washington probably is Mary Jane Morris, '43 U of Michigan law graduate, who is secy. of the FCC and one of the dozen or so women lawyers in TV-radio regulatory fields (Vol. 14:29). The peppery, popular "Mary Jane" first worked in Wendell Willkie's law firm in N. Y., then became asst. to the chairman of the speakers' bureau, Republican National Committee.

Besides Mrs. Duhamel, there are quite a few others who have achieved real distinction in TV-radio ownership-management: e.g., Mrs. Scott Bullitt, owner-operator of stations in Seattle, Spokane & Portland; Mrs. Hugh (Mickey) McClung, widow of a newspaper publisher-broadcaster and now owner of KHSL-TV, Chico & radio KVCV, Redding, Cal.; Mrs. Georgia M. Davidson, pres.-gen. mgr. of KIDO & KIDO-TV, Boise, widow of the late great Oregon broadcaster C. G. Phillips; Mrs. Lucille Ross Buford, who controls KLTU, Tyler, Tex.; Helen Patterson, v.p.-program mgr. of WRGP-TV, Chattanooga, Tenn., whose pres. & 70% owner is her husband, Ramon G. Patterson.

Then there are Mrs. Maria Helen Alvarez, who at 25 founded pre-freeze KOTV, Tulsa, in 1949, later acquired interest in other stations, now has realty and other holdings that put her in the millionaire class (Vol. 14:24); Mrs. Betty Goshorn Weldon, wife of former Blair chief executive William Weldon and chief owner & exec. v.p. of KRCG, Jefferson City, Mo. (Ch. 13) which she founded while her family retained majority interest in its local newspapers and radio; Elizabeth Sammons, v.p.-secy. of KSCJ, Sioux City, Ia. and part owner of KTIV(TV); Mrs. M. E. Megargee, who with her family inherited radio WGBI from her veteran broadcaster-husband, the late Frank Megargee, also now owning 50% of WDAU-TV,

Scranton, with daughter Mrs. Marcella Holcolm, secy. of the company and quite active in it.

There is also, of course, Mrs. Oveta Culp Hobby, ex-Secy. of Health, Education & Welfare. With her husband, ex-Texas Gov. William P. Hobby, she owns and works at the *Houston Post* and its highly successful KPRC & KPRC-TV. And Miss Eleanor McClatchy, who actively directs her family's California newspaper-radio chain, including its pioneer uhf KMJ-TV, Fresno.

That these ladies are first citizens of their communities goes almost without saying. In the case of Mrs. Bullitt, she was on the original NAB Code Review Board. Mrs. McClung is still on that board. And Mildred V. Ernst, with title of program mgr. of KWRB-TV, Riverton, Wyo., which she founded last winter with husband Joseph P. Ernst, is also co-owner of radios in Riverton, Thermopolis & Worland, Wyo.; she performed yeoman service for the industry recently, appearing for NAB on fair labor legislation.

There are many other women in top positions, of course—particularly in radio—and we'll report on more of them later. They even have their own national organization, American Women in Radio & Television Inc., 501 Madison Ave., N. Y.; it's headed by Nena Badenoch, alumna of various stations, now TV-radio director of the National Society for Crippled Children & Adults, Chicago, who succeeded pioneer radio producer Edythe Fern Melrose, a star on ABC's WXYZ-TV, Detroit (*House o' Charn*) who is now Mrs. Forrest Webster.

Note: Our recent column on women engineers in the industry (Vol. 14:27) failed to mention Gretchen Huff, of the Washington consulting engineering firm of Silliman, Moffet & Rohrer. Miss Huff started by taking an Army technicians' course at Wright Field in 1942, worked as civilian technician until 1946 when she joined the late consultant William Foss.

Critique of The Critics: From carping critic like *Saturday Review's* Robert Lewis Shayon to kidding critic like Herald Tribune Syndicate's John Crosby; from sometimes violent analysts of the show-biz stripe like *Variety's* George Rosen to soberly studious reviewers like *N. Y. Times's* Jack Gould; from hard-hitting TV-radio editors like *N. Y. Journal-American's* Jack O'Brien to tolerant veterans like *N. Y. News's* Ben Gross and *Chicago Tribune's* Larry Wolters—perhaps we'll soon get a truly objective study from Fund for the Republic of what makes TV critics click.

Maybe it will also explore the journalisticly jealous elements against whom NBC's Robert W. Sarnoff took off two months ago (see our Special Supplement of June 21, 1958: "Are Newspapers Deliberately Derogating Television?"). Perhaps, too, there will be some well-chosen words about industry-can-do-no-wrong trade pressmen.

Fund for the Republic, set up by Ford Foundation, now has ex-AP, UP & *Chicago Sun-Times* newsman Patrick McGrady, recently exec. editor of NBC's *Briefing Session*, making the rounds, interviewing critics, et al, in cities like Chicago, Seattle, San Francisco, Los Angeles, New Orleans, Houston, St. Louis. He's probing role of the professional TV critic for Fund's newest TV study as part of its \$4,000,000 mass media exploration (Vol. 14:31). Other studies under way:

Pay-TV controversy, by Robert W. Horton, ex-information director of National Defense Advisory Commission; censorship, by Charles Winick, of MIT's leisure time project; audience rating systems, by J. E. Patterson, of *Business Week*. Fund early this year published excellent study

of TV journalism by Herbert Mitgang, of *N. Y. Times* (Vol. 14:16), sponsored Mike Wallace's *Survival & Freedom* on ABC-TV (Vol. 14:29).

Note: So much criticism has been leveled lately against advertising, "hidden persuaders" and such, that big ad agency Leo Burnett Co. took full-page ads this week in metropolitan newspapers to lash back while at same time doing some self-promotion. Under caption "The Un-hidden Persuaders," ads read:

"If you draw your conclusions from the self-styled experts in the field these days, advertising and selling are pretty sneaky stuff. To hear these boys talk, you'd think advertising was one part psychiatry to 2 parts brainwashing, with a couple dashes of henbane and dragonwort thrown in.

"We happen to think that most people buy things because they need, want, and can use them. And that these people, regardless of their libidos or ids, like the kind of advertising that shows arresting pictures of these products and delivers fresh, truthful, interesting words about them. Thank heavens, that's the kind of advertising our clients seem to like, too." Then comes its imposing list of clients, most of them TV and/or radio advertisers.

Called by *Variety* "Chicago's hottest ad agency," Leo Burnett is currently surveying triple-spotting with avowed purpose of bypassing stations using it. Agency is circulating questionnaire asking stations to set forth their multiple-spotting policies, whether they carry network program promotions or use them otherwise, whether they guarantee all but station-break time for spot half-hour programs.

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with ELECTRONICS REPORTS

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Personal Notes: John A. Schneider, 31-year-old mgr. of CBS-TV Spot Sales, is slated to become gen. mgr. of WCAU-TV, Philadelphia when CBS completes takeover Aug. 29, Joseph T. Connolly continuing as gen. mgr. of radio WCAU—both reporting to Don Thornburgh, now pres., until he retires to *Philadelphia Bulletin* post in Feb.; Robert M. McGredy, who succeeded Charles Vanda, now J. Walter Thompson, L.A., as acting TV mgr., is resigning . . . Bruce Bryant, eastern mgr. of CBS-TV Spot Sales, is due to succeed Jack Schneider as gen. mgr. of that dept.; Art Elliot, Chicago mgr., will be promoted to Bryant post; Jack White, San Francisco mgr., succeeds Elliot; Dick Loftus, Detroit mgr., succeeds White; Howard Marsh, Chicago salesman, promoted to Loftus' post in Detroit . . . Frederick W. Clayton, asst. chief, FCC common carrier bureau, joins State Dept.'s International Cooperation Administration (foreign aid) Aug. 18, will be transportation industry officer at Kabul, Afghanistan; a civil engineer, he joined FCC in June, 1957 after serving 4 years on Nevada Public Utilities Commission . . . James F. O'Grady transfers from Chicago to become sales v.p. rep. of Young Television Corp., N. Y., succeeded as midwestern mgr. by Richard J. Kelliher, from San Francisco office, who is replaced by Frank A. Waters from N. Y. office; on Aug. 18, firm opens Detroit offices in Book Bldg., under R. John Stella, from Chicago staff . . . Robert W. Sarnoff, NBC chairman, receives VFW gold medal award in N. Y. Aug. 18 . . . Earl J. Glade, original gen. mgr. of KSL, Salt Lake City, later mayor of that city, recently its airport mgr., is currently campaigning for the State Senate on Democratic ticket; he's father of Earl Jr., station & commercial mgr. of KBOI & KBOI-TV, Boise . . . George Vogel, ex-Mutual exec-v.p., now managing direc-

Voynow-Hubbard Filly: "Winningest" 2-year-old filly in the land is Dark Vintage, daughter of Wine List, bred by Ed Voynow, Chicago v.p. of rep Edward Petry & Co., which has won 6 of her last 7 starts and earned \$121,750 to date. It now develops that Voynow sold half interest some time ago to Stanley E. Hubbard, owner of KSTP-TV, St. Paul, KOB-TV, Albuquerque & other stations, who incidentally never bets on a race. Their stable races under the name North Star Ranch, which also owns Outrank, Creswood Susie, Superwoman & Asiro, latter an Argentine importation which thus far has won 3 races in the U. S. and earned \$7435. Dark Vintage, racing as an odds-on favorite in Chicago's Arlington Park Aug. 13, lost its first race—to Battle Heart, a 45-1 longshot—but nevertheless collected \$20,000 for second place.

TV Olympic committee to supervise telecasts of 1960 winter games at Squaw Valley, Cal., will have as chairman Dan Seymour, J. Walter Thompson v.p. in charge of TV. Members: Lowell Thomas, commentator; Dave Werblin, pres. of MCA-TV Ltd., N. Y.; Wally Jordan, TV-radio director, William Morris Agency; Bill Henry, TV commentator and *Los Angeles Times* columnist.

tor, Spotlight Promotions, 1150 Sixth Ave., N.Y., succeeding Sidney DuBroff . . . Ted Eiland, currently local sales mgr., WTVJ, Miami, will be named gen. mgr. of WLOS-TV, Asheville, N. C., replacing Charles B. Britt, who has sold his interest to WTVJ Inc. (Vol. 14:13, 29) . . . Roy Bowman, gen. mgr. of Donald Reynolds' radio KBRS, Springdale, Ark. named gen. mgr. of KHAD-TV, Laredo, now operated by Reynolds under lease . . . Lee Polk, ex-WCBS-TV & Edward King, Columbia U lecturer, named producer-directors of N. Y. state board of regents Metropolitan Education TV program starting Sept. 15 on WPIX, N. Y. (Vol. 14:26) . . . C. R. Watts, ex-KROD-TV, El Paso, named gen. mgr. of KVII, Amarillo . . . William McGraw promoted to asst. program mgr. of KDKA-TV, Pittsburgh; Roger Wolfe to operations supervisor . . . Philip M. Bernstein promoted to ABC asst. director of press information, succeeding Stephen Strassberg, now director (Vol. 14:32) . . . A. W. Harding, ex-General Mills marketing research director, named v.p. & research director of C. E. Hooper Inc. . . . Jack Haskell promoted to Los Angeles TV sales mgr. Peters, Griffin, Woodward, succeeding John Serrao, resigned . . . James W. Beach, ABC-TV central div. v.p., elected pres. of Chicago's Broadcast Advertising Club, succeeding Ward L. Quaal, v.p.-gen. mgr. of WGN Inc. . . . Harry W. Loud heads new TV Commercials Inc., Los Angeles, a Paramount Sunset Corp. subsidiary.

ADVERTISING AGENCIES: Harry Graybill promoted to mrg., N. W. Ayer San Francisco office, succeeding Carl Zachrisson . . . Thoburn Wiant promoted to v.p., Young & Rubicam Detroit office . . . Clyde E. Rapp promoted to mgr., new Dancer-Fitzgerald-Sample Dayton office . . . Frederick C. Adams promoted to mgr. new Erwin Wasey, Ruthrauff & Ryan Pittsburgh office . . . William C. Pank named plans board chairman of Reach, McClinton, N. Y., Douglas Coady promoted to mgr., new Boston office . . . Eugene Peterson promoted to asst. to the pres., Campbell-Mithun . . . Herbert W. Warden, ex-senior v.p., Ogilvy, Benson & Mather, forms H. W. Warden Assoc., N. Y. . . . Wm. D. Fisher, ex-Gardner Adv., named v.p. for TV-radio, Doherty, Clifford, Steers & Shenfield . . . Walter M. Heymann Jr., & Lester A. Delano promoted to v.p.'s, North Adv. . . . John A. Thomas, v.p. of Benton & Bowles, retires Aug. 31.

New law firm name: Kirkland, Ellis, Hodson, Chaffetz & Masters—formerly Kirkland, Fleming, Green, Martin & Ellis. Firm has large Washington office and heavy TV-radio practice, but name includes only Chicago partners. Change reflects death of Mellen C. Martin and retirement to "of counsel" status by Messrs. Fleming & Green. Firm was founded in 1908 as Shepherd & McCormick by Robert McCormick, late publisher of *Chicago Tribune*; its Washington office opened by late Louis G. Caldwell. Senior member is Weymouth Kirkland, 81.

U. S. Information Agency appoints Frank H. Oram Jr., ex-asst. director in charge of Latin American activities, as its representative at State Dept.'s Senior Officers' Course; Albert Harkness Jr., ex-deputy director of Far East operations, to succeed Oram; George M. Hellyer, ex-asst. director of Far East operations, to public affairs officer in Tokyo; Wm. W. Copeland, ex-public affairs officer in Manila, to succeed Hellyer.

Rep. Joe M. Kilgore (D-Tex.) replaces Rep. Martin Dies (D-Tex.) on House Interstate & Foreign Commerce Committee. Dies resigned from Committee, isn't running for reelection because of ill health.

Inside Soviet TV: Soviet scientists have invented everything under the sun, if you believe Russian propaganda—and that includes TV. But the only Russian we know who played any big part in TV's development, RCA's Dr. Vladimir K. Zworykin, was an immigrant (1919) who did his great work in these United States. Though Russians are supposed to be working on color TV, recent claim that their 18th century scholar Mikhail Romanosov contributed to its basic principles, as reported by NBC's Moscow correspondent Irving R. Levine, certainly doesn't help the rather meagre Soviet TV industry of today.

Our last *Television Factbook*, as well as USIA's latest compilation (Vol. 14:29), shows only 2,500,000 TVs in use in the USSR, which is an overestimate if we're to believe the chapter on TV in Russia in John Gunther's latest book *Inside Russia Today*. But he understates the number of Russia's stations, for our new *Factbook* listing, from official sources, shows more than 50.

Just the same, Gunther's observations on TV in Russia (really Moscow) are interesting:

* * * *

"The age of TV, like that of the automobile, is just beginning in the Soviet Union. There are only 13 or 14 regularly functioning TV stations, and probably not more than 1,500,000 sets. On the other hand, more antennae are sprouting on the roofs of buildings in Moscow and the other big cities day by day; very large expansion of the industry is hoped for.

"The Moscow station transmits programs for 4 hours

Competition for AT&T? Video Independent Theaters, 11 N. Lee St., Oklahoma City (Henry Griffing, pres.), is offering to supply TV microwave systems for stations and community antenna systems anywhere in U. S.—concentrating initially in Southwest. VIT subsidiary Mesa Microwave is already a common carrier, serving CATV systems run by VIT subsidiary Vumore Corp. in Ardmore & Altus, Okla., has applications pending for microwaves to serve systems in Laredo, Memphis & Wellington, Tex.—and will serve CATV systems it is building in Tallahassee, Naples & Ft. Myers, Fla. VIT is among more energetic pioneers in movie-TV field—having experimented with now-suspended cable-theatre operation in Bartlesville, Okla. (Vol. 14:21), in addition to operating 140 theatres and several CATV systems, and holds CP for KVVU, Santa Fe (Ch. 2), 12½% of KWTW, Oklahoma City (Ch. 9).

An off-air uhf merits no special break in competition for a vhf channel, in opinion of FCC examiner Charles J. Frederick, who this week recommended grant of Beaumont's Ch. 12 to Brown Telecasters Inc., turndown of KBMT (Ch. 31), which quit Aug. 1, 1956, and local radio KJET. Examiner favored Brown because of more civic activity, wider diversity of business interests among principals, program plans, preparation for TV. Principal is E. W. Brown Jr. (60%), who has variety of interests—ranching, airport, etc. W. E. Beathard Jr. is TV man of the company—having worked for KBMT, KSLA, Shreveport (Ch. 12) & KFDM-TV, Beaumont (Ch. 6) as production mgr., etc. KBMT proposed to use its old studio site, about 5 mi. from Beaumont, which it had employed under waiver of FCC rules. Examiner held that KBMT failed to show why it should be permitted to get waiver again.

a day as a general rule; from 7 p.m. till 11 on weekdays, 8 to 12 Saturdays, and 2 till about 6 on Sundays. This may not seem like much, but is average for continental Europe. Telecast times are not always adhered to strictly, and programs can go on or off at almost any time. The Moscow station has two channels, but one is still experimental.

"The largest screen now being manufactured for home users is 14 inches. One Soviet practice, which the Western world might well imitate, is to release new feature movies to TV 10 days after the first performance in a theater. In the United States, one may wait for 10 years.

"There are no commercials, unless govt. announcements can be considered to be commercials, no cheese-cake, no disc jockey, no soap operas, no adventure stories, no news shows like *See It Now*. Sixty per cent of all programs are live, and between 40 and 50% originate in the studio. Programming is carefully worked out on a yearly basis. Ten per cent of annual telecast time goes to sport, 12% to theater, 20% to music (whole operas are often presented), and 40% to films. Children's programs get 10%, news 4%, and industry and science (including education) 2% each.

Excellent color TV demonstration has been conducted by Russians in Leningrad, according to report in Aug. 11 *Electronic News* by J. W. Cohn. Adapted NTSC system was employed, and Russians claim that "quantity production" of sets is due in late 1959, at cost about 80% higher than black-&-white. RCA color tube was used, but Russians say they plan to make their own. Meanwhile, officials complain that U. S. tube makers refuse to sell them tubes in quantity, one stating: "We do not understand your businessmen."

Symposium on broadcast transmission systems will be conducted by IRE Sept. 26-27 at Willard Hotel, Washington. FCC Comr. T.A.M. Craven will be banquet speaker, discuss TV allocations. A major feature of conference will be videotape forum moderated by Ralph N. Harmon, Westinghouse stations' engineering v.p., and including: Robert Byloff & Lawrence Weiland, NBC; K. V. Benson & Price E. Fish, CBS; Robert M. Morris, ABC; James L. Middlebrooks, KING-TV, Seattle. Papers will cover precise offset carrier, vidicon performance, stereocasting, weather radar and telecasting, FM & multiplexing, broadcast switching facilities.

Payment of \$2,000,000 to National Telefilm Assoc. by United Artists this week ended NTA's \$18,000,000 suit to enforce contract for purchase of 820,000 Associated Artists Productions shares—and control of big Warner Bros. feature library (Vol. 14:25). Pending settlement, UA was prevented by N. Y. State Supreme Court injunction from taking over AAP assets for UA affiliate Gotham TV Film Corp. Also named defendants in now-discontinued suit were ex-AAP executives Louis Chesler & Maxwell Goldhar who made stock deal with NTA.

Facility Changes: WFBC-TV, Greenville, S. C. (Ch. 4), moves to new site atop Caesars Head Mt. Aug. 31; KIVA, Yuma, Ariz. (Ch. 11) boosts to 316-kw Sept. 28; WPSD-TV, Paducah, Ky. (Ch. 6) boosts to 100-kw "by end of Sept."; KFDM-TV, Amarillo, Tex. (Ch. 10) boosted power to 316-kw Aug. 6.

New \$800,000 station-transmitter building is planned by WKRC-TV, Cincinnati (Ch. 12) & WKRC at 9-acre site now occupied by its TV transmitter.

Clips from the Current Press—

(Digests of Noteworthy Contemporary Reports)

"After 5 years of operation, Japan now has 1,400,000 [TV] sets in operation. No bar, restaurant or coffeehouse can afford to be without one. There are quiz programs, broadcasts of baseball games and many imported U. S. film series (Emperor Hirohito's favorite program is *Superman*). Viewers who want no part of commercials can tune in on the 19 govt.-run stations, which operate on the lines of Britain's BBC. But the 7 commercial stations have more business than they can handle and their number is increasing by the month; by year's end commercial stations will outnumber the govt.'s, will reach a total of 39 in 1959."—Time Magazine.

Lunar probe—missile to the moon, tentatively scheduled for attempt Aug. 17—will give only roughest sort of "picture" of moon even if the shot is successful. Though news reports have said that satellite will carry "TV-type scanning device," it will actually have a photo-cell unit that can give only the grossest sort of indication of terrain. Cell is designed to scan surface of moon, transmit information to earth via 108.09-mc 100-watt peak power transmitter. Signal is to be picked up on oscilloscope, then "interpreted." Defense Dept. spokesman says oscilloscope will show "a sort of zig-zag line—not a TV picture at all." Sooner or later, more sophisticated device, a real camera, will be sent up—presumably a high-definition system such as CBS-Hytron's, which can give 12,000 lines of resolution (Vol. 14:12).

RCA shipped superturnstile antenna July 15 to upcoming KCIX-TV, Nampa, Ida. (Ch. 6), due on air shortly; superturnstile antenna July 16 to KNOP, North Platte, Neb. (Ch. 2), which hasn't reported target; 6-kw transmitter July 18 to WFBC-TV, Greenville, S. C. (Ch. 4) planning move to new site; 25-kw transmitter July 10 to KRBB, El Dorado, Ark. (Ch. 10), planning boost to 316-kw using 1000-ft. tower at new site; 25-kw transmitter Aug. 7 to WOAI-TV, San Antonio (Ch. 4) planning move to new site and 1500-ft. tower; traveling wave antenna Aug. 12 to WLWA, Atlanta (Ch. 11), planning move to 1000-ft. tower at new site.

Novel community antenna setup in Chapleau, Ont. has this unique twist: Chapleau TV News Ltd. is starting CATV system, feeding closed-circuit originations in addition to 2 stations (CFCL-TV, Timmins, Ont. & WDMJ-TV, Marquette, Mich.), will then start newspaper, *Chapleau TV News*, after building up identification. Town has population of 4000, and pres. Basil Scully aims for 1000 CATV subscribers.

Storer's WSPD-TV, Toledo (Ch. 13), now a primary CBS-TV affiliate with secondary ABC-TV affiliation, becomes primary ABC-TV affiliate Oct. 26 in one-station city. In joint announcement of shift this week, Storer exec. v.p. Lee B. Wailes noted ABC-TV's "rapid emergence to major stature," and ABC-TV station relations v.p. Alfred R. Beckman said move is "landmark" in network's history.

FCC "ethics" bill sponsored by Chairman Harris (D-Ark.) of House Commerce Committee and approved by his legislative oversight subcommittee (Vol. 14:32) again got nowhere in Congressional adjournment rush this week. Committee kept measure (HR-11886) on last-minute list of pending bills for executive session action, however. Next scheduled meeting: Aug. 19.

"A lot of comedy material is just plain out of date. Mother-in-law jokes, political jokes, even Western jokes are getting to be dull, dull, dull. A lot of funny things can't be used any more because of the [TV] taboos, which are getting stricter by the minute. Bob Hope can get away with political jokes—but who else can? And, anyway, politics isn't as funny as it was in Will Rogers' day."—Comic writer Jack Douglas, interview by John Crosby, N. Y. Herald Tribune Syndicate.

"The TV medium, in some respects, is like the beautiful girl who constantly got wolf calls & admiring whistles from taxicab drivers, college students and the like. When asked if she minded the whistling, the dazzling dame replied: 'The day they stop whistling, I'll start worrying.' Well, the day they stop whistling at TV, I'll start worrying."—Robert F. Lewine, NBC-TV network programs v.p., quoted in *Variety*.

Protest by microwave operator Montana Microwave against modification of microwave operated by KMSO-TV, Missoula (Ch. 13) was denied by FCC this week—through a "board" comprising Comrs. Doerfer & Lee. Protestant is a common carrier feeding the 3 Spokane station signals to Missoula community antenna system. KMSO-TV has been feeding itself signals of KXLY-TV, Spokane, had received modification for new site so that it could also get KREM-TV & KHQ-TV. Montana Microwave, operated by James G. Edmiston, protested that it might lose its CATV customer because latter might lose its subscribers if KMSO-TV were able to give viewers the 3 Spokane stations free. Commission turned down all its arguments, one of which was that Commission policy is to require stations to use common carrier facilities, where available, instead of their own private microwaves. Commission noted that this policy has been changed (Vol. 14:31).

Ampex Videotape shipments: one each to KLZ-TV, Denver; WTIC-TV, Hartford; Guild Films, N. Y.; Termini Video Tape Services, N. Y. National Telefilm Assoc. has ordered 4—for its WNTA-TV, N. Y.-Newark; KMSP-TV, Minneapolis-St. Paul, 2 for headquarters. WJAR-TV, Providence, plans to have recorder operating in Oct. Other Videotape developments: (1) WOR-TV, N. Y. offers recording facilities on custom service basis to advertising agencies & film producers. (2) WFIL-TV, Philadelphia, began use of recorder Aug. 11 with half-hour program. (3) KTVU, San Francisco-Oakland, buys unit for mid-Sept. delivery.

"Dollars & Sense" is theme announced this week by NAB for its 8 regional fall conferences, with emphasis on "how to produce profits through more efficient station management, aggressive salesmanship and better programming." Schedule: Sept. 18-19, Biloxi, Miss.; Sept. 22-23, Oklahoma City; Sept. 25-26, Sun Valley, Ida.; Sept. 29-30, San Francisco; Oct. 13-14, Milwaukee; Oct. 16-17, Minneapolis; Oct. 20-21, Boston; Oct. 27-28, Washington.

Multiple-owner Walter Nelskog (radios KQTY, Everett, Wash.; KUDI, Great Falls, Mont.; KQDY, Minot, N. D.; KUDE, Oceanside, Cal.) is buying KLAN, Renton, Wash. (910 kc, 1-kw D) in suburban Seattle from Interlake Bestg. Corp. for \$200,000. Broker is Allen Kander & Co. [For news about other radio station sales and transfers, see *AM-FM Addenda GG*.]

National Assn. of Educational Broadcasters schedules annual convention at Hotel Sheraton-Fontenelle, Omaha, Oct. 14-17.

Two new community antenna systems being installed by Jerrold: Sayre-Athens, Pa., Valley TV Cable Co.; Emporium, Pa., Bucktail Bestg. Co.

CO-OP AD TAXES—CONGRESS HELP SOUGHT: In move to stymie an almost sure rule by the Internal Revenue Service slapping a 10% excise tax on manufacturers' allowances for co-operative advertising (Vol. 14:12, 13, 16), Federal Excise Tax Council has asked House Ways & Means Committee to review proposed rule, take legislative action if necessary to keep long-established industry practice inviolate. Industry is frankly worried by cool reception accorded its objections, voiced at private conference with Deputy Secy. of the Treasury Dan Smith. Millions are at stake, particularly in view of the retroactive feature of the proposed rule.

Here's how we sum up the situation after 4 months of backing & filling during which IRS ordered the tax on co-op funds, then postponed its effective date, held a public hearing, now keeps industry in suspense:

Formal rule specifically exempting co-op funds from tax was recommended by Forand subcommittee (House Ways & Means Committee) in 1956 (Vol. 12:11). IRS agreed to comply but never did. However, it reached individual agreements with some companies excluding co-op ad funds and some other promotion allowances from excise tax base. Now, industry representatives are asking Congress to keep IRS from renegeing.

* * * *

Advertising Federation of America came to industry's aid this week, calling on all segments of advertising fraternity to protest any tax on co-op advertising allowances. It said the new tax would be mortal blow to long-established, successful merchandising policy by disallowing certain costs of the manufacturer's co-op ad program as "price adjustments."

ELECTRONICS IMPORTS THREATS—UNCHANGED: U.S. manufacturers of electronic products such as radios & transistors who have been worried about buildup of foreign import potential (see Vol. 14:6,12,16) can take little comfort from the 4-year extension of Reciprocal Trade Agreement Act just voted by Congress.

No increase in duties seems likely in foreseeable future, on one hand, as result of new lease on trade pact's life. On other hand, any changes in reciprocal terms might be to lower duties on electronic products. Actual imports still represent relatively small proportion of domestic sales -- so it's hard for manufacturers here to make out hardship cases for raising tariffs on competitive goods.

* * * *

U.S. industry has a chance to make its views known well in advance of new negotiations in Geneva in Oct., however. State Dept. this week invited written comments from manufacturers setting forth "trade problems" involving United Kingdom and several other countries which will be covered at Geneva.

Since U.K. is important exporter of electronic products to U.S., these negotiations assume considerable importance to industry here. Under "most favored nation" clause of Act, any concessions accorded imports from U.K. are extended to all other nations. Statements should be filed by Sept. 25 with Committee on Reciprocity Information, Tariff Commission Bldg., Washington 25.

TV-Radio Production: TV set production in week ended Aug. 8 was 114,556 vs. 99,929 preceding week & 117,438 in corresponding week last year. Year's 31st week brought total production year to date to 2,536,454 vs. 3,200,237 last year. Radio production for week ended Aug. 8 was 168,196 (42,693 auto) vs. 153,552 (38,994) preceding week & 180,608 (61,537 auto) same week last year. Radio production for 31 weeks was 5,379,236 (1,693,797 auto) vs. 7,685,211 (3,152,492) last year.

CBS INC. AGAIN SCORED new highs in first half of 1958, Chairman Paley reporting Aug. 13 that net income for 26 weeks ended June 28 rose 22.8% to \$12,521,556 (\$1.59 per share) from \$10,199,193 (\$1.33) in corresponding 1957 period. Consolidated revenues rose 7.8% to \$201,433,378 from \$186,798,814.

Second quarter also exceeded 1957 quarter, though it slipped slightly from first quarter. For second quarter, indicated earnings were \$6,003,517 (76¢) on revenues of \$98,136,521 vs. \$4,291,870 (56¢) on \$90,851,882 in 1957 quarter. With outlook for fall-winter TV season brighter (Vol. 14:32), it's altogether likely CBS will exceed its 1957 record of \$22,193,367 (\$2.90) net profit on \$385,409,018 sales.

This is CBS Inc. financial record since 1950, present capitalization consisting of \$47,332,000 notes, \$3,707,190 mortgage, with 4,342,598 shares of A common and 3,538,802 shares of B stock outstanding, both par \$2.50:

	Sales	Pre-tax Earnings	Net Profit	Net Per Share	Dividends	Total Assets
1950	\$124,105,408	\$ 9,555,329	\$ 4,105,329	\$.80	\$.53	\$ 53,833,265
1951	192,384,608	13,618,942	6,360,097	.91	.53	101,481,809
1952	251,594,490	15,938,724	6,445,506	.92	.53	111,720,900
1953	313,908,771	22,687,288	8,894,642	1.27	.62	136,040,997
1954	373,380,139	23,214,645	11,414,645	1.62	.63	169,298,915
1955	316,572,766	29,897,427	13,397,427	1.83	.77*	180,089,502
1956	354,779,843	35,083,462	16,283,462	2.17	.90*	196,097,774
1957	385,409,018	48,593,367	22,193,367	2.90	1.00†	222,870,272
1958 (6 mo.)	201,433,378	27,287,556	12,521,556	1.59	.50	-----

* Plus 2% stock. † Plus 3% stock.

Intensity of CBS-NBC competition is part of industry legend—but fact that CBS, with less than half RCA's gross, has nearly overtaken the NBC parent company in net profits is pointed up in semi-annual reports. RCA gross for first 6 months was \$542,554,000, earnings after taxes \$13,544,000, or 86¢ per share (Vol. 14:30).

Paramount Pictures boosted consolidated earnings to \$1,920,000 (\$1.04 per share) in June quarter from \$1,060,000 (53¢) in 2nd 1957 quarter, net income for 1958 period including \$760,000 (41¢) from sale of land & buildings. For 6 months ended June 28 net profits rose to \$10,272,000 (\$5.58) from \$2,359,000 (\$1.18) in 1st 1957 half, 1958 earnings including special income of \$7,707,000 (\$4.19) from instalment sales of films (principally to TV) and sales of land & buildings. Net operating profit for 6 months this year was \$2,565,000 (\$1.39).

Reports & comments available: On Westinghouse, comment by Lucien O. Hooper of W. E. Hutton & Co., 14 Wall St., N. Y. On Walt Disney Productions, report by T. L. Watson & Co., 50 Broadway, N. Y. On Philips Lamp Works, discussion by Reynolds & Co., 120 Broadway, N. Y. On Capital Cities TV Corp. (WTEN, Albany, N. Y.; WTVD, Durham-Raleigh, N. C.), circular by Casper Rogers Co., 40 Exchange Place, N. Y. Note: In Vol. 14:32, we erroneously attributed report on Capital Cities TV Corp. to James H. Oliphant & Co.

Warner Bros. lost \$2,684,202 on total revenues of \$53,912,843 (including \$48,038,349 from film sales, rentals, etc.) in 9 fiscal months ended May 31 vs. earnings of \$3,174,020 (\$1.78) on \$61,410,256 in same period year earlier. Deficit included special charge of \$2,500,000 for estimated loss in first 6 months on advances to independent producers (Vol. 14:25).

Western Union and Gray Mfg. Co. have entered agreement whereby former acquires 16% interest in Hartford firm, maker of TV projectors, hi-fi equipment, turntables, etc. in exchange of stock deal.

ADMIRAL CORP. has ended unprofitable operation of its molded products div., pres. Ross D. Siragusa informing stockholders in letter Aug. 12 that "demand for plastic products has proved quite sporadic" and that, like other TV manufacturers, it has "returned to metal and fine wood cabinets." Coincidentally, Admiral reported second-quarter sales had gone up to \$38,619,849 from \$37,638,878 in same 1957 period—but, after setting up reserve of \$400,000 for molded products liquidation, Admiral had second-quarter net loss, after taxes and reserve of \$315,203 vs. net loss of \$343,744 in 1957 period.

For first 6 months, consolidated net sales amounted to \$77,038,648 vs. \$80,966,350 in 1957 period. Six-month net loss after taxes and after the non-recurring \$400,000 reserve for liquidation of molded products div. was \$407,180 (17¢ per share) vs. \$221,336 (9¢) in first half of 1957. For all 1957, Admiral reported profit of \$965,067 (41¢) on sales of \$172,663,167 vs. 1956's \$1,504,024 (64¢) on \$185,880,606 (Vol. 14:13).

Molded products, for which considerable sideline prospects had been seen (Vol. 13:51), actually represented loss of \$1,000,000 in 1958, \$940,000 in 1957, \$302,000 in 1956, Siragusa reported. "The Govt.," he stated, "which inspired us to build a new plant in West Chicago with a sizeable order for fiberglass fuel tanks, which were to be a disposable item dropped after use from jet airplanes, did not re-order, and we were thus left with idle capacity."

Siragusa stated "outlook for business as a whole has improved" and noted that Admiral's new TV-radio-stereo-appliance models introduced in June were "exceptionally well received"—its percentage share of the home electronics market reaching "an all-time high in June." Demand for appliances, especially freezers, has grown so rapidly, he stated, that "our extensive refrigerator-freezer production facilities are being operated at capacity."

Ampex Corp., big TV tape developer, earned \$1,540,000 (\$2.10 per share on 734,265 shares outstanding) on sales of \$30,115,000 in fiscal year ended April 30 vs. \$1,087,000 (\$1.51 on 721,754) on \$18,737,000 year earlier. Results confirmed prediction in May by pres. George L. Long Jr., who also anticipated \$2.85 per-share profit in current fiscal year (Vol. 14:19).

Siegler Corp. earned \$1,215,930 (80¢ per share on 1,514,968 shares outstanding) on record high sales of \$72,955,499 in fiscal year ended June 30 vs. \$1,036,681 (\$1.36 on 761,082) on \$32,719,078 year earlier. Results reflected acquisition in Sept., 1957 of Unitronics Corp. (Olympic Radio & TV, David Bogen, Presto Recording) and Huford Corp. (Vol. 13:37-39).

Amphenol Electronics earnings slipped to \$328,501 (47¢ per share) on sales of \$7,875,838 in 2nd 1958 quarter from \$519,061 (\$1.04) on \$8,140,078 in 1957 period. For 6 months ended June 30, net income was \$630,619 (90¢) on \$15,036,840 vs. \$944,255 (\$1.89) on \$15,806,399 in 1st 1957 half.

Dividends: CBS, 25¢ on "A" & "B," payable Sept. 12 to stockholders of record Aug. 29; AB-PT, 25¢ Sept. 15 to holders Aug. 22; Storer, 45¢ plus 6¢ on "B," both Sept. 15 to holders Aug. 29; Indiana Steel Products, 30¢ Sept. 10 to holders Aug. 25; Meredith Publishing, 45¢ Sept. 10 to holders Aug. 29; Paramount Pictures, 50¢ Sept. 12 to holders Sept. 2; Walt Disney Productions, 10¢ Oct. 1 to holders Sept. 15; Famous Players Canadian, 37½¢ Sept. 11 to holders Aug. 21; General Precision Equipment, omitted; American Electronics, omitted; Zenith, 50¢ Sept. 29 to holders Sept. 12.

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**THE
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WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
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ARTS AND INDUSTRIES

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 23, 1958

2 MORE UHF's GO DARK, making 6 so far this year, 85 altogether. York, Pa. & Ft. Smith, Ark. stations couldn't make a go of it (p. 1).

TELECASTING'S COST outstripped rise in gross, probably reversing recent years' profit trend for stations and networks (p. 2).

TV BUSINESS UPTURN may reflect end of recession (p. 2), even receiver sales going up (p. 9). More observations by national sales reps (p. 6).

NO TV-RADIO LAWS PASSED as Congress ends session enlivened by probes of FCC & industry, filing of many bills affecting industry (p. 3 & 5).

STORER ASKING \$2,000,000 for WVUE, unprofitable Philadelphia investment in non-network operation—but may turn in Ch. 12 for tax losses (p. 4).

NATIONAL THEATRES BUYING NTA in plan to expand station and TV film operations as hedge against declining boxoffice. Seek govt. consent (p. 5).

FRAZIER REAMS' WTOL-TV, Toledo (Ch. 11) aims for Dec. 1 start, signs CBS affiliation as Storer's WSPD-TV goes ABC basic. Other upcoming stations (p. 6).

WHERE SIGNALS COME FROM is basis of latest Nielsen coverage survey (NCS 3), which finds average home using 3.61 stations. State-by-state count (p. 8).

JACK VAN VOLKENBURG'S NEW JOB is pres. of Pacific Ocean Park, Santa Monica, co-owned by CBS. Others in industry who run amusement parks (p. 12).

Manufacturing-Distribution-Finance

UPWARD TREND IN TV RETAIL SALES augurs well for fall pickup. Factory production up, too, and set makers exude confidence (p. 9).

JAPANESE IMPORTS REAL THREAT to U.S. transistor radio market. Year's influx may top 1,400,000 units (p. 9).

STEREOPHONY—A PRIMER: Magazine explains its intricacies, reports successful promotions. Warning of possible distribution snarl (p. 11).

2 MORE UHF's BITE THE DUST, 86 SURVIVE: Sad to relate, the score now stands nearly as many uhf mortalities as surviving stations -- 85 off the air since TV began, 86 still operating. This week, the passing of 2 more can be recorded -- so quietly and unobtrusively that neither was even hinted by FCC nor reported by the trade press. They're WNOV-TV, York, Pa. (Ch. 49) and KFSA-TV, Ft. Smith, Ark. (Ch. 22). As might be expected, demise of the 5-year-old Ft. Smith outlet, which went dark Aug. 16, was partly due to a local vhf (intermixture). On the other hand, the nearly 5-year-old York station's local competition was another uhf; it actually quit last May 31.

Minority interest in Ft. Smith's vhf, 21-month-old KNAC-TV (Ch. 5), has just been acquired for undisclosed sum by publisher-broadcaster Donald Reynolds -- he preferring that to continuing his uhf. Fact that he owns both local newspapers in town, his home base, wasn't enough to put over his Ch. 22. Also fact is that he's an experienced operator of TV-radio stations in Reno & Las Vegas (vhf), leases Ch. 8 KHAD-TV, Laredo, Tex. (Vol. 14:32), is applicant for Ch. 9 in Hot Springs, Ark. and Ch. 10 in Elko, Nev. -- besides publisher of newspapers in Ark., Nev., Okla., Miss.

York's surviving WSBA-TV (Ch. 43), in heart of wealthy Pennsylvania Dutch area, has been run since Dec. 1952 by capable, shrewd Louis J. Appell Jr. It's in so-called "uhf country" and with AM is reputed to be successful. It's ABC-affiliated and, like nearby Scranton-Wilkes-Barre, has been cited as classic example of how uhf can do all right if there's no local intermixture with vhf.

Closing of the 2 stations means 6 uhf's have left air so far this year, the others having been: Comdr. Mortimer Loewi's WITV, Ft. Lauderdale-Miami (Ch. 17); the Harry B. Stein group's WFLB-TV, Fayetteville, N.C. (Ch. 18); Rev. S.H. Patterson's

KSAN-TV, San Francisco (Ch. 32); Michigan State U's educational WKAR-TV, E. Lansing (Ch. 60) -- all in May & June (Vol. 14:25-26). And giving up ghost as of Oct. 1 is NBC's Ch. 17 WBUF, Buffalo (Vol. 14:24). It's also noteworthy that 2 uhf's not long ago switched to vhf -- WTEN, Albany (now Ch. 10); KTVI, St. Louis (now Ch. 2).

Thus only 86 out of 530 U.S. stations (including satellites & educationals) are now uhf. Complete list of all that have quit, many of which still retain CPs against the possibility of later revival via deintermixture, etc., with information on their status, will be carried in our Television Factbook No. 27, due in 3 weeks.

TELECASTING ALSO CAUGHT IN COST SQUEEZE: Lots of talk about telecasting's gross revenues, which were well up last year and are looking up for 1958 (Vol. 14:32) -- but how about net? NAB's recent survey was first to document what many perceptive telecasters have told us -- that costs have outstripped rise in gross (Vol. 14:31).

We're now willing to stick our necks out and predict that when official 1957 figures are released by FCC later this year, both networks & stations will show they suffered an actual profit drop. And 1958 is shaping up same kind of picture -- rise in gross, drop in net -- which is really the same kind of showing that is currently being made by U.S. industry generally.

There is certainly no repetition of 1956 in the works, as far as profit rise from previous year is concerned. In 1956, network-station revenues increased 20.4% over 1955, to \$896,900,000, and profits jumped 26.2% to \$189,600,000 (Vol. 13:34).

The NAB survey looks like a reasonably accurate augury. It showed typical TV station's revenues in 1957 were \$925,000, expense \$780,000, profit \$145,000 -- vs. 1956's \$920,700, \$774,300 & \$146,400 (Vol. 13:30). This is a minor drop, to be sure, but it's mighty sharp change in trend -- for NAB last year reported that the typical station in 1955 had \$700,000 revenues, \$650,000 expenses, \$50,000 profit.

Another obvious indicator is networks' recent staff cuts, which may now be tapering off. Networks know very well how the profit picture looks.

Note: It's interesting to recall that ex-NAB economist, management consultant Richard P. Doherty predicted in April ("No More Riding The Gravy Train," Vol. 14:17) that while TV's gross would go up 4-6% this year, radio's 2-3%, profit would decline 5-15% from last year. Figures jibe fairly well with recent NAB survey (Vol. 14:31), showing revenues up but profit margins trending downward due to higher costs.

THE BRIGHTENING BUSINESS PICTURE: Now, they're singing hosannas along Madison Ave. about the business upturn, which may or may not symptomize improved business in the country generally but would tend to reflect a definite emergence from the recession. Radio is sharing the improvement in TV, though perhaps not to the same extent -- and even TV-radio-phono sales seem to be trending upward, at long last (p. 9).

One rep who moaned the blues only a month or so ago is now actually talking about "the best business in our history" -- though he was quick to say, too, that our optimistic quotes from network executives and "representative reps" of the last few weeks (Vol. 14:32-33) were apt to be misleading in that they give an impression that all stations, even those not too well-positioned, market-wise, are sharing the already discernible boom. He says they aren't -- not yet, anyhow -- and attributes this to an initial "creaming" of the markets.

Granting that the network-owned and basics are getting the cream of the fall-winter sponsorships already signed, fact is that some of the "secondaries" also report conditions improving. Practically nobody now says things are worse than last year at this time, a boom period. And of course it's well known that the TV enterprisers have been spoiled by extraordinarily high income gains in the past -- so that even the slight summer diminution had inclined them to cry havoc.

So it looks like another boom season ahead for TV, thanks especially to new faces among network & spot sponsors who are already beginning to strut their stuff on the air. Whether that betokens improved programming from the rather dismal

summer fare, rendered palatable occasionally by kine repeats of old shows, must yet be demonstrated -- but fact remains that a healthy economic base is a prime requisite for a good program structure under the American scheme of operation.

To last week's symposium of rep opinion on the new season's spot business, we add several more voices on p. 6 -- heard a bit belatedly because of absences on vacation when first queried. We're reminded, too, that this is an election year and some stations are already benefiting from time sales to candidates. As for the box-score on unsold network prime time, it's very little changed yet from what we reported 2 weeks ago (Vol. 14:32). By the time Labor Day rolls around, we should know whether the network sales depts. have really achieved the sellouts they promised.

TV-RADIO & CONGRESS--LOUD TALK ONLY: For broadcasters and FCC, Congressional session winding up this week was full of sound & fury -- especially sound -- but signifying nothing in the way of legislative enactment. For recession-hit manufacturers in TV-radio and other entertainment electronic products fields, session was marked chiefly by failure to win much-needed cut in 10% excise tax.

From beer commercials to ratings to FCC practices, few aspects of the broadcasting business escaped investigation, denunciation, and outcries in Senate & House that there ought to be a law. But not a single bill affecting TV-radio was passed.

It was what Congress didn't do legislatively that made session noteworthy -- in end -- to the industry. Among proposals killed, shelved or ignored by lawmakers: (1) Spectrum probe (S. J. Res. 106) which broadcasters feared as opening way to loss of low-band vhf channels to military (Vol. 14:32). (2) Direct control of networks by FCC (S-376), anathema to them (Vol. 14:23). (3) Removal of BMI (S-2834) as ASCAP competitor (Vol. 14:30). (4) TV-radio blackouts of baseball-football games at will of pro club owners (HR-10378 & S-4070), fought by NAB (Vol. 14:31). (5) Ban on all alcoholic beverage ads (S-582) from air (Vol. 14:33). (6) Relief from 10% excise tax on TV-radio sets, levy being retained in omnibus revenue bill (HR-7125) despite pleas by manufacturers that it was past time to drop wartime measure (Vol. 14:33).

* * * *

Biggest bust of all at session, however, was legislative outcome -- nil -- of furious investigation of FCC by House Commerce legislative oversight subcommittee (Vol. 14:2 et seq). Probe did force resignation of Comr. Mack, and focused public's attention on outside influences -- including intervention by members of Congress -- in FCC cases. But FCC "reform" bill (HR-11886) by Chairman Harris (D-Ark.) got hung up in full Committee (see p. 5) after subcommittee approved it (Vol. 14:33).

Also left hanging in near-&-yet-so-far status on legislative vine was Senate-passed \$51,000,000 Federal aid-to-educational TV bill (S-2119). Approved in amended form by House Commerce Committee (Vol. 14:33), it stayed there as Congress raced for adjournment, requiring last-minute -- and unexpected -- legerdemain by backers to get it to House floor for vote and then to Senate for concurrence on amendments.

Most positive accomplishment by Congress in telecasting field -- postponement of scheduled pay-TV tests by FCC until mid-1959 (Vol. 14:30) -- was done via non-binding sense-of-Congress resolutions, not by legislation. Plenty of bills forbidding broadcast subscription TV were put in hopper, but got no action. It was enough for FCC that Senate & House committees expressed displeasure at idea.

Never formalized in bills were 2 more proposals involving broadcasting. Sen. Monroney (D-Okla.) wanted to do something (just what, he didn't know) about program ratings, which he denounced as evil (Vol. 14:29). Ex-Sen. Dill (D-Wash.), co-author of 1934 Communications Act, suggested to his old colleagues that they abolish FCC, replace it with single Federal communications administrator (Vol. 14:12).

Safe bet in the next Congress in Jan.: More of same sort of investigation, denunciation, outcries for new laws. And in all likelihood 86th Congress will pass some legislation on such subjects as FCC practices, exemption of sports from anti-trust laws, study of spectrum, Federal grants to ETV systems.

\$2,000,000 Asked for WVUE: Asking price for WVUE, Wilmington-Philadelphia (Ch. 12), which Storer Broadcasting Co. proposes to sell (Vol. 14:32) in order to clear way for proposed \$4,462,500 purchase of WITI-TV, Whitefish Bay-Milwaukee (Ch. 6), is divulged as \$2,000,000 cash—but there's a chance the Ch. 12 license may be turned in, despite fact Storer exec. v.p. Lee B. Wailes is currently being interviewed on behalf of prospective purchasers.

"Many of them" are said to be looking into properties, but only one definitely disclosed is Sun Ray drug chain owners, headed by William Sylk, who own radio WPEN, Philadelphia and recently bought radio WCKR, Miami for \$800,000 cash (Vol. 14:21).

Capital losses involved in complete abandonment of Storer's first independent TV operation, it's indicated, may actually make it more advisable for tax purposes to relinquish the station's license and sell off the equipment. Founded as WDEL-TV, Wilmington, by the Steinman brothers (WGAL-TV, Lancaster, Pa.), WVUE was purchased from the Paul Harron group in latter 1956 for some \$6,626,000 (Vol. 12:51) along with profitable radio WIBG, which Storer proposes to retain; WIBG's daytime power recently was upped from 10 to 50 kw.

Not only tax advantages but a determination not to be opened to charges of "trafficking in licenses" may impel Storer to relinquish the license—and he has stated he will do just that if he doesn't find a buyer "suitable and worthy who can do a job." He thinks station can be "made to go" if kept in Philadelphia area, but he's dubious about its prospects if moved elsewhere. Its ostensible base is still Wilmington, which it covers and where it has good studio building, but its modern new transmitter plant was moved last year to Pittman, N. J., nearer Philadelphia.

Big question facing any buyer is whether station can be made to pay without network affiliation, whether covering populous Wilmington-Philadelphia area or moved to

some lesser population center in station-less N. J. (like Trenton or Atlantic City). Storer decided to pull out not only because station is losing heavily and Milwaukee prospect opened up but because CBS now has its own Philadelphia outlet, WCAU-TV, being taken over Aug. 29 from *Philadelphia Bulletin* in \$20,000,000 deal (Vol. 14:30). That precluded any possibility of an affiliation, also put Storer in position of competing with "our best customer," meaning CBS as buyer of time on other Storer stations.

Other factors impelling Storer to pull out are lack of feature film availabilities, even for a station signing on at 4 p.m., and the admittedly "smart competition" from rival local stations. WVUE actually has been obliged to buy secondary-run films from heavily-loaded WFIL-TV, the ABC affiliate which Storer candidly admits he regards as one of the best run stations in the business.

Proposed Milwaukee area acquisition is also an independent—but it's apparent Storer is banking there on an ultimate decision by CBS to drop its Milwaukee uhf WXIX (Ch. 19), as NBC is doing in Buffalo (Vol. 14:24), which might put him in position of getting either CBS or ABC. CBS denies any present intention of abandoning WXIX, said to be in the black but only slightly, and both CBS and Storer deny any agreement or even tacit understanding about an affiliation for WITI-TV.

Meanwhile, Storer has yet to sell WVUE, FCC must yet ponder WITI-TV deal. But eagerness in past of Wilmington, Trenton, New Brunswick, Asbury Park & Atlantic City applicants to get into TV (latter 2 cities having had uhf's that failed) would seem to indicate no lack of potential buyers.

Note: Second quarter earnings (Vol. 14:30) reported by Storer Broadcasting Co., traded on N. Y. Stock Exchange, show net profit after taxes down to \$78,416 (39.6¢ per share) from \$3,143,039 (\$1.27) same quarter year ago—1957 figure including non-recurring capital gain of \$1,966,477 (79¢). Second quarter, however, ran ahead of first quarter's \$751,204 (30.4¢), reflecting "reduction in WVUE's operating losses." For first 6 months, net profit was \$1,729,619 (70¢) vs. \$4,429,484 in same 1957 half. Gross figures aren't disclosed until annual report.

Big Deal for Radio WIP: Benedict Gimbel Jr., veteran gen. mgr. of pioneer Philadelphia radio WIP (5-kw, 610 kc), being sold by founding Gimbel dept. store for \$2,500,000 (Vol. 14:23, 29), is disclosed as 62½% owner of B stock proposed to be issued, v.p. Ralph A. Bilderback 25%, various staff members small percentages in company proposing to take over station. Buying the A stock are diverse group of investors, largely local, including John P. Crisconi, Oldsmobile dealer, realtor & insurance man, 24.3%; Armand Hammer, pres. of Mutual Broadcasting System, 9.75%; Edward Petry & Co., 9.75%; Wm. L. Butler, transportation & utilities, 9.75%; John G. Pew Jr., Sun Shipbuilding Co., 9.75%; Robt. M. Brown, Krupp Iron Works, 9.75%; Ralph Huberman, jeweler, 9.75%; L. Parker Naudain, manufacturers' rep, 9.75%; Max E. Falik, chief owner of Chas. Peabody & Son, knitted wear, 4.87%; Bob Hope, actor, 2.43%. Plan is to issue 100,000 shares of B at \$1 par, 280,000 shares of A at \$1 par, capitalization to include 15-year 6% subordinated debentures on each, bank loan not exceeding \$1,200,000 on each class, with 100,000 A shares reserved for conversion of B. Assets of WIP now total \$2,265,000, liabilities \$2,320,000, according to balance sheet filed with FCC. Gimbel stays on as managing director, station as Mutual affiliate. Faith in future of radio seems predicated in part on pros-

pects of stereo, on shortcomings of TV, Gimbel being quoted as saying: "Live drama has gone from TV. It costs a minimum of \$30,000 today for a lousy drama on TV. A good radio drama can be put on for \$3-4000." Note: Husband of ex-FCC Comr. Frieda B. Henneck, Washington realtor Wm. H. Simons, is disclosed in another FCC application as ⅓ stockholder in group buying WUST, Bethesda, Md. (1120 kc, 250-w D) in suburban Washington for \$190,000, other ⅔ being Diener family, owning chain of carpet stores. It was Miss Henneck who negotiated deal whereby Armand Hammer acquired control of MBS, her group since pulling out. [For news about other radio station sales & transfers, see *AM-FM Adenda HH*.]

Youngstown's WKBN-TV (Ch. 27) and WKBN, in which *Cleveland Plain Dealer* held 40.63% interest by reason of helping finance advent into TV in 1953, is now solely owned by founder Warren P. Williamson Jr. Newspaper firm, which recently sold its radio WHK to Metropolitan (formerly DuMont), not only has dropped uhf application for Cleveland but has sold its Youngstown TV-radio interests for undisclosed sum. Williamson revealed appointments of David V. Stewart and son Warren P. Williamson III as directors.

NTA-National Theatres Deal: Intent upon going deeper into TV as a hedge against shrinking theatre business, National Theatres Inc., which recently acquired WDAF-TV & WDAF from *Kansas City Star* for \$7,600,000 (Vol. 14:17) and which is being master-minded in TV-radio fields by ex-CBS & Don Lee v.p. Charles L. Glett, has entered into deal to buy up National Telefilm Associates Inc. All outstanding stock of NTA, presently traded on American Stock Exchange, would be acquired, deal being contingent on at least controlling interest—with NTA to be continued as separate corporate entity.

Merger plan was announced jointly this week by National Theatres pres. Elmer C. Rhoden and NTA chairman-founder Ely A. Landau. It will be submitted late this year or early next to NTA stockholders with NTA board recommending acceptance. It was stated deal "cannot be made until certain governmental requirements have been complied with and certain consents obtained"—presumably from Dept. of Justice anti-trust div. National Theatres is nation's second biggest theatre chain, NTA has ties with 20th Century-Fox.

Big theatre firm, which owns some 300 houses in Midwest, Rocky Mountain and Pacific Coast areas, made no bones about intention to expand in TV-radio fields when it negotiated for Kansas City station, would acquire NTA's recently purchased WNTA-TV, Newark-N. Y. (Ch. 13) and KMSP, Minneapolis-St. Paul (Ch. 9). It's also a \$1,000,000 investor in Santa Monica's Pacific Ocean Park, controlled by CBS Inc. and Los Angeles Turf Club (see p. 12), is developer of Cinemiracle movie process, earned \$904,198 in 39 weeks ended June 24 vs. \$1,365,820 in same 1957 period (Vol. 14:31).

Fast-expanding NTA also operates NTA Film Network (jointly with 20th Century-Fox) feeding feature films to 114 stations; is distributor of feature backlogs of 20th Century, Paramount, J. Arthur Rank, Korda; co-produces TV films with 20th Century, Desilu, BBC. It earned \$422,006 in first half of current fiscal year vs. \$508,631 year earlier (Vol. 14:16), and in fiscal 1957 its exhibition contracts totaled \$17,720,134 which it estimates "will run approximately the same" this year.

Terms of deal call for exchange offer to all holders of NTA common (slightly over 1,000,000 shares) whereby, for each NTA share, National Theatres will give (1) \$11 principal amount of 15-year 5½% subordinated sinking fund debentures, and (2) a 15-year warrant to purchase ¼-share of National Theatre common stock at an initial price equal to \$1 below its market price on N. Y. Stock Exchange at time offer is made. However, if market price is less than \$9.50 per share, initial warrant price will be \$8.50 or such market price, whichever is lower, with warrant price to increase \$1 per year during each of first 10 years.

Both principals issued enthusiastic statements, Rhoden saying plan is "most important step forward" in implementing diversification. Said NTA's Landau: "The new association will enable us to emerge as one of the most progressive forces in the entertainment world."

Multiple-owner Todd Storz is buying KOMA, Oklahoma City (1520 kc, 5-kw) from investor Myer Feldman and associates for \$600,000. Other Storz stations are WDGY, Minneapolis; WHB, Kansas City; WTIK, New Orleans; WQAM, Miami. Blackburn handled transaction.

IRS Pursues CATV Taxes: Collection instructions were sent out to Internal Revenue Service field offices this week following turndown by Supreme Court of appeal by National Community TV Assn. from ruling that initial connection payments by community antenna subscribers are ordinary taxable income to systems—not investments in them (Vol. 14:13). Supreme Court refused in June to consider case of Teleservice Co. of Wyoming Valley (Wilkes-Barre & Kingston, Pa.), which argued unsuccessfully through Tax Court and Court of Appeals that initial charges to its subscribers are "contributions to capital," therefore not subject to income tax. In IRS instructions (TIR-86), IRS Comr. Russell C. Harrington told field offices such payments to CATV systems should be regarded as "advance payments made for service and not payments for investment in facilities to be operated for an indefinite period for the benefit of the contributor." Harrington said earlier court decisions exempting utility companies from taxes on contributions by prospective customers for extensions of service don't apply to CATV cases. Teleservice "is not a regulated public utility subject to a continuing duty to provide service," he pointed out.

End of CBC Monopoly? Creation of TV-radio networks to compete with govt.-owned CBC, which had \$4,968,478 gross deficit in its last fiscal year (Vol. 14:29), would be authorized under new legislation introduced by Conservatives in Canadian House of Commons at Ottawa this week. Details of long-awaited proposals revamping monopolistic CBC system, recommended more than year ago by Royal Commission (Vol. 13:13), weren't disclosed by Revenue Minister George Nowlan in advance of House debate. But he said govt. bill would strip CBC Board of Governors of its dual powers to regulate Canadian broadcasting and run CBC. New official bodies would be established—Board of Broadcasting Governors to license private networks, CBC board to operate govt. system, but under general control of licensing board. Top board would have 3 fulltime, 12 parttime members instead of 5 fulltime members as proposed earlier by Conservative govt. (Vol. 14:18).

'Ethics' Bill Shelved: FCC "reform bill" (HR-11886) approved by House Commerce legislative oversight subcommittee (Vol. 14:33) died in full Committee this week, Chairman Harris (D-Ark.) blaming its demise on "lack of time" in last days of 85th Congress. Thus ended legislative history of this session's sensation-studded investigation of Commission by subcommittee (Vol. 14:2, et seq). Harris bill—probably broadened—almost certainly will be revived at next session. Meanwhile, subcommittee will hold interim hearings starting Sept. 16, plans to spend 2 weeks on SEC, then return to FCC cases it dropped in June. Harris said no firm schedule on resumption of FCC hearings had been set, but that among first cases on tap will be those involving Boston Ch. 5, which has been remanded to FCC by Court of Appeals (Vol. 14:31), and Pittsburgh Ch. 4.

Supreme Court appeal from Court of Appeals ruling upholding FCC deintermixture of Peoria (Vol. 14:13) has been filed by WIRL-TV, which won Ch. 8 there in comparative hearing but lost it in move of vhf to Davenport-Rock Island-Moline, being reassigned Ch. 25. WIRL-TV protested that deintermixture by FCC was "arbitrary, capricious & discriminatory," complained that Sen. Kerr (D-Okla.), 50.61% owner of WEEK-TV, Peoria (Ch. 43) used his influence to have Ch. 8 deleted to make Peoria all-uhf market.

New & Upcoming Stations: Ex-Congressman Frazier Reams (D-Ohio), owner of WTOL, Toledo, who won competitive fight for Ch. 11 against 6 other applicants, this week signed basic CBS-TV contract for WTOL-TV which he states will definitely be on air before year's end, possibly by Dec. 1. CBS-TV affiliation follows reported arrangement for shift of Storer's WSPD-TV (Ch. 13) to ABC-TV basic as of Oct. 26 (Vol. 14:33) due to overlap from his CBS-affiliated WJBK-TV, Detroit (Ch. 2). Rep will be H-R Television, gen. mgr. will be radio mgr. Tom Bretherton. RCA equipment with 12-bay antenna on 1000-ft. tower is on order.

Only 20 new TV stations are due to start during remainder of this year, according to new U. S. log we're readying for publication—but it's not entirely certain all of them will make it, especially the projected uhf's. With 2 uhf's going off air (p. 1), U. S. total now stands at 530. Canada added another this week, making 54.

CKBL-TV, Matane, Que. (Ch. 9) began programming Aug. 19 with 10-kw RCA transmitter and 18-slot wave-stack antenna on 175-ft. Wind Turbine tower in Petit Matane. Owners also operate radio CKBL and publish weekly *La Voix Gaspesienne*. Rene Lapointe is pres. & gen. mgr.; Octave Lapointe, v.p. & commercial mgr.; Yvan Fortier, technical director. Base hour is \$160. Reps are Young Canadian Ltd., Jos. A. Hardy, John H. Hunt.

* * * *

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

KTES, Nacogdoches, Tex. (Ch. 19) plans start Sept. 1, picking up ABC-TV via intercity relay from KTRK-TV, Houston (Ch. 13), reports owner Lee Scarborough, also owner of FM radio KELS there. It has GE transmitter and 250-ft. Liberty tower at site on State Hwy. 21, 2-mi. from town. Base hour will be \$75. Rep not chosen.

KOED-TV, Tulsa, Okla. (Ch. 11, educational) has ordered 2-kw RCA transmitter and plans Sept. 15 start, reports director John W. Dunn for grantee Oklahoma Educational TV Authority, which also operates KETA, Oklahoma City (Ch. 13, educational). RCA supergain antenna has been installed on tower of KOTV (Ch. 6), whose studios will be used by KOED-TV.

KCIX-TV, Nampa, Ida. (Ch. 6) has changed target to Sept. 16, reports owner-mgr. Roger L. Hagadone. GE 5-kw transmitter is on hand and 310-ft. Blaw-Knox tower with 2-bay RCA antenna is ready. Studio-transmitter plant is 3.5-mi. S of Meridian, Ida. Dave Jolly, ex-KVAL-TV, Eugene, Ore., is sales mgr.; Bert Godfrey, ex-radio KBRV, Soda Spring, Ida., program mgr.; Gilbert Rose, ex-KFXD, Nampa, chief engineer. Network affiliation hasn't been signed as yet. Base hour will be \$150. Rep will be McGavren-Quinn.

KCMT, Alexandria, Minn. (Ch. 7) has changed target for programming with NBC-TV & ABC-TV to Sept. 25, reports gen. mgr. Glenn Flint. RCA 2-kw transmitter has been installed and traveling wave antenna is scheduled for installation Sept. 15 atop 1000-ft. Stainless tower. Owners include E. C. Reineke, Thomas K. Barnes & Julius Hetland, of WDAY-TV, Fargo, N. D. (Ch. 6), who hold 41% of stock. Base hour will be \$200. Rep not chosen.

WUFT, Gainesville, Fla. (Ch. 5, educational) is installing 5-kw GE transmitter, plans Sept. 29 programming, reports Rae O. Weimer, director of School of Journalism & Communications of grantee U of Florida. GE 3-bay antenna is scheduled for installation on 425-ft. Stainless guyed tower by Aug. 30.

Spot Business Looks Good: Two more reps of substantial lists of TV-radio stations, large & small, have added their views to our symposium on the outlook for spot business as seen by "representative reps", published last week (Vol. 14:33). They, too, are optimistic. Their comments:

BOLLING COMPANY (George W. Bolling, pres.): "Most of the faithful will be back—and with increased weight. Particularly encouraging is the fact that accounts which have used little or no spot in the past are showing surprising strength. Spot budgets through the end of the year appear to be firmer and earlier than in the past. It will be a record fourth quarter without doubt."

YOUNG TELEVISION CORP. (Adam Young, pres.): "I believe that fall prospects are good, though we have outgrown the era when everything about the medium could only be called 'fabulous.' Billings should edge upwards, though not precipitously, with an average gain of about 10% over last year's level. Judging from the large amount of network time still unsold, advertisers are warier than usual and unwilling to make major commitments for extended periods of time. Under these circumstances, spot TV is the logical alternative. We are hopeful that more major accounts will follow Kellogg's lead in this direction. If so, of course, total spot volume could rise well above the 10% figure mentioned. This trend would also mean spot allocations for a lengthier market list to cover areas which advertisers now reach only through network buys."

* * * *

Note: Television Bureau of Advertising this week released "highest quarterly figure in spot TV history"—\$130,353,000 for April-June period, up 9.7% from the same period last year. It's based on N. C. Rorabaugh reports from 329 stations, represents gross rates before agency & rep commissions and frequency discounts. TvB also released estimated expenditures of top 100 national & regional spot advertisers, again led by Procter & Gamble, \$8,454,700; Lever Bros., \$4,636,800; Colgate-Palmolive, \$4,180,000. Quarter saw 18 advertisers spend more than \$1,000,000 on spot.

Hobby Into Business: C. Richard Evans, ex-gen. mgr. of KSL-TV, Salt Lake City, who quit last year as gen. mgr. of Honolulu's KGMB-TV to pursue his researches into musical acoustics, has perfected and patented an electronic guitar (incidentally, learning to play the instrument during his researches) and plans to manufacture it, along with other advanced musical devices, in new plant at Thayne, Wyo. He's pres. of newly formed Star Valley Electronics, v.p. being his sister Mrs. Elbert D. Thomas, widow of the ex-U. S. Senator from Utah. Solidly-backed new enterprise in western part of state, equidistant from Los Angeles, San Francisco & Seattle, is helping diversify agricultural area and is outgrowth of hobby pursued by Evans ever since he was an engineer with Salt Lake's old KDYL (under then chief engineer Philip J. Lasky, now head of Westinghouse's KPIX, San Francisco) and later as engineer for KSL handling pickups of famed Salt Lake Tabernacle's organ, still carried on CBS.

TV movie audience is bigger than theatre audience, says Aug. 11 *Television Age*—special poll by Pulse, covering 1000 N. Y. area homes in May, showing 85.5% watched movies at home within month; only 58.4% had gone out to theatre, and only 3.8% went more than once a week.

Television Digest

and ELECTRONICS REPORTS

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Personal Notes: Robert M. McGredy, resigned acting TV mgr. of WCAU-TV, Philadelphia (Vol. 14:33), on Aug. 25 becomes national TV sales mgr., Westinghouse stations, succeeding Tom Judge, resigned; Irvin Ruby, from WBC headquarters, assigned to KYW-TV, Cleveland as business mgr.-auditor . . . John H. Norton Jr., ex-ABC v.p. in charge of central div., Chicago, recently resigned v.p.-gen. mgr. of WMTW, Portland, Me. (Ch. 8), the Mt. Washington station, named asst. to Dr. Clinton H. Churchill, pres. of newly authorized (Vol. 14:31) WKBW-TV, Buffalo (Ch. 2) . . . Robert J. Leder, v.p. of RKO Tele-radio, adds duties of gen. mgr., WOR div., succeeding v.p. Gordon Gray, now handling general executive assignments; Burt Lambert promoted to WOR-TV sales mgr.; Robert Smith to TV-radio program director . . . Curtis B. Peck, technical operations supervisor of WRCV & of WRCV-TV, Philadelphia, on Oct. 1 becomes engineer in charge of NBC's radio KNBC, San Francisco, succeeding J. W. Baker, retiring; he also will supervise NBC's shortwave contract operations for Voice of America at Dixon, Cal., will be succeeded in Philadelphia by George Lenfest, ex-WBUF, Buffalo . . . Walter Annenberg, pres. of Triangle stations, publisher of *Philadelphia Inquirer*, due back from Biarritz Sept. 1 . . . Sidney Piermont, ex-NBC program talent mgr., joins CBS-TV as program coordinator, assigned to bookings for Garry Moore, Jimmy Dean, Lucky Strike shows . . . John E. McCoy, v.p.-secy. of Storer Bestg. Co., was married Aug. 17 to Elizabeth Harrington Chastain, in Bronxville, N. Y.; onetime FCC attorney McCoy was widowed last year, has 2 young sons . . . Hugh O. Kerwin, head of Petry TV in St. Louis since 1955, transferred as of Aug. 15 to head TV in new Dallas branch, Adolphus Tower Bldg., where David C. Milam, ex-Avery-Knodel, takes charge of radio; Fred W. Johnson, ex-KTVI, ex-Branham, promoted from salesman to mgr. of St. Louis TV . . . Barney Ogle, ex-Hamilton, Stubblefield, Twining & Assoc., ex-NAB, named asst. gen. mgr., KENS-TV & KENS, San Antonio . . . Melvin B. Wright, mgr. of KGMB-TV & KGMB, Honolulu, in N. Y. this week and San Francisco (St. Francis Hotel) until Aug. 29, will be back at stations Sept. 2 . . . David A. Harris, ex-H-R Reps, formerly Ruthrauff & Ryan timebuyer, joins WABC-TV . . . Roger Wolfe promoted to traffic mgr., KDKA-TV, Pittsburgh, replacing Wm. Jewett, resigned to teach TV-radio at Duquesne U; exec. producer Wm. McGraw replaces Wolfe as asst. to B. Calvin Jones, program director . . . Rosemary Caputo quits as traffic & continuity mgr., educational WQED, Pittsburgh, to join upcoming WTAE (Ch. 4) in same capacity; Ted Nielson, also ex-WQED, joins educational WTTW, Chicago . . . Henry Cauthen quits WIS-TV, Columbia, S. C., to become technical director of state experiment in closed-circuit educational TV at Dreher High School, Columbia . . . James P. White appointed sales mgr. of upcoming WJRT, Flint (Ch. 12) due on air in early fall under mgr. A. Donovan Faust . . . Gregory G. Harney Jr.,

ex-CBS-TV, named production mgr. of WGBH-TV, Boston . . . Wm. B. Colvin, ex-TvB, named adv. & sales promotion mgr., WBZ-TV, Boston . . . Norman S. Livingston promoted to program sales director, NBC Radio . . . George W. Armstrong promoted to exec. v.p. of Storz Bestg., continues as gen. mgr. of radio WHB, Kansas City . . . Sid White, ex-Warner Bros., ex-*Radio-TV Daily* columnist, joins ABC press information dept. . . Joseph Kotler promoted to Ziv N. Y. sales mgr., succeeding Len Firestone, now general sales mgr. of syndication; Richard Hamburger promoted to asst. N. Y. sales mgr., James Parker to spot sales mgr., eastern div. . . Gene Deitch, ex-CBS Terrytoons, has formed Gene Deitch Associates, 43 W. 61st St., N. Y. to produce animated film for TV. . . Gilbert Williams, ex-Van Praag Productions, ex-WRGB, Schenectady, ex-WOR-TV, N. Y. and winner of Detroit Ad Club's 1957 gold medal award for Chevrolet commercial, joins Robert Lawrence Productions, Inc., N. Y.

ADVERTISING AGENCIES: Jerome J. Cowen promoted to exec. v.p. for west coast offices, Cunningham & Walsh, succeeding Franklin C. Wheeler, retired . . . Herbert Gunter, Ted Bates v.p., adds duties of TV-radio production; Richard B. Jackson, ex-NBC, named TV-radio operations director . . . James C. McDonough, ex-Erwin Wasey, Ruthrauff & Ryan, named v.p. of W. B. Doner & Co., Chicago . . . Wayne Jervis Jr., ex-McCann-Erickson, Chicago, named marketing v.p., Leo Burnett Co. there . . . D. M. Marshman Jr., promoted to v.p., C. J. LaRoche & Co., N. Y. . . John F. Adlinger promoted to v.p., Young & Rubicam . . . Gene Martel, from N. Y. office, heads Young & Rubicam TV commercial film production, San Francisco . . . Dean Pennington, Gardner Adv. v.p., named TV-radio commercial dept. director; John Gunter named program director-business mgr., St. Louis . . . Grant A. Tinker, ex-McCann-Erickson, named TV programming director, Warwick & Legler, N. Y.

Educational TV advisory committee to N. Y. Board of Regents includes: Jacob L. Holtzmann, N. Y. attorney, chairman; John Daly, ABC news v.p.; the Very Rev. Timothy J. Flynn, TV-radio director, N. Y. Archdiocese; Leavitt Pope, WPIX v.p.; P. B. Reed, RCA v.p.; Clarence Worden, WCBS-TV director of public affairs; Kenneth G. Bartlett, Syracuse U v.p.; John J. Theobald, supt.-elect, N.Y.C. schools; Thomas C. Fetherston, N. Y. School Boards Assn.; Mrs. May M. Henry, pres. N. Y. State Teachers Assn.; Stanley G. Jones, N. Y. Telephone Co.; Harry C. Lautensack, Mfrs. Trust, Buffalo; Brother Augustine Philip, Manhattan College pres.; Howard C. Seymour, supt., Rochester schools; Mark Starr, ILGWU education director.

Eleven-man CBS-TV Affiliate Advisory Board (C. Howard Lane, KOIN-TV, Portland, Ore., chairman) meets in Bermuda's Mid-Ocean Hotel Aug. 28-30 for briefings by top CBS-TV executives, including TV pres. Louis G. Cowan, CBS Inc v.p. Dick Salant, sales v.p. Wm. H. Hylan, engineering-affiliate relations v.p. Wm. B. Lodge, affiliate relations v.p.-director Edmund C. Bunker.

F. C. Sowell, v.p. & gen. mgr. of radio WLAC, Nashville, named chairman of NAB AM Radio Committee.

Obituary

Walter Tenbroeck Gassenheimer, 52, engineer of N. Y. *Times'* WQXR, died Aug. 17 in Perth Amboy. Surviving are wife and daughter.

Watson M. Gordon, 75, retired McCann-Erickson v.p., died Aug. 11 at Pocasset, Mass.

TV Service by States: Final report of Nielsen Coverage Service (NCS 3), sponsored by the TV networks, 40 major agencies and some 125 stations and designed to appraise daily, weekly or monthly tune-ins during day and night on basis of county-by-county samplings, was released this week by John K. Churchill, v.p. of A. C. Nielsen Co. Preliminary report had counted uhf homes (Vol. 14:32) and new data is based on increase in TV stations from 441 in 1956 to 505 in 1958 [present total: 530, including educationals & satellites] and notes that 45 states now report new TV services since 1956 besides service to U. S. listeners from 16 stations in Canada & Mexico.

Effects on listenership of advent of new stations are analyzed, with particular emphasis on technical adjustments that need to be made in home sets. Combined circulation of the 505 reportable stations is set at 152,800,000 million homes, counting overlaps—the average TV home in the U. S. using 3.61 stations. Reportable stations are those serving at least 10% of the total homes in one or more counties, which accounts for the disparity between Nielsen's 505 and the actual on-air count of 530. Says Nielsen:

"Once past the larger cities, the backbone of U. S. television service is the smaller station serving local markets. The range of audience, from larger to smaller stations, is not as great as the range in U. S. population concentration since smaller markets are generally served by stations as part of a larger area complex."

Station circulation patterns by states in 1958 (note that only state without any originating station is N. J., where uhf's failed in Atlantic City & Asbury Park; that Del., N. H. & Vt. have only one station each, R. I. 2; the biggest concentrations of stations are in Tex., Cal., N. Y., Pa., Ill.):

No. of Stations Serving State					
By State of Origin	By Reportable Coverage In State		By Reportable Coverage In State		
	By State of Origin	By Reportable Coverage In State			
Ala.	9	25	Nev.	4	11
Ariz.	8	9	N. H.	1	14
Ark.	6	23	N. J.	—	11
Calif.	29	33	N. M.	6	20
Colo.	9	18	N. Y.	24	34
Conn.	5	21	N. C.	12	31
Del.	1	9	N. D.	9	12
D. C.	4	4	Ohio	19	36
Fla.	16	22	Okla.	9	27
Ga.	12	24	Ore.	8	20
Ida.	5	12	Pa.	21	51
Ill.	20	44	R. I.	2	8
Ind.	16	31	S. C.	8	16
Ia.	12	29	S. D.	5	11
Kan.	7	25	Tenn.	14	22
Ky.	5	27	Tex.	41	52
La.	12	18	Utah	4	6
Me.	6	11	Vt.	1	14
Md.	4	19	Va.	12	31
Mass.	8	17	Wash.	13	19
Mich.	12	30	W. Va.	8	26
Minn.	9	23	Wis.	13	33
Miss.	6	23	Wyo.	4	15
Mo.	15	32	Canadian &		
Mont.	6	14	Mexican ...	16	30
Neb.	9	22	Total	505	1,115

"Monopoly" threat by networks in field of TV tape commercials was alleged this week by N. Y. Film Producers Assn. (Vol. 14:33) in Washington conference with Justice Dept. anti-trust expert Robert Bicks. FPA pres. Nathan Zukor and counsel Herbert Burstein told Bicks they feared networks—particularly CBS & NBC—would squeeze independent commercial producers out of tape operations. They said they sought "prophylaxis" for problem, not anti-trust litigation. Justice Dept. made no commitments, suggested FPA & networks might get together for talk with Bicks.

FTC Is Hit Again: "Deception" in TV commercials for dentifrices was cited this week by House Govt. Operations Committee in blistering criticism of FTC—its second blast at agency in 2 weeks—for "failure to take action against false & misleading advertising." Few nationally-advertised toothpastes which are plugged on TV escaped scornful comments in new findings by Committee (H. Rept. 2667), which last week scored FTC for countenancing "illicit" claims for weight reducers (H. Rept. 2553), suggested making media as well as advertisers responsible for ads (Vol. 14:33).

Quoting dental authorities who testified at hearings conducted by legal & monetary affairs subcommittee headed by Rep. Blatnik (D-Minn.), Committee noted 3 "general themes" are common in promotion of dentifrices: "(1) Stopping dental decay. (2) Elimination of 'bad breath.' (3) Adequacy of using a dentifrice 'only once a day'."

All 3 claims were wrapped up in one TV commercial which was protested at hearing by Dr. Harry Lyons of Medical College of Va., representing American Dental Association. He testified that "to say this is an exaggeration of fact [is] an understatement if there ever was one made."

Committee brushed aside FTC's arguments that it lacks funds for exhaustive investigation of claims for toothpastes, pointed out agency had issued no cease-&-desist orders in field since 1951, that most recent stipulations to discontinue objectionable ads was dated 1947.

Committee concluded that: (1) FTC isn't "discharging its statutory responsibilities to halt or prevent deception." (2) Manufacturers should submit "scientific proof of advertised claims." (3) FTC should get together with toothpaste manufacturers "without delay" to work out "codes of fair advertising practices." (4) Other Congressional committees should see whether new laws aren't needed for "effective enforcement" to stop fraudulent ads.

Anti-Canon 35 Plan: Summit meeting of lawyers, broadcasters, newspapers and other media to work out agreement to end American Bar Assn.'s Canon 35 ban on camera-microphone court coverage was urged this week by NAB pres. Harold E. Fellows. He told 59th annual convention of VFW in N. Y. that "public's right to know generally has been hobbled" by Canon 35, which will be reviewed again by ABA's House of Delegates (Vol. 14:9) in Los Angeles Aug. 25-29. "Top-level meeting" of all professional groups is needed to resolve long-standing issue, Fellows said. Meanwhile, chairman Robert D. Swezey (WDSU-TV & WDSU, New Orleans) of NAB's freedom of information committee reported broadcasters in 23 states are ready to demonstrate to lawyers that TV & radio can cover trials without disrupting them.

Arbitron instant rating service, after 6-mo. "development period" (Vol. 13:51), goes commercial in New York City Aug. 25. American Research Bureau pres. James W. Seiler says he expects to distribute reports recorded from 217 N. Y. homes every 90 seconds round-the-clock to 6 stations—possibly 7. He says service will go national (Detroit, Chicago, Cleveland, Philadelphia, Baltimore, Washington as well as N. Y.) by Labor Day with Arbitron devices in about 600 homes. Local service will be available in Chicago by late Sept., in Los Angeles before Jan. 1.

SALES UPTURN BODES BETTER TV TIMES: One more harbinger of hoped-for upturn in TV made its appearance this week in EIA's preliminary estimate of about 287,000 July sales -- second straight month retail sales have exceeded preceding month. It was highest figure since last March when sales totaled 416,000 units.

Weekly production figures, too, gave fillip to industry as EIA reported set makers turned out 124,527 units in week ended Aug. 15 -- making it best week this year. (See below for TV-radio production details.)

Figures were well below corresponding 1957 periods in both categories, but still served to support hope recession is bottoming out. Sales at retail in July compared with 250,362 in June, 237,189 in May -- 425,000 in July 1957. Some prior July retail sales: 1956, 414,500; 1955, 387,500; 1954, 368,600; 1953, 430,400; 1952, 235,000. July sales brought 7-mo. total to almost 2,500,000, down about 700,000 sets from 3,253,000 in corresponding 1957 period.

July is no great shakes as retail sales month, normally, but this year's slight upturn gave industry leaders heart that their predictions of much improved business this fall will be realized. They report, too, that distributor open-houses still going on in many parts of the country are highly successful and that new 1959 lines are being well received.

Top merchandising executives among set makers still predict production this year between 5,300,000 and 6,000,000 sets -- down from 6,400,000 in 1957. With total production standing at 2,242,000 Aug. 1, industry must turn out a little better than 3,000,000 sets in last 5 months to reach lowest prediction figure.

TV-Radio Production: TV output hit weekly peak for year with 124,527 sets in week ended Aug. 15 (see above) compared with 114,556 preceding week & 169,148 in the corresponding week last year. Year's 32nd week brought total for year to 2,661,981 vs. 3,369,000 last year. Radio production for week ended Aug. 15 was 227,114 sets (45,565 auto) vs. 168,196 (42,692 auto) preceding week and 192,877 (61,299 auto) same week last year. Radio production for 32 weeks was 5,606,350 (1,739,362 auto) vs. 8,171,000 (3,200,000 auto) for corresponding period last year.

RADIOS ROLLING IN FROM JAPAN: Japanese-made portable radios are flowing into the U.S. at greater rate than we anticipated when we estimated 1958 imports at 1,000,000 receivers last Feb. (Vol. 14:7). Though official figures are virtually impossible to come by, we've culled Commerce Dept. communiques from Tokyo, checked with trade sources, and now conclude total may exceed 1,400,000 this year. Apparently, imports were more than 675,000 during first 6 months and rate is accelerating. Fact is, the first half imports exceeded whole of 1957 when 641,000 Japanese radios came in.

Almost all Japanese imports are transistorized portables, the one segment of the industry which promises an increase this year over last -- and where the profits are most likely to be made. That's why heavy imports really are hurting. Domestic production of portables totaled 1,543,000 units in first 6 months of which 1,076,000 were transistorized -- about 70%. So, imports represent a better than 50% threat to a highly important section of U.S. radio industry.

Imports closely parallel buildup of Japanese radio industry, from 1,000,000 receivers in 1952 to 3,000,000 in 1956, about 3,800,000 in 1957, and an estimated 5,000,000 this year. Trade papers use the rule-of-thumb that 30% of Japanese radio production is exported; better than 70% to the U.S.

Japanese radios are being heavily promoted here. They've taken over shelves in some major markets at prices as low as \$25 for high-quality, 6-transistor set.

Workmanship is good; tone is good. American manufacturers are hard put to compete. And, it's interesting to note that recently organized Japan External Trade Recovery Organization, which handles promotion of imports in this country now has bought two 15-min. sports segments on a Chicago TV station to plug Hitachi transistor radios.

TV Inventories Unchanged: Trade sources attached considerable significance to fact that inventories Aug. 1 were virtually unchanged from month earlier despite build-up of new lines for fall market. Inventories at all levels were approximately 2,100,000 sets, down a healthy 200,000 from 1957 date. Factory inventories were about 564,000 sets, down from 629,000 at end of July; stocks in distributor hands were 836,000 sets, down from 848,000; dealer stocks were up about 85,000.

Electronics Personals: James W. McCrae, v.p. of Western Electric & pres. of subsidiary Sandria Corp., elected v.p. of AT&T, succeeded in both posts by P. P. Molnar, Bell Labs v.p.; Edward B. Crossland also promoted to v.p. from asst. to pres. . . Brig. Gen. K. E. Fields (USA ret.), ex-Atomic Energy Commission gen. counsel, named exec. v.p. of ITT subsidiary International Standard Electric Corp. . . David Sarnoff, RCA chairman, due back from European tour on Labor Day . . . Dr. Wm. J. Pietenpol, ex-Bell Labs, named v.p. & gen. mgr., Sylvania semiconductor div., Woburn, Mass. . . Norman L. Harvey, ex-Sylvania tube operations mgr., named CBS-Hytron v.p.-engineering . . . Roy L. Ash promoted to Litton Industries exec. v.p.; Henry Singleton & David Ingalls to v.p.'s. . . Nathan W. Aram promoted to Zenith asst. v.p. & chief engineer . . . C. J. Urban promoted to new post of marketing mgr., Westinghouse TV-radio div., succeeded as radio-phono sales mgr. by E. D. Smithers; J. J. Eagan promoted to TV & hi-fi general sales mgr., succeeding Tom B. Kalbfus, now with the div. as consultant; Stephen J. Welsh promoted to marketing mgr. for hi-fi components . . . Kenneth W. Connor promoted to Sylvania resident sales mgr., Syracuse. . . Brig. Gen. Terence J. Tully, (USA ret.) named mgr. of communication engineering, RCA Service Co. missile test project, Patrick Air Force Base, Fla.

Dr. Lee DeForest, the noted inventor who recently celebrated 84th birthday, has closed his lab in Los Angeles, which for last 7 years has been researching conversion of heat into electricity for United Mfg. Co., Chicago, is retaining office at 1027 No. Hollywood Ave., L. A.

Wm. S. Parsons, pres. of Centralab, Milwaukee, elected pres. of Electronic Industry Show Corp. to plan 1959 Electronic Parts Distributors Show in Chicago next May, succeeding Charles Golenpaul, v.p. of Aerovox.

EIA fall conference in San Francisco's St. Francis Hotel Sept. 16-18 will consider recommendation that its Consumer Products Div. conduct a year-round promotion to step up TV set sales, according to exec. v.p. James D. Secrest. Also on agenda: (1) Plans to renew fight in next Congress to eliminate excise taxes on TV, radio & phonographs. (2) Proposed code of ethics aimed at preventing sale of counterfeit receiving tubes. (3) Report of Electronic Import Committee on threat of component imports on domestic industry. (4) Report on pending Labor Dept. proposals to establish minimum wages under Walsh-Healey Act for tubes, semiconductors, parts.

Five stereo kits to convert present hi-fi phonos to stereophonic sound were introduced this week by RCA. Prices range from \$20 to \$80.

Now it's ITT. International Telephone and Telegraph Corp. drops ampersand (&) from name abbreviation.

DISTRIBUTOR NOTES: Olympic Radio & TV div. of Siegler Corp. appoints 9 for TV, radio, phonos: Burghardt Radio Supply, Watertown, S. D.; B. K. Sweeney, Denver; Ott Distributors, Lemoyne, Pa.; W-W Electric Co., Springfield, O.; Johnson Distributors, Wichita; Radio Trade Supply Co., Minneapolis; City Electric Co., Syracuse; Radio & TV Distributing, So. Bend, Ind.; Hermitage Electric Supply, Nashville . . . Sylvania appoints Washington Wholesalers (D. C.) for TV, radio & hi-fi, replacing factory branch; Roth Appliance, Milwaukee, replacing Radio Parts Co.; Orgill Brothers Hardware, Jackson, Miss., for consumer products . . . Stromberg-Carlson appoints Felix N. Millecan, Rochester, for hi-fi . . . Webcor appoints Shuler Distributing, Cleveland, for hi-fi, tape recorders . . . Raytheon appoints J. Malcolm Flora Inc., Detroit, for commercial products marketed through parts distributors . . . DuMont appoints Snelling-Bogossian, Hamburg, N. Y., for scientific instruments . . . Columbia Records appoints Craig Corp., Seattle, for phonos & records . . . Majestic International Sales appoints Wm. G. Brennan eastern sales mgr., N. Y. . . Telefunken appoints Mitropa International, Chicago, for hi-fi & recordings . . . Granco appoints Goodbinder Assoc., Washington, D. C., for radio & hi-fi.

Dr. Wm. J. Pietenpol, for last 8 years with Bell Labs, 2 of them as director of semiconductor development, who took over this week as v.p. & gen. mgr. of Sylvania's semiconductor div., paints a glowing picture of future transistor business, estimates transistor sales will increase fivefold in next 5 years to about 225,000,000 units worth \$202,000,000. He says great potential for transistors is in commercial and industrial applications such as automobile ignition & fuel injection systems; automatic aviation pilots, fuel measuring systems, cabin pressure controls; TV & hi-fi; commercial computers—and electronic toys. Transistors will not displace electron tubes, he says; rather, "much of the great potential of the transistor lies in devices to which electronics could not previously be applied."

Commerce Dept. is too liberal with import permits for surplus American goods abroad—including electronic tubes (Vol. 14:31)—House Committee on Govt. Operations reported this week. Commerce Dept. Secretary Sinclair Weeks promised to study need for "a thorough revision of procedures & statutes governing this area of our operations." EIA protest against tube imports was one of many presented Committee, which elicited comment that "permits for importation of foreign excess property have been issued in a number of cases where no domestic shortage existed and where such permits were not beneficial but were actually detrimental to the domestic economy because of the already depressed state of the industries affected."

A Primer of Stereo: "Stereophonic sound in one easy lesson" aptly describes 2-part feature in Aug. *Electrical Merchandising*, McGraw-Hill trade publication for TV-radio-appliance dealers. First part titled "Here's All You Need to Know About Stereo," by James J. Cassidy, is one of first descriptions for laymen how stereo sound is produced and reproduced, and includes glossary of terms peculiar to stereo lingo. Second part, "He's Already Making Money on Stereo," by Bill McGuire, tells how Birmingham dealer introduced stereo with a 4-prong sales promotion campaign, including a stereo concert, stereo broadcast, big store demonstration & an advertising trailer in the local movie house—all at a cost of \$621; sold 20 stereo units for \$6847; netted \$1,598 after delivery & other charges.

Stereo is described in first article as "most demonstrable product dealers have had to sell since TV" but warns that outcome of stereo promotion this fall depends on "public education" and "how the music lovers take to stereo discs." It quotes Columbia pres. Goddard Lieberson as saying: "Stereophony is the most obfuscated subject since the War Between the States."

In side-bar to stereo article, big independent Upper Darby (Pa.) dealer Mort Farr, ex-pres. of NARDA who appears on his own weekly TV show on WFIL-TV, Philadelphia, says dealers can get a chunk of the millions being spent on "leisure time products" by vigorously promoting hi-fi and stereo equipment for the home, plus the sale of tapes and records to go with them. Says Farr: "Customers seldom say how cheaply they bought hi-fi. It is more of a status symbol and they are more likely to exaggerate its cost as would a woman a mink coat." But, he warns dealer to "buy cautiously in breadth and not in depth" so as not to be caught with out-dated inventories.

* * * *

Possibility of a distribution snafu in the introduction of stereo is foreseen in Aug. 15 *Printers' Ink*. "There are enough of the new records to meet the mounting demand but not enough stereo phonographs to play them on," it says. "Dealers say phonograph makers have created a marketing snarl by premature advertising." RCA spokesman is quoted as saying, "It's just a case of the left leg getting too far ahead of the right one." RCA recently announced Sept. release of its first stereo tape magazines (Vol. 14:32) but RCA's new players for these tapes won't be ready for market until Oct.

Brightness standards for color TV tubes, to calibrate instruments for measuring color and brightness of phosphors, now available from Photometry & Colorimetry Section, National Bureau of Standards, Washington 25, at \$250 per set. EIA mailed 5 new standards for electronics industry to members, available to non-members from EIA engineering dept., 11 W. 42nd St., N. Y. The standards: ceramic dielectric capacitors (RS-165-A), 80¢ each; TV tuner performance presentation and measurement (RS-207), 25¢; terminating & signaling equipment for microwave communications systems—Part 1 (RS-210), \$1.10; dimensional characteristics of phonograph records for home use (RS-211), 60¢; numbering of electrodes and designation of units in electron tubes (RS-212), 25¢.

RCA enters silicon rectifier field with 2 types for TV, radio & phonos. Quantity production planned at Somerville, N. J., plant in 60 days.

Radio Shipments: Radio shipments to dealers during first half of 1958 were 14% below shipments for the corresponding 1957 period. EIA reported 26-week total was 2,905,327 sets vs. 3,436,428 same period last year. Shipments by states:

State	Total	State	Total	State	Total
Ala.	34,938	Mass.	110,389	S. C.	22,502
Ariz.	16,607	Mich.	104,801	S. D.	7,126
Ark.	15,196	Minn.	54,121	Tenn.	41,407
Calif.	230,666	Miss.	18,783	Tex.	142,260
Colo.	23,215	Mo.	82,281	Utah	11,060
Conn.	39,201	Mont.	10,010	Vt.	6,997
Del.	6,397	Neb.	16,801	Va.	47,051
D. C.	32,326	Nev.	5,192	Wash.	42,566
Fla.	82,124	N. H.	10,377	W. Va.	17,665
Ga.	55,538	N. J.	109,062	Wis.	59,756
Ida.	8,088	N. M.	9,011	Wyo.	3,766
Ill.	225,959	N. Y.	412,564	U. S.	
Ind.	50,677	N. C.	48,295	TOTAL	2,893,393
Iowa	35,477	N. D.	8,953	Alaska	2,478
Kan.	32,820	Ohio	164,159	Hawaii	9,456
Ky.	39,351	Okla.	27,838	GRAND	TOTAL
La.	36,912	Ore.	29,302		
Me.	17,803	Pa.	210,779		
Md.	59,005	R. I.	16,219		

Transistorized TV receiver developed by Texas Instruments semiconductor-components div. was demonstrated at Western Electronics Show & Convention in Los Angeles this week, one of few TV exhibits in show dominated by military electronics & missiles. Described as a "development project," set has 24 commercial transistors, self-contained rechargeable batteries.

Texas Instruments reported scoring record earnings of \$2,142,861 (66¢ per share) on sales of \$42,189,584 in first half of 1958 vs. \$1,719,406 (52¢) on \$30,830,131 in 1957 period. In 3 months ended June 30, Dallas manufacturer of electronic components, transistors, missile & radar systems, etc., earned \$1,035,117 (32¢) on \$21,710,250 sales (highest for any quarter in company's history) vs. \$930,010 (28¢) on \$15,577,923 in same 1957 period, but non-recurring cost of moving into new electronics plant during 2nd 1958 quarter kept net under first quarter's \$1,109,000 (Vol. 14:16). In letter to stockholders, chairman J. E. Jonsson & pres. P. E. Haggerty predicted 1958 earnings of \$1.40-\$1.45 vs. \$1.11 in 1957.

Midwestern Instruments, Tulsa manufacturer of magnetic tape & recording equipment, missile components, etc., earned \$44,913 on sales of \$2,438,766 in 6 months ended June 30 vs. \$474,377 on \$3,474,000 year earlier (Vol. 13:36). In report to shareholders, pres. G. R. Morrow said Magnecord div. has introduced low-cost stereo tape system for home use, plans new commercial & professional tape recorder for fall. New orders totaled \$2,085,184 in 2nd 1958 quarter vs. \$1,284,922 in preceding quarter (Vol. 14:19), \$751,311 in 4th 1957 quarter.

Litton Industries earned about \$3,700,000 (\$2.12 per share on 1,692,000 shares outstanding) on sales of around \$83,000,000 in fiscal year ended July 31 vs. \$1,806,492 (\$1.51 on 1,193,986) on \$28,130,603 year earlier, said chairman-pres. Charles B. Thornton in preliminary report this week. Rapidly expanding Beverly Hills electronics firm, which recently acquired Airtron Inc., Linden, N. J. (Vol. 14:24), increased working capital during year to more than \$20,000,000 from \$6,700,000.

Capitol Records had highest gross sales in 16-year history, \$43,694,818, in fiscal year ended June 30, but earnings slipped to \$2,777,755 from \$3,239,362 on \$35,108,401 sales year earlier.

Dividends: AT&T, \$2.25 payable Oct. 10 to stockholders of record Sept. 10; Cornell-Dubilier, 20¢ Sept. 23 to holders Sept. 12; Time Inc., 75¢ Sept. 10 to holders Aug. 29.

Do You Know That . . .

THE MIDAS TOUCH of CBS management [see its 1950-58 P&L statements, Vol. 14:33, p. 12] may be incubating another conquest—the Disneyland-type amusement project at Santa Monica, Cal., called Pacific Ocean Park, which was opened last month and which CBS owns jointly with the Los Angeles Turf Club, operator of the Santa Anita race track and the Lake Arrowhead concession.

This week, CBS disclosed that it had induced its highly capable and very popular ex-TV network pres., Jack Van Volkenburg, to forsake the joys of retirement in Englewood, Fla.—at the ripe old age of 55 come next Dec. 6—to go West and take over the presidency and general management of Pacific Ocean Park. He’s already on the job, residing temporarily in nearby Beverly Hills Hotel.

The personal reasons that impelled John Lamont Van Volkenburg to quit his top CBS post and resign from the CBS Inc. board of directors (Vol. 12:44), to which he had risen by degrees from sales mgr. in 1932 of KMOX, St. Louis, no longer preclude his active participation in business. His wife Katherine’s health has been vastly improved since they moved to Florida in latter 1956.

It remains to be determined whether he will now pull out of the competitive Ch. 10 application for Largo, Fla., in the Tampa-St. Petersburg area (Vol. 12:51 & TV Factbook No. 26), in which he holds about 10% interest in company with such notables as bandleader Fred Waring, admen Hal James (Doherty, Clifford, Steers & Shenfield) and Harry W. Bennett Jr. (Joseph Katz Agency), St. Louis Cardinals mgr. Fred Hutchinson, et al. Also, he will have to decide whether to transport to the Pacific the yacht which CBS-TV affiliates, in token of their great affection, pitched in to give him on his retirement.

* * * *

There’s fabulous Disneyland, of course, in which ABC-Paramount holds 35% interest, in partnership with Walt Disney Productions—but less generally know is fact that several lesser lights of the industry also have amusement park sidelines and are doing quite nicely. For example, Jack Poppele, recently chief of Voice of America, erstwhile engineering v.p. of New York’s WOR & WOR-TV, heads Santa’s Land at Putney, Vt. And Les Lindvig, local sales mgr. of Meredith’s KPHO-TV, Phoenix, operates the Jungle Park Zoo there—a unique story.

Pacific Ocean Park is a multi-million dollar project, with TV-radio commercial overtones. On the outskirts of Los Angeles, it has concession sponsorships, big national and regional advertiser displays by such as Coca-Cola, Westinghouse, Union Oil, Foremost Dairies, Bank of America, et al (Vol. 14:26). Admissions are up to 90¢, and they say it looks like CBS has another winner, of a piece with *My Fair Lady* (it owns 40%) and *Around the World in 80 Days* (10%).

On the board of Pacific Ocean Park, besides Van Volkenburg, are Wm. S. Paley & Frank Stanton, CBS; Leigh M. Battson, Reese H. Taylor & Gwynne Wilson, L. A. Turf Club; Robt. F. Strub, secy.-treas.; Edward C. Freutal Jr., asst. secy.; Ivan Betts, controller.

* * * *

Santa’s Land is a children’s heaven, as the name implies, attracting many thousands of New England summer tourists every week. It’s a substantial money maker, too, says Poppele, who is an engineering-management consultant betimes.

Appreciative Reader

Epitomizing the notes of commendation we’re getting from readers who have their *Digests* forwarded via air mail—we do it for subscribers who are traveling or vacationing, without charge—is this note received this week from a major multiple station operator now in France: “There are many good trade publications, but I must admit I look forward with great anticipation to reading *Television Digest* which [is being sent] me each week. Let me wish you continued success in your meritorious endeavors.” Note: Tell us where you will be 4 days after our Saturday mailings, if you want us to send your copy via air mail to any capital in Europe; allow 5-7 days to other continents.

But even more unusual is Jungle Zoo Park, which also charges admissions and which “zooperintendent” Mrs. Les Lindvig really operates. It’s a hobby that actually grew out of so prosaic a household experience as a gas furnace that sprang a leak, leading the Lindvigs to buy a canary to detect any further leaks.

That started them on birds, and they acquired more and bigger ones. Then they took in small prairie dogs, a mountain lion and a bear cub. Other animals were added, the main requisite being beauty. Only reptiles are excluded except for a desert tortoise and a large iguana which are pleasant denizens of “Story Book Corner.” Each animal has a name.

There are also kiddie rides, souvenirs, a candy & popcorn counter, etc. But the animals are the Lindvigs’ great love, and the collection is the only one of its kind in Arizona and has been widely written up. They’ve had some exciting experiences, too, as when they acquired a deodorized skunk but found “the vet had goofed”; and when the sheriff came storming out to shoot the python that reportedly had escaped, only to end up hunting a harmless 8-in. opossum that had escaped its cage and was sleeping somewhere in the warehouse.

“All in all,” Les Lindvig ruminates, “our hobby-business, now quite profitable, acts as a good release from the tensions of the TV business, and we expect to continue our study and acquisition of strange and wonderful creatures that roam the woodlands of the earth.”

TelePrompTer grossed \$750,000 from theatre-TV hookup for Floyd Patterson-Roy Harris fight in Los Angeles this week—little more than half the \$1,400,000 gross it reported after its debut in closed-circuit sports with Sugar Ray Robinson-Carmen Basilio N. Y. bout in March (Vol. 14:14). Spokesman told us TelePrompTer made profit on 2nd theater-TV venture, however, despite audience of only 180,000 (paying \$2.50-\$10 per seat) in 133 cities, 146 locations vs. more than 360,000 in 174 theatres & arenas for first fight. Kines of Patterson-Harris bout were flown to London & Australia for commercial TV showings, London reporting it had fight on TV before N. Y. movie houses had newsfilm. Court flurry over announced intention by radio WOR to simulate blow-by-blow of Los Angeles fight, despite exclusive broadcast rights held by TelePrompTer (Vol. 14:33), was resolved by Judge Tilzer of N. Y. County Supreme Court. He said radio could give resume of rounds—which was done—but was “enjoyed from simulating a live broadcast in the present tense.”

**THE
AUTHORITATIVE**

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — August 30, 1958

500 STOCKHOLDERS CLAIMED by Capital City TV (Lowell Thomas-Frank Smith), which may soon seek American Stock Exchange listing (pp. 1 & 8).

ROTATION COVERAGE of continuing spot news proposed by NBC's Sarnoff to stop network duplication, save income lost by public service preemptions (p. 2).

FOREIGN TV STATIONS rise to 600, sets-in-use to 23,814,000 from 527 & 21,119,850 in Jan. World total: 1164 stations, 72,314,000 sets (p. 3).

TELECASTING REVENUES, expenses, gross profits for 1957 disclosed in FCC report on networks, their 16 owned stations, 485 other stations (p. 4).

MIAMI Ch. 10 RE-HEARING set for Sept. 8, starring most of those who got headline billing in House investigation of "influence" on FCC (p. 4).

NEW STUDY OF CANON 35 ordered by American Bar Assn., renewing broadcasters' hopes that rule barring TV & radio from courtrooms will be repealed (p. 8).

WVUE GOES DARK SEPT. 13 unless Storer finds buyer for Ch. 12 Wilmington-Philadelphia outlet, a heavy loser; \$1,800,000 price now indicated (p. 9).

UHF's DOWN TO 85 as WBLN, Bloomington, goes dark, hoping to resume in Oct. (p. 9).

Manufacturing-Distribution-Finance

REPLACEMENT MARKET GROWTH reflected in 6-mo. report on picture tube sales. Output of portables hits peak (p. 10).

INDUSTRY-WIDE TV PROMOTION, year-round drive to boost set sales, on agenda of EIA San Francisco meeting, but outlook doubtful. (p. 10).

HEAVY INVESTMENTS IN WEST GERMANY by U. S. TV-radio-electronics firms noted in Commerce Dept. list. Tariff situation complicated (p. 11).

FIRST STERO-COLOR SIMULCAST to be George Gobel Show, Oct. 21, on NBC-TV & radio networks. Important trade magazine features stereo (p. 12).

LOG OF STATIONS BY STATES & CITIES: Because we've found it so handy ourselves, we publish as the center spread of this edition (pp. 6-7) a Log of Television Stations in Operation, or due to be operating before end of this year -- by States & Cities, giving Call Letters with Channels. This is really the Log, somewhat rearranged, that appears on our 34x22-in. Map of Television Stations and Network Routes, newly revised for inclusion with the fall-winter TV Factbook, due off the presses in mid-Sept. But this listing is in larger print and easier to read. It includes all stations in the U.S. & Possessions, in Canada, along Mexican border. Authorized holders of CPs who definitely indicate that they intend to be on air this fall or winter are also included, indicated by asterisk. Extra copies of this Log, reprinted on white stock and suitable for mounting, are available at 2 for \$1, or 10 for \$3.50.

PUBLIC TRADING IN TV-RADIO SHARES: Stockbroker trading in TV-radio station ownerships may become more commonplace as owner-managements undertake to expand and as investors turn their eyes more and more to the profit potentials of the broadcasting business. Operating stations is becoming such big business, demanding so much capital, that the days of individual or small-group licensees may well be numbered.

There are the big corporations, of course -- like RCA, CBS, American Broadcasting-Paramount, Westinghouse, GE, Meredith, Time Inc., Avco (Crosley) and General Tire (RKO Teleradio) which are multiple owners of TV & radio stations and which have long been listed on the big boards as parent companies whose station subsidiaries usually are substantial contributors to their over-all balance sheets.

There are lesser group holders like National Theatres and National Telefilm, proposing to merge (Vol. 14:34), and of course Paramount Pictures with its one sta-

tion owned outright but with substantial holdings in the DuMont enterprises -- also publicly traded. Then there are the broadcasting-only operators like Storer (N.Y. Stock Exchange), Gross and Tele-Broadcasters (over-the-counter), WJR The Goodwill Station Inc. (Detroit Stock Exchange).

Last of the "independents" to be listed for public trading was Metropolitan Broadcasting, relict of DuMont Network, embracing its 2 TV stations and acquiring 2 radios besides -- spun off DuMont Labs and now traded over-the-counter.

Latest station-only grouping to be entered for trading, soon expected to apply for American Stock Exchange listing, is Capital Cities Television Corp., formerly Hudson Valley Broadcasting Co., better known as the Lowell Thomas group. It's parent company for TV stations WTEN, Albany, with satellite in Adams, Mass.; WTVD, Durham, N.C.; and radio WROW, Albany. It already has some 500 stockholders, according to veteran radio executive Frank M. Smith, onetime gen. mgr. of WLW, Cincinnati under Powell Crosley, who put the group together.

[For further data on Capital Cities Television Corp., see p. 8.]

WHY NOT ROTATE BIG NEWS? ASKS SARNOFF: Damned-if-you-do-damned-if-you-don't dilemma faced by TV -- how to handle top, continuing news stories as public service without losing sponsor money and alienating viewers who demand entertainment -- could be solved if networks took turns at coverage, NBC's Robert W. Sarnoff argued this week.

While ABC & CBS didn't jump at once at idea of rotation schedules, it's clear Sarnoff has started something that may be workable and that Dept. of Justice anti-trust div. can't cavil at. Said ABC-Paramount pres. Leonard Goldenson: "There may be areas where we can expeditiously pool efforts, like presidential speeches and United Nations -- but where things are competitive and demand different interpretations I can't see how it can be done. But it certainly should be studied." ABC's news v.p. John Daly said he thought the idea merits serious consideration, but also observed, "I think that we shouldn't do anything which would have the effect of limiting competition in covering big events."

CBS's Frank Stanton had not studied the plan yet, said it was in news v.p. Sig Mickelson's province -- and Mickelson said: "I think we ought to talk it over."

In one of his provocative pronouncements on programming problems, the NBC chairman said in newsletter ("Regards, Bob Sarnoff") to TV-radio editors that he's "glad" his network had preempted 29 regular programs -- 17 sponsored -- to carry 19 hours of recent UN sessions. Simultaneous TV blanket coverage was provided by CBS & ABC (Vol. 14:29) -- and frequently-critical newspapers praised enterprise.

* * * *

But what about "lady in Brooklyn" who didn't like it? Sarnoff asked. "In the name of God," she protested to NBC, "whose idea is it to cut in on Dragnet with a UN session? Of all the ridiculous things, that boob wins the extra-large portion of fried cockroaches." Sarnoff thinks she warrants "genuine concern" of networks, says she's entitled to pick & choose what she wants to see on the air.

"You can argue that every citizen of America should be interested in following developments that could affect their lives and those of their children," he said in letter to editors -- another in informal series started last year (Vol. 13:19,42). "But can you argue that it is wise to eliminate all freedom of program choice?"

Successful TV rotation plan worked out in May, 1957 by Baltimore's WBAL-TV, WMAR-TV & WJZ-TV to cover House Un-American Activities Committee hearings there (Vol. 13:19) was cited by NBC chairman as "textbook example" of how his plan could be used by networks for UN meetings, hearings, political conventions, etc.:

(1) "Live coverage would be available to all without depriving the viewer of freedom to choose a program more to his liking." (2) "By lessening the financial strain of prolonged periods of commercial cancellations, the networks would be in a stronger position to provide sustained live coverage of newsworthy events."

WORLD-WIDE TV PICTURE—HEALTHY EXPANSION: Spurt of TV in foreign countries continues without letup, it's apparent from study of a newly completed directory of foreign stations & sets for our Fall-Winter Factbook, due off presses in Sept.

Most authoritative foreign TV directory extant, it's based on every available source -- including official responses from communications ministries of the major countries. Totaling all figures as of Aug. 1, we find:

(1) Exactly 600 stations serving 23,814,000 sets -- compared with 527 stations and 21,119,850 sets as of Jan. 1 [Vol. 14:7]. (2) U.S. station total in same period advanced from 529 to 532, sets from 47,000,000 to 48,500,000. (3) Counting the 32 U.S. military stations overseas, grand total of 1164 stations serve world's 72,314,000 sets -- up from 1087 and 68,204,850 as of Jan. 1.

Areas of greatest growth remain the same: Japan, W. Germany, Italy. Latter has most stations (169) but most are tiny satellites. Russia remains a substantial enigma -- nobody eliciting any reliable figures; it's believed to have 70 stations and between 2,000,000 and 3,000,000 sets.

South America is the area to watch. Such huge countries as Argentina and Brazil are bound to cut loose one of these years. As of now, Argentina has only one station, 195,000 sets; Brazil, 7 stations and 700,000 sets.

Impact of commercialization is worth noting, too. Simple fact is that best showing is generally made in countries where advertiser helps foot bill -- United Kingdom, Japan, West Germany, Italy, Australia, etc. Russia is something else, of course; it can juggle prices and set distribution to suit its propoganda aims.

Our station and set totals differ in some instances from those recently compiled by U.S. Information Agency (Vol. 14:29) -- because of variations in sources. [For our current figures, see table below.]

Global TV Roundup: We've drawn on all presumably reliable sources to come up with figures on foreign TV stations and sets-in-use (see above). In table below, we believe we have gleaned most accurate figures available. We won't vouch for Iron Curtain countries, however--don't know anyone who can. Surprisingly, however, we did get an official report from Poland in answer to our query.

Most reliable figures are those from countries where sets are licensed and taxed, because Govt. keeps track. But even in these, there's sometime a brisk trade in unreported "bootlegged" sets; in such cases, estimates have been made. Herewith is our compilation of foreign TV stations and sets-in-use as of Aug. 1:

Country	Stations	Sets	Country	Stations	Sets
Algeria	1	15,000	Mexico	12	400,000
Argentina	1	195,000	Monaco	1	10,000
Australia	6	320,000	Netherlands	4	350,000
Austria	10	50,000	Nicaragua	1	2,000
Belgium	5	200,000	Norway	1	1,000
Bermuda	1	5,200	Panama ⁴	—	8,000
Brazil	7	700,000	Peru ¹	1	—
Bulgaria	1	500	Philippines	1	18,000
Canada	53	3,075,500	Poland	5	60,000
China ¹	1	—	Portugal	5	15,000
Colombia	6	140,000	Rumania	1	12,000
Cuba	23	315,000	Saudi Arabia	1	700
Cyprus	1	1,000	Spain	1	21,000
Czechoslovakia	4	250,000	Sweden	5	150,000
Denmark	6	150,000	Switzerland	8	42,000
Dominican Rep.	3	7,500	Thailand	1	20,000
Elre ²	—	30,000	Turkey	1	500
El Salvador	1	7,000	United K'dom	26	9,313,800
Finland	5	8,000	USSR	70	2,500,000
France	24	800,000	Uruguay	1	4,500
E. Germany	10	200,000	Venezuela	10	200,000
W. Germany	74	1,700,000	Yugoslavia	2	4,500
Guatemala	2	11,000			
Hong Kong ³	—	2,500			
Hungary	—	8,000			
Iran ¹	1	—			
Iraq	1	6,000			
Italy	169	880,000			
Japan	23	1,600,000			
Korea	1	2,700			
Luxembourg	1	1,600			
			FOREIGN TOTAL	600	23,814,000
			U. S.	532	48,500,000
			U. S. Military ¹	32	—
			GRAND TOTAL	1164	72,314,000

¹ Sets-in-use figures unavailable ² Viewers tune to British stations. ³ Closed-circuit cable system. ⁴ Viewers tune to Armed Forces stations.

Changing Newspaper Picture: Oft-discussed acquisition of *N. Y. Herald Tribune* by John Hay (Jock) Whitney, Ambassador to Britain (Vol. 13:40) whose wife Betsey is sister of CBS chairman Wm. S. Paley's wife Barbara, was confirmed this week. Having loaned Ogden Reid family's newspaper \$1,200,000 last Oct., he has now acquired controlling interest, Reid to continue as editor & pres. Whitney also heads J. H. Whitney & Co., founded in 1946 to invest in growth enterprises, now owning or controlling 4 TV & 2 radio stations, which also recently purchased Sun. newspaper syndicated supplement *Parade* for reported \$7,000,000 (Vol. 14:31). Note: To the recent rash of speculation about newspaper deals, including flatly denied rumors that *Washington Star* (WMAL & WMAL-TV) and *Baltimore Sun* (WMAR-TV) were being sold, was added one this week that *Chicago American*, owned by *Chicago Tribune* (WGN-TV & WGN), was also being sold--also strongly denied by publisher Stuart List. His statement followed LaSalle St. conjecture as to reason for jump in value of stock of Jack Knight's *Chicago Daily News* from \$18.25 last Jan. to \$31.50 bid this week. Knight, part owner of WAKR-TV & WAKR, Akron & WCKT (TV), Miami, said he knew no reason for stock's recent activity, is still interested in buying *Chicago American*, has made no recent offer, has tried without success to find out who is buying *News* stock--and emphasized that he and his family and associates own 70% of it.

Long-standing "TV-Radio" section of *Time Magazine* has been dropped, by order of editor Henry Luce himself, in favor of new section captioned "Show Business," inaugurated several weeks ago with cover story on NBC's Jack Paar. Entertainment aspects of TV will be covered in new dept., news in "Press" section, educational TV under "Education," etc.

Final 1957 TV Financial Data: Revenues up, costs higher, profit down—same pattern holds for the business of telecasting as for most businesses, according to FCC's final consolidated audit of TV revenues, expenses & income before taxes during 1957. Always later than industry "guesstimates" but based on reports required of 3 networks, their 16 owned stations, 485 other stations (95 of them pre-freeze, 88 of them uhf), the 1957 figures were released Aug. 27. They show, among other things:

(1) That telecasting is indeed a "billion dollar industry"—actually did \$943,200,000 last year, up 5.2% from 1956. Time sales alone ran \$868,700,000 before agency & rep commissions. Costs mounted by 10.7% during 1957, leaving gross profit of \$160,000,000, down 15.6%. Best revenue-bearers and earners by far were the 95 commercial pre-freeze stations, doing more business than the other 406 stations combined and earning much more profit. Worst picture is presented by the 88 reporting uhf stations, showing \$26,700,000 gross income but aggregate net loss of \$3,500,000.

(2) As in the golden days of radio, the networks and their 16 owned TV stations accounted for more than half the revenues of the whole telecasting industry (or \$467,900,000) and very nearly half of their gross profit (\$70,700,000). Of the network revenues, \$144,500,000 came from talent, \$29,700,000 from sundries other than sale of time.

(3) Five stations grossed more than \$8,000,000 each; 8 had revenues of \$6-8,000,000; 12, \$4-6,000,000 (one showing loss); 49, \$2-4,000,000 (2 showing loss); 26, \$1-2,000,000 (3 showing loss); 3, \$800,000-\$1,000,000—all of them pre-freeze outlets. Identity of stations is not divulged, of course; however, there's usual table headed Individual TV Market Data, naming 70 markets, indicating number of stations in each, their combined time sales (national, regional & local, separately), their broadcast revenues, expenses, gross income—cumulative local totals which permit any station operator, knowing his own figures, to adduce his own relative standing if not to guess that of his competitors.

(4) Networks and their owned stations accounted for \$397,218,000 expense total (spending \$274,577,000 on programs alone) whereas all other stations' expenses totaled

FCC Financial Report on
REVENUES, EXPENSES & INCOME
of 3 TV Networks and 501 TV Stations
1957 - 1956 - 1955
(\$ Millions)

	1957	1956 ²	1955 ¹
Broadcast Revenues			
3 Networks (including 16 owned stations*)	\$467.9	\$442.3	\$374.0
95 Pre-Freeze stations	261.3	260.7	230.0
Subtotal	729.2	703.0	604.0
Post-Freeze TV stations:			
302 VHF	187.3	161.4	112.2
88 UHF	26.7	32.5	28.5
Industry total	\$943.2	\$896.9	\$744.7
Broadcast Expenses			
3 Networks (including 16 owned stations*)	\$397.2	\$356.9	\$306.0
95 Pre-Freeze TV stations	179.3	171.0	148.1
Subtotal	576.5	527.9	454.1
Post-Freeze TV stations:			
302 VHF	176.5	145.0	107.4
88 UHF	30.2	34.4	33.0
Industry total	\$783.2	\$707.3	\$594.5
Broadcast Income (Before Federal Income Tax)			
3 Networks (including 16 owned stations*)	\$ 70.7	\$ 85.4	\$ 68.0
95 Pre-Freeze TV stations	82.0	89.7	81.9
Subtotal	152.7	175.1	149.9
Post-Freeze TV stations:			
302 VHF	10.8	16.4	4.8
88 UHF	(3.5)	(1.9)	(4.5)
Industry total	\$160.0	\$189.6	\$150.2

() Denotes loss.

¹ 1955 data cover 4 networks and 16 owned-&-operated stations; 93 pre-freeze and 328 post-freeze stations (225 VHF and 103 UHF). Three networks after Sept. 15, 1955 when DuMont ceased network operations.

² 1956 data cover 3 networks and 15 owned-&-operated stations; 95 pre-freeze and 364 post-freeze stations (269 VHF and 95 UHF).

* Includes 3 post-freeze UHF stations.

\$386,022,000 (\$151,463,000 on programs). Average number of employes in pre-freeze stations doing more than \$2,500,000 volume was 43; of stations doing more than \$2,500,000 average is 52. Networks and owned stations have 11,922 payroll, pre-freeze stations 9815, post-freeze vhf stations 13,624, 88 post-freeze uhf's 2436—for grand total of 37,797 (5519 of them part-time).

In the column above are basic figures for 1957 with comparisons with 1956 & 1955. For complete report, comprising 9 tables, write FCC—or we'll get it for you.

For first week of hearing WKAT's Col. Frank Katzenline will be lead-off witness, followed by Miami lawyers Ben H. Fuqua & Joseph M. Fitzgerald, ex-Miami Mayor Perrine Palmer, Fla. Public Utilities Comr. Jerry W. Carter. Second week will see Miami Judge Robert H. Anderson, National Airlines pres. Ted Baker & director Paul Scott, Miami insurance executive Charles Sheldon. Third week will star Miami attorney Thurman Whiteside—whose "loans" to Mack led to latter's downfall and who was billed by subcommittee as "fixer" in Ch. 10 case—and possibly Mack, along with other witnesses who may be called by Baker.

All parties in rehearing will be free to summon their own witnesses when their turns come. None indicated at pre-hearing conference just whom they might call.

Multimillionaire Dallas oilman Clint Murchison in \$40,000,000 deal has acquired working control (24%) of Life and Casualty Insurance Co., which owns 50% of WLAC-TV, Nashville (Ch. 5), 100% of radio WLAC.

Miami Show Rerun: Celebrated FCC "influence" case of Miami Ch. 10—big headline winner for House Commerce legislative oversight subcommittee (Vol. 14:6, et seq)—gets back on road Sept. 8 when Commission opens court-ordered rehearing on decision which gave National Airlines WPST-TV.

Much the same cast of characters who starred in subcommittee's show will appear again as FCC—Judge Horace Stern presiding as special hearing officer (Vol. 14:25, 26)—delves into questions of: (1) Whether ex-Comr. Mack, whose resignation was forced by subcommittee, should have disqualified himself from voting on Ch. 10. (2) Whether contestants exerted improper influences.

At pre-hearing conference Aug. 25, all principals (including losers WKAT Inc., L. B. Wilson Inc., North Dade Video Inc.) agreed with FCC gen. counsel Warren E. Baker that Mack's testimony before House subcommittee should be introduced to save time. Mack himself also was listed for probable personal appearance by Baker, who said FCC would need about 3 weeks to complete its case.

Television Digest

with ELECTRONICS REPORTS

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Personal Notes: Roger B. Read, asst. to Radio Cincinnati exec. v.p. David G. Taft, promoted to gen. mgr. of WKRC-TV, Cincinnati, latter now devoting more time to over-all direction of WTVN-TV, Columbus; WBRC-TV, Birmingham; newly acquired WKYT, Lexington, Ky. . . . Kenneth L. Yourd, secy.-treas. & legal officer of Educational TV & Radio Center, Ann Arbor, which is due to move to N. Y. early next year, is currently executive authority of the Center pending selection of successor to Dr. H. K. Newburn, resigned pres.; Yourd is a onetime NBC attorney . . . Robert Lemon, program director of WRCV-TV, Philadelphia, going with v.p.-gen. mgr. Lloyd E. Yoder to WNBQ & WMAQ, Chicago when latter on Sept. 8 succeeds Jules Herbouveau, now NBC Chicago network v.p., and Ray Welpott takes over in Philadelphia (Vol. 14:32) . . . Saul Rosenzweig, ex-Katz, N. Y., named national sales mgr. of WLOS-TV, Asheville under newly named v.p. Louis Wolfson and mgr. Ted Eiland; Ashe Dawes, ex-WTVJ, program-production mgr.; Dewey Long is mgr. of radio WLOS . . . Glenn B. Lau, ex-WVUE sales mgr., joins WRCV-TV, Philadelphia . . . Ray A. Hubbard returns to Westinghouse KPIX, San Francisco, as program director after 2 years with WBZ-TV, Boston . . . Joseph K. Mikita has resigned as treas. of Capital Cities TV (WTEN, Albany; WTVD, Durham, N. C.) to become controller of Westinghouse stations as of Sept. 2 . . . Lawrence M. Carino resigns as gen. mgr. of KTNT-TV, Tacoma, succeeded by Robert I. Guy; Edward D. Podolinsky named sales mgr. . . . F. Paxson Shaffer named

ADVERTISING AGENCIES: Alfred T. Prange, ex-Cunningham & Walsh, ex-Dancer-Fitzgerald-Sample, more recently with International Latex, named TV-radio director of Hazel Bishop (cosmetics) whose stock is now being acquired for resale to Television Industries (formerly C&C TV) in merger deal (Vol. 14:20) . . . Robert F. Foreman, BBDO exec. v.p., adds supervision of all creative depts. including TV-radio, succeeding Charles H. Bower, named pres. last Dec. . . . Wm. F. James promoted to exec. v.p. of Paris & Peart . . . Jesse O. Bickmore, Layng Martine, Frank A. Yahner, Charles T. Young 3rd all made v.p.'s of Young & Rubicam . . . Wm. P. Reilly named v.p. of Young & Rubicam San Francisco office . . . John S. Gratezer Jr. promoted to v.p. of C. J. LaRoche . . . Tim Morrow, ex-Henri, Hurst & McDonald, named v.p. of MacFarland, Aveyard & Co., Chicago . . . Dr. Harold Mendelsohn resigns as McCann-Erickson TV-radio research director to join Psychological Corp. . . . Wilfred Sanders, v.p., succeeds Mark Napier as mgr. of J. Walter Thompson, Toronto.

New reps: KHVH-TV, Honolulu (Ch. 4), to Young Sept. 4 (from Roy V. Smith); WECT, Wilmington, N. C. (Ch. 6), to Weed (from Roy V. Smith); KZTV, Corpus Christi (Ch. 10), to Branham (from H-R Television); WJMR-TV, New Orleans, to H-R Television (from Weed).

commercial mgr. of WOC-TV, Davenport . . . Wm. B. MacRae promoted to station relations director of TvB, succeeding Wm. Colvin, now adv. & sales promotion mgr., WBZ-TV, Boston (Vol. 14:34) . . . Walter W. Tison, who purchased daytime radio WWTB, Tampa after having sold his radio WALT and then his interest in WTVT, Tampa (Ch. 13), latter to *Oklahoman* in 1956 (Vol. 12:26, 29), has resumed management of WWTB, Charles G. Baskerville having resigned . . . Claude Barrere, exec. director of the Radio & TV Executives Society, ex-BMI & NBC, and Ruth Dinneen Brown, also with RTES, were married Aug. 28 at Bronxville, N. Y. . . . Hillman Taylor promoted from program director to commercial mgr. of KELP-TV, El Paso, succeeding Irving Prell . . . Wm. Minshall, who resigned as WHAS TV-radio news editor to take similar post at WIS-TV, Columbia, S. C., succeeded at Louisville station by Hugh L. Smith . . . Bruno Comeau, ex-Ottawa LeDroit, appointed head of TV-radio news services, CBC French network, Ottawa; John Twomey, ex-J. Walter Thompson Co., Chicago, appointed to CBC research . . . James A. Pike, recently named v.p. of RKO Teleradio's Yankee Div., for 10-yrs. WNAC-TV film director, forms Pike Productions, Boston, to produce spots, industrial, educational & public affairs films . . . Julian Bercovici, ex-NBC, named ABC-TV exec. producer . . . Ben Akerman, ex-gen. mgr. of WGST, Atlanta, now at WCRE, Cheraw, S. C. . . . Wm. M. Koblenzer promoted to new post of NTA program sales director . . . Norman Cissna, NTA midwest sales mgr., ex-asst. gen. mgr. of WTTV, Indianapolis-Bloomington, later with Meeker reps, has resigned and has announced no plans; Sylvia Seymour named director of NTA's Hollywood film production, Irving Liechtenstein assigned to head NTA div. handling merchandising & licensing, Al Stern representing div. in L. A. offices . . . Wm. P. DuBois, ex-Ziv, named gen. sales mgr. of Jack Wrather's new Independent TV Corp. (Vol. 14:24), reporting to pres. Walter Kingsley, also ex-Ziv; John W. Kiermaier, ex-NBC, named business mgr.; Wm. Andrews, also ex-Ziv, named western div. mgr., Beverly Hills . . . Herbert R. Pearson named sales v.p. of Reub Kaufman's Jayark Films Corp.

Romney Wheeler, managing director of NBC Great Britain Ltd., European representative of NBC International and veteran foreign newsman, has resigned—and is expected to be named TV-radio chief of U. S. Information Agency in Washington, operating Voice of America, the post vacated last year by Jack Poppele. USIA says no decision on appointment has been formalized, but it's known ex-NBC public affairs v.p. Davidson Taylor has taken name off list under consideration. Present chief of USIA broadcasting service is Henry Loomis, with Robert Bauer acting chief of TV and Allen Moore asst. in TV, all govt. career men. NBC has not yet decided on replacement for Wheeler.

Sterling C. (Red) Quinlan, ABC-TV v.p. in charge of WBKB, Chicago, is author of a novel of the broadcasting industry titled *The Merger*, being published Oct. 16 by Doubleday & Co. It's his 8th novel, writing having been his ambition ever since he began as a 14-year-old amateur talent m.e. in 1930 on WJKS, Gary, Ind. Later, as continuity chief of Cleveland's WTAM, he scripted such radio hits as *Curtain Time*, *Rudy Vallee Show*, *First Nighter*, *Silver Screen*. New novel is built around what happens in a business office during the stresses and strains of merger time, and publishers plan the sort of buildup they gave best-seller business novels *Executive Suite* and *The Hucksters*.

Television Digest's Log of

TELEVISION STATIONS IN OPERATION

Or Due to Be Operating by Fall & Winter of 1958

(Channel Numbers in Parentheses)

* Asterisk Indicates CP Status as of Sept. 1, 1958, Station Having Reported Plans to Start This Year.

ALABAMA	
Andalusia	WAIQ (2)
Birmingham	WABT (13)
	WBRC-TV (6)
	WBIQ (10)
Decatur	WMSL-TV (23)
Dothan	WTVY (9)
Florence	WOWL-TV (15)
Mobile	WALA-TV (10)
	WKRQ-TV (5)
Montgomery	WCOV-TV (20)
	WSFA-TV (12)
Munford	WTIQ (7)
ALASKA	
Anchorage	KENI-TV (2)
	KTVA (11)
Fairbanks	KFAR-TV (2)
	KTVF (11)
Juneau	KINY-TV (8)
ARIZONA	
Phoenix	KOOL-TV (10)
	KPHO-TV (5)
	KTVK (3)
	KVAR (12)
Tucson	KGUN-TV (9)
	KOLD-TV (13)
	KVOA-TV (4)
Yuma	KIVA (11)
ARKANSAS	
El Darado	KRBB (10)
Ft. Smith	KNAC-TV (5)
Little Rock	KARK-TV (4)
	KATV (7)
	KTHV (11)
CALIFORNIA	
Bakersfield	KBAK-TV (29)
	KERO-TV (10)
Chico	KHSL-TV (12)
Eureka	KIEM-TV (3)
	KVIQ-TV (6)
Fresno	KFRE-TV (12)
	KJEO (47)
	KMJ-TV (24)
Los Angeles	KABC-TV (7)
	KCOP (13)
	KHJ-TV (9)
	KNXT (2)
	KRCA (4)
	KTLA (5)
	KTTV (11)
Oakland-San Francisco	KTVU (2)
Redding	KVIP-TV (7)
Sacramento	KBET-TV (10)
	KCRA-TV (3)
Salinas-Monterey	KSBW-TV (8)
San Diego	KFMB-TV (8)
	KFSD-TV (10)
San Diego-Tijuana	XETV (6)
San Francisco	KGO-TV (7)
	KPIX (5)
	KRON-TV (4)
	KQED (9)
San Jose	KNTV (11)
San Luis Obispo	KSBY-TV (6)
Santa Barbara	KEYT (3)
Stackton-Sacramento	KOVR (13)
COLORADO	
Cola. Springs	KKTV (11)
	KRDO-TV (13)
Denver	KBTV (9)
	KLZ-TV (7)
	KOA-TV (4)
	KTVR (2)
	KRMA-TV (6)
Grand Junction	KREX-TV (5)
Mantrase	KREY-TV (10)
Puebla	KCSJ-TV (5)

CONNECTICUT	
Bridgeport	WICC-TV (43)
Hartford	WHCT (18)
	WTIC-TV (3)
New Britain-Hartford	WNBC (30)
New Haven	WNHC-TV (8)
Waterbury	WATR-TV (53)
DELAWARE	
Wilmington	WVUE (12)
DISTRICT OF COLUMBIA	
Washington	WMAL-TV (7)
	WRC-TV (4)
	WTOP-TV (9)
	WTG (5)
FLORIDA	
Daytona Beach	WESH-TV (2)
Ft. Myers	WINK-TV (11)
Gainesville	*WUFT (5)
Jacksonville	WFGA-TV (12)
	+WJXT (4)
	*WJCT (7)
Miami	WCKT (7)
	WPST-TV (10)
	WTVJ (4)
	WTHS-TV (2)
Orlando	WDBO-TV (6)
	WLOF-TV (9)
Palm Beach	WPTV (5)
Panama City	WJDM (7)
Pensacola	WEAR-TV (3)
St. Petersburg	WSUN-TV (38)
Tampa	WFLA-TV (8)
	WTVT (13)
	*WEDU (3)
W. Palm Beach	WEAT-TV (12)
GEORGIA	
Albany	WALB-TV (10)
Atlanta	WAGA-TV (5)
	WLWA (11)
	WSB-TV (2)
	WETV (30)
Augusta	WJBF (6)
	WRDW-TV (12)
Columbus	WRBL-TV (4)
	WTVM (28)
Macon	WMAZ-TV (13)
Savannah	WSAV-TV (3)
	WTOG-TV (11)
Thomasville	WCTV (6)
IDAHO	
Boise	KBOI-TV (2)
	KIDO-TV (7)
Idaho Falls	KID-TV (3)
Lewiston	KLEW-TV (3)
Nampa	*KCIJ-TV (6)
Twin Falls	KLIX-TV (11)
ILLINOIS	
Champaign	WCIA (3)
	WILL-TV (12)
Chicago	WBBM-TV (2)
	WBKB (7)
	WGN-TV (9)
	WNBQ (5)
	WTTW (11)
Danville	WDAN-TV (24)
Decatur	WTVF (17)
Harrisburg	WSIL-TV (22)
La Salle	WEEQ-TV (35)
Pearia	WEEK-TV (43)
	WMBD-TV (31)
	WTVH (19)
Quincy	WGEM-TV (10)
Rackford	WREX-TV (13)
	WTVO (39)
Rack Island	WHBF-TV (4)
Springfield	WICS (20)

‡ Changing from WMBR-TV

INDIANA	
Bloomington	WTTV (4)
Evansville	WEHT (50)
	WFIE-TV (14)
	WTVW (7)
Ft. Wayne	WANE-TV (15)
	WKJG-TV (33)
	WPTA (21)
Indianapolis	WFBM-TV (6)
	WISH-TV (8)
	WLWI (13)
Lafayette	WFAM-TV (59)
Muncie	WLBC-TV (49)
South Bend	WNDU-TV (16)
	WSBT-TV (22)
South Bend-Elkhart	WSJV (28)
Terre Haute	WTHI-TV (10)
IOWA	
Ames	WOI-TV (5)
Cedar Rapids	KCRG-TV (9)
	WMT-TV (2)
Davenport	WOC-TV (6)
Des Moines	KRNT-TV (8)
	WHO-TV (13)
Ft. Dodge	KQTV (21)
Mason City	KGLO-TV (3)
Sioux City	KTIV (4)
	KTVL (9)
Waterloo-Cedar Rapids	KWWL-TV (7)
KANSAS	
Ensign	KTVC (6)
Garden City	*KGLD (11)
Great Bend	KCKT (2)
Hays	KAYS-TV (7)
Hutchinson	KTVH (12)
Pittsburg	KOAM-TV (7)
Tapoka	WIBW-TV (13)
Wichita	KAKE-TV (10)
	KARD-TV (3)
KENTUCKY	
Lexington	WKYT (27)
	WLEX-TV (18)
Louisville	WAVE-TV (3)
	WHAS-TV (11)
	*WFPK-TV (15)
Paducah	WPSD-TV (6)
LOUISIANA	
Alexandria	KALB-TV (5)
Baton Rouge	WAFB-TV (28)
	WBRZ (2)
Lafayette	KLFY-TV (10)
Lake Charles	KPLC-TV (7)
	KTAG-TV (25)
Monroe	KLSE (13)
	KNOE-TV (8)
New Orleans	WDSU-TV (6)
	WJMR-TV (20)
	WWL-TV (4)
	WYES-TV (8)
Shreveport	KSIA-TV (12)
	KTBS-TV (3)
MAINE	
Bangor	WABI-TV (5)
	WLBZ-TV (2)
Paland Spring (Mt. Washington)	
	WMTW-TV (3)
Portland	WCSH-TV (6)
	WGAN-TV (13)
Presque Isle	WAGM-TV (8)
MARYLAND	
Baltimore	WBAL-TV (11)
	WJZ-TV (13)
	WMAR-TV (2)
Salisbury	WBOC-TV (16)

MASSACHUSETTS	
Adams	WCDC (19)
Boston	WBZ-TV (4)
	WHDH-TV (7)
	WNAC-TV (5)
	WGBH-TV (2)
Greenfield	WRLP (32)
Springfield-Holyoke	WHYN-TV (40)
	WWLP (22)
MICHIGAN	
Bay City-Saginaw	WNEM-TV (5)
Cadillac	WWTW (13)
Detroit	WJBK-TV (2)
	WWJ-TV (4)
	WXYZ-TV (7)
	WTVS (56)
Detroit-Windsor	CKLW-TV (9)
Flint	*WJRT (12)
Grand Rapids	WOOD-TV (8)
Kalamazoo	WKZO-TV (3)
Lansing	WJIM-TV (6)
	WTOM-TV (54)
Marquette	WDMJ-TV (16)
Saginaw	WKNX-TV (57)
Traverse City	WPBN-TV (7)
MINNESOTA	
Alexandria	*KCMT (7)
Austin	KMMT (6)
Duluth-Superior	KDAL-TV (3)
	WDSM-TV (6)
Minneapolis-St. Paul	KMSP-TV (9)
	WCCO-TV (4)
	WTCN-TV (11)
Rochester-St. Paul	KROC-TV (10)
Minneapolis	KSTP-TV (5)
	KTCA-TV (2)
MISSISSIPPI	
Columbus	WCBI-TV (9)
Hattiesburg	WDM-TV (4)
Jackson	WJTV (12)
	WLBZ (3)
Meridian	WTOK-TV (11)
Tupelo	WTVW (9)
MISSOURI	
Cape Girardeau	KFVS-TV (12)
Columbia	KOMU-TV (8)
Hannibal-Quincy	KHQA-TV (7)
Jefferson City	KRCG (13)
Joplin	KODE-TV (12)
Kansas City	KCMO-TV (5)
	KMBC-TV (9)
	WDAF-TV (4)
Kirksville	KTVO (3)
St. Joseph	KFEO-TV (2)
St. Louis	KMOX-TV (5)
	KSD-TV (4)
	KTVI (2)
	KETC (9)
Sedalia	KDRO-TV (6)
Springfield	KTTS-TV (10)
	KYTV (3)
MONTANA	
Billings	KGHL-TV (8)
	KOOK-TV (2)
Butte	KXLF-TV (4)
Glendive	KXGN-TV (5)
Great Falls	KFBB-TV (5)
	KRTV (3)
Helena	KXLJ-TV (12)
Missoula	KMSO-TV (13)
NEBRASKA	
Hastings	KHAS-TV (5)
Hayes Center	KHPL-TV (6)
Hoy Springs	KDUH-TV (4)

Kearney.....KHOL-TV (13)
 Lincoln.....KOLN-TV (10)
 Lincoln.....KUON-TV (12)
 No. Platte.....*KNOP (2)
 Omaha.....KETV (7)
 Omaha.....KMTV (3)
 Omaha.....WOW-TV (6)
 Scottsbluff.....KSTF (10)

NEVADA
 Henderson.....KLRJ-TV (2)
 Las Vegas.....KLAS-TV (8)
 Las Vegas.....KSHO-TV (13)
 Reno.....KOLO-TV (8)

NEW HAMPSHIRE
 Manchester.....WMUR-TV (9)

NEW JERSEY
 Newark-N.Y.....WNTA-TV (13)

NEW MEXICO
 Albuquerque.....KGGM-TV (13)
 Albuquerque.....KOAT-TV (7)
 Albuquerque.....KOB-TV (4)
 Albuquerque.....KNME-TV (5)
 Albuquerque.....KAVE-TV (6)
 Carlsbad.....KICA-TV (12)
 Roswell.....KSW5-TV (8)

NEW YORK
 Albany.....WTEN (10)
 Albany.....WTRI (35)
 Binghamton.....WINR-TV (40)
 Binghamton.....WN8F-TV (12)
 Buffalo.....WBEN-TV (4)
 Buffalo.....*W8UF (17)
 Buffalo.....WGR-TV (2)
 Carthage-Watertown.....WCNY-TV (7)
 Elmira.....WSYE-TV (18)
 New York.....WA8C-TV (7)
 New York.....WA8D (5)
 New York.....WC8S-TV (2)
 New York.....WOR-TV (9)
 New York.....WPIX (11)
 New York.....WRCA-TV (4)
 New York.....WNTA-TV (13)
 Plattsburgh.....WPTZ (5)
 Rochester.....WHEC-TV (10)
 Rochester.....WROC-TV (5)
 Rochester.....WVET-TV (10)
 Schenectady.....WRG8 (6)
 Syracuse.....WHEN-TV (8)
 Syracuse.....WSYR-TV (3)
 Utica.....WKTV (13)

NORTH CAROLINA
 Asheville.....WISE-TV (62)
 Asheville.....WLOS-TV (13)
 Chapel Hill.....WUNC-TV (4)
 Charlotte.....WBTV (3)
 Charlotte.....WSOC-TV (9)
 Durham-Raleigh.....WTVD (11)
 Greensboro.....WFMY-TV (2)
 Greenville.....WNCT (9)
 Raleigh.....WRAL-TV (5)
 Washington.....WITN (7)
 Wilmington.....WECT (6)
 Winston-Salem.....WSJS-TV (12)

NORTH DAKOTA
 Bismarck.....K8MB-TV (12)
 Bismarck.....KFYR-TV (5)
 Dickinson.....KDIX-TV (2)
 Fargo.....WDAY-TV (6)
 Grand Forks.....KNOX-TV (10)
 Minot.....KXMC-TV (13)
 Minot.....KMOT (10)
 Valley City-Fargo.....KXJ8-TV (4)
 Williston.....KUMV-TV (8)

OHIO
 Akron.....WAKR-TV (49)
 Cincinnati.....WCPO-TV (9)
 Cincinnati.....WKRC-TV (12)
 Cincinnati.....WLWT (5)
 Cincinnati.....WCET (48)
 Cleveland.....KYW-TV (3)
 Cleveland.....WEWS (5)
 Cleveland.....WJW-TV (8)
 Columbus.....W8NS-TV (10)
 Columbus.....WLWC (4)
 Columbus.....WTVN-TV (6)
 Columbus.....WOSU-TV (34)
 Dayton.....WHIO-TV (7)
 Dayton.....WLWD (2)
 Lima.....WIMA-TV (35)
 Oxford.....*WMU8-TV (14)
 Steubenville.....WSTV-TV (9)
 Toledo.....WSPD-TV (13)
 Toledo.....*WTOL-TV (11)
 Toledo.....*WGTE-TV (30)

Youngstown.....WFMJ-TV (21)
 Youngstown.....WK8N-TV (27)
 Zanesville.....WHIZ-TV (18)

OKLAHOMA
 Ada.....KTEN (10)
 Ardmore.....KV50-TV (12)
 Enid-Oklahoma City.....KOCO-TV (5)
 Lawton.....KSWO-TV (7)
 KWTW (9)
 Oklahoma City.....WKY-TV (4)
 Tulsa.....KETA (13)
 Tulsa.....KOTV (6)
 Tulsa.....KTUL-TV (8)
 Tulsa.....KVOO-TV (2)
 Tulsa.....*KOED-TV (11)

OREGON
 Corvallis.....KOAC-TV (7)
 Eugene.....KVAL-TV (13)
 Klamath Falls.....KOTI (2)
 Medford.....KBES-TV (5)
 Portland.....KGW-TV (8)
 Portland.....KOIN-TV (6)
 Portland.....KPTV (12)
 *KHTV (27)
 *Roseburg.....KPIC (4)

PENNSYLVANIA
 Altoona.....WF8G-TV (10)
 Erie.....WICU-TV (12)
 Erie.....WSEE (35)
 Harrisburg.....WHP-TV (55)
 Harrisburg.....WTPA (27)
 Johnstown.....WARD-TV (56)
 Johnstown.....WJAC-TV (6)
 Lancaster.....WGAL-TV (8)
 Lebanon.....WL8R-TV (15)
 Lock Haven.....W8PZ-TV (32)
 New Castle-Youngstown.....WKST-TV (45)
 Philadelphia.....WCAU-TV (10)
 Philadelphia.....WFIL-TV (10)
 Philadelphia.....WRCV-TV (3)
 Philadelphia.....WHYY-TV (35)
 Pittsburgh.....KDKA-TV (2)
 Pittsburgh.....WJRC (11)
 *WTAE (4)
 *WQED (13)
 Scranton.....WDAU-TV (22)
 Scranton-Scranton.....*WNBP-TV (16)
 Wilkes-Barre.....W8RE-TV (28)
 Wilkes-Barre.....W8BA-TV (43)
 York.....WYAC-TV (43)

RHODE ISLAND
 Providence.....WJAR-TV (10)
 Providence.....WPRO-TV (12)

SOUTH CAROLINA
 Anderson.....WAIM-TV (40)
 Charleston.....WCSC-TV (5)
 Charleston.....WUSN-TV (2)
 Columbia.....WIS-TV (10)
 Columbia.....WNOK-TV (67)
 Florence.....W8TW (8)
 Greenville.....WFBC-TV (4)
 Spartanburg.....WSPA-TV (7)

SOUTH DAKOTA
 Aberdeen.....*KXAB-TV (9)
 Florence.....KDLO-TV (3)
 Rapid City.....KOTA-TV (3)
 Rapid City.....KRSD-TV (7)
 Reliance.....KPLO-TV (6)
 Sioux Falls.....KELO-TV (11)

TENNESSEE
 Chattanooga.....WDEF-TV (12)
 Chattanooga.....WRGP-TV (3)
 Chattanooga.....WTV (9)
 Jackson.....WDXI-TV (7)
 Johnson City.....WJHL-TV (11)
 Knoxville.....WATE-TV (6)
 Knoxville.....WBIR-TV (10)
 Memphis.....WTV (26)
 Memphis.....WHBO-TV (13)
 Memphis.....WMCT (5)
 Memphis.....WREC-TV (3)
 Nashville.....WKNO-TV (10)
 Nashville.....WLAC-TV (5)
 Nashville.....WSIX-TV (8)
 Nashville.....WSM-TV (4)

TEXAS
 Abilene.....KR8C-TV (9)
 Amarillo.....KFDA-TV (10)
 Amarillo.....KGNC-TV (4)
 Amarillo.....KVII (7)
 Austin.....KTBC-TV (7)
 Beaumont.....KFDM-TV (6)
 Big Spring.....KEDY-TV (4)
 Bryan.....K8TX-TV (3)
 Corpus Christi.....KRIS-TV (6)
 Corpus Christi.....KZTV (10)

Dallas.....KRLD-TV (4)
 Dallas.....WFAA-TV (8)
 El Paso.....KELP-TV (13)
 El Paso.....KROD-TV (4)
 El Paso.....KTSM-TV (9)
 Ft. Worth.....KFJZ-TV (11)
 Ft. Worth.....W8AP-TV (5)
 Harlingen.....KGBT-TV (4)
 Houston.....KGUL-TV (11)
 Houston.....KPRC-TV (2)
 Houston.....KTRK-TV (13)
 Houston.....KUHT (8)
 Laredo.....KHAD-TV (8)
 Lubbock.....KC8D-TV (11)
 Lubbock.....KDU8-TV (13)
 Lufkin.....KTRE-TV (9)
 Midland.....KMID-TV (2)
 Monahans.....*KVKM-TV (9)
 Nacogdoches.....*KTES (19)
 Odessa.....KOSA-TV (7)
 Port Arthur.....KPAC-TV (4)
 San Angelo.....KCTV (8)
 San Antonio.....KCOR-TV (41)
 San Antonio.....KENS-TV (5)
 San Antonio.....KONO-TV (12)
 San Antonio.....WAOI-TV (4)
 Sweetwater.....KPAR-TV (12)
 Temple-Waco.....KCEM-TV (6)
 Temple-Waco.....KCMC-TV (6)
 Tyler.....KLTV (7)
 Waco.....KWTX-TV (10)
 Weslaco.....KRGV-TV (5)
 Wichita Falls.....KFDX-TV (3)
 Wichita Falls.....KSYD-TV (6)

UTAH
 Provo.....*KLOR-TV (11)
 Salt Lake City.....KSL-TV (5)
 Salt Lake City.....KTV (4)
 Salt Lake City.....KUTV (2)
 Salt Lake City.....KUED (7)

VERMONT
 Burlington.....WCAX-TV (3)

VIRGINIA
 Bristol.....WCYB-TV (5)
 Hampton-Norfolk.....WVEC-TV (15)
 Harrisonburg.....WSVA-TV (3)
 Lynchburg.....WLVA-TV (13)
 Norfolk.....WTAR-TV (3)
 Norfolk.....WTOV-TV (27)
 Petersburg.....WXEX-TV (8)
 Portsmouth-Norfolk.....WAVY-TV (10)
 Richmond.....WRVA-TV (12)
 Richmond.....WTVR (6)
 Roanoke.....WDBJ-TV (7)
 Roanoke.....WLSL-TV (10)

WASHINGTON
 Bellingham.....KVOS-TV (12)
 Ephrata.....K8AS-TV (16)
 Kennewick.....KTRX (31)
 Pasco.....KEPR-TV (19)
 Seattle.....KING-TV (5)
 Seattle.....KIRO-TV (7)
 Spokane.....KOMO-TV (4)
 Spokane.....KCTS (9)
 Spokane.....KHQ-TV (6)
 Spokane.....KREM-TV (2)
 Tacoma.....KXLY-TV (4)
 Tacoma.....KTNT-TV (11)
 Yakima.....KTVW (13)
 Yakima.....KIMA-TV (29)

WEST VIRGINIA
 Bluefield.....WHIS-TV (6)
 Charleston.....WCHS-TV (8)
 Clarksburg.....W8OY-TV (12)
 Huntington.....WHTN-TV (13)
 Oak Hill.....WSAZ-TV (3)
 Parkersburg.....WOAY-TV (4)
 Parkersburg.....WTAP (15)
 Wheeling.....WTRF-TV (7)

WISCONSIN
 Eau Claire.....WEAU-TV (13)
 Green Bay.....WBAY-TV (2)
 Green Bay.....WFRV-TV (5)
 LaCrosse.....WK8T (8)
 Madison.....WISC-TV (3)
 Madison.....WKOW-TV (27)
 Madison.....WMTV (33)
 Madison.....WHA-TV (21)
 Marinette.....W8BV-TV (11)
 Milwaukee.....WISN-TV (12)
 Milwaukee.....WITI-TV (6)
 Milwaukee.....WTMJ-TV (4)
 Milwaukee.....WXIX (18)
 Milwaukee.....WMVS-TV (10)
 Wausau.....WSAU-TV (7)

WYOMING
 Casper.....KSPR-TV (6)
 Cheyenne.....KTWO-TV (2)
 Cheyenne.....KF8C-TV (5)
 Riverton.....KWR8-TV (10)

TERRITORIES

GUAM
 Agana.....KUAM-TV (8)

HAWAII
 Hilo.....KH8C-TV (9)
 Honolulu.....KGM8-TV (9)
 Honolulu.....KHVH-TV (4)
 Honolulu.....KONA (2)
 Wailuku.....KMAU-TV (3)
 Wailuku.....KMVI-TV (12)

PUERTO RICO
 Mayaguez.....WORA-TV (5)
 Ponce.....WRIK-TV (7)
 Ponce.....WSUR-TV (9)
 San Juan.....WAPA-TV (4)
 San Juan.....WKAQ-TV (2)
 San Juan.....WIPR-TV (6)

CANADA

Argentina, Nfld. CJOX-TV (10)
 Barrie, Ont. CKVR-TV (3)
 Brandon, Man. CKX-TV (5)
 Calgary, Alta. CHCT-TV (2)
 Charlottetown, P.E.I. CFCY-TV (13)
 Edmonton, Alta. CFRN-TV (3)
 Elk Lake, Ont. CFCL-TV-2 (2)
 Elliot Lake, Ont. CKSO-TV-1 (3)
 Halifax, N.S. C8HT (3)
 Hamilton, Ont. CHCH-TV (11)
 Jonquiere, Que. CKRS-TV (12)
 Kamloops, B.C. CFR5-TV (4)
 Kapuskasing, Ont. CFCL-TV-1 (3)
 Kelowna, B.C. CHBC-TV (2)
 Kingston, Ont. CKWS-TV (11)
 Kitchener, Ont. CKCO-TV (13)
 Lethbridge, Alta. CJLH-TV (7)
 London, Ont. CFPL-TV (10)
 Matane, Que. CKBL-TV (9)
 Medicine Hat, Alta. CHAT-TV (6)
 Moncton, N.B. CKCW-TV (2)
 Montreal, Que. C8FT (2)
 Montreal, Que. CBMT (6)
 Moose Jaw, Sask. CHA8-TV (4)
 North Bay, Ont. CKGN-TV (10)
 Ottawa, Ont. CBOT (4)
 Ottawa, Ont. C8OFT (3)
 Peterborough, Ont. CHEX-TV (12)
 Port Arthur, Ont. CFCJ-TV (2)
 Prince Albert, Sask. CKBI-TV (5)
 Quebec City, Que. CFCM-TV (4)
 Quebec City, Que. CKMI-TV (5)
 Red Deer, Alta. CHCA-TV (6)
 Regina, Sask. CKCK-TV (2)
 Rimouski, Que. CJ8R-TV (3)
 Rouyn, Que. CKRN-TV (4)
 St. John, N.B. CHSJ-TV (4)
 St. John's, Nfld. CJON-TV (6)
 Saskatoon, Sask. CFQC-TV (8)
 Sault Ste. Marie, Ont. CJIC-TV (2)
 Sherbrooke, Que. CHLT-TV (7)
 Sudbury, Ont. CKSO-TV (5)
 Swift Current, Sask. CJF8-TV (5)
 Sydney, N.S. CJC8-TV (4)
 Timmins, Ont. CFCL-TV (6)
 Toronto, Ont. C8LT (6)
 Trois-Rivieres, Que. CKTM-TV (13)
 Vancouver, B.C. C8UT (2)
 Vernon, B.C. CHBC-TV-2 (7)
 Victoria, B.C. CHEK-TV (6)
 Windsor, Ont. CKLW-TV (9)
 Wingham, Ont. CKNX-TV (8)
 Winnipeg, Man. C8WT (3)
 Yorkton, Sask. CKOS-TV (3)

MEXICAN BORDER
 Juarez (El Paso, Tex.) XEJ-TV (5)
 Mexicali (El Centro, Cal.) XEM-TV (3)
 Tijuana (San Diego, Cal.) XETV (6)

† Goes off air Oct. 1, 1958.
 ‡ Changing to WNEW-TV.

† WILK-TV (Ch. 34) merges into WNEP-TV in Sept.

Capital Cities TV Setup: When it issued prospectus for public sale of 52,000 shares of \$1 par stock at \$5.75 per share last Dec., net proceeds to be used to retire a Bankers Trust Co. loan of \$220,000, Capital Cities Television Corp. (p. 1) had 2,000,000 shares authorized, 1,049,988 issued, latter not including 18,000 shares reserved to satisfy as many warrants entitling holders to buy common at \$6 a share between Jan. 1, 1958 & Dec. 31, 1961. Latest quotation on issued stock is 6½ bid, 7 asked.

Stock offering was made by Harold C. Shore & Co., N. Y., and First Securities Corp., Durham, N. C. Properties listed were WTEN, Albany (Ch. 10); satellite WCDB, Haganan, N. Y. (Ch. 29), taken off air last Dec. (Vol. 13:49) but CP still held; satellite WCDC, Adams, Mass. (Ch. 19), acquired by purchase (Vol. 12:49, 13:6, 8); WTVD, Durham, N. C. (Ch. 11), acquired by purchase last year (Vol. 13:21); radio WROW, Albany.

Their operations as a group were unprofitable during organization and acquisition periods, but recent circular by broker Casper Rogers Co., N. Y. states that earnings for 1958 are expected to run 50-70¢ per share with a \$940,000 tax loss carryover, and that earnings for 1959 are expected to be \$1 per share. Firm also has made no secret of fact it's seeking to purchase other TV-radio properties.

Largest stockholders are reported as Lowell J. Thomas, Pawling, N. Y., 194,265 shares; Frank M. Smith, Pawling, N. Y., 145,953; Wm. J. Casey, Roslyn Harbor, N. Y., 51,097; Alger B. Chapman, 50,909; John P. McGrath, 62,782. Latest listing of officer-director stockholdings, as submitted for the forthcoming *Television Factbook*, shows percentage holdings as follows:

Pres. Frank Smith, 12.11%; v.p. Wm. J. Casey, 4.4%; v.p. Harmon L. Duncan, co-mgr. of WTVD, 5.4% (with Mrs. Duncan); v.p. Thomas S. Murphy, mgr. of WTEN, 1.1%; v.p. J. Floyd Fletcher, co-mgr. of WTVD, 5.4% (with Mrs. Fletcher); secy. Gerald Dickler, 1.66%; treas. Joseph K. Mikita, .26%; asst. secy.-treas. Robert I. Lipton, .19%. Also directors Lowell J. Thomas, 16.23%; N. Y. attorneys Alger B. Chapman, 3.28% and John P. McGrath, 5.11%; ex-Anahist pres., now Warner-Lambert Pharmacal executive Wm. S. Lasdon, 1.63%; Carl C. Council, .04% (pres. of WDNC, Durham, N. C., which owns 1.44%).

Among other stockholders listed: Congressman Dean

P. Taylor (R-N.Y.), 2.61%; Congressman Leo W. O'Brien (D-N.Y.), .88%; John P. Sawyer, 2.53%; Janet H. Pistell, 3.76% including trusts; estate of Louis H. Gross, 2.71%; no other stockholders more than 2%, though estate of late industrialist Roger W. Straus formerly held 2.16%.

Messrs. Smith, Duncan & Fletcher each draws \$12,000 salary, Murphy \$18,000, Mikita \$15,500. Smith also has employment contract whereby he receives 5% of consolidated net income before taxes, but not to exceed \$40,000 a year. Duncan and Fletcher have deal whereby, if the Durham station's gross billings equal \$75,000 per month, they shall receive \$2500 per month each as compensation.

Consolidated balance sheet filed with FCC as of Feb. 28, 1958 shows \$761,918 current assets, including \$179,639 cash on hand, \$254,902 accounts receivable, \$57,420 refundable Federal taxes, \$240,754 film contract rights, \$27,263 tube inventories. Property, plant and equipment are placed at \$1,512,191 after \$888,961 depreciation, the TV equipment alone valued at \$1,678,632. Current liabilities were placed at \$934,082, largest items being \$277,827 film rental contracts, \$140,000 promissory notes of stockholders, \$151,252 real estate & chattel mortgage notes. Long-term indebtedness was \$1,146,485. Capital stock was down as \$1,139,050 for that many shares of common then issued, \$1800 for warrants for 18,000 shares, capital surplus \$1,567,596 minus \$983,636—total liabilities of \$3,797,790.

* * * *

Dozen or more N. Y. banking houses are now involved in TV-radio operations, not only as underwriters (notably of TV film ventures) but via direct stockholdings in stations by officers & directors. Bankers Trust Co. was first to set up dept. to study and advise on TV investment potentials; Carl M. Loeb, Rhoades & Co. was prime mover in reorganizing DuMont, notably in engineering spinoff of its TV stations into what's now TV-radio operating Metropolitan Broadcasting Co.; others are variously involved, including ABC, CBS & NBC banker directorships. Last week, N. Y. investment banking firm of Roosevelt & Gourd was disclosed as handling purchase of *Waterbury* (Conn.) *American-Republican's* radio WBRY (5-kw, 1590 kc, CBS) for undisclosed amount, with Danbury hat manufacturer James B. Lee, chief owner of Danbury daytimer WLAD, as pres. of new operating firm.

Canon 35 Repeal? American Bar Assn. gave new hope to broadcasters this week that courtroom ban on microphones & cameras will be lifted (Vol. 14:34). Its policymaking House of Delegates decided in Los Angeles to postpone vote on continuing Canon 35 pending study & recommendations by a new special committee.

Although ABA convention had been expected to act—affirmatively—on proposal to keep slightly-rephrased Canon 35 in lawyers' rule book, it voted 3-2 to accept the Board of Governors' recommendation to defer a final decision until "reliable factual data" on TV-radio courtroom techniques can be obtained.

Move was hailed by chairman Robert D. Swezey (WDSU-TV & WDSU, New Orleans) of NAB's freedom of information committee, who attended ABA meeting. "Speaking on behalf of radio & TV broadcasters, I congratulate the Board of Governors and the House of Delegates of the ABA on its action," he said. "The immediate effect is to clear the air."

Incoming ABA pres. Ross L. Malone, of Roswell, N. M., will name 9-man committee under instructions to "conduct further studies of the [TV-radio-press camera coverage] problem, including the obtaining of a body of reliable factual data on the experience of judges & lawyers in those courts where either photography, televising or broadcasting, or all of them, are permitted."

Swezey pointed out: "Now there is an opportunity—with lawyers, broadcasters & press working together in a spirit of good will & cooperation—to find answers to the questions involved in the coverage of court trials by radio & TV & still photographs. We broadcasters stand ready to help the special committee in every possible way."

No deadline for committee's report was set. It will report back to House when it reaches what it regards as conclusive findings on whether Canon 35 still is valid as a safeguard for fair conduct of trials. After much talk at earlier ABA meetings, canon revision committee had recommended continuing ban, with language altered to base rule on "detrimental psychological effect" of media in courtrooms.

On eve of Los Angeles convention, American Civil Liberties Union reaffirmed Canon 35 support.

Ch. 12 WVUE Going Dark Sept. 13: On-the-block Wilmington-Philadelphia WVUE (Ch. 12), offered for sale at \$2,000,000 by Storer Broadcasting Co. (Vol. 14:34) to enable company to purchase WITI-TV, Whitefish Bay-Milwaukee (Ch. 6), had no buyers on tap at week's end—and Storer exec. v.p. Lee Wailes announced Aug. 29 that the station, a non-network operation and heavy loser, may go dark on Sept. 13. Staff has all been given notice, plans to shut down are definite unless a firm buyer appears before then.

Storer executives say tax loss would make it expedient to ask for suspension of license rather than continue operating and rather than accept much less than \$2,000,000 for the property, which with prospering radio WIBG was purchased less than 2 years ago for about \$6,626,000 (Vol. 12:51). WVUE has studio building in Wilmington and new transmitting plant at Pittman, N. J., latter representing investment of \$750,000.

If license is eventually turned in, quite a few applicants are expected to ask FCC for its channel for either Wilmington-Philadelphia area, or Trenton or Atlantic City inasmuch as N. J. has no station of own except WNTA-TV, licensed as Newark outlet but actually transmitting from Empire State Bldg. along with all 6 other N. Y. stations. But competitive hearings would entail long delays, whereas present operation can be taken over lock, stock & barrel by purchase. Wailes has intimated that \$1,800,000 cash might buy the station, though none of the "20 or so" inquirers to date has indicated willingness as yet to sign on dotted line.

If WVUE goes dark, it will be third vhf to quit this year—others having been old KHVH-TV, Honolulu (Ch. 13), dropped by Kaiser interests when they acquired KULA-TV (Ch. 4) and changed call to KHVH-TV (Vol. 14:19, 24); KGEZ-TV, Kalispell, Mont. (Ch. 9), which went off air April 7 reputedly because of community antenna competition (Vol. 14:16). In all TV history, only 8 other vhf's have quit air, mostly due to mergers, not to forget XELD-TV, Matamoros, Mexico (Ch. 7), opposite Brownsville, Tex., which enjoyed about 2½ years of free-time prosperity before quitting in April, 1954 (Vol. 10:18). [For complete list of vhf & uhf stations that have left air since inception of TV, see our latest *TV Factbook*.]

St. Louis Deal Hit: "Serious gap" in Communications Act which may permit "trafficking in licenses" was pointed out this week by D. C. Court of Appeals in decision dismissing appeal by St. Louis Amusement Corp. in complex CBS St. Louis station parlay (Vol. 14:1, 2, 9). Court held appellant had no standing to protest FCC approval of 3-way deal by which CBS bought KWK-TV (Ch. 4), gave Ch. 11 CP to 220 Television Inc., which agreed to pay \$400,000 to Ch. 11 losers St. Louis Telecast Inc. and Broadcast House Inc. But Court's unanimous opinion went on: "It is difficult to rationalize sound justification for payment of \$400,000 . . . to the 2 unsuccessful applicants for abandoning their appeals in this court. The Commission should have (if it does not under the existing statutes) power to inquire into the possible impact of these payments on the public interest." Judge Warren E. Burger wrote that "Congressional attention should be directed" to FCC interpretation of law allowing "a private entity to decide who shall receive the permit [for Ch. 11] without regard to which one of these applicants the Commission has selected on a comparative basis." Interpretation may indicate "serious gap in the statutory scheme," said Burger.

New & Upcoming Stations: Still another uhf station has left the air—WBLN, Bloomington, Ill. (Ch. 15), about 40 mi. SE of Peoria in central Illinois' otherwise successful "uhf country." It started operation in Dec. 1953, was sold by founder Cecil Roberts, quit in Feb. 1957 for financial reorganization, resumed in Dec. 1957 under pres.-gen. mgr. Worth S. Rough (12% owner) with local viewers subscribing to stock, none more than 2%. CP is being retained with hope it may resume in Oct.

With latest starter KAYS-TV, Hays, Kan. (Ch. 2), on-air total remains 530, vhf increasing to 445, uhf dropping to 85—counting the 2 others that went dark, as reported last week (Vol. 14:34).

New KAYS-TV starts Sept. 2 with microwave pickups of ABC-TV from KAKE-TV, Wichita (Ch. 10), 137-mi. distant. It has 10-kw Standard Electronics transmitter, 4-bay Alford antenna on 667-ft. Liberty tower. Owners, also operators of radio KAYS, are gas producer Ross Beach, 50% & gen. mgr. Robert E. Schmidt, 49½%. Gene Canfield is station & sales mgr.; Richard A. McDaniel, from KAYS, production mgr.; James E. Kane, ex-KAKE-TV, chief engineer. Base hour is \$150. Rep is Katz on sales with KAKE-TV, Hal Holman on others.

Scheduled for Sept. 14 start is WTAE, Pittsburgh (Ch. 4), city's third, now on test patterns, due to become ABC-TV outlet, headed by veteran radio WCAE gen. mgr. Leonard Kapner as exec. v.p. Others planning Sept. starts, which got program authorizations from FCC this week, are educationals WJCT, Jacksonville (Ch. 7) and WFPK-TV, Louisville, Ky. (Ch. 15).

Contest for Toledo Ch. 11, awarded by FCC to ex-Congressman Frazier Reams' WTOL (Vol. 14:30, 31, 34), has been carried into D. C. Court of Appeals, loser Great Lakes Bestg. Co. contending in 6-point protest that it was entitled to grant. One of 7 applicants, non-broadcaster Great Lakes—favored in initial decision by FCC examiner J. D. Bond last year (Vol. 13:12)—said in appeal that FCC's reversal of examiner was: (1) "Arbitrary & erroneous" in finding that WTOL & Great Lakes "were equal on the integration factor." (2) "Not supported by the record" in giving WTOL broadcast experience preference. (3) "Contrary to established Commission policy" in giving only "small preference" to Great Lakes on mass communication diversification factor. (4) "Contrary to the evidence" of past performance. (5) "Violent departure" from policy on program proposals. (6) "Arbitrary & capricious" generally. Appeal was filed by Cohn & Marks.

Single TV application filed this week was for Greensboro, N. C. by Jefferson Standard Bestg. Co., seeking recently dropped-in Ch. 8 assigned to Winston-Salem-High Point-Greensboro (Vol. 14:31), effective Sept. 5. Applicant would dispose of 17% interest in WFMV-TV, Greensboro (Ch. 2), also owns WBT & WBTW, Charlotte (Ch. 3) and WBTW, Florence, S. C. (Ch. 8)—latter being required to shift from Ch. 8 to 13 under same rule-making but may continue on Ch. 8 for 30 days after CP is granted to the new area. This brings total applications pending to 97 (29 uhf). [For details, see *TV Addenda 26-EE*.]

Call letter changes: KCJB-TV, Minot, N. D., (Ch. 13), owned by John W. Boler, changes to KXMC-TV Sept. 1, new owner of radio KCJB, James M. Pryor, retaining old call letters. WMTW, Poland Spring, Me. (Ch. 8), changes to WMTW-TV Sept. 1. And New York's WABD (Ch. 5) has asked for change to WNEW-TV.

PICTURE TUBE SALES—INDEX OF TRENDS: Picture tube sales mirror the narrowing spread between original equipment and those going into replacement market. EIA reports that while tube sales for new sets dropped 800,000 in the first 6 months of 1958 compared with same period last year, sales for replacement declined a mere 200,000. Likewise, picture tube sales reflected rising percentage of portable production -- currently running about 37% of total TV set output (Vol. 14:32).

Picture tube sales ran 3,690,000 in Jan.-June period, of which 2,200,000 were for new equipment, 1,200,000 for replacement, 290,000 for export. Last year's comparable figures were: 3,008,000 for new sets, 1,408,000 for replacement and 400,000 for export. EIA reported tube sales by sizes were: 17-in. & under (practically all for portables and replacement), 1,235,000 compared with 1,448,000 in first 6 months of 1957; 18-21-in., 2,375,000 vs. 3,122,000; 22-in. & over, 180,000 vs. 244,000.

Bulb makers, whose orders reflect set makers advance planning, told us this week that July sales were well ahead of June, but not up to 1957. Inventories are normal. Most significant comment we got from one big bulb maker: "We set our production schedule way last Nov. for a 5,300,000 TV set year and we see nothing right now to change our calculation."

'KITTY' FOR YEAR-ROUND TV PROMOTION: It's touch-&-go whether TV industry will ante up for year-round promotion campaign to boost set sales. Long-debated question will come before executive committee of EIA's Consumer Products div. at fall meeting in San Francisco's St. Francis Hotel, Sept. 17 (Vol. 14:34). Here's how we see picture:

There was considerable dissatisfaction last fall with result of National TV Week promotion which was handled by Daniel J. Edelman & Assoc., Chicago public relations company, though some in the industry liked project, blamed slow sales on then-incubating recession. Edelman was given opportunity, nevertheless, to present plan.

Executive Committee tossed out plan for this year at spring EIA meeting in Washington, set up special committee under RCA Victor adv. & sales promotion mgr. Jack Williams to study varying proposals for a continuing promotion and come up with recommendations. Committee report is on agenda for Sept. 17 meeting.

Cost estimates range up to \$250,000 for year's promotion, it's understood, and industry executives to whom we've talked aren't sanguine about possibility of raising fund, large or small, at this time. But they agreed year-round promotion has been successful in other appliance industry branches.

FTC After Price Chiselers: Manufacturers are warned to take a close look at pricing practices and to make sure they don't run afoul the law, as Federal Trade Commission, goaded by sharp Congressional criticism (Vol. 14:33,34), begins drive to curb deceptive pricing practices. TV-appliance industry has been specifically mentioned by FTC lawyers for investigation.

"Guide" to what FTC regards as "offensive price policies" will be available soon, will include: (1) Fictitious list prices to give customer idea he's getting a bargain. (2) False pre-ticketing -- an inflated price so retailer can mark it down without losing money. (3) False "direct from factory" or "direct from wholesaler" advertising. (4) Misleading "regular" prices to establish a phony "reduced price."

TV-Radio Production: TV output in week ended Aug. 22 again hit peak for year with total of 130,556 sets compared with 124,527 preceding week and 179,615 in same week last year. Year's 33rd week brought total to 2,792,537 compared with 3,548,000 last year. Radio production was 286,656 (80,971 auto) vs. 227,114 (45,565 auto) in preceding week and 294,091 (96,206 auto) same week last year. Radio output for 33 weeks was 5,893,006 (1,820,333 auto) vs. 8,456,000 (3,316,000 auto) last year.

Electronic Personals: W. Walter Watts, RCA exec. v.p.-components, who joined Army Signal Corps in 1942 as a major, emerging as full colonel, and who during Korean War was deputy administrator for procurement & production, Defense Production Administration, was confirmed by Senate this week as a brig. gen. of reserves; also confirmed for same post was Col. Joseph E. Heinrich, supervisor, AT&T long lines dept., who has been active & reserve Signal Corps officer for 30 years, including duty in CBI theatre during World War II and head of Chinese training command . . . Allen G. Williams resigns as Motorola gen. sales mgr., future plans to be announced later . . . Esterly C. Page, pres. of Page Communications Inc., due back in Washington after Labor Day from supervision work on radio communications contracts in Middle East; Mrs. Page, also an engineer, accompanied him . . . Herbert Nettleton, ex-GE, appointed to handle govt. contracts for TelePrompter Corp. under engineering v.p. Hubert J. Schlafly Jr. . . . Murray Krieger promoted to v.p. & gen. mgr. of Olympic of Chicago, succeeded as mgr. of Olympic of Missouri, St. Louis, by Tom Cutler . . . John A. Rhoads, ex-Collins Radio, named engineering director, Packard-Bell technical products div. . . . George R. Cero promoted to Hotpoint adv. & sales promotion supervisor, Chicago branch . . . Michael J. Ranalli, ex-Westinghouse, ex-DuMont, named Wurlitzer asst. export sales mgr. . . . Gerald M. Feld, ex-Riviera Mfg. Co., named adv. & sales promotion mgr., Thomas Organ div. of Pacific Mercury TV . . . Albert E. Jeffcoat, ex-Ford, named public relations director, General Precision Equipment Corp. . . . M. T. (Bill) Putman resigns as pres. of Universal Recording, succeeded by A. B. Clapper; Mason B. Coppinger promoted to v.p.

DISTRIBUTOR NOTES: Admiral expands N. Y.-Newark branch to include all of N. J. & eastern Pa. under eastern metropolitan div. mgr. Samuel Schwartzstein . . . Steelman names 3 for phonos in Cal.: Associated Radio Distributors, San Mateo, Palo Alto, Vallejo, Cal.; Record Supply Distributors, Sacramento; Pacific Teletronic & Radio Supply, Modesto . . . Graybar promotes W. T. Bronson to mgr. at Syracuse; G. J. Kennedy to district sales mgr., Queens Plaza, N. Y. . . . Olympic Radio & TV appoints Hermitage Electric Supply Corp., N. Y., for TV, radio, hi-fi . . . General Instrument appoints Martin Mann Assoc., Los Angeles, for TV components . . . Gray appoints Gramercy Sound Assoc., N. Y., for hi-fi.

First a magazine, then printed as newsletter, *Electronic Week* bowed out Aug. 25—but Hayden Publications Corp. continues publication of its highly successful *Electronic Design*.

Obituary

Dr. Ernest O. Lawrence, 57, Nobel Prize winner in 1939 for his development of the Cyclotron, best known in TV for the Lawrence color tube which DuMont-Paramount interests have been working on for a promised simplified and cheaper color TV receiver, died in Palo Alto (Cal.) Hospital Aug. 27 after surgery for an ulcerative colitis from which he had suffered several weeks. His condition had not been regarded serious. At time of death, he was director of the U of Cal. radiation lab. Surviving are widow and 6 children, ages 8 to 23.

Julian M. Sammett, 53, customer relations mgr. of GE radio and housewares div., died Aug. 25 in N. Y. Surviving are widow, son, daughter.

Investments In Germany: Some idea of the penetration by U. S. TV-radio-electronics firms in West Germany may be obtained from just-issued Dept. of Commerce list of "American Firms, Subsidiaries & Affiliates in Federal Republic of Germany and West Berlin" (available from Commerce Dept., Office of Technical Information, Washington, 104 pp., \$2). It's sprinkled with names of such electronics factors as Beckman, Cleveite, DuMont, Eitel-McCullough, Hazeltine, ITT, Lear, Raytheon, RCA, Sperry Rand, Sprague Electric, et al.

Similar list is available for Japan, though it's not as complete or detailed because trend there is to licensees rather than subsidiaries. The West German list doesn't include the many firms with licensing agreements in that country either, a list we know has been growing by leaps and bounds for several years.

German electronic imports are regarded as threat to domestic industry, particularly hi-fi phonos & components; and situation of heavy U.S. investments makes role of those pleading for tariff protection more difficult. EIA spokesman, whose Committee on Electronic Imports has been busily engaged acquainting high govt. officials with adverse effects of imports on home industry (Vol. 14:33), tells us: "We have to look at the situation hard-headedly. Some manufacturers without foreign investments want higher protective duties, another important group is lukewarm, while still others want to keep status quo. It's a case of trying to satisfy all interests. You can't blame U.S. companies for making license agreements abroad. If they didn't, someone—like Philips—will."

More 1958 'Guessimates': Defense spending for electronics in 1958 will more than counterbalance depressed entertainment market to boost total sales of electronic equipment about 5.4% above 1957, according to mid-year industry forecast in Aug. 22 business edition of McGraw-Hill's *Electronics Magazine*. Author Edward DeJongh says electronics industry is fast recovering from effects of recession and last fall's military spending cutback.

Total outlay for electronic equipment this year will be \$8.4 billion, up \$428,000,000 from last year, he says, but factory sales of TV-radio-phonos and components will slump from \$1.53 billion to \$1.40 billion.

Black-&-white TV sales, suffering from recession and saturation, are estimated at 5,300,000 sets this year, worth \$647,000,000 at the factory, down from 6,400,000 worth \$833,000,000 last year. Home radio sales for year are estimated at 4,894,000 units worth \$103,000,000; portables, 3,463,000 worth \$86,000,000.

On color TV, article forecasts production of 200,000 sets worth \$80,000,000—but "this figure is still subject to revision." Hi-fi and stereo phonos are called "bright spot in this year's entertainment picture" with dollar sales topping \$400,000,000.

Master antenna distribution system for the home, with TV & FM outlets in as many rooms as desired, is available from Jerrold Electronics, Philadelphia. Kit includes amplifier to prevent "antenna fatigue," antenna lead and plug-in outlets, lists for \$67.75. It's said to be first system for hooking up any number of sets to one roof-top antenna.

Eitel-McCullough executive & business offices moved from San Bruno to 301 Industrial Rd., San Carlos, Cal. (Telephone Lytell 1-1451).

Mallory Battery div. of P. R. Mallory & Co. halts production of batteries at Dubuque, Ia., plant due to decline in demand for radio batteries.

Stereo Spectacular: Foretaste of upcoming heavy stereo promotion by instrument & record makers is planned simulcast of *George Gobel Show* over combined NBC-TV and radio networks Oct. 21 in stereo and color. Any home with a TV and radio receiver can find out what the new stereo is like by tuning in local NBC-TV channel and radio station, placing the 2 instruments about 8 feet apart. According to announcement this week by RCA adv. v.p. R. H. Coffin, sound from one side of studio will be fed through TV audio system, microphones on other side picking up sound for radio network.

Heretofore, stereo demonstrations have been conducted on a local or regional basis by broadcasting simultaneously over AM & FM outlets (Vol. 14:33). The *Gobel Show*, which RCA will sponsor to plug both color TV and its new line of stereo hi-fi phonos, will be first national stereo broadcast using network TV and radio.

Coincident with the simulcast, *TV Guide* will carry a 4-page full-color RCA ad showing one scene of the Gobel show. At one point in the show, action will be stopped for about a minute at exactly the scene shown in *TV Guide* ad. Viewers will be asked to place color photo over half of their black-&-white TV screens. Says Coffin: "They will then see the tremendous difference color makes in a TV picture." Publisher James T. Quirk said RCA ad is "most complicated advertising insertion ever made in a weekly magazine."

Note: Illustrative of growingly intense interest in stereo is fact that Sept. *Electronic Technician*, carrying record volume of advertising (152 pages), contains a special 60-page section captioned "Stereo 1959" and including a manufacturer-product directory, an illustrated stereo product catalog, and informative articles on major facets of stereo. Publisher Howard Read and editor Al Forman plan to distribute 45,000 extra copies, in addition to normal 55,000 circulation, at Institute of High Fidelity Manufacturers' Hi-Fi Music Show in New York's Trade Show Bldg., Sept. 29-Oct. 4, and through service dealers & jobbers. "Stereo 1959" is being nationally advertised at 50¢ a copy, but we've arranged for a free copy to be sent to any reader of *Television Digest* who writes to *Electronic Technician*, 480 Lexington Ave., N. Y.

Saturday Evening Post, obviously impelled by declining lineage, announced this week it will henceforth accept liquor & beer advertising, which reportedly represents some 10% of ad volume of *Life*, 13% of *Look*. Last ANPA count in 1956 showed 697 newspapers still not accepting liquor ads while 1063 do. Meanwhile, recent suggestion by trade journal *Broadcasting* that time has come when TV should accept liquor ads, traditionally rejected by radio and barred by TV Code, has met with virtually no substantial industry support—not even during summer business lull when idea was put forward.

Spectrum study peace parley between manufacturers who supported Potter resolution (S.J. Res. 106) for survey and telecasters who helped block it (Vol. 14:32) is sought by EIA. Latter have been invited to send spokesmen to fall conference of EIA in San Francisco Sept. 17 "in an effort to effect an agreement on objectives" of study, which telecasters feared might result in military taking over low-band vhf channels. EIA doesn't share fear, wants entire radio spectrum looked into to assure fair share by both military & civilian users.

New Voice of America transmitters to pierce Iron Curtain are authorized under \$10,000,000 appropriation by Congress for USIA.

Dither Over Dotto: Newspapers enjoyed a headline spree this week, covering wild-flying charges that TV quiz shows are "fixed." It started with Colgate's *Dotto*, which was cancelled in tight-lipped embarrassment by CBS-TV & NBC-TV after a standby contestant reported one winner on show had been fed answers by somebody. By week's end, N. Y. District Attorney Frank Hogan was holding press conferences on developments, including investigation of accusations involving NBC-TV's *Twenty-One* and yet-unnamed other shows. As N. Y. Herald Tribune Syndicate's John Crosby put it: "The nation hasn't been so shaken to its foundations since Arthur Godfrey fired all those little Godfreys, another tempest that seemed terribly out of proportion to the facts involved." N. Y. prosecutor reported he wanted to question dozen or more witnesses about "rigging" reports, but had found no evidence of any crime yet. There's no law against "fixing" quiz shows unless sponsor has been defrauded, Hogan said—but if he finds any truth in allegations, then "it might be proper to recommend legislation or to send the matter to the FCC." *Dotto* protestant already had sent affidavit to FCC, where Broadcast Bureau Chief Harold G. Cowgill said unspecified number of complaints about quiz shows have been filed, but would not be made public. Of all complaints received by FCC, he said, "something like 99 out of 100 have no genuine basis."

Madison Sq. Garden Edict: Evidently wedded to pay-TV and/or closed-circuit TV idea—although not referring to them in statement—exec. v.p. Ned Irish of Madison Square Garden announced this week that big N. Y. arena henceforth won't telecast anything but boxing, pro hockey & baseball games of week. "We just can't compete with old movies," he said. "We can no longer give away what we are charging for at the gate. It has reached the point where TV costs us money in gate receipts." Meanwhile: (1) International Telemeter's projected 3-city cable-theatre operation, scheduled for early next year (Vol. 14:29), was postponed for 6-12 months, v.p. Paul Raibourn of parent Paramount Pictures attributing delay to difficulties in completing arrangements for programming and participation by movie houses. (2) VFW wound up N. Y. convention (Vol. 14:34) by voting opposition to pay-TV in any form.

Anti-pay-TV majority of 81.2% among 11,000 5th Minn. district constituents is reported by Rep. Judd (R-Minn.). In home-district questionnaire he asked: "Do you favor a system of pay TV?" Only 7.5% of respondents favored, 10.4% had no opinion.

Reports & comments available: On Motorola, review by Paine, Webber, Jackson & Curtis, 25 Broad St., N. Y. On Westinghouse and ITT, comments by Hirsch & Co., 25 Broad St., N. Y. On CBS Inc., comment by Lucien O. Hopper of W. E. Hutton & Co., 14 Wall St., N. Y. On Hoffman Electronics, appraisal by Courts & Co., 11 Marietta St., Atlanta. On Walt Disney Productions, discussion in *Investor's Reader* of Merrill Lynch, Pierce, Fenner & Smith, 70 Pine St., N. Y. On GE, comment by Lawrence Lewis of Pershing & Co., 120 Broadway, N. Y.

Dividends: Sylvania, 50¢ payable Oct. 1 to stockholders of record Sept. 10; Hoffman Electronics, 25¢ Sept. 30 to holders Sept. 12; Sprague Electric, 30¢ Sept. 10 to holders Aug. 20; Arvin Industries, 25¢ Sept. 30 to holders Sept. 8; 20th Century-Fox, 40¢ Sept. 27 to holders Sept. 12; Capitol Records, 25¢ plus 15¢ extra, both Sept. 30 to holders Sept. 15; Telechrome, 7½¢ Sept. 23 to holders Sept. 8; Canadian GE, \$2 Oct. 1 to holders Sept. 15.

**THE
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SUMMARY-INDEX OF THE WEEK'S NEWS — September 6, 1958

FUTURE OF TV QUIZ SHOWS in doubt as newspapers go to town on "exposes" of *Dotto* and *Twenty-One*; "fix" and "blackmail" charges hurled (pp. 2 & 6).

TELECASTING IN CUBA has many curious aspects, yet American enterpriser enters competitive fray with old Storer station (pp. 3 & 4).

'ARBITRON' COMMERCIAL START greeted in N.Y. ARB instantaneous rating service in Chicago next. Nielsen readies pilot service (pp. 3 & 5).

NETWORK BILLINGS CONTINUE RISE in July, first 7 months score 12% gain over 1957. CBS, though still leader, shows first decline since Aug. 1957 (p. 5).

NEXT MAJOR MARKET STARTERS are Pittsburgh's WTAE (Ch. 4) and Flint's WJRT (Ch. 12). Two new educationals on air. Other upcoming stations (p. 9).

INFLUENCE OF THE LADIES on TV-radio: Senate leader Lyndon Johnson's Lady Bird (KTBC-TV, Austin, etc.) and how she operates (p. 14).

Manufacturing-Distribution-Finance

NEW TACK IN COLOR TV SALES undertaken by RCA, bringing 175 grass-roots dealers East to brief them on technical & commercial aspects (pp. 1 & 12).

RUMORS OF SKIATRON wired pay-TV plans for N.Y. area produce heavy stock trading, but pres. Matty Fox says "there's nothing conclusive." (p. 8).

DISTRIBUTORS SEE UPTURN in all lines this fall. Replies to questionnaire indicate TV up 54%, radio 47%. Stereo hi-fi seen boosting phono sales 82% (pp. 10 & 11).

TV FACTORY SALES HIT PEAK in Aug. but 556,000 total still far below same 1957 month (p. 10).

NEW GRASS ROOTS EFFORT TO SELL COLOR: Unswervingly determined to put over color TV, with "color coordinators" spotted through its vast set, tube, merchandising, servicing, transmitter & broadcasting operations and headed up at N.Y. headquarters level ("the 53rd floor") by one of brightest of its younger executives, William E. Boss, RCA this week undertook a new tack in effort to stimulate sales of color receivers.

It brought 175 selected dealers and a few distributors from Southern and Southeastern states on a 3-day visit to its tube plant in Lancaster, Pa., its labs at Princeton, its NBC colorcasting operations in N.Y. It unburdened to them what it knows about the technical, artistic and commercial facts of color TV; and some of its top executives swapped views with them on the economics of color.

This was no ordinary junket, and these were representative dealers handling other lines as well as RCA's who had committed themselves to certain quotas of the new color receivers. Their reactions, over and above the inevitable oh's-&-ah's expressed at what they were shown, were those of hard-headed, grass-roots business men. As we sensed things, attending some of the sessions and talking with them:

They're completely "sold" on the splendor, the appeal and the desirability of color. They marvel at the engineering and production accomplished. They agree it's the biggest potential factor for revivifying the now none-too-profitable TV trade. They incline to the view that a color set is a "Cadillac" item and think it can be sold in at least Cadillac proportions.

But they wish it could be priced lower, apparently impossible until mass production is achieved. Meanwhile, it offers enough profit to impel them to put their push behind it, with the expectation that there will be more color programs in their areas this autumn and winter, as promised (p. 12).

Concerned about price, which begins at \$495, one dealer during the give-&-take even suggested that perhaps a 17-in. set might be offered to "sell up" to the 21-in. standard -- but Lancaster kinescope plant mgr. H.R. Seelen said the TV makers

face same problem as auto manufacturers: Costs don't go down in ratio to size.

Since the intricate shadow-mask tube is heart of set, representing about 30% of cost and pricing, great attention was focused on it. Seelen said some are being sold to other set makers -- "but not enough." Lancaster can fill any and all orders and would like nothing better than to see more manufacturers make the tube and more turn out color receivers. He was certain the engraved shadow-mask, with its nearly 1,000,000 apertures facing on the phosphored faceplate sealed to all-glass container tube with pyro-ceramic material, will prevail over the long-promised Lawrence tube and the now seemingly quiescent "Apple." Yet he admitted it may not be the ultimate. "But," said he, "when better tubes are made, we'll make them."

Biggest factor in bringing down price is volume production, as was case with first TVs which started at \$425, then \$375, then lower for 10-in., speedily worked down to today's prices which are even less for 17 & 21-in. Even making tube necks shorter and cabinets smaller isn't answer to price; shorter tube would mean changed deflection angle and pose "some pretty nasty problems" on how to control the beams.

With some 300 stations equipped for network color (nearly all on NBC & CBS), with nearly half of them able to originate color via slides & film, and with some 3 dozen capable of staging local live color (see TV Factbook for complete list); with advertisers, agencies & film people ready and willing to go to color when audience justifies (the commercials are fantastically appealing); with networks promising new & expanded colorcast schedules afternoons as well as evenings; with nearly everyone in the business wedded to the idea of color as the ultimate in TV --

RCA's zeal in pushing color, continuing to spend millions on its furtherance, has aroused the respect & admiration of all save perhaps some of the financial community unsatisfied with its enormous expenditures on such a long-range prospect.

Whether its latest tack will succeed -- arousing the men who sell at customer levels to new zeal & effort -- remains to be seen. Heretofore, dealers have shied from color because it puzzled them, sets were hard to tune & service, programs were few & far between, demonstration times inadequate, markups too small by comparison with other sets that sold more easily and more quickly.

Certain it is that today's sets, if not priced much lower except for recent discount dumping, are vastly improved, easier to handle, cost less to service, offer new profit prospects. And we can attest that dealers on this week's indoctrination trip showed genuine interest and mounting enthusiasm. Nor are signs lacking that things may be starting to move when a live-wire merchandiser like New York's Liberty Shops, with 5 stores and a record of 1000 color sets already sold, reports that it's now going all-out for color.

* * * *

How many color tubes and sets are now being produced? RCA was asked by the dealers, too, as it has been by trade newsmen. But it won't say, except to put in a plug that it can "double capacity overnight." However, RCA executives indicate real respect for Frank Mansfield's figures (he's Sylvania marketing chief and chairman of EIA's statistical dept.) showing 275,000 sets-in-use at end of 1957; 40,000 produced and 45,000 sold in first half of 1958; 320,000 in use as of last July 1.

HOT TV SHOW--THE CASE OF THE 'QUIZLINGS': From headlines splashed over front pages of many newspapers, you might not know that there was big trouble for the U. S. at Quemoy this week. The big story was sinister doings -- and/or rumors of such -- on packaged TV network quiz prize shows (Vol. 14:35).

Even the sober N. Y. Times gave top-head, column-length play ("6 Are Questioned in TV-Quiz Inquiry," "Quiz Scheme Laid to Stempel by '21'") to charges of "fix" and countercharges of "blackmail" (see p. 6) revolving around packagers of quizzes and disgruntled contestants -- whom Variety promptly dubbed "Quizlings."

"Quizzes on the Queer?" asked the Washington Post editorially, pontificating that "it's a pretty sordid story any way you look at it." Editorial did have sympa-

thetic word for the networks, however, pointing out that quiz shows "are conceived and developed not by the broadcasting concerns but by the weissenheimers, or ideamen, of Madison Ave. [who] purchase the time from the networks."

Despite field days being enjoyed by the press against its advertising competitor, we think TV -- along with public's confidence in medium -- will manage to survive this crisis. But there's little question that (1) Survival of some quizzes as staple of TV fare is at stake, public's trust in them having been shaken seriously. (2) Story couldn't have broken at worse time for harassed network executives, still sore beset by problems of filling sales gaps in upcoming season (below).

CUBAN TV—COMPETITION WITH A VENGEANCE: Have a look at TV in Havana, if you want to see really tough competition. The 6-station capital of Cuba offers some curious similarities to, and at same time contrasts with, American methods. While duopoly is permitted, and a handful of interests control all the island's stations, the basic pattern of competition is same, Cuba's advertising being perhaps more "hard sell."

Another American has just ventured into the Cuban field, treading where no less well-heeled an angel than George Storer did in 1952-53 when he acquired, then gave up after less than a year, his Television de Caribe (Ch. 11) after unprofitable and unhappy experiences with Latin business and political methods (Vol. 10:18,22). Now, the selfsame CMTV, presently assigned Ch. 10, licensed to publisher-broadcaster & auto dealer Amadeo Barletta, has been revived by U.S. film man Reuben Moulds -- and the story given out that he has taken away the 15-year NBC affiliation from the brothers Mestre, operating CMQ-TV (Ch. 6) and its provincial network of 5 stations.

That simply isn't so, says Goar Mestre, Yale graduate well known in inter-American broadcasting circles, and he's echoed by an unequivocal statement from NBC saying it has "no intention of altering its long and happy relationship with CMQ." Story arose apparently when CMTV lessee Moulds, putting on big shindig for ad folk at Havana Hilton, where CMTV transmitter is located, used as motif "Filial NBC."

The denials led us to do a bit of exploring of Cuban TV and to develop an interesting story of what might be termed ultra-American types of commercial operation, promotion and what-have-you (see p. 4).

'ARBITRON' START EYED KEENLY BY ALL: New instantaneous automatic TV program rating service called "Arbitron" and developed by American Research Bureau (Vol. 14:34), seems to have made an auspicious start as it went commercial in New York this week -- and it will be watched very closely as it progresses this fall. Payoff seems to be customers, and ARB is getting them. Pres. James Seiler reports that network keys WCBS-TV & WRCA-TV, along with WOR-TV & WABD (changing Sept. 7 to WNEW-TV), are buying it at \$850 to \$2700 monthly, depending on station's rates.

"It's too early to evaluate it," we're told by industry people concerned, but they seem favorably impressed already. Speed of service, most particularly, has impressed such competent analysts of ratings as Jay Eliasberg, CBS-TV research director, and Bud Sherak, Kenyon & Eckhardt v.p. & research director (see p. 5).

Arbitron's "multi-city" network report, based on "sub-sample" of 7 cities, is due to go commercial next week. It will cover minute-by-minute viewing in N.Y., Chicago, Philadelphia, Detroit, Cleveland, Baltimore & Washington. A local service for Chicago, like that in N.Y., is due by end of month. Target date isn't definite yet for start of local Los Angeles service (for more details, see p. 5).

Boxscore on Unsold Time: Open TV network time in season's prime evening hours totaled 26 half-hours at end of this week vs. 28 half-hours 4 weeks ago (Vol. 14:32). CBS had 7½ half-hours unsold (down from 9), NBC 8½ (down from 9), ABC 10. Daytime option time sold: CBS 78% (up from 74.2%), NBC about 70% (unchanged), ABC 95% (up from 90%). Now, NBC v.p. Don Durgin, national sales mgr., who prognosticated complete sellout of night option time by Labor Day, states: "We do expect the night time schedule to be sold out for the 1958-59

season which gets underway in Oct." CBS-TV national sales v.p. Tom Dawson asserts: "My statement of last month (Vol. 14:32, p. 2) certainly holds true; the happenings of recent weeks make me even more emphatic in regard to the 1958-59 picture. All signs point to a very healthy season." ABC sales development v.p. Don Coyle said: "The ABC-TV network has more time sold than ever before in history, and a larger percentage of our commercial offerings currently are sold than either NBC's or CBS's."

The Cuban TV Story (Cont.): Six-station Havana (pop. 1,236,000, according to latest Rand-McNally Atlas) can offer aces & spades to 7-station New York and Los Angeles when it comes to unusual commercial methods and rugged competition, now intensified by the reactivation and takeover of Havana's CMTV (Ch. 11) by U. S. entrepreneur Reuben Moulds. He is pitting his newly acquired Television Habanera against 3 country-wide networks with their keys in Havana, plus one all-color independent and another 6-hour-a-day station programmed primarily with live panel shows and second-run films.

Moulds' station, formerly Ch. 10 acquired from George Storer as a distress property in 1953 by Amadeo Barletta, had been kept silent for some time by Barletta, operator of Telemundo, a network comprising CMAB-TV, Havana (Ch. 2) with 6 satellites around the island linked by station-to-station pickups. Telemundo's other outlets are Ch. 9, Camaguey; Ch. 12, Jatibonico; Ch. 11, Matanzas; Ch. 8, Santa Clara; Ch. 13, Victoria de las Tunas; Ch. 7, Santiago de Cuba. Barletta is publisher of the daily *Havana El Mundo* and Cuban distributor for Cadillac, Oldsmobile, Chevrolet.

* * * *

Perhaps best known and biggest network in Cuba (total pop. 5,832,000 in 1956, says govt.) belongs to Goar & Abel Mestre and has the NBC affiliation, meaning first call on network's kinescoped shows, as well as radio pickups. The Mestres' CMQ-TV, Havana (Ch. 6) links satellites in Matanzas, Ch. 9; Santa Clara, Ch. 5; Camaguey, Ch. 6; Holguin, Ch. 3; Santiago, Ch. 2—with Ch. 7 due to be added this month in Ciego de Avila and Ch. 5 early next year in Pinar del Rio. They're linked by 16 microwave stations, owned by Micronadas Nacionales, S.A., 60% controlled by CMQ. The Mestre operations are headquartered in Radiocentro, recently added 2 big studios to make total of 7, in Cuba's newest and tallest apartment building, Fosca, built by company headed by Goar Mestre. CMQ-TV operates 10 hours a day, with 90% of its programs live. With its radio network, Circuito CMQ employs staff of 630.

Third network is keyed by CMBF-TV, Havana (Ch. 4), and licensee Cadena Nacional, S.A. is 40% owner of the Mestres' microwave system, feeding to Matanzas, Ch. 13; Santa Clara, Ch. 3; Camaguey, Ch. 4; Holguin, Ch. 8; Santiago, Ch. 5—with added transmitters also being built at Ciego de Avila (Ch. 2) and at Pinar del Rio (Ch. 8).

CBS's Tape Plans: Substantial expansion of video tape use in 1959, to take care of markets in standard time areas, is planned by CBS-TV—which will absorb more than \$1,000,000 in extra costs of providing the service. Wm. B. Lodge, v.p. for affiliate relations & engineering, said it is network's responsibility to get programs to affiliates "at the most appropriate times and in the best possible sequence for public and advertiser attractiveness." CBS plans \$500,000 expansion of videotape facilities in Los Angeles and payment for extra AT&T circuits to provide: (1) Initial live release in eastern & central daylight saving time markets. (2) One-hour delay to most standard time markets. (3) Two-hour delay to Pacific daylight saving time areas. (4) Three-hour delay to Ore. & Wash., which remain on Pacific standard time.

This network is owned by RCA distributors Julian Lastra & Miguel Humara; the publisher of *Informacion*, Jose I. Montaner; contractor Alberto Vadia—with the brothers Mestre as minority stockholders. Cadena Nacional employs 140, carries largely U. S. telefilm dubbed into Spanish (24 hours a week vs. CMQ's 5 half hours), has a hot-shot daily 9-10 a.m. live show, claims percentage of audience second only to Circuito CMQ.

All 3 network keys operate from nearby antenna farm at Televilla, using one transmitter building, each with 10-kw RCA transmitter radiating from 660-ft. Blaw-Knox tower. Televilla was put into operation 2 years ago at cost of \$835,000.

* * * *

The other 2 Havana independents present unique setups. There's CMBA-TV (Ch. 7), owned jointly by CMBF Cadena Nacional and the Mestres, which started only last month as a sort of foil against the new CMTV. It's on the air only 6 hours a day, with simple live programs of the panel type and films supplied by CMQ-TV & CMBF-TV. It also operates from the Mestres' Telecentro.

Most unusual station is Gaspar Pumarejo's CMBJ-TV (Ch. 12, started a month ago and broadcasting all-color 16 hours a day, albeit Havana has only a few hundred color receivers. It's located atop the Habana Hilton. It carries a one-hour color kine of news, interviews, commentators, etc. which is repeated over and over. Efforts to obtain information from Pumarejo had proved consistently unavailing—but his competitors say this station is in the nature of an "insurance policy" for his amazing *Escuela de Television* which he telecasts on time bought on the Telemundo network (Ch. 2).

The enterprising Senor Pumarejo originally bought 2 hours a day of Telemundo's time as a block, sells his own sponsors, programs from his own studios; currently, he reportedly uses as much as 8 hours a day of Telemundo's 14-hour schedule, financing his operations from sponsorships and from his famed *Hogar Club* (meaning Home Club). Cuban housewives pay \$1 a month membership in return for the privilege of participating in giveaway shows that have as prizes cooperative apartments, autos, refrigerators and many lesser items.

Rivals claim his shows are lotteries and illegal, but the Govt. apparently doesn't. He is said to have 180,000 members in *Hogar Club* and to net about \$130,000 a month. He also operates a stamp system enabling a purchaser to buy merchandise at discount, to receive stamps, and to turn in stamp books at Christmas time for cash. It's rumored he netted close to \$1,000,000 last Christmas.

Duopoly, newspaper ownership, giveaways, gimmicks—the little island of Cuba has all of these aplenty, and more. There's never a dull moment, though there may be some profitless ones for some, in Cuban telecasting.

Automatic Videotape splicer is now in regular production, and shipments began this week, according to Neal K. McNaughten, Ampex professional products div. mgr. In N. Y. this week, exhibit of Ampex equipment, including Videotape recorder, was opened in Grand Central Terminal under auspices of investment firm Merrill Lynch, Pierce, Fenner & Smith. Display is in recognition of Ampex's spectacular financial showing—sales rising to \$30,115,000 in year ended April 30 from \$18,737,000 preceding year, earnings to \$1,540,000 from \$1,087,000 (Vol. 14:19, 29).

Identification changes: WABD, New York (Ch. 5) becomes WNEW-TV after Sept. 7. KMSP-TV, Minneapolis (Ch. 9) granted waiver of rules to identify itself also with St. Paul; KHOL-TV, Kearney, Neb. (Ch. 13), to add Holdrege.

Network Television Billings

July 1958 and January-July 1958

(For June report see *Television Digest*, Vol. 14:31)

NETWORK BILLINGS in July, continuing upward trend though at slackening rate, marked first month in almost a year CBS had decline from corresponding month year earlier. TvB's compilation shows 3 networks had gross billings 5.9% ahead of July 1957. CBS, still leading but by narrow margin, was down 1.4% from year ago—its first month-to-month decline since Aug. 1957. NBC billings were up 13.2%, ABC up 11.6%. Complete TvB report for July:

NETWORK TELEVISION						
	July 1958	July 1957	% Change	Jan.-July 1958	Jan.-July 1957	% Change
ABC	\$ 7,083,555	\$ 6,348,496	+11.6	\$ 58,701,356	\$ 46,443,714	+26.4
CBS	18,273,690	18,537,069	- 1.4	142,321,106	135,299,556	+ 5.2
NBC	15,702,029	13,874,872	+13.2	123,108,261	107,674,376	+14.3
Total	\$41,059,274	\$38,760,437	+ 5.9	\$324,130,723	\$289,417,646	+12.0

1958 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
January	\$9,168,609	\$22,094,015	\$18,344,111	\$49,606,735
February	8,441,988	19,410,741	16,785,315	44,638,044
March	9,402,407	21,211,070	18,874,597	49,488,074
April	8,739,456	20,628,511	18,283,379	47,651,346
May	8,477,755	20,970,022	18,470,368	47,918,145
June	7,387,586	19,733,057	16,648,462	43,769,105
July	7,083,555	18,273,690	15,702,029	41,059,274

Note: These figures do not represent actual revenues to the networks which do not divulge their actual net dollar incomes. They're compiled by Broadcast Advertising Reports (BAR) and Leading National Advertisers (LNA) for TV Bureau of Advertising (TvB) on basis of one-time network rates, or before frequency or cash discounts.

ADVERTISING AGENCIES: Walter Tibbals, ex-BBDO Hollywood TV radio v.p., named to same post at Norman, Craig & Kummel, N. Y. . . . Carroll C. Grinnell promoted to v.p. of Benton & Bowles . . . Walter B. Grosvenor promoted to v.p. of Grey Adv. . . . Harry W. Betteridge, ex-sales mgr., WWJ-TV & WWJ, Detroit, named v.p. of Clark & Bobertz Inc., Fox Bldg., Detroit . . . George R. Gibson promoted to v.p. of Paris & Peart . . . John N. Jackson, ex-Ogilvy-Benson & Mather, named exec. v.p. of Wesley Assoc., N. Y. . . . John Waite, ex-C. J. LaRoche, named v.p. of Lambert & Feasley, N. Y. . . . Lester Wunderman resigns as exec. v.p. of Maxwell Sackheim Co., to form Wunderman, Ricotta & Klines, 345 Madison Ave., N. Y. . . . Harold J. McCormick, ex-Motorola adv. & sales promotion mgr., joins Dancer-Fitzgerald-Sample.

Rate increases: KSD-TV, St. Louis, Sept. 1 adds Class AA hour (6:30-9:30 p.m. daily) at \$1750, min. at \$330, Class A hour going from \$1200 to \$1300. WBAY-TV, Green Bay, Wis. Oct. 1 raises base hour from \$500 to \$600, min. \$100 to \$120. KERO-TV, Bakersfield, Sept. 1, hour from \$500 to \$550, min. \$125 to \$140. WTUV, Tupelo, Miss., Sept. 1, hour \$150 to \$200, min. \$30 to \$50. KHAD-TV, Laredo, Aug. 1, hour \$187.50 to \$200. KREX-TV, Grand Junction, Colo., Aug. 1, hour \$150 to \$175. Spot increases: KPRC-TV, Houston, has raised base min. from \$250 to \$275; KTRK-TV, Houston, min. \$220 to \$250; WSTV-TV, Steubenville, O., min. \$112.50 to \$120.

New reps: KJEO, Fresno, to H-R Television Oct. 1 (from Branham); KOLO-TV, Reno, to Headley-Reed Sept. 1 (from Pearson); KLFY-TV, Lafayette, La. to Richard O'Connell Sept. 1 (from Young).

Broadcast Advertisers Reports, 750 Third Ave., N. Y., has extended its monitoring activities to additional 230 TV stations in 100 cities for total of 312 stations.

Debut of 'Arbitron': First commercial week of new automatic TV program rating service called "Arbitron" (see p. 3) drew reactions "beyond our fondest expectations," reports ARB director James Seiler. Agency, station & network research people seem quite impressed by initial results, but say they need more time before they can draw definite conclusions.

Speed is big feature, particularly for new programs—everyone eager to "see how we're doing." Important factor is that service's continuous nature eliminates abnormal ratings produced when stations "loaded" schedules with strong programs during "rating week."

Says Jay Eliasberg, CBS-TV research director: "It's better than anything we are getting now. We used inadequate ratings because they were the only thing available." Says Bud Sherak, v.p. & research director of Kenyon & Eckhardt: "The speed-principle is excellent. Of course, we can't be Wall St. speculators, changing our minds minute-by-minute."

To show how speed impresses those who live by ratings, Seiler notes that 50 organizations have asked for small duplicates of ARB's big "light board"—which shows relative positions of stations graphically—to be installed in their own offices. Small boards are run by servo system from main board, will rent at about \$25 monthly plus cost of teletype lines.

Multi-city service will give true measure of competitive pulling power of networks, Seiler claims. The 7 cities were chosen because they are representative of the 23 in which all 3 networks have full-time live vhf affiliates. New feature due to be added in next few months is report on cumulative audience.

Arbitron was announced prematurely last Dec. (Vol. 13:50), ran into trouble because phone company had difficulty balancing lines from receivers to ARB headquarters. Many organizations had experimented with such systems for years, but Seiler claims breakthrough came when engineers learned to put as many as 30 TV sets on one line. Previous efforts involved a line for each set. Seiler says this would cost \$40,000 monthly for lines in N. Y., compared with Arbitron line cost of \$3800.

A. C. Nielsen is prepared to offer similar service as the demand develops, according to Henry A. Rahmel, exec. v.p. broadcast div. By mid-Oct., 100-receiver pilot service will be offered in Chicago & N. Y., will be expanded to as many as 15-20 cities if economic support appears.

Instantaneous radio rating system was demonstrated by Nielsen in 1946 but few takers were found, according to Rahmel. Pilot TV setup has been operated in Chicago for a year. Trendex, which operates next-morning telephone survey system, is reported considering automatic system, too.

TvB's 16-city selling clinics—with theme "Television Sells Best, But It Also Requires Better Selling"—open Sept. 10 in Barringer Hotel, Charlotte, N. C. Other workshops, for TvB members only: Atlanta, Sept. 12 (Dinkler-Plaza); Memphis, Sept. 15 (Peabody); Baton Rouge, Sept. 17 (Capitol House); Detroit, Sept. 19 (Statler-Hilton); Chicago, Sept. 22 (Sheraton); Oklahoma City, Sept. 24 (Oklahoma Biltmore); Los Angeles, Sept. 24 (Sheraton Town House); Kansas City, Sept. 25 (Muehlebach); Seattle, Sept. 26 (Olympic Western); San Francisco, Oct. 1 (Mark Hopkins); Denver, Oct. 3 (Cosmopolitan); Milwaukee, Oct. 15 (Schroeder); N. Y., Oct. 17 (Sheraton-East); Boston, Oct. 22 (Kenmore); Washington, Oct. 29 (Mayflower).

Whither the Quizzes? All told, 23 quiz prize shows (14 NBC, 8 CBS, 1 ABC) are current on TV networks or scheduled for upcoming season. Big questions this week, as newspaper-exploited "fix" scandal (see p. 2) involving now-defunct *Dotto* (Vol. 14:35) spread to *Twenty-One*: How many can last? Is the big-money TV show era ending?

Partly reflecting headlines, answers will come from ratings as weeks go by—and some answers already were coming in before hanky-panky on *Dotto* was exposed. In last 3 Nielsen audience counts—for first time in several years—no quiz show was among top 10 in ratings.

Meanwhile, networks (excepting virtually quiz-less ABC), packagers & sponsors were playing it close, watching to see how the public turns in response to the heavily-headlined quiz exposes. And if quizzes are on their way out as big programs, what then? *Variety* suggests this uncertain answer: "Obviously the industry's waiting for that 'something new' which will spark the latest trend in programming, but as yet nobody's come up with it."

As for this week's episodes in mushrooming quiz story, they centered around N. Y. District Attorney Frank Hogan's office and: (1) Charge by \$48,000 *Twenty-One* winner Herbert M. Stempel that he had been coached in answers on NBC-TV show, that producers Barry & Enright advanced \$18,500 to him while he was still a contestant in 1956. (2) Countercharge by Barry & Enright, supported by tape-recording containing purported admission by Stempel, that he tried to "blackmail" producers out of \$50,000; rebuttal by producers, insisting Stempel got his advance because he threatened to quit show. (3) Summoning of partner Sy Fischer of *Dotto* producers Frank Cooper Assoc. to Hogan's office for questioning about "fix" charges by standby contestant Edward Hilgemeier Jr. on CBS-TV & NBC-TV show, Fischer refusing to disclose just what was discussed. (4) Claim by housewife Mrs. Regan Leydenfrost that she got help in answering *Dotto* questions to win \$900 in May.

Other developments: (1) Barry & Enright said they are suing N. Y. *World-Telegram & Sun* and N. Y. *Journal-American* for libel for publishing statements attributed to Stempel. (2) Hogan went on *Between the Lines* show on WABD to report he still had unearthed no crimes in his quiz-show probe. (3) Brooklyn court justice ordered radio WMGM to open its records to Mr. & Mrs. Donald Reid, who claimed they mailed correct answers to *Name It & Claim It* quiz, but prize went to somebody else. (4) Hollywood movie producer Harold Mirisch said he's negotiating for film rights to *The Hot Half Hour*, new novel about rise & fall of quiz program written by Robert L. Foreman, BBDO creative services chief.

Public service spots worth \$65,000,000 and totaling nearly 900,000 are contributed annually by subscribers to NAB's TV Code, reports Review Board chairman Roger W. Clipp of Triangle Stations. Estimate is based on survey of 101 of 301 TV Code Stations in 43 cities in Feb., March & April, showing they donated announcements in behalf of more than 100 national service and charitable organizations (National Safety Council, American Red Cross, etc.), dozens of local agencies.

First broadcaster to publish logo of UN, which airlines are all adopting, is WJAR & WJAR-TV, Providence. It's half-inch in diameter, with "UN" and "We Believe" printed above and below world globe surrounded by peace wreath.

First of NAB Regionals: Agenda of initial NAB fall conference, at Buena Vista Hotel, Biloxi, Miss., Sept. 18-19, which indicates pattern of the conferences, starts off with "general assembly" featuring: "Profit or Loss," by Charles H. Tower, mgr., dept. of broadcast personnel & economics; "Public Relations Pays," Donald N. Martin, asst. to pres.; "Where We Stand in Washington," Vincent T. Wasilewski, mgr. of govt. relations who will also moderate discussion of editorializing.

TV sessions: "Management Problems in Technological Change" and "Case Study in Human & Labor Relations," discussions led by Tower; "Keeping Track of Costs in TV," Dwight W. Martin, WAFB, Baton Rouge & George B. Storer Jr.; "Getting the Most for Your Sales Dollar," Wm. MacRae, TvB director of station relations; "Economics of the TV Code," Edward H. Bronson, TV Code Affairs director; "Profitable TV Station Programming," Kenneth I. Tredwell Jr., WBTB, Charlotte, George Harvey, WFLA-TV, Tampa, and James Woodruff Jr., WRBL-TV, Columbus, Ga.

Radio sessions: "Sales Dept. Administration," J. W. Hicks, WRDW, Augusta, Ga., L. M. Sepaugh, WSLI, Jackson, Miss., Joseph Sierer, Edward Petry & Co. & Hugh M. Smith, WCOV, Montgomery, Ala.; preview of film "Hear & Now"; "Broadcasting the News," Daniel W. Kops, WAVZ, New Haven, Conn.; "Management Looks at Current Trends in Music Programming," John F. Box, WIL, St. Louis; report of All-Industry Radio Music License Committee, Robert T. Mason, WMRN, Marion, O.; "Staff Organization & Integration," Howard L. Brooks, WJBO, Baton Rouge, Ray Butterfield, WLOX, Biloxi & Wilton E. Cobb, WMAZ, Macon; "Executive Selection," discussion led by Tower; "Toward Greater Internal Efficiency," Charles Okel, Charles Bruning Co.

Luncheon speakers: Sept. 18, Harold E. Fellows, NAB pres.; Sept. 19, Wm H. Thomas, TV-radio director, Fitzgerald Adv., New Orleans.

For other regional conferences, these luncheon speakers have been named: Oklahoma City, Sept. 23, Dr. Melvin S. Hattwick, adv. director, Continental Oil Co., Houston; Sun Valley, Ida., Sept. 26, Wm. Niscannon, gen. mgr., Pacific Trailways Co., Bend, Ore.; San Francisco, Sept. 20, Charles Stuart Jr., adv. mgr., Bank of America, San Francisco; Minneapolis, Oct. 17, J. Cameron Thomson, chairman, Northwest Bancorporation, Minneapolis; Washington, Oct. 28, Felix W. Coste, v.p. & marketing director, Coca-Cola Co., N. Y.

Personnel patterns in broadcasting industry, and ways to stimulate job satisfaction, will be studied by special NAB committee named by Pres. Harold E. Fellows. Co-operating with Assn. for Professional Broadcast Education, group will be headed by Charles H. Tower, mgr. of NAB broadcast personnel & economic dept. Other members: Dr. Glenn Starlin, chairman, U of Ore. speech dept.; Dr. Kenneth Harwood, chairman, U of So. Cal. telecommunications dept.; Robert J. McAndrews, v.p., KBIG, Hollywood; R. M. Brown, v.p. & gen. mgr., KPOJ, Portland; F. H. Garrigus, NAB mgr. of organizational services.

Joseph L. Floyd, pres. of KELO-TV, Sioux Falls, S. D., named chairman of NAB TV Film Committee. Other members: A. J. Fletcher, v.p. & gen. mgr., WRAL-TV, Raleigh; Frederick S. Houwink, gen. mgr., WMAL-TV, Washington; Paul W. Morency, pres., WTIC-TV, Hartford; Lee Ruwitch, exec. v.p., WTVJ, Miami; Eugene S. Thomas, v.p. & gen. mgr., KETV, Omaha; Miss Lynn Trammell, film program mgr., WBAP-TV, Fort Worth; Kenneth I. Tredwell Jr., v.p., WBTB, Charlotte, N. C.

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Personal Notes: John A. Schneider, ex-mgr. of CBS-TV Spot Sales, who last week took over as gen. mgr. of CBS' newly acquired WCAU-TV, Philadelphia, announces these major staff appointments: James E. Conley, named gen. sales mgr., transferring from CBS-TV Spot Sales, N. Y.; Robert N. Pryor, public relations v.p., named director of promotion & information services; John M. Dolph Jr., promoted to program director; Mel Levine, promoted to administrative asst. to Mr. Schneider; also, John G. Leitch, for 29 years with WCAU, engineering v.p. since 1949, named engineering director for both WCAU-TV & WCAU; Charles V. Lynch, asst. auditor of *Philadelphia Bulletin*, which sold stations to CBS, named comptroller of combined stations . . . P. A. (Buddy) Sugg, NBC v.p. for owned stations & spot sales div. & Matthew J. Culligan, v.p. for radio network, elected NBC exec. v.p.'s; Wm. N. Davidson, gen. mgr. of WRCA-TV & WRCA, N. Y., and Raymond W. Welpott, newly named gen. mgr. of WRCV-TV & WRCV, Philadelphia, elected NBC v.p.'s . . . James L. Caddigan, ex-DuMont Network program & production mgr., recently v.p. of Lowell Thomas' Odyssey Productions and consultant for Ch. 6 applicant WNBH, New Bedford, Mass., named v.p. & gen. mgr. of St. Louis' upcoming Ch. 11 independent KCPP, which is scheduled to be launched early in 1959 by 220 Television Corp., headed by

John L. FitzGerald is new FCC general counsel, appointed this week to succeed Warren E. Baker, resigned to enter private practice. FitzGerald has been chief of Office of Opinions & Review since 1954, after having served in various govt. housing agencies since 1934. He's 49, a native of Seattle. Donald J. Berkemeyer is promoted to succeed him. Baker left Sept. 5 to open Washington office (640 Shoreham Bldg., Republic 7-8050) for Wall St. firm of Chadbourne, Parke, Whiteside & Wolff. He had been general counsel 5 years, previously served with Civil Aeronautics Board and Maritime Commission.

FCC Chairman Doerfer sails Sept. 12 for Europe on *America*, stopping in London & Paris before going to Geneva where he will head U. S. delegation to telephone & telegraph conference of International Telecommunications Union. Accompanied by Mrs. Doerfer, he returns in mid-Nov. Rosel Hyde will be acting chairman during Doerfer's absence. FCC staff members in delegation: John J. Nordberg, John R. Lambert, Marion H. Woodward, Asher H. Ende, Terrence L. Slater, Frank T. McGann, Vivian F. Fishman, Mary L. Moose.

Herbert Mayer, founder of the old KPTV, Portland, Ore. (Ch. 27) and of WXEL, Cleveland (Ch. 8), now WJW-TV, which he sold to George Storer along with his Empire Coil Co., New Rochelle, N. Y. in \$10,000,000 deal (Vol. 10:2, 44), has acquired Viking Wire Co., Danbury, Conn., maker of drawn coat copper wire for electronic applications, for which he's currently constructing new 40,000-sq. ft. factory at cost of \$500,000.

Harold Kolpar, owner of Chase and Park Plaza hotels . . . Wm. J. Flynn, ex-WWL-TV, New Orleans, named national sales mgr., WAGA-TV, Atlanta; Kenneth C. Willson, ex-Tobacco Radio network, named local sales mgr. . . Edward F. Lethen Jr., CBS-TV sales development mgr., is recovering from surgery at Doctors Hospital, N. Y. . . Joseph J. Weed, pres. of rep Weed & Co., is convalescing from hip injury in N. Y. Hospital . . . Jerome Harrison, ex-Ziv, named NBC-TV sales development mgr. . . Roger Gimbel promoted to exec. producer, John C. Greene to mgr., NBC-TV daytime programs . . . Willard M. Ballard, ex-v.p. of John W. Shaw Adv., named MBS market planning director . . . Pax Shaffer, ex-Peters, Griffin, Woodward, named sales mgr. of WOC-TV & WOC, Davenport, Ia., succeeding Mark Woodlinger, who has joined Community Telecasting Corp., Ch. 8 applicant, same city . . . Alvin J. Slep promoted to mgr. of new publicity & exploitation dept., WRCA-TV & WRCA; John O'Keefe continues as publicity mgr. . . Betty Forsling, onetime radio editor of *Newsweek*, succeeds resigned John Derr, onetime CBS sports director, as special asst. to Arthur Godfrey for public relations . . . Wallace M. Bradley, exec. director of Committee for Competitive TV, named to Syracuse U Radio & TV Center faculty; will supervise WAER-FM as well as teach . . . Malcolm MacGregor named exec. producer of NBC-TV educational project, succeeding Brice Howard, now with Michigan State U College of Communication Arts . . . Alvin E. Unger resigns as Ziv's Chicago v.p., his future plans to be announced . . . Raymond Junkin resigns as sales v.p. of Official Films, plans not yet disclosed . . . Jac Hein, ex-NBC-TV, forms Jac Hein & Co., production-packaging firm, 55 W. 54th St., N. Y. . . Tom Loeb, NBC-TV special events director, ex-Foote, Cone & Belding, has resigned to head Perry Como's Roncom Productions . . . A. W. (Sen) Kaney, NBC station relations, Chicago, veteran of Westinghouse's old KYW there, retired as of Sept. 1.

Charles L. Glett, pres. of National Theatres Inc. subsidiary National Television Investments Inc., who handled acquisition of *Kansas City Star's* WDAF & WDAF-TV and is currently working on proposed merger with National Telefilms Inc. (Vol. 14:35), elected Sept. 5 to board of directors of parent firm—pres. Elmer C. Rhoden hailing choice as "recognizing the increasing importance of [our expansion] into the broadcasting field." He fills vacancy created by resignation of Peter Colfax, pres. of American Potash & Chemical Co. Glett is ex-CBS v.p. in charge of West Coast TV-radio and ex-Don Lee v.p. for TV. He headquarters at 340 N. Camden Dr., Beverly Hills, Cal.

Howard Pyle, ex-Gov. of Arizona, onetime program executive of KTAR, Phoenix, for last 3 years deputy asst. to President Eisenhower in charge of state relations, has agreed to postpone his resignation (planned Aug. 1) to handle White House end of 1958 election campaign. He proposes to return to broadcasting in Arizona.

Clifford L. Lord, director of Wisconsin State Historical Society and prime mover in its Mass Communications History Center, whose TV-radio collection is a pet project of H. V. Kaltenborn, this month becomes dean of College of General Studies, Columbia U—his successor soon to be appointed.

Andrew G. Haley, Washington TV-radio attorney whose avocation is rockets and problems of outer space (Vol. 14:20), reelected pres. of International Astronautic Federation at Amsterdam convention Aug. 29, will preside over London convention next year.

Skiatron & Pay-TV Rumors: Flurry of trading this week in stock of Skiatron Electronics & TV Corp., during which it rose a point and led in volume on American Exchange, was unexplained at week's end. However, Matty Fox, pres. of Skiatron TV Inc., which has rights to promote Skiatron pay-TV system, tells us he'll have "some sort of announcement" next week. "There's nothing conclusive," he said. Asked about rumors of contract with N. Y. Telephone Co. to wire up N. Y. area for cable-theatre type of system, he said: "We've been talking with them for a couple years." Phone company officials merely acknowledged they've been making engineering studies. It's understood Fox has asked for cost of facilities to serve homes in Westchester & Suffolk counties, with a control point at White Plains. Elsewhere in pay-TV arena, Houston City Council postponed scheduled Sept. 4 hearing on bids of 7 applicants for franchises to wire up city for cable-theatre—pending study by city attorney to determine whether city has authority to grant franchises. In Chicago, former heavyweight champion Jack Dempsey, on WGN-TV sports program, opined that pay-TV would be salvation of boxing. "Those million-dollar pay-TV gates," he said, "will stir up interest among the young fellows and bring out some new faces." In Los Angeles, County Board of Supervisors postponed to Sept. 16 hearing on cable-theatre application of Homevision Inc. for Antelope Valley.

Senate Report Delayed: Due before adjournment of Congress, report by special counsel Kenneth Cox to Senate Commerce Committee on May-June-July allocations hearings (Vol. 14:21, 22, 26, 27) has been delayed, target date now set for "some time" during recess. Chairman Magnuson (D-Wash.) was back home this week, conferring in Seattle with Cox on scope of report covering community antennas, boosters, etc., as well as allocations. Cox also had 35-pp. response by FCC to series of written questions he submitted to Commission at end of hearings, asking clarification & expansion of points in FCC testimony. Submitted Aug. 14, FCC's replies recounted chronology of CATV cases, explored advantages & disadvantages of all-uhf and mixed vhf-uhf systems, discussed booster problems. Meanwhile, Senate Committee was preparing publication of little-heard-of allocations report by ad hoc advisory committee headed by consulting engineer Edward L. Bowles (Vol. 14:12), appointed by Magnuson in 1955. Bowles report's recommendations for "independent audit" of allocations system, etc., haven't been adopted by Magnuson Committee, and printed copies won't carry any official endorsement.

New regional Skyline Advertisers group has been formed by 5 Ida-Mont. stations with Gill-Perna national sales rep. C. N. (Rosy) Lane, gen. mgr. of KID-TV, Idaho Falls, is in charge of local & regional sales office, 1275 E. 17th St., Idaho Falls (Jackson 3-4567). In addition to KID-TV, group includes KLIX-TV, Twin Falls, Ida.; KOOK-TV, Billings; KXLF-TV, Butte; KFBB-TV, Great Falls, Mont.

Two TV applications were filed this week: For educational Ch. 11, Durham, N. H. by U of New Hampshire there. For Ch. 13, Anchorage, Alaska, by owners of KBYR there. They bring total applications pending to 94. (30 uhf). [For details, see *TV Addenda 27-A*.]

Grantee WSLA, Selma, Ala. (Ch. 8) this week lost long fight for modification of CP when FCC announced final decision turning down its request to use site 50 mi. from Selma, 25 mi. from Montgomery for proposed 1993-ft. antenna.

ETV Experiment Starts: First "permanent" closed-circuit educational TV operation in N. Y. state, linking 8 schools in Cortland, Virgil & Truxton, was dedicated this week by Deputy State Education Comr. Dr. Ewald B. Nyquist. About 800 of 4300 enrolled students in 3 school districts will participate at outset in Spanish, English, music, geography, art, chemistry lessons carried to 32 receivers in classrooms equipped with 2-way audio hookup. Pilot system will be extended eventually to other school districts, Nyquist said. In other ETV developments: (1) Maine's education dept. announced start of experimental ETV music courses some time in upcoming academic year, lessons to be carried by commercial stations to towns lacking regular music teachers. (2) WVEC-TV, Hampton-Norfolk, Va., offered station's "complete facilities" to Norfolk officials in event integration closes public schools there, pres. Thomas P. Chisman reporting he's "perfectly willing to drop all commercial commitments to give the school board whatever time it needs." (3) Northwestern U prof. Paul Witty told American Psychological Assn. convention in Washington that survey of children in Chicago area shows they spend average of 20 hours per week watching regular TV programs vs. 22 hours last year, that half of children polled thought TV helped them in schoolwork. (4) Mennonite parents in Washington County, Md., members of sect which opposes TV & radio, withdrew children from schools where successful Hagerstown closed-circuit ETV system operates. School board approved move, leased empty building to sect to conduct own classes.

Unusual turnabout whereby TV-radio station owners acquire state's, and one of country's, biggest movie houses has occurred in Minneapolis, where Paramount's downtown 4200-seat Radio City Theatre will close down Oct. 15—sold to Midwest Radio & Television Inc., licensee of WCCO-TV (Ch. 4) and WCCO. The TV station, occupying 38,000 sq. ft., is only other tenant, radio WCCO having 20,000 ft. elsewhere; whether radio will be moved to TV location remains to be decided, according to exec. v.p.-gen. mgr. F. Van Konynenburg. Both are CBS basics. It's definite, though, that the extremely valuable real estate, purchase price undisclosed, will no longer house any theatre. Midwest is owned by combination of Ridder and Cowles newspaper-radio-TV interests, Ridders publishing *St. Paul Dispatch* and *Pioneer Press*, Cowles *Minneapolis Star and Tribune* (see *TV Factbook* for other holdings). **Note:** Currently Philadelphia's 4400-seat Mastbaum Theatre is being dismantled, and ABC-Paramount is reported selling its 3400-seat first-run Paramount Downtown, Los Angeles. And in Miami, ex-Theatre Owners of America pres. Mitchell Wolfson, deciding to expand quarters of his WTVJ (Ch. 4) a few years ago, completely remodeled his Wometco chain's biggest downtown movie house into modern TV-only studio & office building.

TV courtroom coverage was upheld this week by Okla. Court of Criminal Appeals, which denied appeal by convicted burglar who contended his constitutional rights were violated by films taken by WKY-TV, Oklahoma City. Camera crew from *Daily Oklahoman* station took pictures in courtroom during trial recess before jury was selected but while some members of panel were present. Defendant argued TV cameras prevented him from having fair trial—and that trial court violated American Bar Assn.'s Canon 35 (Vol. 14:35) in permitting them. President Justice John A. Brett of appeals court ruled Canon 35 is only set of principles subject to modification to meet conditions of changing times—and that it has no force of law. NAB's Okla. TV Assn. participated in case.

New & Upcoming Stations: With WTAE, Pittsburgh (Ch. 4) currently on test patterns and still planning Sept. 14 debut with ABC-TV (Vol. 14:35), next major market starter will be WJRT, Flint, Mich. (Ch. 12), which is set for Oct. 12 ABC-TV programming, according to John F. Patt, pres. of grantee Detroit radio WJR. It plans to install 12-bay RCA antenna Sept. 8 or 9 on 990-ft. Emsco tower; transmitter house is due to be ready in 2 weeks for 50-kw RCA unit. Third studio being added to facilities leased from off-air WTAC-TV (Ch. 16) is 60% ready. Base hour will be \$700. Rep. will be Harrington, Righter & Parsons.

Starters this week are educationals WFPK-TV, Louisville (Ch. 15) and WJCT, Jacksonville (Ch. 7), making on-air total 532 (86 uhf). WFPK-TV starts Aug. 8 using 1-kw RCA transmitter, with antenna on 384-ft. Ideco tower of FM radio WFPK, also operated by grantee Louisville Free Public Library. C. R. Graham, library director, is station mgr.; Richard VanHoose, supt. of schools, program mgr.; Mrs. Mildred Cobb, production mgr.; Emmet R. Beeker Jr., chief engineer. Programs will originate from studios of WAVE-TV, Louisville (Ch. 3).

WJCT begins Sept. 10 using 5-kw GE transmitter donated by *Washington Post's* WJXT, Jacksonville (Ch. 4), but installed in WFGA-TV transmitter house. It has Alford antenna on WFGA-TV tower at 843-ft. level. It will use WJXT studios, but film equipment is located at WFGA-TV transmitter plant. Heywood Dowling is pres. of grantee Educational Television Inc.; Dr. William K. Cumming, ex-Stephens College, Columbia, Mo., gen. mgr.

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

KNOP, North Platte, Neb. (Ch. 2) has ordered 5-kw used GE transmitter and hopes to begin programming Oct. 15, writes gen. mgr. Bob Riedy, ex-radio KODY, North Platte. Attorney Rush C. Clarke heads owners, group of local businessmen. Tri-level plant will include 2 studios. Foundation and anchors for 500-ft. Ideco tower are ready. Bill Wood, ex-KODY, will be program mgr.; John Seide, ex-KHOL-TV, Kearney, chief engineer. Network affiliation hasn't been signed as yet. Rates not set, rep not chosen.

KXAB-TV, Aberdeen, S. D. (Ch. 9), affiliated with KXJB-TV, Valley City-Fargo, N. D. (Ch. 4), has changed target to Oct., reports pres.-gen. mgr. John W. Boler. It has 10-kw RCA transmitter scheduled for Sept. 15 delivery

Share-Time CP for VHF: In final 4-2 decision (Comrs. Craven & Ford dissenting, Comr. Cross not participating) Ch. 10, Parma-Onondaga, Mich., in Jackson area, this week was awarded TV Corp. of Mich. Inc. & State Board of Agriculture on share-time basis. Latter has surrendered CP for educational WKAR-TV, E. Lansing (Ch. 60). Sustaining initial recommendations by examiner Annie Neal Huntting—and matching her 224-pp. report (Vol. 13:10) with 225-pp. findings of its own—majority preferred TV Corp. (headed by John C. Pomeroy of off-air WILS-TV, Lansing) and State Board largely on programming grounds. Comr. Ford protested action permitting TV Corp. “to ride piggy-back into a license on the strength of the qualifications” of non-commercial WKAR-TV, Comr. Craven concurring. They favored Triad TV Corp. (C. Wayne Wright, WBCK, Battle Creek.) Other losers: WIBM, Jackson; WKHM, Jackson.

Ampex Videotapes: One each shipped to KCOP, Los Angeles; WAGA-TV, Atlanta; WJW-TV, Cleveland; one ordered by WCCO-TV, Minneapolis.

and work has started on 400-ft. Stainless tower, which is scheduled to get 6-bay antenna Sept. 25. Base hour will be \$150. Rep will be Weed.

WGTE-TV, Toledo (Ch. 30, educational) has changed target to “late Sept. or Oct.,” writes Murray W. Stahl, program & production director. Helical antenna is being installed on University Hall tower, but 100-watt GE transmitter won't be wired for 3-6 weeks. Dorothy Kellog, from WTDS, Toledo public school's FM outlet, will be production director; William Ryan, ex-radio W TOD, Toledo, acting chief engineer.

WEDU, Tampa-St. Petersburg (Ch. 3, educational) has 5-kw RCA transmitter on hand and expects to meet fall target, reports gen. mgr. C. W. Mason, ex-program mgr. of WSUN-TV, St. Petersburg. Foundations for studio-transmitter building have been completed and work has started on 475-ft. Stainless tower, which will have 3-bay antenna.

KHTV, Portland, Ore. (Ch. 27), filing application to change site to Signal Hill, near present KPTV (Ch. 12), has changed target to Nov. 1, writes pres. & 55% owner Wally Matson, also owner of CATV system there. RCA 1-kw transmitter and GE antenna formerly used by KPTV are on hand in Portland. It plans to operate as independent with syndicated shows and feature films. Base hour will be \$300. Rep not chosen.

KVIE, Sacramento, Cal. (Ch. 6, educational) has ordered 10-kw Standard Electronics transmitter, hopes to begin in mid-Dec., reports gen. mgr. John C. Crabbe, ex-director of TV-radio for College of the Pacific, Stockton. It will install transmitter in Ch. 10 KBET-TV building and antenna will be on KBET-TV's 450-ft. Ideco tower. It will share space provided by KBET-TV, KCRA-TV & KOVR.

WMUB-TV, Oxford, O. (Ch. 14, educational) has been delayed from Sept. start by wet weather which held up construction of studio-transmitter building, reports William L. Utter for grantee Miami U. It has 1-kw RCA transmitter on hand and 6-section helical antenna has been installed on 320-ft. Truseon tower.

KVOG-TV, Ogden, Utah (Ch. 9) plans to order RCA transmitter, has plans ready for new studio-office building, hopes to begin in approximately 8 months, reports David B. Affleck, asst. mgr. of radio KVOG, 53% stockholder of grantee United Telecasting & Radio Co. It will use Gates 400-ft. tower. Rep will be Grant Webb.

Long hassle over shift of WKTV, Utica, from Ch. 13 to Ch. 2, involving antenna site, dissolved this week after aeronautical interests informed FCC that ways had been found of eliminating air hazard of WKTV's proposed 1081-ft. tower at site it desired. With everyone satisfied, Commission called off hearing on matter, and WKTV is free to build. Action also permits grantee WTRI, Albany (Ch. 35) to build Ch. 13 plant, effectuating FCC's decision to make area all-vhf.

Translator application for Roseburg, Ore. was opposed this week by KPIC, Roseburg (Ch. 4) which fears loss of audience to the translator. In petition to FCC, it requests hearing on the application, notes that translator applicant also controls community antenna system in Roseburg, says this “raises a question as to whether a possible pincer movement is involved.”

Translator starts: K77AK, The Dalles, Ore. began Aug. 25 with KPTV, Portland; K74AQ, Castle Dale, Utah, Aug. 11, with KUTV, Salt Lake City; K76AL, Canby, Cal., June 23, with KVIP-TV, Redding, Cal.

BUSINESS AS SEEN BY THE DISTRIBUTORS: Representative distributors in TV-radio-phono field, the men right behind the front lines in the fall sales push, are confident of better business this fall. That's the conclusion we reach after studying replies we have received thus far to our "How's Business" questionnaire, sent to selected key distributors in all sections of the country. Response was uniformly upbeat.

Percentagewise, average of the 3 dozen or so responding distributors say they expect TV sales to be up 54% over first half of year; radio, up 47%; phonos up a whopping 82% -- largely because of tremendous interest in stereo hi-fi. It's highly significant that all predicted increases are well above normal fall increase.

Some estimates sound like "boom" times; most were conservative. Range in TV was all the way from 15% to 250%; in radio, from zero to 150%; in phonos, from 5% to 500%. In the main, distributor comment echoed enthusiastic comments of the set manufacturers (see below & Vol. 14:23,24,26).

High interest in stereo among distributors was apparent from both the number and enthusiasm of comments received. Typical was comment of W. P. Frost, Westinghouse Appliance Sales, Maspeth, N.Y.: "Stereo will be wonderful shot in the arm for those who sell new ideas and quality rather than price. Basically, business is good today and should remain so throughout the year." Wrote pres. C.C. Walther, of Walther Bros., New Orleans: "Stereo obsoletes prior hi-fi merchandise. Because of availability of stereo records, it should greatly increase business."

Few saw color TV as factor in fall market. Those who did were enthusiastic. "With the return of regular color programs in Sept. and Oct., color sales will increase," said one distributor. "Only real future for making money in TV lies in color which must break through in very near future," said another.

[For more distributor comments, see "Business Getting Better," p. 11]

Factory TV Sales—Talk Up, Figures Down: Aug. factory sales of TV sets hit a peak for 1958 -- but failed to bear out the bullish headline in Sept. 3 Wall Street Journal which erred in stating: "Factory TV Set Sales in Aug. Exceeded '57." Encouraged by press report, we tried to substantiate the good news by checking with EIA, official custodian of industry figures. Late word there Friday was that Aug. factory sales totaled 556,000 sets, best monthly total of the year -- but still far below the 658,000 total for Aug. 1957. Next best 1958 month was Jan. with 424,000.

Bullish comments by set makers, quoted in Journal, indicate continued confidence in fall business upswing. Emerson pres. Benjamin Abrams is quoted: "Aug. was our best month this year & first to exceed comparable month in 1957." Said Zenith pres. Hugh Robertson: "Aug. has been banner month in shipment of TV sets. We're running just about at capacity." An RCA spokesman: "Our sales are up in Aug. from Aug. last year and it's first month this year sales were ahead of comparable 1957 month."

Excise Tax Relief: As finally approved, the 1958 Excise Tax Law (Public Law No. 85-859) contains a provision restating, in the manufacturers' interest, the base on which the 10% excise tax must be computed. Just how much of a tax saving the new section means for TV-radio-phono makers was not computed. Henceforth, manufacturers who sell to both wholesale (distributor) and retail outlets may compute the excise tax on the wholesale price, even though price to retail outlets is higher.

TV-Radio Production: TV output in week ended Aug. 29 again hit peak for year with total of 134,921 sets compared with 130,556 preceding week and 205,881 in same week last year. Year's 34th week brought total to 2,947,489 compared with 3,756,533 last year. Radio production was 293,771 (68,928 auto) vs. 286,656 (80,971 auto) in preceding week and 292,626 (79,962 auto) same week last year. Radio output for 34 weeks was 6,187,872 (1,889,055 auto) vs. 8,407,299 (3,392,962 auto) last year.

Business Getting Better: Response to our "How's Business?" questionnaire to TV-radio-phono distributors showed a general air of confidence that business is finally on the up-grade (p. 10). Many of the comments volunteered by members of our panel, we feel, are of interest to manufacturers, distributors & dealers alike. So, we've excerpted the more pertinent replies, pass them along herewith:

Billings, Mont.—Heald Supply Co. (H. B. Heald, pres.): "Our sales [of TV-radio-phonos] are 26.4% ahead of first half of 1958. We anticipate big increase this fall. Nationally, stereo hi-fi is great and volume will increase. However, in this territory (Mont. & Wyo.) it will be another year before sales are comparable with eastern market, percentage-wise."

Pittsburgh—J. E. Miller Co. (J. A. Mihm): [Stereo hi-fi has] great potential if properly merchandised with quality products. However, it will be bad if it is merchandised with borax and inferior equipment. We look for better than seasonal upturn [in TV-radio] because of highly improved Philco lines and greater consumer interest."

Philadelphia—John M. Otter Co. (Jack Otter, pres.): "Stereo has created enough consumer interest to considerably improve high fidelity sales. [As for TV,] apparently the public is willing to buy something that is new, different and outstanding, as our sales are excellent."

Rochester, N. Y.—M. E. Silver Co. (M. E. Silver, pres.): "While I look for a good pickup in hi-fi this fall, I don't think stereo will reach its peak until fall of 1959 when stereo recordings are in ample supply. With business in general on the uptrend, I look for better business in TV-radio because inventories are in good shape and dealers have more dollars to spend than they have since 1957."

Milwaukee—Taylor Electric Co. (J. A. Taylor, pres.): "Stereo hi-fi will be outstanding. Should bring us a 200% increase in business."

Jackson, Miss.—Ryan Supply Co. (E. B. Henson): "[Stereo] should give a shot in the arm to a business that is already doing well."

Philadelphia—Raymond Rosen & Co. (T. F. Joyce, pres.): "[Stereo] is going to take over phono business. It

presents a great opportunity for all segments of the industry. In all home entertainment lines, we expect a 10 to 20% increase this year over normal second half pickup."

Oakland, Cal.—N. C. Teakle Co. (N. C. Teakle, pres.): "Hi-fi business depends on how well the industry promotes stereo. It has great possibilities."

Atlanta — Brown Distributing (H. L. Murphy): "[Stereo] will be good if record people promote and sell public. [TV needs] something to make public want to trade old set."

El Paso—Midland Specialty Co. (J. M. Regottaz): "Stereo will sustain boom which hi-fi has experienced during last 2 years."

St. Louis — Philco Distributors (K. A. Cooper): [Stereo] should greatly stimulate sales of hi-fi."

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Some other comments by distributors who prefer to remain anonymous:

"Stereo will create confusion for some time until dealer knows what he is talking about. However, the future of the record & instrument business will be in stereo. Tape will be much slower."

"[Stereo is] big but not as big as some publicity leads us to believe."

"Stereo is terrific. It will make more people hi-fi buying conscious."

"Stereo is taking hold with the public quickly. Excellent prospects for tremendous increase in hi-fi equipment sales."

"Units retailing over \$250 will be 85% stereo in Los Angeles Market."

"[Stereo] is over-rated & confusing to public dealers."

"[Stereo] is much over-rated and exaggerated—will hurt hi-fi phono business."

"If handled correctly, stereo will be terrific. If a few get too ambitious we could have another 'food plan' fiasco. Color is the only opportunity for real profit in TV."

"[Stereo is] a business with a tremendous future which requires extensive consumer education."

"New lines of Admiral TV-radio-phono products have been in greatest demand in 5 years. We cannot get enough to take care of our dealers."

Another stereo simulcast: Jumping the gun on RCA's TV-radio stereo simulcast of the *George Gobel Show* Oct. 21 (Vol. 14:35), ABC-TV announced this week it will link 5 cities in a stereo broadcast of the *Laurence Welk Plymouth Show* Sept. 10. Cities included are: N. Y., Chicago, Detroit, Los Angeles, San Francisco. Mechanics are the same as planned by RCA over NBC-TV network—TV speakers will bring in regular aural signal accompanying the video; radio will pick up separate signal on normal AM frequency. All the listener needs to get stereophonic sound is TV set and an AM receiver. ABC said technical problems make it impossible to link up its entire network for stereo at this time.

Federal excise tax collections on TV, radio, phonos & components were only slightly less in fiscal 1958 than in 1957, Internal Revenue Service reported. Manufacturers' tax on these items totaled \$146,422,000 in year ended July 1 compared with \$149,192,000 last year; \$29,046,000 in final quarter vs. \$34,475,000 in corresponding 1957 quarter.

Westinghouse offers 90-day warranty on both labor and parts for TV and hi-fi instruments, to be handled on distributor level and similar to long standing radio warranty.

Electronics will lead U. S. economy into new boom, pres. Robert C. Tait of General Dynamics' Stromberg-Carlson div. told Cal. group of Investment Bankers Assn. in Santa Barbara. He said industry's growth from \$500,000,000 pre-war annual sales to \$7.6 billion in 1957 was merely forerunner of greater expansion to come.

That 45rpm and LP records are going well in Britain, too, is indicated in London reports showing sales of former in first half of this year up 89% from same 1957 period, sales of latter up 15%, while 78s have dropped 30%. Board of Trade reports 35,754,000 units sold at factory cost of \$18,000,000.

Tape recorder sales should top \$120,000,000 this year—up \$20,000,000 over 1957—according to Irving Rossman, pres. of Magnetic Recording Industry Assn. He predicted 5 out of 6 sales would be stereo units.

Onetime major sponsor on TV-radio, Philco, thru BBDO, reappears this season as sponsor of Mutual Network's schedule of 11 football radiocasts, its local distributors to co-op stations' share.

Two new RCA TV "specials" for hotels and motels are Hayward with 262 sq.-in. viewing area and Fremont with 156 sq.-in.

Trade Personals: Dr. Allen B. DuMont, chairman of DuMont Labs, assumes active direction of industrial & military equipment div. as Frederick H. Guterma, who left American Bosch Arma last Oct. to become DuMont v.p., resigns; David T. Schultz continues as pres. & chief executive officer, S. J. Koch as v.p. tube operations . . . Charles D. Manhart, ex-Bendix Aviation govt. sales director, named Raytheon v.p. for govt. relations . . . John F. McDaniel promoted to gen. mgr. of new Hotpoint sales dept. handling Graybar & independent distributor accounts: Robert C. Hawley promoted to gen. mgr. of new distribution dept. for branch operations . . . John L. Esterhai, Philco asst. secy., named also v.p., Philco Finance Corp. . . . Walter F. Greenwood promoted to marketing mgr., GE receiving tube div. . . . Joseph A. Haines promoted to merchandising mgr., entertainment tubes, RCA electronic tube div. . . . John E. Cunningham promoted to CBS-Hytron New England regional mgr., equipment tube sales . . . John M. Leslie Jr., ex-Ampex, named gen. mgr. of ORRadio . . . Leonard Smith, ex-managing director of Britain's Pye-Nixa Records, returns to EMI as commercial mgr. after 2 years . . . Howard S. Gleason, asst. gen. mgr. of Stromberg-Carlson electronic div., assumes additional duties of mgr., electronic control systems plant, Los Angeles . . . Alan H. Bodge, Audio Devices v.p., named also mgr. of silicon div., Santa Ana, Cal. . . . Jack Wescott promoted to radio & hi-fi product mgr. of Victor H. Meyer Distributing (Sylvania factory branch), N. Y.

Frank M. Folsom, RCA executive committee chairman, who was designated by the Vatican as its ambassador to Atoms-for-Peace Conference, flies Sept. 14 to Geneva; will also visit RCA installations on the Continent.

Dr. Albert Rose, RCA Labs senior technician, awarded SMPTTE 1958 David Sarnoff gold medal for "basic contribution to development of orthicon, image orthicon and vidicon TV pick-up tubes."

Obituary

S. D. Wooten, 53, co-owner of W&W Distributing Corp., Memphis, brother of Hoyt B. Wooten, founder-owner of WREC-TV & WREC, died of heart attack Aug. 25. He was once chief engineer of WREC, later went into radio-communications parts distribution.

OFFICERS-&DIRECTORS stock transactions as reported to SEC for Aug.:

Allied Artists—Roger W. Hurlock bought 2500, holds 17,400.
 Avco—Arthur E. Rasmussen bought 500, holds 1000.
 DuMont Labs—Allen B. DuMont sold 4600, holds 28,301.
 GE—Ralph J. Cordiner sold 6000, holds 11,630; Wm. S. Ginn exercised option to buy 450, holds 3617; James H. Goss bought 480, holds 3024; Robert Paxton bought 1000, holds 21,502; Philip Reed sold 700, holds 9000; Willard H. Sahloff exercised option to buy 1545, holds 6174.
 Guild Films—Harry A. McDonald bought 500, holds 1000.
 ITT—Charles Edison sold 500, holds 105.
 Litton Industries—Roy L. Ash acquired 4 though performance failure of purchaser under sale contract, sold 500 and 133 more through partnership, holds 50,925 personally, 14,082 in partnership; Lewis W. Howard sold 200, holds 3725; Charles B. Thornton acquired 7 through performance failure of purchaser under sale contract, sold 294 through partnership, holds 123,249 personally, 30,973 in partnership.
 Loew's—Charles Braunstein bought 500, holds 2500.
 Magnavox—Richard A. O'Connor sold 1000, holds 50,917.
 P. R. Mallory—Harold C. Buell sold 100, holds 1221; Ray F. Sparrow sold 600, holds 21,966.
 National Theatres—Peter Colfax sold 1000, holds none; Jack M. Ostrow bought 1000 through corporation, holds 5000 personally, 81,000 in corporation; T. H. Sword sold 200, holds none.
 Philco—Charles S. Cheston bought 624, holds 2500.
 Television Industries (formerly C&C TV)—E. H. Ezzes bought 100, holds 100; Arnold C. Stream bought 300, holds 400.

NBC's Bigtime Colorcasts: RCA subsidiary NBC, as part & parcel of big color TV merchandising plans via dealers for fall & winter (p. 1), will carry an expanded colorcasting schedule—with at least one hour each week-day afternoon, not less than one hour nightly Mon. thru Sat., 2½ hours Sun. nights. Complete schedule hasn't been given out yet, probably will be during all-star closed-circuit "sneak preview" of NBC's fall shows to be carried in color 5-6 p.m. Thurs., Sept. 11.

Dealers attending RCA's inspection trips and seminars on color in Lancaster, Pa., Princeton & New York this week were told that both NBC and CBS will have big color schedules this season—though inquiry at CBS indicates nothing definite for rest of year except *Red Skelton* show and specials, as heretofore. CBS-TV apparently will have nothing on air in afternoons for dealer demonstrations. ABC-TV has no color plans.

NBC's weekday schedule includes *Truth or Consequences* and *Haggis Baggis*, 2-2:30 & 2:30-3 p.m., respectively Mon. thru Fri., dealers were told. Four Sat. afternoon football games will be colorcast. Nightly, the big color time is Sun., with *Northwest Passage* 7:30-8 p.m., *Steve Allen Show* 8-9 p.m., *Dinah Shore* 9-10 p.m. On other nights of week, schedules will stagger, Mon. undisclosed; Tue., *George Gobel* and *Eddie Fisher* shows; Wed., *Milton Berle Show* and *Price Is Right*; Thu., *Tennessee Ernie Ford*; Fri., *Ellery Queen*. On top of these will be all spectaculars and specials, including World Series, 2 *Mary Martin* shows, *Hallmark* series, 8 *Bell Telephone* shows.

National Electronics Conference at Hotel Sherman, Chicago, Oct. 13-15, will have as major speakers: Gen. John B. Medaris, commander of Redstone Arsenal, Ala.; Donald B. Quarles, Deputy Secy. of Defense; Dr. Simon Ramo, v.p. of Ramo-Wooldridge Corp. TV papers: TASO field measurement program, by Howard T. Head, A. D. Ring & Assoc., and Harry Fine, FCC; "Design Considerations in the Second Detector Circuit of Monochrome TV Receivers," by Lawrence J. Mattingly, Motorola; "Optimum Source Impedance & Noise Figures of TV Input Tubes with Various Circuits," by Lloyd Matthews, Zenith; "Automatic Hue & Amplitude Control in Color TV," by Zbigniew Wienczek, Warwick. Conference is sponsored by AIEE, IRE, Ill. Institute of Technology, U of Ill., Northwestern U.

Texas Instruments—Cecil H. Green sold 3400 privately, holds 337,210; J. E. Jonsson sold 3400 privately, holds 449,894; Eugene McDermott sold 3300 privately, holds 346,743.

United Artists—Robert S. Benjamin sold 23,687, holds 130,282; Robert F. Blumofe sold 2250, holds 12,375; Wm. J. Heineman sold 11,844, holds 65,140; Arthur B. Krim sold 23,687, holds 130,282; Seymour M. Peyser sold 3000, holds 16,500; Arnold M. Picker sold 11,844, holds 65,140; Charles Smadja sold 11,844, holds 65,140; Max E. Youngstein sold 11,844, holds 65,140; all ownerships beneficial through Arthur B. Krim & Robert S. Benjamin as joint tenants; Robert W. Dowling bought 200 through holding company, holds none personally, 200 in holding company.

Westinghouse—John M. Schiff bought 500, holds 12,500; Tom Turner exercised option to buy 200, holds 2125.

Reports & comments available: On Philco, study by Harris, Upham & Co., 120 Broadway, N. Y. On Raytheon, briefs by Bache & Co., 36 Wall St., and Paine, Webber, Jackson & Curtis, 25 Broad St., N. Y. On Westinghouse, memo by Thomson & McKinnon, 11 Wall St., N. Y. On ITT & Paramount Pictures, weekly trading letter of Rudd & Co., 734 15th St., N.W., Washington. On ITT, report by Eastman Dillon, Union Securities & Co., 15 Broad St., N. Y.

Ampex Corp. (Videotape), traded over-the-counter, has been authorized to split stock 2½-for-1 and increase capitalization from 1,000,000 to 5,000,000 shares.

Fund Portfolio Changes: Television-Electronics Fund reports net assets of \$178,531,343 and 15,444,896 shares outstanding at end of 3rd fiscal quarter July 31 vs. \$155,400,000 and 14,857,031 at end of first half. During 3rd quarter these were changes in its portfolio:

New stock added: 15,000 shares Air Reduction, market value \$937,500. Also added were \$410,000 Boeing Airplane 4½% convertible subordinate debentures, due 1980; \$132,400 ITT 4¾% convertible subordinate debentures, due 1983.

Holdings were increased in Aerojet-General, Allis-Chalmers, CBS "A," Foxboro, GE, GM, Martin, National Cash Register, Otis Elevator, Paramount Pictures.

Part of holdings were sold in Admiral, Ampex, General Tire & Rubber, Varian Assoc., Walt Disney Productions.

Stocks eliminated: 6200 Hammond Organ, 5500 Johnson Service.

Unchanged during quarter were holdings in ACF Industries, Addressograph-Multigraph, Allegheny Ludlum Steel, American Bosch Arms, AB-PT, American Chain & Cable, American Electronics, American Machine & Foundry, AT&T, Amphenol, Babcock & Wilcox, Barry Controls "B," Beckman Instruments, Bell & Gossett, Bendix Aviation, Boeing Airplane, Bullard, Bulova, Burroughs, Carborundum, Carrier, Cincinnati Milling Machine, Clark Controller, Cleveite, Columbia Pictures, Conrac, Consolidated Electrodynamics, Consolidated Electronics, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Cutler-Hammer, Dictaphone, Douglas Aircraft, Dresser Industries, DuMont Labs "A," Du Pont, Eastern Industries, Eastman Kodak, Eaton Manufacturing, Eitel-McCullough, Electronic Assoc., Elox of Mich., Emerson Electric, Ex-Cell-O, Farnsteel Metallurgical, Food Machinery & Chemical, Friden, Garrett, General Bronze, General Dynamics, General Mills, General Precision Equipment, General Railway Signal, General Telephone, G. M. Giannini, Globe-Union, Goodyear Tire & Rubber, Harris-Intertype, Hazeltine, Hewlett-Packard, Hoffman Electronics, Indiana Steel Products, Industrial Electronics, IBM, ITT, Leeds & Northrup, Liquidometer, Litton Industries, Lockheed Aircraft, Machlett Labs, Magnavox, P. R. Mallory, W. L. Maxson, Mergenthaler Linotype, Minneapolis Honeywell, Motorola, National Acme, Neptune Meter, North American Aviation, Northrop Aircraft, Oak Manufacturing, Penn Controls, Philco, Pullman, RCA, Reliance Electric & Engineering, Robertshaw-Fulton, Royal McBee, Ryan

Aeronautical, Servomechanisms, Smith-Corona, Marchant, Sperry-Rand, Sprague Electric, Square D, Statham Instruments, Stewart-Warner, Storer, Sylvania, Taylor Instrument, Technicolor, Teletograph, Telecomputing, TV Assoc., Texas Instruments, Thompson Products, Tung-Sol, 20th Century-Fox, Union Carbide, United Aircraft, United-Carr Fastener, United Utilities, Vitro, Westinghouse Air Brake, Westinghouse Electric, Zenith.

* * * *

Electronics Investment Corp., mutual fund founded & headed by ex-San Diego broadcaster Charles E. Salik, reports nets assets of \$17,142,515 in quarter ended July 31. Portfolio included \$13,910,299 of common stock, \$550,615 preferred, \$1,336,000 bonds, \$800,750 U. S. Govt. obligations. Portfolio changes during April 30-July 31 quarter:

Purchases: 1000 shares of AT&T (making total of 1000); 1719 Eastern Industries (total 2443); 10,000 Electronics Specialty (total 10,000); 6100 General Transistor (total 6100); 2000 Machlett Labs (total 8000); 500 Marquardt Aircraft (total 500); 2100 Packard-Bell (total 2100); 50 Philips Gloeilampenfabrieken (total 450); 5000 H. I. Thompson Fibre Glass (total 500); \$40,000 ITT 4¾% debentures due 1963 (total \$40,000).

Sales: 5948 Babcock & Wilcox; 2700 Burroughs (holds 6300); 8000 Combustion Engineering; 3500 Epsco; 2000 Motorola (holds 3000); 1900 Eastern Industries convertible 1956 debentures called & converted to common shares (holds 7300).

Other changes: 420 Garrett received as 5% stock dividends (holds 8820); 4000 Airborne Instrument Labs exchanged into 4000 Cutler-Hammer.

Dividends: Corning Glass, 25¢ payable Sept. 30 to stockholders of record Sept. 15; Decca Records, 25¢ Sept. 30 to holders Sept. 16; Canadian Westinghouse, 25¢ Oct. 1 to holders Sept. 15; RCA, 25¢ Oct. 21 to holders Sept. 19; GE, 50¢ Oct. 25 to holders Sept. 19.

TelePrompTer made "small profit" of \$25-50,000 on theatre-TV gross and movie rights for Floyd Patterson-Roy Harris heavyweight fight (Vol. 14:34), pres. Irving B. Kahn reported this week. In upward revisions of earlier estimates, he said closed-circuit receipts from bout totaled \$736,437, representing 196,762 paid admissions. Motion picture revenue, not yet fully counted, wasn't included in total. TelePrompTer had expected theatre-TV gross of about \$1,000,000 from 200,000 seat sales, but Kahn said attendance turned out to be "spotty," particularly in N. Y., Boston, Chicago—and Harris' home county seat of Conroe, Tex., where drive-in theatre offered 10,000 tickets, sold only 1800. Kahn expressed continued confidence in theatre-TV for sports events, however. Meanwhile, TelePrompTer's competitor Theatre Network TV (Nathan L. Halpern, pres.) set up 80-city sales demonstration Sept. 2 for IBM's "7070" computer in hookup described by IBM as "largest closed-circuit TV network ever used by a business."

Community antenna system in Helena, Mont. should be restrained from "rebroadcasting" signals of KXLF-TV, Butte, station requests in petition filed with U. S. District Court in Mont., and Judge W. D. Murray has set Sept. 17 for hearing. Move by KXLF-TV, owned by strong CATV opponent Ed Craney, has no connection with NAB's proposed court attack on CATV on ground systems appropriate station "property rights" illegally (Vol. 14:25). KXLF-TV asserts it has suffered loss of \$15,000, due to CATVs operations. FCC has held several times that CATVs aren't stations, don't "rebroadcast." Judge Murray, incidentally, is son of Sen. Murray (D-Mont.), who has been under pressure from stations and CATV operators, particularly during hearings before Senate Commerce Committee (Vol. 14:22 et seq).

Class 1 status for radios KOB, Albuquerque, and WABC, N. Y., was granted by FCC this week in final decision authorizing both to operate on 770 kc, 50-kw, DA. Previous initial decision recommended giving stations Class 1-B status. Commission also amended rules to permit operation of 2 Class 1 stations on 770 kc.

Control of KNAC-TV, Ft. Smith, Ark. (Ch. 5) is being acquired by publisher-broadcaster Donald W. Reynolds, it's revealed in transfer application filed this week—contrary to earlier report that he was acquiring minority interest after having taken his local uhf off air (Vol. 14:34). Seller is Harry Pollock, who now owns 83.33%, his family-owned Harry Newton Co. other 16.66%. Reynolds is getting 51% stock interest for \$565,000, including \$215,000 to cover long-term notes owed by station. Reynolds also operates KLRJ-TV, Las Vegas (Ch. 2) & KORK; KOLO-TV, Reno (Ch. 8) & KOLO; KHAD-TV, Laredo, Tex. (Ch. 8); radio stations KBRS, Springdale, Ark. & KHBG, Okmulgee, Okla. also is Ch. 9 applicant in Hot Springs, Ark. and publishes newspapers in Ark., Nev., Okla. & Miss. KNAC-TV June 30 balance sheet shows \$26,140 loss this year, total losses for previous months (since Dec. 1956) being \$114,754. It lists \$25,283 current assets, \$17,104 current liabilities.

Private microwaves granted: Ft. Wayne-Lima, O., to WIMA-TV, Lima (Ch. 35); Butte-Helena, to KXLJ-TV, Helena (Ch. 12). In latter case, FCC turned down objections of common carrier Montana Microwave, informing it of new policy giving stations option of operating own facilities (Vol. 14:31).

Competition from community antenna system would jeopardize its existence, KHAD-TV, Laredo, Tex. (Ch. 8) has told FCC, requesting Commission to withhold grant of microwave to Mesa Microwave Co., which proposes to serve Laredo system.

Correction: Reporting John Hay Whitney's acquisition of control of *N. Y. Herald-Tribune* (Vol. 14:35), we inadvertently stated his J. H. Whitney & Co. had also recently purchased the Sun, supplement *Parade*. Fact is that both *Herald-Tribune* and *Parade* interests are held by Plymouth Rock Publications Inc., of which Whitney is sole stockholder. There is no connection between J. H. Whitney & Co. and these publications except that Mr. Whitney is senior partner of former.

Do You Know That . . .

THE LADIES, as we all know, exert vastly more influence on the TV-radio business—on all enterprise, really—than they're generally given credit for. Far more than their relatively small numbers in the ownership-managements of stations would betoken.

Their influence on business and the arts isn't merely a matter of being married to the right guy or happening to inherit; it's a matter of instinct, too, as for example when one of the great ladies of Washington TV-radio journalism, during production of *Wide World's* recent big-hit *Headline City*, suggested that choice bit about petticoat influence on capital news-making and news-gathering—resulting in those significant shots in the Mayflower dining room.

We could discourse endlessly on Women of Achievement in TV-radio—some of them ladies of truly great accomplishments. Like Pauline Frederick, NBC's fine UN correspondent, one of the very few women "think" reporters in audible journalism. Or Judith Waller, who retired last year as NBC public affairs director in Chicago after 35 years in broadcasting and still works at educational TV-radio from her home in Evanston, Ill. Or Bernice Judis, who built New York's WNEW to independent eminence in the heyday of radio networking, retiring to Miami with her husband, its ex-commercial mgr. Ira Herbert, after the station was sold.

* * * *

On the distaff side of TV ownership-management, subject of a recent column (Vol. 14:33), we left one of the most important and outstanding personalities for later discussion. Who else would that be but Mrs. Lyndon B. (Lady Bird) Johnson, wife of the Senate majority leader often mentioned as potential Democratic candidate for President. She's actual owner of 2 important Texas TV and 2 radio stations, part owner of 2 other Texas TVs.

Senator Johnson is often mistakenly credited with their ownership. But he doesn't hold any stock in them, has assiduously stayed clear of Congressional committees in charge of TV-radio legislation. Not that he doesn't know the industry score; he does, better than most of his colleagues on Capitol Hill.

But the real business brain is Lady Bird, who heads and owns virtually all stock of LBJ Co. Inc., licensee of KTBC & KTBC-TV, Austin (Ch. 7), having purchased the radio station when it was a white elephant and having founded the TV, now served by all 3 networks; and who owns KRGV & KRGV-TV, Weslaco (Ch. 5), both acquired by purchase. In addition, LBJ Co. owns 29% of KWTX-TV, Waco (Ch. 10), which in turn owns 50% of satellite KTBX-TV, Bryan (Ch. 3).

All are flourishing properties—indeed, they're the basis of the luxurious style of living to which the Johnsons are accustomed. As Washington correspondent William S. White stated in *Harper's* last March, Lyndon has been in politics nearly all his adult life but "he has enjoyed comparative wealth from his wife's side of the family."

* * * *

The former Claudia Taylor, whose folks were landed gentry of her birthplace, Karnack, Tex., and of nearby Marshall, Tex., Lady Bird was so called by her childhood nurse and the name stuck. She met Lyndon when he was secy. to Congressman Dick Kleberg, of King Ranch note,

New TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, will be off the presses in about a week. Completely indexed, this 496 pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Sept. 13, cost \$2 each; single copies, \$5.

and she was a journalism student at the U of Texas. He had been graduated from Southwestern State Teachers College in 1930, taught school 2 years. They were married in 1934, he took his law degree at Georgetown in 1935, was first elected to Congress in 1937. One of their daughters is named Lynda Bird, the other Lucy Raines.

Very slender, a flashing brunette, brown-eyed, Lady Bird is unusually mild-mannered by contrast with her easily excitable husband. Raised in the Southern tradition, a gracious hostess, her unusually sweet and gentle mien, those who know her say, can be very misleading. She's shrewd, can be very firm in business—and she has a remarkable penchant for making money. As one of her colleagues put it, "She reads a balance sheet like a navigator reads a chart."

When she took over the tottering radio KTBC, she assumed charge immediately. And, we're told, when Lady Bird went to see what she had bought, "she was appalled, went straight home, put on a pair of slacks and returned to personally sweep the place out."

* * * *

She still supervises her stations—from Washington and from LBJ Ranch, the Johnsons' 300-acre showplace in Johnson City, Tex., town founded by the Senator's grandfather, where they raise Herefords and sheep. Lady Bird's main job, however, is to keep up with her famous husband's erratic schedule. She even sees to it that his fountain pens are filled before he leaves in the morning.

"She never knows what time he will be home for dinner," a Texas newsman who knows the family well told us, "or whether he will bring a half dozen unexpected guests with him. But Lady Bird is up to any emergency." William S. White describes her as "poised, basically intellectual, and infinitely more philosophic than her husband . . . his balance wheel. With humor and grace she fights a hopeless battle . . . trying to slow Lyndon down a little!"

**THE
AUTHORITATIVE**

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 13, 1958

MUTUAL'S NEWEST OWNERS, industrialists interested in financial diversification, hint next step is merger with multiple owner of TV-radio stations (pp. 1 & 5).

COUNTY-BY-COUNTY TV CENSUS features newly published TV Factbook, the industry's "bible." More TVs in use than home phones, refrigerators, bathtubs (p. 2).

ALLOCATIONS PLANNING gets top billing at FCC. Beefed-up staff directed to come up with detailed alternatives. Deintermixture decisions delayed (p. 3).

MIAMI Ch. 10 HEARING puts focus on examiner Judge Stern. "Conflict-of-interest" point magnified. House hearings evidence combed over again (p. 5).

NO BUYER YET FOR WVUE, Philadelphia (Ch. 12) and Storer closes down station Sept. 13. Channel sought by Rollins brothers and by educators (p. 6).

ANN ARBOR ETV CENTER's new pres. is John F. White, gen. mgr. of successful educational WQED, Pittsburgh; Yourd promoted. Headquarters to be in N. Y. (p. 9).

QUIZ SHOWS SUFFER as P. Lorillard drops \$64,000 Challenge, claiming it wants "more varied audience." Other quiz-fixing developments (p. 9).

NEW VHF STARTERS IN PITTSBURGH and Goodland, Kan., as Wilkes-Barre-Scranton uhf merger results in new WNEP-TV (Ch. 16). On-air total still 532 (p. 10).

Manufacturing-Distribution-Finance

DuMONT QUILTS TV TUBE FIELD it pioneered to concentrate on specialized equipment. Dr. DuMont, back in charge and facing deficits, foresees upturn (pp. 2 & 12).

TV RETAIL SALES UP for 4th straight month. Slump from 1957 narrows. Sets flow promptly thru pipelines (p. 11).

TV LEADERS NOTE BUSINESS UPTURN in statements to press, stockholders. Purchasing agents more optimistic than anytime since summer of 1955 (p. 11).

COLOR WILL BE 'THE THING' 5-10 years hence, say Variety editors, lauding RCA-NBC in special section reviewing 10 years of TV and forecasting future (p. 13).

CAN 4th RADIO NETWORK BE MADE TO PAY? Another new-capital contender in the complex that is now the electronics entertainment industry rose to the fore of attention this week when Mutual Broadcasting System, which hooked up as many as 560 radio stations 5 years ago and now links 446, was sold for around \$2,000,000 in cash and stock to Scranton Corp., recent purchaser of Hal Roach Studios Inc. Scranton Corp. is controlled by F. L. Jacobs Co., Detroit auto parts maker.

New ownership gives shaky MBS a new lease on life -- whether continuing as at present with news, commentary & special events only (to its coterie of commentators, it signed up Walter Winchell this week to start Oct. 12 or 19) or revamped into a full-blown competitor of ABC, CBS & NBC radio networks. Allegedly its principals want to acquire allowable limit of 7 stations as well as TVs eventually.

Back of financing group minds, as best we can discern, is thought of merging later with a group-station operation inasmuch as TV-radio stations are increasingly more difficult to acquire, and priced exceedingly high where available -- so high that the new MBS owners do not seem to have that kind of money.

A Scranton Corp. spokesman stated "it would be safe to say plans are being laid for acquiring TV & radio properties on the same pattern as NTA" -- referring to newly projected merger of film syndicator and 2 TV station owner National Telefilms Associates into National Theatres Inc., owning stations in Kansas City (Vol. 14:34).

Whether a 4th radio network can survive in today's tightened TV-radio economy -- and with no stations of its own -- is an open question. It was only 13 months ago that so astute an operator as General Tire subsidiary RKO Teleradio sold MBS, and it's an open secret that CBS & NBC radio networks are making little if any money, if you don't count their owned-stations, despite their long experience and great know-

how. Also that ABC has cut down hours and even hinted at quitting radio networking.

New setup has Hal Roach as pres., Blair Walliser as exec. v.p. & gen. mgr. MBS operates 17 hours daily, selling news to national sponsors on half hour, giving stations every other half hour to sell locally -- a sort of "swap deal." Its advertisers include Bell Telephone, General Motors, Bristol-Myers, Philco. Closed circuit to affiliates this week had new owners assuring them that staff is being retained, expansion contemplated. New buyers apparently are thinking not only of diversification of investment but of using network to promote own products. [More on p. 5.]

DuMONT QUILTS TUBE FIELD IT PIONEERED: One of the great gentlemen of TV and one of its most respected inventive geniuses, Dr. Allen B. DuMont, who led way toward all larger-size tube developments and whose plants once turned out 10% or more of all picture tubes made in this country, announced this week his firm has "temporarily" halted all TV tube production against the day when the market for them turns better.

Dr. DuMont dispels any idea that Emerson's recent \$6,000,000 purchase of the DuMont brand name and TV-radio-hi fi-stereo facilities (Vol. 14:27) precipitated the decision. It's true Emerson, reported doing very well with the quality line being turned out by its new DuMont div., buys most of its tubes from RCA -- but Dr. DuMont told us real reason for quitting field which he pioneered and in which he made basic patent contributions, was this: "We can sell all we want to, but there's no profit in tubes for anybody at \$17 for a 21-in. Let the others take the losses. We'll go back into production if conditions improve; meanwhile we're continuing to make a few hundred a day as replacements only."

DuMont Labs' plants at Clifton, N.J., except for space being used by Emerson, now concentrates on reportedly "excellent" business in power tubes, oscillographs, industrial TV, mobile radio, military equipment. Some 75 CR plant employes were let out, making 400 in all dropped during last 3 weeks. Dr. DuMont, firm's chairman who is still on this side of 58, is himself back in charge of industrial and military production. He's confident that, just as Admiral improved its position as soon as it got rid of costly plastics operations (Vol. 14:33), DuMont will turn upward, can become profitable by end of year in the improving economy. [More on p. 12.]

WHERE THE TVs ARE—COUNTY-BY-COUNTY: If you need to know where the TV sets are -- and aren't -- a new county-by-county census of TV homes is available, just released by Advertising Research Foundation for publication in the new fall-winter edition of our TV Factbook (No. 27) due off the presses Sept. 15. It shows total households, number of them with TVs, percentage of TV saturation for each of the 3073 counties of the U.S. as of last March. Alaska and U.S. Possessions are not included.

Accompanied by 35x23-in. Map of TV Cities & Network Routes, the TV Factbook contains updated data on all U.S., Canadian & World television stations, with latest information on their facilities, staffs, ownership, networks, commercial rates, etc. The station logs and census data are among the more important of 70-odd tabulations and directories in the 496-page volume, the TV & electronic amusement industries' most authoritative and widely used almanac, often called the "bible" of the business.

* * * *

Derived from U.S. Census Bureau data and the latest Nielsen Coverage Service Report, underwritten by NAB, TvB & the 3 TV networks, the new ARF Report updates that of Sept. 1956 (which we also published), and for the country as a whole shows 42,400,000 homes with TVs out of 50,540,000 households, or 84%. Two years ago, the figures were 35,495,330 TV homes out of 48,784,600, or 72.8%.

There actually were 47,549,000 sets-in-use as of last July 1, according to later industry figures also detailed in the Factbook -- but these include 2nd & 3rd sets in homes and those in public places. ARF's county-by-county figures purport to show only TV-equipped homes, not numbers of sets in those homes.

Saturation ranges from peak of 96% in 16 counties to low of 34% in 500-home Jackson County, S.D. and 35% in Hamilton, Stanton, Stevens & Morton counties in

southwest Kansas. Fewest TV homes are found in wide-open spaces and in states without many big cities; viz., Wyoming 54%; Mississippi 57%, Montana 58%. But all states show well over 50%, as do all but a handful of counties.

Highest percentages are in the most populous areas, notably in counties that embrace big cities or are parts of or contiguous to big metropolitan areas. Thus we find peak saturation of 96% in Missouri's St. Louis & Jackson counties; Minnesota's Anoka, Ramsey & Hennepin counties; Nebraska's Douglas & Saunders counties; Iowa's Cedar, Clinton, Harrison, Linn, Monona, Muscatine, Scott, Webster & Woodbury counties. New England and Middle Atlantic states average highest for areas, 90% each, with New York's Nassau County and New Jersey's Monmouth county running 93% each. And Illinois' Lake County has 94%, Cook & Henry counties 92% each.

Another updated TV Factbook table, incidentally, shows that, cumulatively since 1947 TV sets sold by American manufacturers totaled 58,508,000, meaning that about 11,000,000 were scrapped over last dozen years. Of the 47,549,000 sets-in-use at last count, the 19-in. & over size totaled 30,526,000; 16-18-in., 12,467,000; 15-in. or less, 4,236,000.

These data and numerous other tabulations and directories provide prime industry reference material in a book that includes, among other depts., such items as listings of TV-radio-phono tube manufacturers, new station applications, reps, TV program producers, community antenna systems, network rates & data, TV channel allocations, attorneys & engineers specializing in TV-radio, research firms, unions, FCC personnel directories, TV-radio billings, publications, trade associations, etc.

Copies of TV Factbook No. 27 go to all of our full service subscribers without extra charge; additional copies are \$5 each, or \$3.50 each for 5 or more.

* * * *

Note: Just for a conversation piece, we checked up on other household "must" items to compare with the not-yet-12-year-old TV industry's 47,549,000 sets-in-use. From reliable govt. & trade sources, we found more TVs in use than home telephones (39,000,000), electric refrigerators (47,300,000), electric washers (43,000,000) and bathtubs (41,150,000). But there aren't nearly as many TVs as radios (48,500,000 radio homes, 62,500,000 secondary sets, 40,000,000 auto radios, 10,000,000 in public places -- total 161,000,000 sets). And private autos also outnumber TVs (57,000,000).

Just to spice up the conversation, we also came up with these perhaps useless census figures: Equines (horses & mules) number 3,962,000 at last count; dogs about 25,000,000 (according to Gaines dog food people); dairy cattle, 23,318,000, beef cattle 74,147,000; hogs, 56,088,000; sheep, 27,009,000; cats (no figures available!)

FCC PUSHES STAFF FOR ALLOCATIONS ANALYSIS: Hunt for real TV allocations solution was given highest priority in unanimous action of FCC in meeting Sept. 8, and staff was directed to report back on its personnel needs -- which undoubtedly will result in shifts, particularly of engineers. One immediate effect is to delay action on several pending deintermixture proposals, such as the conflicting requests to make Fresno, Cal. & Columbus, Ga. all-vhf or all-uhf. What Commission expects to do is act only on those changes which wouldn't prejudice ultimate nationwide plans.

FCC had ordered an overall allocations review by staff in June (Vol. 14:24) -- but only one engineer was put on task part-time. Now, Commission is thinking in terms of several full-time engineers, plus lawyers & economists.

What the staff is being told to do is show how many channels it takes to provide 4 competitive services in top 50-60 markets -- all-vhf, all-uhf or vhf-uhf. Then, it's to show what areas & populations would gain or lose service under various possibilities. For example, what would happen if it were attempted to provide 4 services with present 12 vhf channels by way of mileage-power-height cuts, directional antennas, precision offset, etc.?

Current thinking about deintermixture by some at Commission is that half U.S. population would have to get its service via uhf before success would be reas-

onably expected. They base this on opinions of some manufacturers, who state that only with a 50-50 market will demand for uhf sets be great enough to make possible mass production of good, inexpensive uhf receivers & converters.

FCC expects staff's work to be completed by first of year. By then, it will have data gathered by TV Allocations Study Organization (TASO), to give better estimates of coverage & interference under various allocations plans.

Staff is exploring all angles. On Sept. 12, three top members traveled to Syracuse to discuss uhf receiver status with GE officials, including TV receiver dept. gen. mgr. Herbert Riegelman. Taking trip were: Harold Cowgill, chief of broadcast bureau; Hart Cowperthwait, chief of rules & standards div.; H. H. Goldin, chief of economics div. Conferences with other manufacturers may be scheduled.

Commission certainly is being prodded to "do something" by Senate Commerce Committee. During hearings this summer (Vol. 14:27), Senators expressed exasperation with delays. Report on hearings, being drafted by Committee counsel Kenneth Cox and expected before end of year, is likely to be quite critical of FCC. Same goes for "Bowles Report," the allocations study prepared for Committee by special group under consulting engineer Edward L. Bowles, to be released soon (see below). Some commissioners feel the criticism is justified, others don't.

What Commission is aiming for now is a unanimous or near-unanimous agreement on an allocation plan that will lift the ceiling on TV's growth. At times recently, there has been 4-man majority for deintermixture (Bartley, Ford, Hyde, Lee), but it isn't always there when voting starts. And even these agree that creation of a few scattered all-uhf "islands" doesn't produce a "truly competitive nationwide TV system" -- to use a phrase often employed by commissioners in TV's early days.

* * * *

If FCC concludes it needs more vhf channels to do the trick, it will have to get them from the military. Though Defense Dept. states there are "insurmountable" obstacles to proposal of shifting vhf spectrum to TV -- as proposed by FCC Comr. Craven in his plan for 25-channel contiguous vhf TV band (Vol. 14:28) -- Commission believes that thorough staff study will at least tell exactly what TV's needs are. It's felt that Commission was too vague when it requested more vhf from military 2 years ago and got turned down (Vol. 12:15).

With defeat of Potter Resolution (S.J.Res. 106), which was designed to find out whether military was hogging vhf that TV could use (Vol. 14:32), there's considerable talk that Administration may take ball away from Congress and set up its own commission to make an all-spectrum military-civilian study. Like other Presidential commissions, presumably, it would be made up of non-govt. experts. Some such groups have made considerable impact in other fields.

The Bowles Report: Recommendations on TV allocations, economics, sociology, etc., prepared by consulting engineer Edward L. Bowles who teaches at MIT, will be released within week or two by Senate Committee on Interstate Commerce. Bowles headed group appointed by the committee, delivered report to it last spring (Vol. 14:12). The 12pp. mimeographed document, backed by 287pp. "Supporting Brief," was characterized by split among committee members. It recommended: (1) An independent audit of the uhf-vhf allocations problem. (2) An objective review of the Commission's mandate, management, operation & budget. (3) Establishment of a Communications Office or Authority as part of the Executive structure. (4) An authoritative classified review of the radio spectrum requirements of the nation as a whole, conducted at Executive level." Last recommendation was genesis of Potter Resolution (S.J. Res. 106), almost passed by Congress but defeated by action of telecasters who feared loss of low-band channels to military (Vol. 14:32). Bowles did most of work on report which was endorsed by

these committeemen: Dr. Allen B. DuMont and alternate Robert P. Wakeman; Donald G. Fink, Philco; Haraden Pratt, consultant; A. Earl Cullum, consultant. It was partially endorsed by consultant C. M. Jansky and alternate Stuart L. Bailey. Opposed: Wm. S. Duttera, NBC; Wm. B. Lodge, CBS. FCC Comr. Craven was on committee but left after joining Commission, didn't participate, nor did FCC staff representative Curtis B. Plummer & Edward F. Kenahan. Westinghouse stations' Ralph Harmon declined to comment. ABC's Frank Marx resigned before committee concluded work.

■

Chunk of uhf TV spectrum, 840-890 mc, is sought for common carrier use by Lenkurt Electric Co., San Carlos, Cal. microwave manufacturer, which petitioned FCC to reallocate the band. It argues that no uhf station is operating within 840-890 mc; that the 25 translators involved could move to lower uhf channels without trouble; that "uhf channels have been allocated far beyond the demands therefor at present or in the foreseeable future."

Mutual's New Ownership: The magic shibboleth "diversification" is the stated motivation of new owners, who this week made deal with oilman-art dealer Armand Hammer to buy Mutual Broadcasting System for "more than \$2,000,000," said to be mostly cash but partly stock in purchaser Scranton Corp., the company which last May purchased Hal Roach Studios Inc., Culver City, Cal. (Vol. 14:22).

Scranton Corp. was formerly Scranton Lace Corp., Scranton (Pa.) manufacturer of cotton & rayon window curtains, dinner cloths, scarves. Actually, it's a holding company which, besides now owning Hal Roach Studios, operates Craftspun Yards Inc., Kings Mountain, N. C. (yarns & fabrics); Lamiplex div. (plastic & cloth laminations); Eicor div., acquired last April, which makes inverters, dynamotors, transistorized motors, etc. in plant at Ogelsby, Ill.

Traded over-the-counter, Scranton is controlled by F. L. Jacobs Co., Detroit manufacturer of auto parts, listed on N. Y. Stock Exchange. Also diversifying, Jacobs not only sold Eicor to Scranton but recently bought Symphonic Electronics Corp., New Brunswick, N. J. (Max Zimmer, pres.), private-label phono manufacturer for Columbia, Westinghouse, Decca, et al, and producer of own-brand hi-fi (Vol. 14:20). Jacobs last April reported to SEC it had acquired all stock of Storm Vulcan Inc., and its other subsidiaries include Continental Die Casting Corp., Detroit; Wills Industries, Detroit; Dyno Corp., formerly Selmix Dispensers Corp.

* * * *

Movie-maker Hal Roach Jr., whose studios are humming with TV productions and identified with such filmed shows as *Gale Storm Show*, *Oh Susanna*, *Blondie*, *Telephone Time*, *Trouble With Father*, *Public Defender*, *Screen Directors Playhouse*, *Charles Farrell Show*, becomes chairman of the new MBS board; A. L. Guterma, chairman-pres. of Jacobs and chairman of Scranton, becomes pres.; Blair A. Walliser, ex-WGN, Chicago, recently N. Y. mgr. of John W. Shaw Adv. Agency, exec. v.p. & gen. mgr. Ex-chairman Hammer is retained on 5-year consultancy basis and stays on board along with Washington v.p. Robert Hurleigh. Remainder of board have been as little identified with TV-radio as Guterma.

They're all from the Scranton and Jacobs operations

Miami Ch. 10—New Chapter: Seldom has an FCC hearing examiner held the power now in hands of Judge Horace Stern as he presides over Miami Ch. 10 "influence" hearing, which began this week and which so far has produced little more than an abbreviated rehash of the stormy hearings of House Legislative Oversight Subcommittee under Rep. Oren Harris (D-Ark.) [Vol. 14:6, et seq].

FCC's hearing is for purpose of determining whether grant of Ch. 10 to National Airlines (WPST-TV) should be vacated; whether ex-Comr. Richard Mack should have disqualified himself from voting because he'd been "approached" by parties; whether any parties had attempted to "influence" Mack. Mack resigned during the House hearings, and Court of Appeals ordered FCC to

and/or boards, namely, Hon. Murray D. Van Wagoner, ex-Gov. of Michigan; Joseph S. Gordon, Garland L. Culpepper Jr., Robert J. Eveleigh, Jack Rappaport.

Scranton Corp. pres. Harold J. Megargel stated that "this transaction will provide radio time to publicize continuously the products of our company in every city of the U. S." He and Guterma conducted the negotiations with Hammer; there was no broker involved.

Tom O'Neil and his RKO Teleradio acquired control of Mutual in 1952 after deal with Macy's for WOR-TV & WOR. He found stations paid off well but not the network, sold network without stations in Aug. 1957 to Armand Hammer group brought together by ex-FCC Comr. Frieda Hennock. Price paid was variously reported up to \$800,000, with Hammer group assuming sizeable obligations and Hammer pumping new working capital into it.

Story was repeatedly given out that network was in the operating black, though it was admitted that in first 7 months of new ownership it lost \$680,000. Paul Roberts was first pres., Bertram Hauser exec. v.p. Though they and others in so-called "Hennock group" held stock, there was falling out with Hammer—presumably over costly operations—which led him to exert his control to oust them and make himself pres., George Vogel exec. v.p. last March. By June, Vogel was out and Hammer, now also chairman, brought in Larry Field, ex-Petry, as his right-hand man. In July, he brought in Blair Walliser.

Besides Walliser, Hurleigh and Field, latter now national sales mgr., top staff, all being retained, include Sidney P. Allen, ex-NBC, sales v.p.; James Z. Gladstone, comptroller; Joseph F. Keating, program mgr.; Charles Godwin, station relations; Ray Diaz, station services.

All sorts of rumors were floating around, intensified by threatened stockholders suit, but in April Hammer acquired options on stock of dissidents Roberts, Hauser, et al. [For various steps in Mutual's checkered career since it was acquired from O'Neil, see Vols. 13:29, 30, 32 & 14:5, 9, 15, 18, 23.]

Note: Sale of Mutual to Scranton Corp. requires no FCC approval, inasmuch as no station licenses are involved. Interest in deal is high, however, in view of FCC policy of encouraging competition (it has increased number of AM stations since war from about 1000 to more than 3200). Financial ramifications of this deal and others that do involve station transfers may impel FCC to add more fiscal experts, or else collaborate with SEC, on cases involving increasing complex chains of ownership and control as well as public stock trading.

conduct the hearing, which resumes Sept. 16 and is expected to last 2-3 more weeks.

Examiner's recommendations have been merely incidental in recent years, frequently brushed aside and reversed by majority of commissioners.

This case is different. There's every indication that FCC picked Judge Stern—retired chief justice of Pennsylvania Supreme Court—so that it could pass the ball to him in a very touchy situation and virtually rubber-stamp his recommendations. This would insulate Commission from any possible charges of "influence"—of the type frequently thrown around during House hearings.

Importance of Judge Stern's role puts more-than-ordinary emphasis on point brought up during hearing by Norman Jorgensen, counsel for National: The judge's son-in-law, Henry J. Friendly, is v.p.-gen. counsel for Pan American World Airways which this week announced that

it is exchanging 400,000 shares of stock with National and that the 2 would lease jet aircraft to each other. Jorgensen didn't suggest that the judge withdraw from case but said he was bringing it up merely to "keep the record clear" and had no question about judge's qualifications to preside.

Judge Stern evidently doesn't consider connection significant, and observed: "If I were among my friends of the Pennsylvania bar, I don't think there would be any question about it." However, he said he has consulted some FCC commissioners about it, will talk to others, then give his opinion when hearing resumes next week.

The 80-year-old jurist—small, rotund, bald, dignified—runs hearing quietly, interjects calm questions occasionally, gives impression he's a bit shocked at charges of back-door maneuvering. He has the hearing well under control; counsel have indulged in no barroom brawling.

* * * *

This week was devoted to testimony of A. Frank Katzentine (WKAT) and those involved with efforts on his behalf. He had held favorable initial decision, rendered by examiner Herbert Sharfman, testified that all he and his friends tried to do was persuade Comr. Mack to "vote on the merits"—after he'd heard that Mack was "pledged" to vote for National. All witnesses who had approached Mack testified that he listened, was noncommittal, didn't try to stop them from mentioning the case. The witnesses, in addition to Katzentine:

(1) Ben H. Fuqua, v.p. of Fla. Power & Light Co. A friend of Mack's, he said he'd come to Washington to ask Mack to give Katzentine "a fair shake" after his boss, power company's chairman McGregor Smith, had been approached by Sen. Kefauver (D-Tenn.) on behalf of Katzentine.

(2) Joseph M. Fitzgerald, Miami attorney involved in a "Foster Trust case." He said that Katzentine was an attorney in the case, as was Thurman Whiteside, the friend who had loaned Mack large sums. Katzentine had testified he believed Whiteside had Mack pledged for National. Fitz-

gerald told of a Katzentine-Whiteside meeting in which Whiteside offered to "release" Mack from any pledge which Mack "thought he might have made." But Fitzgerald also testified that Whiteside denied to him that Mack had made any such pledge.

(3) Jerry Carter, member of Fla. Railroad & Public Utilities Commission, of which Mack had once been a member. He said he had suggested Mack disqualify himself from voting in case because of possibility of scandal, later urged him to vote for Katzentine.

(4) Perrine Palmer, former Miami mayor. He said he'd told Mack that an airline shouldn't be in TV business; that he should "vote on the merits"; that perhaps he should disqualify himself from voting because he (Mack), as chairman of the utilities commission before appointment to FCC, had written to FCC endorsing Katzentine's application.

Other 2 participants in hearing, eagerly hoping that Katzentine and National will knock each other out and free Ch. 10 for one of them (or both in a merger) are L. B. Wilson Inc., comprising estate of L. B. Wilson, who had owned radio WCKY, Cincinnati; North Dade Video Inc., made up of local businessmen headed by Frank Bryson (steel fabricating).

Also sitting in, keeping close watch personally, is Robert Bicks, first asst. to Justice dept. anti-trust chief Victor Hansen. For FCC, associate gen. counsel Edgar Holtz heads team including asst. gen. counsel Richard Solomon and James Brennan. Robert Rawson, chief of FCC hearing div., represents Broadcast Bureau. Chief counsel for participants are: National, Norman Jorgensen; Katzentine, Paul Porter; L. B. Wilson, Paul Segal; North Dade, A. Harry Becker.

Witnesses due next week: Miami Circuit Judge Robert A. Anderson, attorney for National before becoming judge; Paul Scott, law partner of Anderson's; Charles Shelden, head of insurance company in which Mack held 1/6 interest given him by Whiteside; G. T. Baker, pres. of National. Whiteside is due the following week.

Two Seeking WVUE's Ch. 12: Storer had no buyers on tap at week's end for WVUE, Wilmington-Philadelphia (Ch. 12), which was all set to go dark Sept. 13—but FCC had already received one application and one petition for the channel. Applicant is multiple radio station owner Rollins Broadcast Inc., owned 50% each by the brothers O. Wayne & John Rollins, latter ex-Lt. Gov. of Dela., seeking channel for Wilmington and filed by Cohn & Marks. Petition was authorized by Joint Council on Educational TV (Ralph Steetle, exec. director); it asks that Ch. 12 be made into an educational outlet for the Delaware-Philadelphia-N. J. area, was filed by Krieger & Jorgensen.

Storer exec. v.p. Lee B. Wailes stated that at least 25 different inquiries have been made by prospective purchasers since station went on block 3 weeks ago (Vol. 14:35-36) but that none of offers was acceptable. Storer is asking \$1,800,000 for the station, including plant valued at \$750,000 at Pittman, N.J., but meanwhile has sold off its film contracts, let out staff and definitely set closedown for end of week. If right price isn't obtained, Storer has stated, channel will be turned back to FCC and tax loss taken. WVUE license expires next Feb.

One of rejected bidders was revealed as Richard Eaton, highly successful operator of 7 radio stations, who holds

moribund CPs for uhf WOOK-TV, Washington (Ch. 14), WTLF, Baltimore (Ch. 18) and off-air WACH-TV, Newport News-Norfolk (Ch. 33), and who in merger agreement will be 50% owner of licensee of Ch. 3, Wilmington, N.C. (FCC Doc. 12148). If channel is turned in, the brothers Rollins, pleading Delaware service, are seen as strong contenders in what undoubtedly will turn into dog-fight. They propose to return station to Wilmington, where they own radio WAMS; their other stations are WJWL, Georgetown, Dela.; WRAP, Norfolk; WNJR, Newark; WBEE, Harvey, Ill.; WGEE, Indianapolis; KATZ, St. Louis. Their only TV interest is WPTZ, Plattsburgh, N.Y. (Ch. 5), getting ABC & NBC service.

Rollins firm's balance sheet filed with FCC shows current assets of \$221,630 as of last June 30 and \$482,817 total assets; current liabilities \$94,884, total liabilities \$102,926, capital stock \$100,000, capital surplus \$279,890, net worth \$379,890.

The JCET petition points out that no vhf educational is available between Pittsburgh & Boston, though WHYV-TV, Philadelphia (Ch. 35) would presumably continue local uhf service. The Storer vhf would provide regional service, though petition doesn't indicate what educational interests would back it and with how much.

Storer's quite successful Philadelphia radio WIBG is being retained, with Lionel Baxter as v.p.-gen. mgr. Wailes said practically all WVUE staff has found jobs, that managing director Terry Lee and gen. sales mgr. Joe Evans are staying with Storer organization.

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Personal Notes: Frederic W. Wile, ex-NBC Hollywood v.p., recently associated with Pat Weaver program enterprises, has joined MGM-TV studios, Hollywood, as director of business affairs . . . William Snyder, ex-Chicago office, has opened new Detroit branch for Harrington, Righter & Parsons, which takes over national representation of upcoming WJRT, Flint, Mich. (Ch. 12); office is in Penobscot Bldg., telephone Woodward 3-0910 . . . Floyd A. (Tim) Timberlake, ex-WIND, Gary, Ind., later with CBS & ABC, since 1953 an RCA field sales rep for TV, named chief engineer of upcoming WKBW-TV, Buffalo (Ch. 7), with which John H. Norton Jr., ex-ABC central div. v.p., ex-v.p. & gen. mgr. of WMTW, Poland Spring, is now associated as asst. to pres. Dr. Clinton H. Churchill . . . George W. Cyr promoted to program director of NBC's WRCV-TV, Philadelphia, succeeded as production mgr. by Dell W. Hostetler; George C. Lenfest transfers from NBC's WBUF, Buffalo, which goes off air Oct. 1, to WRCV-TV operations director; Robert A. Fillmore, also ex-WBUF, named promotion mgr. of radio WRCV . . . Kenneth T. Downs, ex-INS foreign correspondent, who as former head of Time Inc. business office in Washington handled that firm's entry into TV-radio with ex-FCC chairman Wayne Coy, in 1951, has been sworn in as asst. director of Office of Defense & Civilian Mobilization headed by ex-Gov. Leo Hoegh of Iowa—a Presidential appointment . . . Malcolm MacGregor, ex-business mgr., NBC facilities, named exec. producer of network's educational TV . . . Robert J. Leder, v.p. & gen. mgr. of Teleradios WOR div., named pres. of N. Y. State Assn. of Bcstrs.; Paul Adanti, v.p. & gen. mgr. of WHEN-TV, Syracuse, named first v.p. . . . Howard J. Finch, exec. v.p. and member of board of WJIM & WJIM-TV, Lansing, Mich. (Ch. 6), who started with Harold Gross stations as announcer in 1934, has resigned as of Oct. 1 . . . Edward R. McKenna, from Washington law firm McKenna & Wilkinson, headed by brother James, joins station brokers Allen Kander & Co. . . . Guy Corley, ex-WBRZ, Baton Rouge, named sales mgr. of KLFY-TV, Lafayette, La. . . . George Brown promoted to news & special events dir. of Teleradio's WOR-TV & WOR, N. Y.; Marvin Camp promoted to press & public relations mgr., Stan Lomax to sports director . . . Constance Blackstead promoted to program mgr. of Boler stations KXJB-TV, Valley City-Fargo and KXAB-TV, Aberdeen, S. D. . . . Anthony Torregrossa, ex-Ziv, named sales service mgr. of Independent TV Corp. . . . Wm. Decker, ex-WBUF, Buffalo, named TV sales director of NBC's WNBQ, Chicago, replacing Russell Stebbins, now sales mgr.; Stanley Brightwell, ex-WRCV-TV, named WNBQ film coordinator . . . Jerry Kirby promoted to sales mgr. of Ziv's Chicago div.; Jack Gregory returns to Los Angeles as western sales mgr., succeeded as eastern sales mgr. (N. Y.) by Alan Martini . . . Ernest C. Ball, ex-supt. of Memphis schools, is new managing director of educational WKNO-TV, Memphis (Ch. 10), succeeding Admiral Harold M. Martin.

The Elections—and TV-Radio: Now that he knows the ins-&-outs of the highly complex TV structure and its delicate economic mechanisms by reasons of his 40% ownership and presidency of KTVK, Phoenix (Ch. 3), which he helped establish early last year, the possible return of Gov. Ernest McFarland to the Senate won't give the industry many qualms. Actually, the protest rule and several other amendments to the Communications Act which he fathered as chairman of Senate Committee on Interstate Commerce, were sought by industry lawyers who now would like to get rid of them—as McFarland himself probably would. He won nomination to the Senate again this week, faces GOP Sen. Goldwater in Nov. If elected, and in view of his closeness to Sen. Lyndon Johnson, who holds present majority leadership once graced by McFarland, it's likely he could get assigned again to that committee—though, like Johnson, he may prefer to stay off in view of his identification with TV ownership. Note: Two Maine Republicans who lost out in this week's Democratic sweep in traditionally Republican Maine are ex-Gov. Horace Hildreth, who with family has interests in 3 TV & 2 radio stations in his state (Vol. 14:32), lost out for reelection to governorship though he had been regarded a shoo-in. Rep. Hale (R-Me.), 8-term Congressman, lost his seat to a Democrat; he was on House Interstate Commerce Committee and its communications subcommittee.

Quayle B. Smith has resigned as senior associate of Smith & Hennessey, Washington law firm specializing in TV-radio, to open own law offices in Colorado Bldg. (Metropolitan 8-3838) as of Sept. 15. Graduate of George Washington U '47, he served with FCC short time after war, in which he served as an OSS paratrooper, then joined veteran attorney Paul M. Segal, leaving last year when Segal partners George Smith & Philip Hennessey formed own firm (soon changing to Smith, Hennessey & McDonald, with ex-NBC v.p. Joseph McDonald shortly becoming partner). Quayle Smith was a radio amateur as a youth, worked as transmitter operator at KMA, Shenandoah, Ia., then at U of Iowa's WSUI while attending law school.

George Lewin, chief of pictorial engineering office, Army Pictorial Center, Long Island City, N. Y., is second man in history of Society of Motion Picture & TV Engineers to win 2 awards in year—latest being Samuel L. Warner Memorial Award for outstanding contributions to sound for movies, other the Journal Award for outstanding paper in SMPTE Journal during 1957.

CBS casting director Mark Merson has joined forces with Playwrights' Company to produce *Like Wonderful* on Broadway—farce expanded from a *Studio One* show seen in July under title "Love Me to Pieces."

Federal Communications Bar Assn., Washington, holds annual outing Mon., Oct. 13 at Manor Country Club in nearby Montgomery County, Md.

Obituary

Sylvester Laffin Weaver, 80, onetime pres. of Los Angeles Chamber of Commerce and of All Year Club of So. Cal., died Sept. 12 in Pasadena. He's father of Sylvester L. (Pat) Weaver, ex-pres. & chairman of NBC, now TV-radio consultant for Henry Kaiser interests and producer of programs, headquartered at 430 Park Ave., N. Y., and of Winstead (Doodles) Weaver, the TV-radio-movie comedian. Formerly in the roofing business, Weaver Sr. sold it to Johns-Manville in 1929.

Ed Engles, 34, newsman for WHAS-TV & WHAS, Louisville, died of a heart attack Sept. 11.

More Toll TV Talk: Cable pay-TV by next April in New York, California & New Jersey was forecast this week by Skiatron TV Corp. pres. Matthew Fox in statement released following last week's heavy trading in Skiatron Electronic & TV Corp. stock (Vol. 14:36). He predicted Skiatron cable pay system would be established "nationally" in major urban areas within 3 years. He also stated that IBM has developed for Skiatron an automatic "central billing" or metering system for determining subscribers' program usage. N.Y. Telephone Co. and Pacific Telephone & Telegraph Co. have acknowledged that they're making engineering studies of feasibility and costs of wiring up homes. Other toll TV developments: (1) After several months of complete silence on the subject, San Francisco Giants pres. Horace Stoneham told stockholders meeting in Jersey City this week that wired pay-TV of games in San Francisco will start next April, bring in \$30,000,000 in next 15 years. However, he didn't give details, including status of application to wire city which is still pending before city fathers. Pacific Telephone & Telegraph Co. spokesman said it hasn't acted yet on request by Skiatron that it start engineering studies. (2) In Los Angeles, Julius Tuchler, chairman of group called Los Angeles Citizens Committee Against Pay TV, vowed he'd use every legal means to block toll TV start.

Videotape Ram-ifications: Possibilities of videotape use seem endless, as shown by Los Angeles Rams football team's plans to use Ampex system to diagnose plays during exhibition game with San Francisco 49ers in Los Angeles Sept. 12. Ampex supplies recorder, KNXT the personnel. Rams' coaching staff will watch plays on monitors, call for playbacks, analyze action for top coach Sid Gilman. At half-time, coaches & team will study first-half plays and plan second-half strategy. Recorder will be housed in van at Coliseum. In New York, Guild Films forms Synditape Inc. to produce & distribute videotape programs. Guild pres. John J. Cole said it will start with 13 shows, has long-term production arrangements with key independent stations. Tape programs can be produced for 60% less than film, he said. Guild is also reported planning to buy Ampex recorders to be rented to stations in return for spots to be bartered to sponsors.

WKBW-TV, Buffalo (Ch. 7), due on air Dec. 1, signs as ABC-TV primary affiliate.

The \$15,000,000 treble damages anti-trust suit, filed by KTNT-TV, Tacoma (Ch. 11) against CBS and KIRO-TV, Seattle (Ch. 7), after CBS transferred TV affiliation to KIRO-TV (Vol. 14:22), advanced a step this week when Judge George Boldt, of Federal district court for Tacoma-Seattle, denied various motions of defendants' without prejudice to resubmission later. Suit alleges illegal tie-in requiring CBS to give KIRO-TV the TV affiliation because of its long-standing AM affiliation with CBS. Defendants had moved for dismissal, summary judgment, etc. on grounds there's no evidence of illegal tie-in; that FCC has "primary jurisdiction," etc. In addition to damages, KTNT-TV seeks revocation of licenses of KIRO-TV & KIRO, controlled by Saul Haas, in which 4% is held by Sen. Magnuson (D-Wash.), chairman of Senate Commerce Committee.

Allocations actions by FCC: (1) Finalized change of educational channel reservation in Pittsburgh from Ch. 22 to Ch. 16, modifying off-air WENS's authorization from Ch. 16 to Ch. 22. (2) Initiated rule-making to add Ch. 10 to Medford, Ore.

WDSU-TV & WDSU Go Editorial: Latest major stations to editorialize are WDSU & WDSU-TV, New Orleans (Ch. 6), controlled by Edgar Stern family, whose exec. v.p.-gen mgr. Robert D. Swezey, 20% stockholder and onetime NBC attorney and ABC v.p., announced Sept. 11 that TV editorials will be carried weekdays at 11:10 p.m., radio editorials 8-8:30 a.m. & 11-11:30 p.m. Decision was impelled by Sept. 15 demise of *New Orleans Item*, recently sold (Vol. 14:29) to *Times Picayune* by David Stern group (no kin) and by fact stations' 12-man news staff under Bill Monroe is now ready for new policy. "We will endeavor," Swezey told audiences Sept. 11, "at all times to be objective and fair [and] will try to be sure that opposing points of view will be adequately presented. We cannot expect all of you to agree with all, or perhaps even a substantial part, of what we say. We hope, however, that you will listen to our comment and let us know when you disagree [and] that the new service will be successful in making a valuable contribution to the thought and activity of our community."

Field study of TV-radio editorials will be undertaken by NAB's committee on editorialization to develop facts on pros and cons of practice for presentation to NAB board. Committee is headed by WBC v.p. Joseph E. Baudino and Alex Keese of WFAA, Dallas. Study by Radio Adv. Bureau, released this week by v.p.-gen. mgr. John F. Hardesty, discloses that 26.2% of radio stations now editorialize, most having started this year or last, while 37% have been taking sides in one form or other since 1956. Regular opinionating is done by 25% of stations in largest cities, 23% in medium-sized markets, 29% by small-market stations.

"Equal time" provision of FCC's political broadcast rules should be reconsidered, NAB pres. Harold E. Fellows urged Commission in letter this week. He noted Commission's July 3 letter to D. L. Grace, Ft. Smith, Ark., in which FCC said that a candidate who is offered equal time to reply to an opponent "may use the facilities in any manner he sees fit," including sending a spokesman to appear for him. Fellows asserted this policy is major departure from previous FCC rulings and the law; that ruling "is so fraught with endless problems, not susceptible of equitable solutions, that sheer chaos in the field of political broadcasting must inevitably ensue."

ADVERTISING AGENCIES: Harold Cabot becomes chairman of Harold Cabot & Co., Boston; Edward F. Chase succeeds him as pres. . . . Hadley P. Atlas promoted to merchandising v.p. of Young & Rubicam . . . Louis E. Dean, ex-Kudner, named v.p. of D. P. Brother & Co., Detroit . . . Robert D. Hawkins, ex-Kenyon & Eckhardt, named v.p. of Western Adv., Chicago . . . Ralph Yambert promoted to west coast mgr., MacManus, John & Adams, succeeding Robert Guggenheim, resigned . . . Maxwell Sapan, ex-Seklemian & North, named v.p. of Bryan Houston . . . Robert H. Schaffer promoted to v.p. of Lawrence Kane & Artley . . . Paul C. Richardson, ex-Young & Rubicam v.p., joins Boyden Assoc., management consultants . . . Wm. H. Fine, ex-editor of *Good Housekeeping*, named v.p. of Reach, McClinton & Co. . . . Donald Miller, senior v.p. of Kenyon & Eckhardt, resigns Oct. 1.

Triple-spotting evil (Vol. 14:21,27) was attacked this week by NBC, which sent to affiliates contract amendment which requires stations to certify they haven't clipped any network material and to identify precise timings of anything deleted.

Plans for Ann Arbor Center: Educational TV's prideful showcase, 4½-year-old community-financed WQED, Pittsburgh (Ch. 13), has provided the Ford Foundation-backed Educational Television & Radio Center, Ann Arbor, Mich., with its new president—John F. White, who takes over the \$30,000-a-year post Oct. 1 as successor to resigned Dr. H. K. Newburn, onetime pres. of U of Oregon. Elevated to v.p.-treas. is Kenneth L. Yourd, onetime CBS executive, who has been secy.-treas. since 1954, with ex-CBS educational director Robert H. Hudson continuing as program coordinator.

Succeeding White as acting gen. mgr. of WQED and of the projected uhf counterpart (Ch. 16) it proposes to operate in Pittsburgh in order to handle in-school telecasts, is Edward C. Morstman, ex-ABC Chicago, who is presently WQED director of engineering & business mgr.

It's planned to move the Ann Arbor Center, which is in no way connected with the U of Michigan, to New York City, where White probably will make his headquarters, the Center to maintain Ann Arbor operating under Yourd, a U of Michigan graduate who returned there following a heart attack during his service as director of CBS business affairs. The Center has operated under Ford grants of about \$2,000,000 a year for the last 5 years.

With a staff of 25, it originates and syndicates ETV programs and acts as clearing house for successful shows interchanged among educational stations.

Dedicated largely to expansion of ETV stations (there are now 33, of which 7 are uhf) and their programming, the Ann Arbor Center was result of 1950 proposal of National Assn. of Educational Broadcasters and Joint Committee on Educational TV, which persuaded Ford

Fund for Adult Education to back it despite strong commercial opposition, mostly interests desiring the vhf channels reserved in certain metropolitan areas under the FCC's 6th Report & Order. While relatively few stations have been built, some have achieved considerable success in their communities and most have enjoyed cooperation and sometimes substantial backing from local commercial station operators. WQED has won Peabody, Sylvania and numerous other awards.

The Center's board has always had substantial standing, comprising Ralph Lowell, pres., Boston Safe Deposit & Trust Co.; Robert D. Calkins, pres., Brookings Institution; Everett N. Case, pres., Colgate U; Norman Cousins, editor, *Saturday Review*; Leland Hazard, v.p. & counsel, Pittsburgh Plate Glass Co. and prime mover in the development of WQED; Richard B. Hull, director of TV-radio, Ohio State U & founder of Iowa State's WOITV, Ames (Ch. 5); Harold D. Laswell, Yale law professor; Kenneth E. Oberholtzer, supt. of schools, Denver; Mark Starr, educational director, ILGWU; George D. Stoddard, dean, School of Education, New York U; Herman B. Wells, pres., Indiana U; Raymond H. Wittcoff, v.p., Carradine Hat Co., St. Louis & chairman of Ch. 9 educational KETC there; Lloyd S. Michael, supt., Evanston (Ill.) Township High School.

At board meeting last week, it voted 2 new co-equal vice chairmen, Wittcoff and Michael. The John White appointment was result of recommendation of committee comprising Cousins, Hazard & Wittcoff after numerous other names were considered, including CBS pres. Frank Stanton, ex-MBS pres. Theodore Streibert and ex-NBC & CBS director of public affairs Davidson Taylor, none of whom was available. White has headed WQED since 1955, coming from v.p. of Western Reserve U (1950-55). He was director of admissions, then dean and director of development, Illinois Institute of Technology (1944-48). He's a graduate of Lawrence College, holds M.A. from U of Chicago.

Another Quiz Casualty: Quiz-fixing charges weren't mentioned by sponsor P. Lorillard Co. as it cancelled \$64,000 Challenge, due to start on NBC-TV Thu., Sept. 18, but its reasons for switching to still-to-be-selected show for the 10:30-11 p.m. spot (after special one-shot news program Sept. 18) weren't too convincing.

Lorillard said that it was dropping \$64,000 Challenge to "bring its commercial messages to as varied an audience as possible"; that it is already co-sponsor of \$64,000 Question, returning to CBS-TV Sept. 21, which has "similar audience appeal" to that of \$64,000 Challenge.

Meanwhile, N.Y. district attorney Frank S. Hogan announced he would ask for impanelling of a grand jury to consider "whether the crime of conspiracy or other crimes have been committed." But, he added, "it is not a fair assumption that we have concluded that there has been wrongdoing. A number of charges and countercharges have been made against the integrity of certain individuals and commercial enterprises and have received much publicity. I think they are entitled to as speedy a resolution of those charges as possible."

Hogan has been looking into complaints against \$64,000 Challenge, To Tell the Truth (CBS) and some unidentified shows, while continuing to work on Twenty-One (NBC) and defunct Dotto. Highlights of the investigative week:

(1) Assertion by the Rev. Charles E. Jackson, former \$64,000 Challenge contestant, that he won \$4000 through answer given him by show's associate producer Shirley

Bernstein—who denied it. (2) Reiteration by Barry & Enright, *Twenty-One* producers, that their show is clean. (3) Claim by several *Dotto* contestants that several on-air questions had appeared on pre-show questionnaires or that they'd been coached.

* * * *

Showmanship problems of quiz shows were dissected in Sept. 6 *N.Y. Times* by columnist Jack Gould, who noted that repeated appearances of contestants are necessary to impart "a sense of continuing identity to a show which otherwise only has a master of ceremonies as a familiar weekly feature." He pointed out carry-over guests are "immensely attractive because a program could talk about huge sums interminably but only pay them out infrequently," and they lend themselves to exhaustive publicity while one-shot contestants don't.

Quiz-doubting spread to Europe, meanwhile, when Austrian woman doctor who had won a quiz grand prize was alleged to be "well acquainted" with program's producer. The Austrian program's name: *Twenty-One*.

Tightening Their Belts: CBS has informed all TV-radio staff that customary one-week Christmas bonus won't be handed out this year. NBC has released newsmen Henry Cassidy & W. W. Chaplin, of N. Y. staff, Jim Hurlbut & Dick Applegate, Chicago; Chaplin & Hurlbut are completing 13-week contracts, then will freelance.

Waiver of FCC rules as granted to WSJV, Elkhart, Ind. (Ch. 28)—to identify itself also with South Bend.

Two Start and 2 Quit: ABC-TV gets long-needed Pittsburgh outlet with scheduled Sept. 14 start of group-owned (Hearst 50%) new WTAE (Ch. 4) under exec. v.p. Leonard Kapner, veteran gen. mgr. of radio WCAE and with Franklin C. Snyder as gen. mgr. (for details, see Vol. 14:35). This week also saw a "sleeper" get under way—KWGB-TV, Goodland, Kan. (Ch. 10) hitherto unreported; it picks up programs of CBS-TV affiliate KLZ-TV, Denver (Ch. 7), about 150 mi. away, via 3-hop microwave system, is owned 75% by James E. Blair, 25% by Helen S. Duhamel, owner of KOTA-TV, Rapid City, S.D. (Ch. 3) with satellite KDUH-TV, Hay Springs, Neb. (Ch. 4).

That still makes 532 stations on air (85 uhf) with closing down Sept. 13 of Storer's Ch. 12 WVUE, Philadelphia (see p. 6) and shutdown Sept. 10 of WILK-TV, Wilkes-Barre (Ch. 34) as result of merger. New WNEP-TV, Scranton-Wilkes-Barre (Ch. 16) began operating Sept. 12 with megawatt power from new 446-ft. tower at site of ex-satellite WILK-TV. WNEP-TV is result of merger of Scranton's WARM-TV (Ch. 16) and WILK-TV (Ch. 34) under 60% control of Transcontinent TV Corp. and management of Tom Shelburne. Transcontinent also owns WROC-TV, Rochester (Ch. 5); WGR-TV, Buffalo (Ch. 2), 50% of WWSA-TV, Harrisonburg, Va. (Ch. 3).

Telecaster Sarkes Tarzian was favored for Ch. 13, Bowling Green, Ky., over George A. Brown, Jr., who heads Kentucky sales of General Shoe Corp.'s Fortune div., in initial decision issued this week by FCC examiner Millard F. French. What tipped scales in favor of Tarzian was long broadcast experience and "marked superiority" in programming plans—in face of Brown's advantages of local residence, plans to devote considerable time personally to station, local civic participation, diversification of ownership of mass media. Tarzian, Bloomington TV tuner & components manufacturer, owns WTTV, Bloomington-Indianapolis (Ch. 4) & radio WTTS; WPTA, Ft. Wayne (Ch. 21).

Assets of WWOR-TV, Worcester, Mass. (Ch. 14) must be at least \$185,000, obligations not over \$22,000 (exclusive of nearly \$100,000 owed on RCA equipment), under transfer agreement filed this week by WWLP, Springfield, Mass. (Ch. 22), which plans to revive off-air outlet as satellite (Vol. 14:30). WWOR-TV owners are exchanging station for 20% stock interest in WWLP; Fox, Wells & Rogers investment firm, with 6.4%, will be only WWOR-TV stockholder with more than 3% of WWLP stock, owned largely by Roger Putman and son William, who runs station and has been leader in uhf development.

First community antenna system sold through new CATV brokers Daniels & Assoc., 1115 Mile High Center, Denver, price undisclosed: Bozeman Community TV Inc., Bozeman, Mont., from estate of Larry Peay, to Robert Magness, Plainview, Tex., who had sold Memphis, Tex. system to Vumore Co. (subsidiary of Video Independent Theatres). Peay, who died in plane crash this summer, had bought Bozeman system in May. *TV Factbook No. 27* lists it with 1100 subscribers.

Two applications for new TV stations were filed this week: For Ch. 12, Wilmington, Del., which is going dark this week (see p. 6), by Rollins Bcstg. Inc.; for Ch. 12, Aguadilla, Puerto Rico, by owners of WKJB, Mayaguez & WPAB, Ponce. They bring total applications pending to 96 (30 uhf). [For details, see *TV Addenda 27-B*.]

Only CP granted this week was for Ch. 70 translator in Butte Falls, Ore., to KOTI, Klamath Falls (Ch. 2).

FCC Weighs Workload: Pile of major tasks and paucity of skilled manpower took FCC aback this week as it contemplated its internal workings in special meeting, and it embarked on work-flow study to see what can be done. Particularly overwhelmed is its Rules & Standards Div., which has been handling TV allocations, clear channel problem, daytime skywave, extended hours of daytime AM stations, community antenna-booster inquiry—plus. Also snowed under is Office of Opinions & Review, which writes hearing decisions.

"We're trying to regulate a huge industry with a tiny staff," said one commissioner. "Rules & Standards Div. has 10 people; it ought to have 25. We ought to be current on decisions—getting them out 3-4 weeks after oral argument instead of 6-8 months. These delays are the things that hurt our relationships with Congress & the public."

Field Engineering & Monitoring Bureau is another horrible example. It has about same number of people it had when there were about 800 AM stations, no TV, no FM, and only fraction of today's hundreds of thousands of industrial radio licenses. At present rate, some facilities won't get a routine inspection in 10 years.

When a careful study is completed, Commission hopes to deploy its personnel more efficiently and be able to go to Budget Bureau and Congress with well justified request for more funds.

Network Study Status: Climax in FCC's examination of network practices isn't expected to come to head for several months, until staff has digested material gathered in hearings which ended July 21 (Vol. 14:30), but there's expectation Commission will shortly issue as proposed rule-making some of the changes suggested by staff. Among these, it's said, may be the recommendation that CBS & NBC be required to get out of station spot representation business. Start of rule-making doesn't necessarily mean Commission is convinced it should adopt changes—but it's a step toward adoption. FCC has yet to submit to Justice Dept. its findings on option-time & must-buy. This is expected to come in couple months, upon which Justice will render formal opinion on legality of the practices. Its informal view, expressed by anti-trust chief Victor Hansen and his top aide Robert Bicks, is that they are illegal (Vol. 14:25). During network hearings, however, FCC members demonstrated that they don't consider themselves necessarily bound to agree with Justice.

Border UHF Pact: Details of U.S.-Mexican agreement on allocation of uhf channels within 200 mi. of border were released by FCC this week. It requires numerous changes in U. S. assignments but doesn't affect any operating stations or grantees. Commission is expected to issue special order adopting the U. S. changes. Following are cities with changes, shown with their final uhf assignments under the agreement: Arizona—Ajo, 19; Bisbee, 54; Coolidge, 36; Douglas, 35; Nogales, 16, 32, 44; Yuma, 22, 60. California—Brawley, 16; El Centro, 26, 48; Palm Springs, 19; San Diego, 15, 27, 39, 51. New Mexico—Columbus, 16. Texas—Brownsville, 26, 44; Crystal City, 44; Del Rio, 16, 52; Eagle Pass, 22, 64; Edinburg, 60; El Paso, 26, 38, 50, 62; Laredo, 15, 27, 39; Mercedes, 66; Mission, 70; Presidio, 21; Raymondville, 64; Zapata, 49. Agreement also permits both countries to put Ch. 70-83 stations with 100-watt ERP (such as our translators), more than 25 mi. from border without notification. Copies of full text of agreement, issued as Mimeo. 63195, may be obtained from Commission; it includes assignments to 60 Mexican cities.

TV RETAIL SALES CURVE STILL GOING UP: As TV goes into best selling season -- the 4 months when it ordinarily does about 42% of year's business -- retail sales are perking up nicely though still well behind last year. EIA released to us preliminary August retail sales figure of 395,000 sets -- 108,000 more than were sold in July -- indicating upward trend of consumer buying extended through 4th month.

Month-to-month percentage drop from 1957 also narrowed in Aug. when 23% lag behind same month last year was a big improvement over earlier months. July was 33% behind same month last year, June 34%, and May, poorest 1958 month with retail sales of 237,000, was 40% behind May of 1957.

Rate of TV production actually increased to new peak in week ended Sept. 5, although total output for week was down to 112,992 sets from 134,921 preceding week because of the Labor Day holiday (see below). Higher production rate indicated that retail pickup has been felt all the way back to the source and that pipelines are open to permit easy flow of sets from production lines to retail shelves.

Distributor sales for Aug. were 515,000 sets -- a better Aug. than usual -- boosting dealer stocks 17% from 690,000 sets at end of July to 800,000. This fact was taken by set makers to indicate strong dealer demand for new 1959 lines since dealer inventories customarily drop in Aug.

TV sales may hit 5,300,000 this year -- vindicating earlier predictions -- if present upward curve in sales is maintained through the fall selling season. On the other hand, if historic pattern holds -- 42% of business in Sept.-Dec. period -- total TV sales will barely top 5,000,000 for the year.

Factory Comment Reflects Retail Pickup: Scanning this week's public statements on the business situation by industry topkicks, we came up with some interesting quotes, all quite bullish. Here's what they had to say:

Zenith pres. Hugh Robertson, in N.Y. Herald Tribune: "Shipments of Zenith products in Aug. were highest in company's history and 20% above Aug. 1957. The record volume is a continuation of expanding consumer demand that put first half sales and profits 12% and 24% respectively ahead of same 1957 period."

Emerson pres. Benjamin Abrams, in Wall Street Journal: "Sales of radio sets have improved over last year. TV sales are going as well as -- and in some cases better than -- last year. Acquisition of DuMont TV & hi-fi business will add to our last fiscal quarter earnings and increase gross annual sales \$25-30,000,000."

Philco pres. James M. Skinner reported company will show profit in the third quarter, said it has operated in the black since June, first profitable 1958 month.

Gen. sales mgr. Gilbert Freeman, W.J. Lancaster Co., San Francisco Motorola distributor: "If nobody busts the bubble, stereo will be fastest growing industry that we have seen since TV."

National Assn. of Purchasing Agents (whose members include most TV-appliance makers): "Not since the summer of 1955 have so many [purchasing executives] told of improvements in production and new order figures. This month [Aug.], 45% say that production is up, 40% the same and only 15% worse. Higher new order bookings are reported by 48%, while 41% say there is no change and only 11% have had reductions."

Inventory Levels Good: Factory-distributor TV inventories Sept. 1 were about 1,400,000 sets, retail inventories about 800,000 -- both regarded by industry executives as highly satisfactory. Although 2,200,000 total was about 100,000 sets over Aug. 1 figure, it still was 200,000 sets below a year ago. Biggest inventory drop was in distributor stocks.

TV-Radio Production: TV output in week ended Sept. 5 declined to 112,992 sets reflecting the Labor Day holiday, from 134,921 preceding week. Output in same week last year was 199,954. Year's 35th week brought total production to 3,060,481 vs. 3,956,487 last year. Radio production was 274,604 (91,738 auto) vs. 293,771 (68,928 auto) in preceding week and 287,190 (83,448 auto) same week last year. Radio output for 35 weeks was 6,462,476 (1,980,793 auto) vs. 8,668,951 (3,476,374 auto) in 1957.

DuMont Out of TV Tubes: Victim of the price-& profit recession in the TV set and tube business, Allen B. DuMont Laboratories Inc., once one of the leaders in cathode ray tube production, making nearly 1,000,000 a year, has slowed down CR lines at its Clifton, N. J. plant to a few hundred a day for the replacement market (see p. 2). It was latest in a series of economy moves, following up recent sale of TV receiver & phono hi-fi business and brand name to Emerson Radio (Vol. 14:27), earlier cessation of TV transmitter manufacturing, and 1955 discontinuance of network telecasting operations and spinoff of stations into separate corporation (Vol. 13:33-34) now called Metropolitan Broadcasting Corp.

DuMont executives are confident they now can see profits ahead in concentrating their resources on industrial & military products, cutting overhead, rearranging plant facilities. Dr. Allen B. DuMont, chairman, is back in active charge of the industrial & military divisions—but there must be times when he looks back with a certain nostalgia on the early TV days when, bucking organized industry standards, he refused to be bound by the 10 & 12-in. tube size limitations, built tubes of 16, 19, 21, 24 & even 30-in. and put them in sets of his own making that were regarded as the Cadillacs of the trade.

During the last 4 years, DuMont's receiver business slipped badly, as did picture tubes, but never their quality. Having led in developing CR tubes, holding key patents invented by Dr. DuMont himself, DuMont Labs suffered gradual slippage of that business until output recently ran only 400-500 a day—and that quite profitless. Trade reports have it that not even the Big 3 of CR tubes—Sylvania, RCA, GE—are turning much of a profit, if any, out of their TV picture tube operations.

* * * *

Sylvania now leads the picture tube field, RCA a good second, GE third—and they account for at least half of the industry's output of initial equipment. There are 46 CR tube manufacturers in our latest *TV Factbook* listing, many making receiving and power tubes also—and EIA figures show that in 1957 they produced 6,174,979 tubes for initial equipment (new sets), 2,779,111 for replacement, 766,676 for export, 242 for Govt.—total of nearly 10,000,000 valued at \$183,231,337 at factory. First 6 months of this year, total was 2,203,188 new, 1,196,125 renewal, 290,054 export, 220 Govt.—total of nearly 3,700,000 valued at \$73,228,119.

It's estimated at least 3,000,000 more tubes are "re-builds", i.e., old bulbs used for new guns, sometimes with new phosphor faces, sometimes with old. It's noteworthy that metal-cone tube has entirely disappeared, being replaced by glass entirely; all glass bulbs come from either Corning or Kimble.

Since DuMont represented only a small fraction of the market in recent years, its defection from CR tube won't make much difference to market as whole. Besides

Big 3, who supply own set needs as well as those of other set makers, the majors are Rauland, owned by Zenith and supplying most of its needs; Lansdale, owned by Philco, supplying its needs but with Zenith as a customer; Thomas Electronics and National Video, prime suppliers of Admiral & Motorola. CR tubes for TV are minor items now with Raytheon and CBS-Hytron, concentrating on semi-conductors and military orders.

Note: DuMont Labs' operating losses for first half of 1958 reached record of \$2,224,000 on sales of \$18,493,000 vs. loss of \$997,900 on sales of \$19,850,000 in same period last year. With such a poor start, it looks like 1958 will be 4th straight year of operating losses. The operating deficit ran \$534,616 on sales of \$42,691,148 in all 1957; \$3,886,734 on sales of \$46,646,878 in 1956; \$3,674,397 on sales of \$57,826,809 in 1955. Last year of profit was 1954, when net was \$870,273 (35¢ per share) on sales of \$71,457,950. Preceding 3 years were even better [see our *Special Report on Financial Data on Television-Electronic Companies*, May 10, 1958].

TV-Radio Production: Factory vacations cut sharply into TV & radio production in July, both showing declines from June, EIA reported this week. TV production totaled 274,999 sets compared with 377,090 in June and 360,660 in July 1957. Radio production dropped to 621,541, including 186,379 auto radios, from 774,424 (253,433 auto) in June. However, July radio production was higher than the 612,588 (256,279 auto) produced in July 1957.

Cumulative TV output for the first 7 months of 1958 was 2,442,929 vs. 3,082,799 in the same period last year. Cumulative production of TVs capable of receiving uhf signals declined to 232,931 in the Jan.-July period from 410,250 such sets made during same period last year.

Initiating a new reporting service, EIA said 11,816 FM radios were produced in July. There are no comparable figures for June or for the Jan.-June period. However, EIA marketing data dept. is collecting FM production data retroactively to the first of the year and anticipates a report on total production within 30 days.

A decline in production of both picture and receiving tubes in July, paralleling the drop in set output, was reported by EIA, and cumulative sales of both types of tubes in Jan.-July period were well below 1957 levels. Revised EIA Jan.-July monthly production figures follow:

	TV		Picture Tubes		Receiving Tubes		
	TV	Auto Radio	Total Radio	Units	\$ Value (Add 000)	Units (Add 000)	\$ Value (Add 000)
Jan.	433,983	349,679	1,026,527	621,910	\$12,342	26,805	\$ 23,264
Feb.	370,413	268,445	876,891	556,136	11,211	29,661	25,650
March ...	416,903	234,911	931,341	634,779	12,643	28,548	25,716
April ...	302,559	190,435	697,307	590,357	11,592	32,582	28,788
May ...	266,982	185,616	654,803	560,559	11,237	36,540	31,406
June ...	377,090	235,433	774,424	725,846	14,203	36,270	31,445
July ...	274,999	186,379	621,541	549,817	11,109	30,795	26,927
Total	2,442,929	1,650,898	5,582,834	4,239,404	\$84,337	221,201	\$193,196

CBS Labs' expansion into military electronics, including satellite research & development, was pointed up in recent ads seeking engineers & physicists for new plant being opened this autumn in Stamford, Conn.

Trade Personals: Maj. Gen. George F. Smith (USAF ret.) appointed v.p. & gen. mgr. of Magnavox govt. & industrial div. . . . Roger S. Drew, ex-RCA mgr. of color TV development, named asst. to Philco gen. merchandise mgr. James J. Shallow . . . Wm. N. Brown, ex-v.p. of Zenith hearing aid div., named marketing v.p. of Dictograph Products . . . Henry B. Nelson promoted to mgr. of trade relations & distributor development, GE receiving tube dept. . . . Erwin B. May promoted to promotion mgr., RCA semiconductor & materials div. . . . John W. Merritt, distributor sales mgr., assigned by Howard W. Sams Co. to handle adv., sales promotion & merchandising, gen. mgr. Joe H. Morin assuming responsibility for sale of all Sams products & services; John J. Lieland appointed mgr. of publication div. . . . H. Joseph Carlin promoted to Emerson eastern regional sales mgr. . . . Wm. J. Jiles promoted to Philco gen. credit mgr., succeeding Wm. H. Bradbury, now field operations mgr. . . . Martin P. Salkin promoted to v.p. of Decca Records . . . George R. Marek, RCA Victor Record Div. v.p. & gen. mgr., goes to Japan early in Oct. on business . . . Kenneth G. Herring promoted to N. Y. district sales mgr., Lewis L. Parson to Dallas sales mgr., Ampex professional products div. . . . George R. Simkowski promoted to Webcor sales promotion mgr. . . . Howard A. Reed, gen. sales mgr., has been promoted to publisher of *Electronic Technician* . . . John T. Hickey, gen. mgr. of Motorola semiconductor products div., promoted to asst. to pres. Robert W. Galvin . . . George E. Tirone promoted to technical product sales mgr. of DuMont international div.

Setehell Carlson's 1959 line of TV combinations, announced by the St. Paul firm this week, ranges from 17-in. portable priced at \$189 to 27-in. custom lowboy console at \$512. Sets are "unitized" to permit plug-in for AM-FM, record players & hi-fi monaural or stereo equipment.

Past Is Prologue—to Color: Some 90 of the 150 pages that make up Sept. 10 *Variety*, bible of show business, are devoted to textual and advertising accolades to NBC—some of the copy designed to gladden the hearts of RCA-NBC executives and their affiliates and customers. Occasion is TV's "10-Year milestone", with leaders written by editor Abel Green ("When TV 'Invaded' Show Biz—In '48") and TV-radio editor George Rosen ("Television on Threshold of New Areas of Conquest As It Moves Into Second Decade")—and with articles by NBC's Robt. Kintner, Harry Bannister, John Royal, Wm. McAndrew, Stockton Helffrich, Tom Gallery and such other authorities as McCann-Erickson's C. Terence Clyne, Grey Adv.'s Alfred L. Hollender, Milton Berle, George Burns, Hal Kanter, Art Woodstone, Jo Ransom, Joe Cohen, Richard Rodgers.

Special section contains wealth of data for student of the history of TV—but, looking forward, the most significant observations in our view were those on color TV by Rosen, who followed his chief Abel Green to the Brussels Exposition last summer. He writes:

"There's more than casual significance that attaches to the color TV hoopla this summer at the Brussels Fair under RCA-NBC auspices. The Europeans . . . are literally eating it up, jamming the 400-seat theatre at the U. S. Pavilion. It's estimated that by Fair's end approximately 2,500,000 Expo attendants will have witnessed the NBC-RCA brand of compatible tint. That's a figure that would even do credit to U. S. recognition of color.

"Which is precisely what boss man Gen. David Sarnoff has in mind. Whatever the deterring factors holding back tint TV's advance, it's inevitable that 5-10 years hence

DISTRIBUTOR NOTES: Phileo realigns N. J. distribution, N. Y. factory branch taking over northern counties while John M. Otter Co., Philadelphia, serves Trenton area as well as So. Jersey, both replacing Fineburg's of Trenton & Elizabeth . . . Sylvania appoints Litteral Distributing, Indianapolis, for TV, radio, phonos . . . Westinghouse Appliance Sales names Wm. E. Skinner, ex-v.p. of Zenith, N. Y., eastern regional mgr.; J. Robert St. Clair, ex-Edgar Morris Sales Co., named Washington (D. C.) sales mgr. . . . Admiral Distributing Corp., Houston, takes over 75 Texas counties formerly served by Lone Star Wholesalers, San Antonio . . . ITT appoints Anderson Sales Co., Boston, for components.

TV-stereo simulcast of Plymouth's *Lawrence Welk Show* (Vol. 14:36) on 5-city ABC-TV hookup Wed., Sept. 10, drew accolades from Plymouth dealers, brought sponsor request to add Philadelphia & Washington to this week's show. ABC spokesman said more cities would be added as soon as radio long-line carriers matched to TV lines are available. This week's simulcast debut went to N. Y., Chicago, Detroit, Los Angeles, San Francisco "without a hitch," spokesman said.

Uhf oscillator radiation limit shouldn't be changed Jan. 1 from present 1000 uv/m at 100 ft. to 500 uv/m & 100 ft.—as scheduled by FCC—EIA told Commission in petition filed this week. It stated that present limit hasn't caused trouble; that there's no economical way of reducing radiation now; that current limit "truly represents the edge of the 'state of the art.'"

Westinghouse adds 3 TV consoles to 1959 line, all 21-in. vertical consoles priced from \$230 to \$290. Two models feature multiple speakers.

Dr. Mervin J. Kelly, since 1951 pres. of Bell Labs, slated to retire next Feb.

color will be 'the thing.' It's as natural an electronics progression as TV itself was vs. radio. And the potentials of global tint are obviously as enormous. General S, who has a habit of anticipating the future and translating vision into reality, is making sure the RCA label and performance get in there first . . ."

* * * *

NBC-TV showcased its new-season lineups of commercial shows via 1½-hour closed circuit to affiliate stations Sept. 11, viewed also in N. Y., Washington & elsewhere by advertisers, agency people & newsmen—with colorcasts in profusion at most pickup points. It was excellent entertainment per se, with chairman Robt. Sarnoff & pres. Robt. Kintner proudly discussing season's prospects. Array of stars—live, on film and on tape recordings—included Dinah Shore, Steve Allen, Bob Hope, Ernie Ford, Jack Paar, Perry Como, George Gobel, Milton Berle, Ed Wynn, George Burns, Fred Astaire. Sarnoff stressed 1958-59 season's total of 600 hours of scheduled color, averaging about 2 hours weekdays, 2½ hours each Sun. night (Vol. 14:36). Gripes were still heard that there weren't enough "color exposures", NBC referring gripes to recalcitrance of other networks—and it's probable distributors-dealers won't find more hours in color each afternoon, plus Sat. football games and World Series, enough for customer demonstrations. Comment of those who watched Sept. 11 preview: Westerns more abundant than ever; drama and quiz shows fewer. Milton Berle looks like a smash hit in his Kraft-sponsored comeback, Wed. 9-9:30 p.m. (in color); old-timers like Hope, Como, Dinah Shore, Ernie Ford look like they'll be at their best—and they will be in color regularly.

Financial Reports:

Plough Inc., Memphis, which now owns 4 radio stations (WMPS, Memphis; WJJD, Chicago; WCAO, Baltimore; WCOP, Boston) has acquired capital stock of Creolin Co. from co-owners Merck & Co. and William Pearson Ltd., London, giving it U. S. manufacturing & sales rights for Creolin, Hycol, V-C-P. Major TV-radio sponsor—it got into radio by reason of success with broadcast advertising—Plough Inc. is best known for St. Joseph Aspirin, during last 2 years has also acquired Musterole, Zemo, Dr. Edwards' Olive Tablets, Coppertone Sun-Tan, Solarcaine burn remedy, in addition to WCAO & WCOP. Pres. Abe Plough owns 169,765 out of 1,218,438 outstanding shares, traded on New York Stock Exchange.

Meredith Publishing Co., whose subsidiaries operate Meredith group of TV-radio stations, earned \$3,850,307 (\$2.97 per share) on total revenues of \$49,720,636 in fiscal year ended June 30 vs. \$4,644,417 (\$3.59) on \$53,071,711 year earlier and \$4,047,146 (\$3.14) on \$48,459,633 in fiscal 1956. Change in accounting treatment of Meredith's magazine circulation expenses had effect of increasing earnings by \$516,000 in last fiscal year. On comparable basis, prior year's earnings would have been \$20,000 less. Break-downs for Meredith stations (WHEN-TV & WHEN, Syracuse; WOW-TV & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City; radio KRMG, Tulsa) weren't available.

20th Century-Fox reports consolidated earnings rose to \$5,233,009 (\$2.29 per share on 2,280,386 shares outstanding) on gross revenues of \$66,078,014 in 26 weeks ended June 28 compared with \$4,069,865 (\$1.54 on 2,644,486) on \$64,276,712 year earlier. Film rentals—including TV—accounted for \$61,546,005 in 1958 half vs. \$59,535,202 in 1957 period. Increase in earnings was attributed largely to "strong pictures"—*Peyton Place*, *A Farewell to Arms*, *The Young Lions*, *Long Hot Summer*. For 2nd 1958 quarter, earnings were \$3,085,297 (\$1.35) vs. \$1,898,185 (72¢) year earlier, film rentals for 13 weeks totaling \$28,450,000 vs. \$27,054,000 in 1957 quarter.

United Artists, whose latest venture in TV is stock deal to control Warner Bros. movie library held by Associated Artists Productions (Vol. 14:33), earned record \$1,319,000 (\$1.23 per share) on world-wide gross revenue of \$37,453,000 in first 1958 half vs. \$1,196,000 (\$1.11) on \$32,498,000 year earlier. Engaged primarily in financing & distributing theatrical features, UA has released 52 of own movies to TV (Vol. 14:24) in addition to making deal with AAP, is showing continuing profit progress in 3rd quarter this year, said chairman Robert S. Benjamin.

Highly successful WCIA, Champaign, Ill. (Ch. 3), with both CBS & NBC affiliations, in filing May 31, 1958 balance sheet with FCC as required in connection with license renewal, lists net worth item of \$850,000 reserved for building new studio and developing color TV; earned surplus of \$457,296; capital stock, \$100,000 (51% control held by August & Clara C. Meyer, 20% by owners of *Champaign News-Gazette*). Current assets were \$1,687,047, including \$1,446,307 cash; current liabilities, \$717,090.

Reports & comments available: On Disney Productions, report by Sutro & Co., 42 Wall St., N. Y. On Raytheon, brief by Amott, Baker & Co., 150 Broadway, N. Y. On Philco, analysis by Harris, Upham & Co., 120 Broadway, N. Y. On Westinghouse, report by Thomson & McKinnon, 11 Wall St., N. Y.

Top 100 Defense Firms: GE kept its No. 1 position among companies heavily engaged in electronics in new list of 100 top prime defense contractors issued by Defense Dept. this week. As in earlier ranking reported in Feb. (Vol. 14:8), GE was fourth among all defense firms in post-Korea July, 1950-Dec. 1957 tabulation in which Boeing replaced GM as biggest contractor of all. Top 10 contractors were: Boeing, GM, United Aircraft, GE, General Dynamics, North American Aviation, Douglas, Lockheed, AT&T, Curtiss-Wright. For 1957, General Dynamics ranked first among all defense contractors, GE was second.

We've consolidated 2 new "top 100" lists in table below to show standings of electronics firms (all dollar figures in millions, dashes indicating company was not among first 100 prime contractors for period):

	July 1950- Dec. 1957		Jan. 1957- Dec. 1957	
	Contracts	Rank	Contracts	Rank
GE	\$5,940.5	4	\$ 916.4	2
General Dynamics	5,621.3	5	1,127.4	1
AT&T	3,244.0	9	471.0	5
Sperry-Rand	1,830.6	15	246.0	14
Bendix Aviation	1,742.4	16	223.5	15
Westinghouse	1,555.6	19	179.9	21
Hughes Aircraft	1,290.0	21	369.2	7
RCA	1,149.2	22	89.1	31
IBM	1,092.6	23	255.4	13
AVCO	857.0	26	118.8	25
Raytheon	815.7	27	128.3	23
Hughes Tools (a)	793.1	28	—	—
ITT	704.3	34	80.3	34
Philco	611.3	38	49.3	49
Collins Radio	498.7	47	61.9	39
American Bosch Arma	404.0	52	112.4	27
General Precision Equip't	396.5	54	41.0	58
Minneapolis-Honeywell	340.7	61	46.9	51
Mass Inst. of Technology	273.4	67	57.3	45
Gilfillan	250.0	74	23.0	91
Lear	—	—	25.4	84
Hazeltine	249.5	76	24.4	88
Sylvania	238.6	79	—	—
Motorola	226.9	84	21.6	97
Cal. Inst. of Technology	—	—	32.0	76
Burroughs	191.4	92	38.7	60
Dynamics Corp. of America	184.1	93	—	—
Admiral	169.8	97	—	—

(a) Awards to Hughes Tool Co. include awards to Hughes Aircraft div. prior to Dec. 31, 1953.

Howard W. Sams & Co., Indianapolis electronics engineering, research & publishing firm, reports record profit before taxes of \$443,059 on sales of \$4,455,716 for fiscal year ended June 30 vs. \$394,835 on \$3,984,324 for preceding year—Chairman Sams also reporting current sales & profits running ahead of year ago. Associated printing firm, Waldmar Press Inc., hiked sales to \$1,023,505 in first 6 months of 1958 from \$836,639 in 1957 period, profits to \$104,038 from \$93,946.

Emerson Radio, though still far behind lush TV-radio years, reported best earnings since 1955 for 39-week period ended Aug. 2. Consolidated net profit for period was \$397,888 or 20¢ per share vs. \$54,753 or 3¢ per share for same period last year. Pres. Benjamin Abrams said report did not include results from its DuMont div., acquired for \$6,000,000 July 1 from DuMont Labs (Vol. 14:27).

ITT reported earnings of \$12,346,828 (\$1.72 per share) for the first 6 months of 1958 on sales of \$330,457,985 vs. \$12,989,254 (\$1.81) on \$326,189,958 for corresponding 1957 period. Pres. Edmond H. Leavey attributed drop in earnings to reduced profit margin of certain manufacturing operations abroad, said ITT's U. S. manufacturing group had 6 months profits ahead of 1957.

Webcor earnings dropped sharply in 6 months ended June 30 to \$7917 (1¢ per share) on sales of \$12,630,731 from \$504,043 (77¢) on \$15,638,467 in 1957 period.

Dividends: Motorola, 37½¢ payable Oct. 10 to stockholders of record Sept. 30; Webcor, 15¢ payable Sept. 30 to holders Sept. 15; ITT, 45¢ Oct. 15 to holders Sept. 19.

**THE
AUTHORITATIVE**

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — September 20, 1958

FILM FOLK JOCKEYING FOR TV positions via mergers, purchases, etc. NTA buys Telestudios, National Theatres hierarchy changes, Wrather buys TPA (pp. 1 & 5).

COMMUNITY ANTENNA total rises to 610 in U.S., 140 in Canada. Study of Factbook directory shows 1½-2,000,000 U.S. viewers get TV via CATV (p. 2).

PITTSBURGH'S Ch. 4 DECISION due for examination again by Harris "influence" subcommittee. Some heat develops in Miami hearings, but no "sensations" (pp. 2 & 9).

24-HOUR TV STATIONS in Binghamton (7 days a week), Philadelphia (5 days), Las Vegas (2 days) doing all right. How they do it (pp. 3 & 11).

PRESIDENTIAL SPECTRUM COMMISSION in works, supported by EIA & FCC. NBC also in favor, disagrees with CBS. Harris urges unified control (pp. 3 & 4).

EUROPEAN TV STANDARDS, Russian TV & tape progress, covered by report on Moscow CCIR meetings by FCC's Edward Allen, head of U.S. delegation (p. 8).

FCC WINS ONE, LOSES ONE, in Court of Appeals. WAVY-TV upheld as Norfolk Ch. 10 victor; identity of "principal" sends Biloxi Ch. 13 case back (p. 9).

UHF GOES ON AIR in Nacogdoches, linking with ABC's Houston basic. KGEZ-TV, Kalispell, Mont. starting again. Reports on other new & upcoming stations (p. 10).

NEWSPAPERS' TV REPORTING challenged by CBS's Cowan, but he doesn't question motives. ABC's Treyz is happy with critics, pays tribute to their "counsel" (p. 10).

ANNAPOLIS & WEST POINT men abound in TV-radio fields. Some broadcasting and advertising folk in "electronic entertainment" enterprises (p. 16).

Manufacturing-Distribution-Finance

EIA MAPS NEW ANTI-TAX DRIVE, moves to curb counterfeiters. San Francisco conference postpones industry-wide TV set promotion (p. 12).

HOW TO PICK A TV MARKET, insight into highly successful Magnavox policy of semi-exclusive distribution, revealed at N. Y. marketing conference (p. 12).

RCA's LATEST MOVE IN COLOR promotion campaign is to knock off \$300 from list prices of "last year's models," making low-end available at \$395 (p. 13).

DEALERS POINT TO PROFITS in "mature" TV market as survey finds replacements best market for fall (p. 13).

FILMS FOR TV—NEW CORPORATE LINEUPS: Mergers, fusions, changing financial control are everyday news in the burgeoning telecasting business -- so frequent as they pertain to stations that we're inclined to pass over lightly the churning changes among the elements making and syndicating films for TV. This week, several major moves happened all at once, corporate developments which may or may not make the TV alphabetical soup more stocky and more palatable to investors and bankers -- and viewers.

What they do bespeak is the tendency toward fewer and bigger TV program and distributing firms, with old-line movie makers by no means in the ascendant, albeit such firms as MGM and 20th Century-Fox have subsidiary operations to compete with such TV-born big names as NTA, TPA, Ziv, et al. Digest of week's developments:

(1) National Telefilm Associates Inc. (NTA), while still working on plans to merge with National Theatres Inc. providing the Dept. of Justice and stockholders of both companies agree (Vol. 14:34), has acquired control of Telestudios Inc., located on Broadway and a major producer of TV commercials and pilot films for agencies, for announced purpose of expanding into videotape recording. [See p. 5.]

(2) National Theatres Inc. has revamped its corporate personnel topside, even pres. Elmer Rhoden stepping down, primarily to make way for younger blood with more TV know-how. Firm owns second largest chain of theatres in the country (only ABC-Paramount's 500-odd exceed its 300), is embarked on policy of diversification, has already acquired former Kansas City Star TV-radio stations, will add stations in N.Y. & Minneapolis with NTA merger, avowedly seeks more outlets. [See p. 5.]

(3) Television Programs of America (TPA), one of earliest TV program producers, was sold for reported \$13,500,000 to Jack Wrather's recently organized Independent Television Corp. (ITC), which now becomes a major factor in domestic and foreign production and distribution of films made for TV. Millionaire-oilman-showman Wrather also owns stations in San Diego and Bakersfield, Calif. [See p. 5.]

(4) CBS Europe Ltd. and CBS Ltd., with offices planned in Switzerland and in London, were formed this week to license and distribute TV films and properties, TV stations pres. Merle S. Jones designated as top officer of both. This is in recognition of the vast importance of foreign markets as outlets for American TV films, which may spell margin of profit or loss as in the movie industry. [See p. 5.]

(5) United Artists Associated Inc. has made definite offer to buy shares of Associated Artists Production Corp. (A.A.P. Inc.) for \$11 cash per share plus 6% interest from July 1 and \$7 for each outstanding stock warrant -- object being to add the Warner Bros. TV films to its own releases for TV (Vol. 14:24,33).

These deals and developments point up trend to integrated sources of supply of films for TV, more production for TV only, perhaps stronger banking power for the eventual release of the still-withheld post-1948 films. That movie people want to become broadcasters, as they became theatre owners, and that broadcasters don't control film program sources by any means, is also manifest.

VITAL STATISTICS OF COMMUNITY ANTENNAS: Between 1,500,000 & 2,000,000 U.S. viewers get their TV via community antenna systems. That's the major statistic derivable from study of new CATV Directory contained in our just-published TV Factbook No. 27, now being distributed. Though the figure is substantial, it's still but a minor fraction of the 130-140,000,000 TV viewers in 42,400,000 TV homes, estimated by the Advertising Research Foundation (Vol. 14:37).

Comparing current CATV figures with those of 6 months ago (Vol. 14:11), we find some curious coincidences. For example, the average U.S. system has 1056 subscribers vs. 1057 then; average operator estimates he has potential of 2068 subscribers vs. 2069 six months ago. Heretofore, there has been substantial rise in the 2 figures each 6 months. Reason for the seemingly static condition: We've discovered quite a few smaller systems previously unreported, included them in current directory, and they hold averages down.

Total number of U.S. systems has risen to 610 from 556. In Canada, figure has gone to 140 from 130. Quite a few operators fail to indicate number of homes they serve -- but those giving figures reach a total of 492,345 homes vs. 448,325 six months ago. Combining potentials estimated by each operator, we find 934,864 homes in prospect vs. 863,183 last time.

The 140 Canadian systems, most still fairly young, reach 58,988 homes, for average of 479 each -- vs. 51,045 and 464. Total potential they list is 152,713 (average 1161) vs. 129,723 (average 1081) six months ago.

Directory is most complete extant, occupies 24pp. of the Factbook. For each system, it includes location, name, address, phone, subscriber total, potential, starting date, make of equipment, officers, manager, stations received.

HARRIS REVIVES PITTSBURGH 'INFLUENCE' CASE: TV grants and charges of back-door shenanigans at FCC crop up again Sept. 23, though probably briefly, when House legislative (Harris) subcommittee hears its staff report on details of merger-dropout grant to WTAE, Pittsburgh (Ch. 4). No witnesses are being called, and TV isn't expected to come up again until after subcommittee resumes hearings after the Nov. elections.

Pittsburgh situation revolves around ex-FCC chairman George McConnaughey. He left FCC last year to form new law firm with attorney George O. Sutton, who represented KQV, which merged with WCAE to get the CP -- 3 other applicants dropping out after getting \$50,000 each for expenses (Vol. 13:30). In April, McConnaughey testified before subcommittee, said he had lunched with KQV principal Earl F. Reed

but steered conversation away from case. He has since dropped association with Sutton, set up own practice with his son in Washington and Columbus.

New legislation may be needed, Harris said in announcing plans for staff report on Pittsburgh case, to govern hiring of former members of Federal regulatory agencies by elements of the industry they regulate.

Miami Ch. 10 case developed some heat during this week's FCC hearing, meanwhile, when National Airlines pres. George T. Baker (Ch. 10 winner) said that Sen. Smathers (D-Fla.) had "lied" and "put out a big story" about Baker's activity.

One teapot tempest calmed down when hearing examiner Judge Horace Stern agreed to continue presiding -- after all counsel involved "earnestly entreated" him to remain, expressing "most complete confidence in you and your integrity." Last week, question was raised by National Airlines counsel in calling attention to fact that Stern's son-in-law is v.p.-gen. counsel of Pan American World Airways, which is exchanging stock and aircraft with National (Vol. 14:37). [For details of this week's testimony in Miami case, see p. 9.]

ROUND-THE-CLOCK TV--IS IT WORTHWHILE? Nielsen figures show that after-midnight TV viewers are numerous -- and it's well established that the just-before & just-after midnight shows, usually consisting of feature films, pay off well for sponsors and stations alike. But most stations sign off at 1 a.m. or thereabouts, though there are a few majors like New York's WCBS-TV, with its Late Late Show, and Pittsburgh's KDKA-TV, with its Swing Shift Theatre, that run well beyond 2 a.m.

Only all-night stations we know about, however, are WNBF-TV, Binghamton, N.Y. which hasn't turned off its power in last 7 months, and WFIL-TV, Philadelphia, operating on a 24-hour basis 5 days a week -- both owned by Triangle Publications Inc. There's also KSHO-TV, Las Vegas, Nev., with an all-night schedule each Fri. & Sat.

Not that it hasn't been done before -- it's commonplace in radio, of course -- but those who tried it didn't stick it out. First one we recall was KDKA-TV, Pittsburgh, then owned by DuMont and called WDTV. Harold C. Lund, who still manages the station for present owners, Westinghouse, says reason overnight schedule was dropped after 2 years was it ran out of film -- not much being then available.

There were enough late-shift workers and all-night spots to make the operation quite profitable while it lasted, he says. "We were able to sell enough spots [but] bear in mind we were then [1949-50] the only TV station in Pittsburgh."

Triangle's astute Roger W. Clipp, one of the industry's shrewdest operators, apparently has met the film problem by acquiring plenty of feature films -- even his recently-darkened competitor, Storer's non-network WVUE (Vol. 14:37), had to buy secondary rights from him -- but he has also added other features and built up many local-interest attractions. How do his stations do it? Read our report on p. 11.

PRESIDENTIAL SPECTRUM STUDY FIRING UP: That Eisenhower-appointed spectrum-study commission, which would certainly steal Congress' thunder because latter declined to get its own group to do the job (Vol. 14:37), is in the works and expected to be created soon. Calibre of men who will comprise the commission, likely to be a 5-man group, means everything, regardless of its directive. So far, there is no reliable information as to names being considered.

With Electronic Industries Assn. taking strong stand in favor of such a commission, in resolution passed at meeting in San Francisco this week, there's much greater chance of commission formation than before. It's known, too, that FCC Chairman Doerfer was bitterly disappointed over Potter Resolution's failure to pass Congress after he'd worked so hard for it at White House.

EIA had invited apprehensive telecasters to confer with them in San Francisco, attempted to allay fears that military would dominate commission and seek to wrest vhf channels from industry; telecasting representatives will now return to respective groups to report on EIA's attitude.

NAB was represented by engineer A. Prose Walker & attorney Thad Brown, ABC

by engineer Harry Jacobs. Engineer Wm. B. Lodge was there for CBS, as both a telecaster and as EIA member; same applied to engineer Philip F. Siling for NBC & RCA.

EIA's resolution reaffirmed its position in favor of long-range high-level examination of entire spectrum "in the best interests of the country." It offered its assistance to projected commission, stood ready to recommend men of "highest competence" for its membership.

Little is known of Administration's thinking -- but informed speculation is this: It would report within 6 months, study more than spectrum alone, viz., the whole U.S. spectrum-allocating machinery, civilian & military. It's thought that it might not attempt a frequency-by-frequency examination itself but would suggest the framework for doing it through special technical staff.

NBC is definitely in favor of spectrum study, we learned this week, did not work to defeat Potter Resolution. It believes that skilled, impartial examination of spectrum uses is bound to be beneficial to everyone; that telecasters may turn out to be in greater jeopardy in absence of such a study -- because of Administration's lack of information. CBS seems to be most concerned. ABC hasn't been active on this front, choosing to concentrate on its proposals before FCC, which have goal of 3 competitive vhf services in all major markets (Vol. 14:23, 26-27).

"Unified" control of spectrum was vigorously supported this week by Rep. Harris (D-Ark.), chairman of House Commerce Committee, in Sept. 15 speech before Arkansas Telephone Assn. meeting at Hot Springs (for details, see below).

'Unified Spectrum Control': A single govt. body to parcel out radio frequencies to both civilian and govt. users could alleviate many problems, according to Rep. Harris (D-Ark.), chairman of House Commerce Committee, who made spectrum his prime topic during speech to Arkansas Telephone Assn. in Hot Springs Sept. 15.

"A number of spectacular mid-air collisions between civilian and military aircraft resulting in a regrettable loss of life," he said, "brought home to Congress the need for unified control over the airspace for flight purposes. Now in the case of the radio spectrum, fortunately, we do not have collisions which have resulted, at least up to now, in serious loss of life. However, as demand for spectrum space grows, the need for unified control over this valuable resource for civilian & military purposes has become more and more apparent . . .

"It is my considered judgment on the basis of the proceedings of the legislative oversight subcommittee that there is a close relationship between the use of the radio spectrum and the pressures that have been brought on the FCC in several cases involving the licensing of TV stations in some of the large population centers of this Nation.

"It appears that the scarcity of available TV channels has resulted in making the few channels that are available in the larger cities tremendously valuable. The high value of these channels, in turn, has resulted in highly reprehensible practices in proceedings before the FCC.

"It is my hope that the establishment of unified control over spectrum allocations may result in more frequencies becoming available for civilian uses, including telephone communications & broadcasting. The availability of an increased number of frequencies, in turn, would make the task of the FCC in distributing these frequencies among competing civilian applicants a less arduous one, and some of the pressures that have been brought on the FCC, particularly in TV, might be reduced if not eliminated."

"Pay-Off" Remedies Sought: Spurious applications, phoney "mergers" based on pay-offs, etc., certainly should be discouraged, but FCC's proposed method of doing it won't turn the trick; new law is needed. That's opinion of Federal Communications Bar Assn., expressed in comments filed this week on Commission's proposed rule-making (Vol. 14:26). Commission proposed to attack problem by throwing out all applicants who are parties to deals that are not genuine. FCBA says proposal doesn't strike "directly at the evil," wouldn't get at all cases, would foreclose possibility of legitimate settlements benefiting public, is of doubtful legality. FCBA urged FCC to request new legislation that would make it a felony "for any person to prosecute or cause to be prosecuted an application for broadcast facilities without having a bona fide intention of constructing and operating such facilities, if the application is granted."

— ■ —
Videotaped coverage of 1960 Presidential conventions was envisioned last week by CBS News gen. mgr. Sig Mickelson in interview with AP's Charles Mercer. Said Mickelson: "I'd prefer to edit the convention and use video tape for the less vital parts of the proceedings in 1960. We would, of course, go live for balloting and other highlights. You never can overlook the importance, the sense of actuality, in live coverage of events as they happen . . . We'll break into the network schedule readily to present really important news as it is happening. But we will not waste the viewer's time with hour after hour of deliberations in which the significant developments are only a small part of the proceedings . . . In such cases we exercise our function as editors."

"Reminder" on editorializing, another of the long series of "warning letters" sent out by FCC periodically since last spring (Vol. 14:15-16, 22, 25, 27), was directed this week to WCIA, Champaign, Ill. (Ch. 3). Commission found it, too, had given an unbalanced presentation on pay TV, but again it invoked no further sanctions because of station's "otherwise good record."

More Wrather Millions Into TV: Texas oilman-showman Jack Wrather, who first got into TV by buying into Tulsa's pioneer KOTV with its founder Helen Alvarez, both later selling out at a handsome profit, set up Independent Television Corp. in July (Vol. 14:28) with the avowed purpose of syndicating the shows he already owned—*Lone Ranger, Lassie, Sergeant Preston of the Yukon*, upcoming *Tom Swift*—to foreign as well as domestic outlets. He made reciprocal arrangements with Britain's Associated Television Ltd. and various other foreign firms, appointing ex-Ziv sales executive Walter Kingsley to head ITC.

In buying up TPA for an announced \$13,500,000 (p. 2) in deal closed in Hollywood this week with TPA pres. Milton Gordon, Wrather's firm was reported now to represent an investment of \$25,000,000. The films-for-TV acquired with TPA are *Fury, Ramar of the Jungle, Private Secretary, Last of the Mohicans, Charlie Chan, Tugboat Annie, Count of Monte Cristo, Ellery Queen, Halls of Ivy, Stage Seven* and the forthcoming *Cannonball and New York Confidential*. He also controls San Diego's KFMB & KFMB-TV (Ch. 8) and Bakersfield's KERO-TV (Ch. 10), this week lost CP for Ch. 13 in Yuma, Ariz. (p. 11) and holds CP for uhf Ch. 44 in Boston.

Note: Jack Wrather made pitch recently to acquire James W. Seiler's fast-rising American Research Bureau, TV program rating service operating the much-discussed "Arbitron" system of automatic rating (Vol. 14:34, 36)—but proposal was rejected for reason that he owns so many programs that might come under ARB scrutiny. Spokesman for company, which now has 350 fulltime employees in new Washington plant and employs field force of 4000, said: "It would be like an umpire owning one of the ball teams." But mere fact of approach indicates Wrather's intention of further expanding and diversifying his holdings in electronic entertainment fields.

* * * *

National Theatres Inc., which only recently elevated its subsidiary National Television Investments Inc. pres.

International Expansions: For its projected new overseas subsidiaries—CBS Europe Ltd., to be located in Baden, Switzerland, just outside Geneva, and CBS Ltd. in London (see p. 2)—CBS-TV stations div. pres. Merle S. Jones will shortly select 2 executives from within his organization to establish the new offices as soon as requisite licenses to do business are obtained from the respective govts. New companies were formed to license and distribute TV films and other CBS properties, following pattern of movie industry which has long budgeted pictures based as much on their foreign income potential as on domestic. Jones will hold title of director-pres. of CBS Europe Ltd. and chairman of board of CBS Ltd. CBS Inc. pres. Frank Stanton also announced newly formed subsidiary, CBS Films Inc., on Oct. 1 will replace CBS-TV Film Sales Inc.; headed by same v.p.-gen. mgr., Leslie Harris, newly named firm will continue to finance, produce and syndicate TV films. Note: Probably bent on similar mission relating to foreign TV film outlets, NBC's international operations director Alfred Stern flew to Europe this week to be gone about month. It's noteworthy that many of the films made in this country for TV find their outlets in movie theatres in some foreign countries.

Charles L. Glett to its board of directors (Vol. 14:36) in the wake of its announced plans to merge NTA (Vol. 14:35), this week elected John B. Bertero, 54, as pres. and chief executive, succeeding Elmer C. Rhoden when he retires Oct. 1. At same time Glett was elected v.p. of parent company. Bertero is pres. of Fox West Coast Theatres, has been with 300-theatre movie chain since 1930 as general counsel & v.p. Ex-CBS & Don Lee v.p. Glett will work closely with him, as he did with Rhoden in engineering firm's acquisition of WDAF & WDAF-TV, Kansas City (Ch. 4).

In the new setup, also, Frank H. Ricketson Jr., v.p. in charge of theatre operations and onetime part owner of KLZ-TV, Denver, retires from the board, succeeded by Spencer Leve, So. California theatre mgr. New chairman of board is B. Gerald Cantor, head of banking firm of Cantor, Fitzgerald & Co. Rhoden stays on board, which also includes, besides foregoing officers: Samuel Firks, pres., Consolidated Builders Inc.; Willard W. Keith, pres., Marsh & McLennan & Cosgrove Co. (insurance); Richard W. Millar, Staats & Co.; Graham L. Sterling Jr., O'Melveny & Myers (attorneys); Alan May, v.p. & treas.; Jack M. Ostrow, CPA-attorney.

Statement by company reiterated intention of new management to "diversify further into allied entertainment fields."

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In buying up Telestudios Inc., the 13,000-sq. ft. Broadway studio founded 2 years ago and largely owned by pres. George K. Gould (p. 1), NTA chairman Ely A. Landau stated Sept. 16 that move is "in line with the company's interest in videotape operations"—it having already ordered Ampex tape recorders for its own stations WNTA-TV, N. Y. & KMSP-TV, Minneapolis. He said Telestudios "is the only independent studio producing videotape commercials and programs for the TV industry." It specializes in serving agencies, advertisers & packagers. Traded on American Stock Exchange, NTA has acquired all 425,000 shares of preferred and some 2/3 of common stock from Gould and associates, has offered to buy remaining 102,000 shares of common at \$1.75 per share. Onetime CBS producer-director Gould remains as operating head.

British TV film boycott devised by movie producers, distributors & exhibitors to keep features for theatres (Vol. 14:24) is running into legal challenges. Film Industry Defense Organization (FIDO) set up by 5 major British movie trade associations has established Farthing Fund to carry on boycott plan, members contributing farthing for every movie-house seat to raise \$1,400,000 per year to buy features that might otherwise be sold to TV. But British commercial TV firms are preparing to fight FIDO in court, arguing scheme involves illegal "restrictive practice." Spokesman for Associated Television, biggest independent contractor, also said plan wouldn't work anyway—that FIDO can't afford to bid competitively against TV for films.

Judy Dupuy's authoritative *TV Film Source Book*, summer-fall 1958 edition, 580pp., listing all feature films available to TV by title, with year, stars, digest of story line, running time (b&w or color), producer, TV distributor, is off the presses—available from her Broadcast Information Bureau, 535 Fifth Ave., N. Y.

Call letter changes: KHAD-TV, Laredo, Tex. (Ch. 8) to KGNS-TV; KVSO-TV, Ardmore, Okla. (Ch. 12) to KXII (Oct. 1); KWGB-TV, Goodland, Kan. (Ch. 10) to KBLR-TV.

TV Bolsters Ad Index: Network TV alone among advertising media showed gain for first 7 months of this year over similar period of 1957, its 12% increase bolstering an otherwise sagging record for advertising as a whole, according to *Printers' Ink* monthly National Advertising Index for July and Jan.-July. July Index for all media showed 1% decline from June (Vol. 14:33) and 4% from July, 1957. Network radio, consistently ahead in previous months, remained unchanged in July but was 19% under July, 1957. For 7 months, only network TV (up 12%) was on plus side, magazines running 6% behind, newspapers 8%, business papers 6%, outdoor 1%.

Printers' Ink Index does not take into account either spot TV or spot radio despite their huge volume. Break-down on network TV figures for July and first 7 months, as compiled by TvB, were reported in our Vol. 14:36.

Coincident with release of these index figures, TvB this week released July roundup of estimated expenditures of top 15 network advertisers by name and brand, plus grand totals by day parts and by product classifications (available from its N.Y. headquarters, 444 Madison Ave.). The *Printers' Ink* Index and percentage figures for July and Jan.-July:

	Index		% change from		% cumulative change
	July 1958	July 1957	1 month ago	1 year ago	
Medium					
General Index	205	214	- 1	- 4	- 1
Total Magazines	160	167	+ 1	- 4	- 6
Weekly	183	186	+ 0	- 2	- 6
Women's	120	135	+ 2	- 11	- 6
General Monthly	178	184	- 1	- 3	- 4
Farm	100	120	+15	-17	-18
Newspapers	191	201	- 1	- 5	- 8
Network Television	404	391	- 3	+ 3	+12
Network Radio	26	32	- 0	-19	- 1
Business Papers	193	225	- 3	-14	- 6
Outdoor	176	178	+10	- 1	- 1

All indexes have been seasonally adjusted. The index shown for each medium is based on estimated total advertising investments in the medium, including talent, production and media costs. For each medium, the base (100) is an average of total investments in the years 1947-49 except for the TV base which covers the years 1950-52. "Cumulative change" in the last column refers to the change, from the same period last year, of the index average from January through July 1958. Direct mail index for July is not available.

Earthworms & Ratings: Quixotic view of ratings is Sept. *Harper's Magazine* article titled "TV Ratings: What They Really Mean" by Bernard Asbell. He says first rating was taken by Chicago water dept. engineer, who noted water pressure rose while TV audience concentrated on Milton Berle, dropped during commercials when toilets were being flushed and faucets turned on. The \$5,000,000 spent annually on ratings, he says, is a "paltry sum, not much more than Americans spend on live earthworms for fishing bait." Sample quote: "When a rating service sets out to ask 1000 families what 41,200,000 families are supposed to have watched [on TV], 95 times out of 100 the rating should be within one rating point of being true. But in the remaining 5 cases, they're apt to run mildly berserk. That's a mathematical fact, worked out long ago by astronomers and gamblers."

Station Representatives Assn. has designated Robert Eastman to head committee to set up code of standard practices and ethics in what is one of the most bitterly competitive segments of the industry. Group is also seeking improved public, station & govt. relations, with publicist Milton Fenster in N. Y. and Robert K. Richards in Washington engaged to handle publicity. At recent closed meeting of SRA, pres. Frank Headley had his ex-FBI colleague FCC Comr. Robert E. Lee as guest speaker; in off-cuff talk, Comr. Lee asserted network-spot competition is "a healthy thing" and that "no artificial barriers should be placed in the way of such competition."

Federals Would Quiz Quizzes: Quiz probing was bound to spread to Washington, and probe-happy Rep. Harris (D-Ark.) this week stated his Commerce Committee may well investigate quizzes to determine whether legislation is needed to keep them honest. He said he's keeping eye on probe of N. Y. district attorney Frank Hogan, who will present evidence to special grand jury empaneled this week before general sessions Judge Schweitzer. Another potential quiz quizzier is Sen. Monroney (D-Okla.), who plans to resume hearings on program ratings after Nov. 4 elections (Vol. 14:26). He said that he believes quizzes and ratings are related; that he has some "new" (undisclosed) information on quizzes.

Quiz program ratings have suffered little or none at all, according to some studies. NBC insists "there is no evidence that publicity about quiz shows being fixed has adversely affected audience ratings." And Trendex made special query asking people impact of quiz stories on them. Results: Like shows and will continue to watch, 43.4%; never liked them, never watched, 24.9%; always thought they were fixed, 14.3%; disappointed, now suspicious, 7.4%; didn't pay attention to stories, 6.3%; miscellaneous, 3.7%. P. Lorillard Co., which dropped \$64,000 *Challenge* last week, still hasn't filled the Thu. 10:30-11 p.m. spot on NBC, but it has signed for *Arthur Murray Party*, Mon. 10-10:30 p.m. (NBC).

NAB's TV Code Review Board meets with Alliance of TV Film Producers in San Francisco Oct. 1-2 for re-evaluation of TV Code. Session is expected to thrash out problem of objectionable personal product advertising, consider need for amendments to Code. Roger W. Clipp, gen. mgr. WFIL-TV, Philadelphia, is Board chairman. Currently in circulation is 16-min. film, prepared by NAB in conjunction with WBNS-TV, Columbus, illustrating Code violations ranging from multiple-spotting and free plugs to suggestions of illicit sex and indecent costuming. Privately tagged "Code Vadis," film serves as warning to broadcasters to preview films before air time.

"One-week/four-week" rating service, tested by American Research Bureau in 20 cities, expands to regular service covering 100 markets next month. It provides combination of single-program rating plus monthly average rating for each time period—to minimize possibility of stations' "loading" schedules during main survey week. Also in Oct., ARB will offer its "Arbitron" instantaneous rating service locally for N. Y., Chicago & Los Angeles—along with 7-city "network program popularity report" covering N. Y., Chicago, Cleveland, Detroit, Philadelphia, Baltimore, Washington (Vol. 14:36).

Rate increases: KRON-TV, San Francisco, Sept. 15 raised base hour from \$1700 to \$2100, 20 sec. from \$500 to \$600. WBTV, Charlotte, Sept. 1 added Class AA hour (8-10 p.m. daily) at \$1250, min. at \$250, Class A hour remaining \$1000. WHTN-TV, Huntington, Sept. 1 raised hour from \$800 to \$1000. KOA-TV, Denver, Sept. 1, hour from \$750 to \$800. KXLY-TV, Spokane, Aug. 1, hour \$600 to \$625, min. \$130 to \$150. WFRV-TV, Green Bay, Sept. 1, hours \$500 to \$600, min. \$100 to \$120. KXLF-TV, Butte, Sept. 1, hour \$200 to \$250.

Possible curtailment of news service by many small radio stations was cited by NAB this week as it petitioned FCC to suspend 25% teletype rate increases due to be imposed by Western Union and AT&T Oct. 1. Increases have also been opposed by United Press International and American Newspaper Publishers Assn.

H-R Television moves Oct. 6 to 375 Park Ave., New York 22 (Plaza 9-6800).

Television Digest

with ELECTRONICS REPORTS

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AM-FM Directory Published in January
TV and AM-FM Addenda Published Weekly

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Personal Notes: Nick Zapple, communications counsel of Senate Commerce Committee, attends NAB regional conference in Sun Valley, Ida. Sept. 25-26, goes on to Seattle to confer with special counsel Kenneth Cox, returns to Washington Oct. 1 . . . Ward L. Quaah, v.p. & gen. mgr. of WGN & WGN-TV, Chicago, named chairman of NAB's labor relations advisory committee . . . Hal James, ex-TV-radio v.p. of Doherty, Clifford, Steers & Shenfield and part owner of WVET-TV, Rochester, N. Y., named national sales director of Jack Wrather's Independent TV Corp. . . . Kenneth I. Tredwell Jr., v.p. of WBTB, Charlotte, has been named to newly-created Presbyterian Church Committee on TV, Radio & Audio-Visuals . . . Herb Sussan, producer (*Wide Wide World*), named NBC-TV special programs director . . . Charles S. Cady, ex-NAB asst. director of TV code affairs, named national sales mgr., WCSC-TV, Charleston, S. C. . . . Ned Smith, ex-gen. mgr. of KOVR, Stockton, named TV mgr. of rep Blair San Francisco office, succeeding Lindsey Spight . . . Gale Blocki Jr., ex-Simmons Assoc., named sales mgr. of rep Bolling's Chicago office . . . Tom Bennett, ex-NBC producer, named managing director of projected uhf (Ch. 16) supplementary outlet of WQED, Pittsburgh (Ch. 13) . . . Byron Openshaw, for last 8 years with KSL-TV, named production mgr. of U of Utah's KUED . . . Howard Morgan, ex-KOAT-TV, Albuquerque, named sales & operations director of upcoming KNOP, North Platte, Neb. (Ch. 2), due in Oct. . . . Charles M. Kinsolving Jr., ex-McCann-Erickson, named NBC plans development mgr., Barry T. Rumble promoted to rates &

ADVERTISING AGENCIES: David C. Stewart promoted to exec. v.p. of Kenyon & Eckhardt; v.p. G. T. C. Fry moves from N. Y. to head Detroit branch . . . Roy Passman, ex-mgr. of NBC-TV network program administration, one-time operations mgr. of DuMont Network and program exec. of WOL & WTOP, Washington, has been named mgr. of TV-radio dept., Bryan Houston Inc., N. Y. agency, under Wm. B. Templeton, v.p. & TV-radio director . . . Alice Lynne Mooney named TV-radio media director of Richard A. Foley Adv. . . . Leonard V. Colson, ex-Mennen Co., named v.p. of Warwick & Legler . . . Morton L. Salan promoted to v.p., Baltimore office, W. B. Doner.

The Unusual in Minneapolis: Bentson-Floyd owned radio WLOL, Minneapolis, according to *Variety*, has novel swap deal with Paramount's 1000-seat Lyric Theatre whereby station runs special recordings plugging reissue of film *The Naked & The Dead*, in return for which it gets 10% of gross. Note: Minneapolis' WCCO-TV was disclosed recently as purchaser of huge Paramount's downtown Radio City Theatre (Vol. 14:36).

TV daytime audience increased 14%, night audience 9% in first 7 months of 1958, compared with corresponding 1957 period, according to Nielsen survey reported by TvB. Average daytime program reached 3,465,000 homes—up 428,000; average night program, 8,978,000 homes—up 716,000.

affiliations mgr. . . . Stan Smith, Official Films v.p., adds duties of sales dept. head, succeeding Raymond Junkin, resigned . . . Lee Cooley, ex-CBS producer (*The Big Record*), named exec. program director of Paramount TV and its KTLA, Los Angeles . . . Ed Kirby, onetime NAB public relations director, recently with People-to-People Foundation, named USO public relations director . . . George Gabriel promoted to head of BMI's non-radio dept., succeeding Harry P. Somerville, retiring after 14 years . . . Colin M. Selph, ex-pres. KEYT, Santa Barbara, named mgr. of broker James Blackburn's new west coast office, California Bank Bldg., Beverly Hills (Crestview 4-2770) . . . Herb Saltzman promoted to merchandising mgr. of WOR-TV & WOR, N. Y. . . . Pat Higgins, ex-WBUF-TV, Buffalo, named news director of KFSD-TV, San Diego . . . William G. Goodnow, ex-sales mgr. of CBS's WXIX, Milwaukee, named mgr. of WISN-TV there as of Sept. 22, succeeding John B. Soell, resigned; James T. Butler, ex-WIRL, Peoria, since last March asst. mgr. of TV-radio in Milwaukee under Hearst gen. mgr. D. L. (Tony) Provost, becomes mgr. of radio station . . . Dan Norton named West Coast sales mgr., Lionel Grover production mgr. of Fred A. Niles Productions Inc., which has moved all syndicated TV spot business to Chicago headquarters . . . Mrs. Vivian Reed named secy. in charge of new Adv. Federation of America branch office at 1320 G St. NW, Washington.

Irl Newton has closed down his consulting engineering practice in Washington and Haddonfield, N. J., where he resides. The onetime RCA and Commercial Radio Equipment Co. engineer will make known his plans later.

Obituary

Philip D. Cook, 65, who as comedian Phil Cook was one of radio's earliest popular entertainers, known for his *Quaker Oats Man*, *Radio Chef*, *Cook's Kitchen* and other shows, died Sept. 18 in Morristown (N. J.) Memorial Hospital after long illness.

Sir Stephen Tallents, 73, BBC controller of public relations 1935-40, later controller of its overseas services, died in London Sept. 13.

School Bells Ring on ETV: Private money earmarked for educational TV appeared in profusion this week with Ford Foundation doling out almost \$1,000,000 to 450 schools in 13 states and NBC scheduling Oct. 6 debut of unique network college credit course, *Continental Classroom*, partially financed by Ford Foundation and big industry donors.

NBC's early-morn (6:30-7 a.m.) course on atomic age physics, beamed primarily at 15,000 secondary school teachers, was hailed by President Eisenhower's chief scientific adviser Dr. James R. Killian as "a bold educational experiment in the nation's interest." It's designed to improve science education in high schools; reputedly will cost \$1,500,000 for fall & spring semesters. Initial contributions include \$612,000 from Ford Foundation, \$100,000 each from AT&T, IBM, U. S. Steel, \$50,000 from Pittsburgh Plate Glass.

Ford Foundation pres. Henry T. Heald chose occasion of educational conclave in Pittsburgh, anticipating start of city's 2nd ETV outlet, WQEX (Ch. 16), to announce latest grants for ETV: Atlanta Board of Education, \$69,880; Detroit Board of Education, \$77,938; SW Indiana ETV Council (Evansville), \$75,000; Kansas City, (Mo.) School District, \$30,325; Jefferson County, Ky. (Louisville) Board of Education, \$97,499; Dade County, Fla. (Miami) School Board, \$89,051; Milwaukee Public Schools, \$60,800;

U of Nebr., \$112,000; Norfolk (Va.) School Board, \$48-000; U of No. Carolina, \$95,000; Oklahoma City Public Schools (& state program), \$150,874; Philadelphia Board of Education, \$60,240; Wichita (Kan.) Board of Education, \$22,248.

* * * *

Integration imbroglia in Little Rock, Ark. resulted in unexpected ETV development there. School Board supt. Virgil Blossom announced that starting Sept. 22 city's 3 commercial stations (KTHV, KARK-TV, KATV) will broadcast 6 hours daily of English, math, science & history to 3500 white and Negro students now locked out of classrooms in 4 city high schools. Under consideration is long-range proposal to convert KARK-TV's standby transmitter for fulltime ETV.

Other ETV developments, mainly on commercial stations: (1) WTVW, Evansville (Ch. 7) reports launching of area ETV program, with 6 courses televised for 11,000 grammar & high school students in SW Indiana. (2) TV bible course, *The Life and Teaching of Jesus*, sponsored jointly by American U and Council of Churches, National Capital Area, offering college credit, premiered Sept. 20 on WMAL-TV, Washington (Ch. 7). (3) KPIX, San Francisco (Ch. 5) donated \$4000 to Bay Area Educational TV Assn. toward purchase of equipment for KQED (Ch. 9).

(4) Estimated 32,000 5th & 6th graders in 14 Washington area public and parochial schools will be tuned to WTTG (Ch. 5) Sept. 22 for first lesson of *Time for Science*, daily 30-min. program produced by Greater Washington Educational TV Assn. (5) Educational TV & Radio Center, Ann Arbor, and NBC offer ETV stations *Ten for Survival*, "live" 10-wk. series on survival in nuclear age, starting Oct. 28. (6) N. Y. Metropolitan Educational TV Assn. offers daily French lessons prepared by Harvard Language Research Center, aired by WPIX starting Sept. 22.



Big Outlet Co.'s WJAR-TV, Providence (Dody Sinclair, gen. mgr.) is planning accredited Providence College course on history and philosophy of communism on a.m. program *The World Around Us* produced by its education director Betty Adams, now touring Russia and Europe gathering material, and conducted by Rev. John P. Reid, College's asst. prof. of philosophy. Filmed interviews with authorities in this country are also being gathered, including one with FCC chairman John Doerfer, and NBC film clips will be interspersed. Viewers will pay \$15 for syllabus and list of required reading, will be given opportunity to take college-level examination at end of course. State educators are recommending course for high school seniors.

TelePrompTer Corp's semi-annual report to stockholders this week noted net income of \$143,682 (40¢ per share) for 6 months ended June 30 compared with loss of \$119,485 for 1957 period. Gross income rose 71.85% to \$2,024,197 from \$1,177,845. Chairman-pres. Irving B. Kahn said group communications division had expended activities in closed-circuit TV presentations of sporting events and sale of equipment to the govt., looks for further improvement this year.

Single application for new TV station filed this week was for educational Ch. 9, Savannah, Ga. by the State Board of Education which is also an applicant for commercial Ch. 8 in Waycross, seeking its use for educational purposes. This brings total applications pending to 95 (30 uhf). [For details, see *TV Addenda 27-C.*]

"Broadcast Application Procedure" is subject of new 4pp. bulletin released by FCC, describing Commission requirements in layman's language. It's available from FCC.

CCIR Standards Report: Babel-like jumble of TV standards in Europe improved somewhat during this summer's international meeting in Moscow (Vol. 14:20, 26), according to FCC chief engineer Edward W. Allen, chief of U. S. delegation, whose formal report to Secy. of State was released this week.

"It was not expected," he states, "that an agreement would be reached on monochrome & color standards for Bands IV & V [uhf] in the European Region. However, the development of an assignment procedure to make more effective use of the available bands in the absence of standardization, is considered to be a substantial improvement in the outlook for eventual solution of the European allocations problem.

"The meeting also resulted in advances in other phases of its work in preparation for the 1959 CCIR Plenary Assembly [in Los Angeles], such as those related [to] permissible ratios of wanted to unwanted signal under various transmission conditions and [to] standards of TV systems in use in various countries."

Allen reported that "probably the most important document of the Conference" was a subcommittee report which "established for countries using 625-line standards the idea of a common channel spacing of 8 mc with the color subcarrier located within the luminance band. This paves the way for frequency planning for TV services in Bands IV & V, as it would bring countries in Western Europe using the 625-line TV standards in line with the Soviet and OIR [communist bloc] countries. It does not mean common TV standards as the systems operate on 7 mc and 8 mc channel bandwidth, respectively, with correspondingly different spacings between the vision & sound carriers. However, the Western countries who have studied the problem claim that the adoption of coincident vision carriers and a common color subcarrier will make for more effective planning and better spectrum utilization, even though no use is made by the 7 mc countries of the one mc bandwidth differences between 7 & 8 mc."

Report also includes observations of Russian TV, and Allen states: "The USSR is not as far advanced as the USA either in research & development or in application." But "intensive research" in TV is going on in Moscow & Leningrad, with 400 people at latter, 49% women.

On the fuzzy question of TV's growth in Russia, Allen reports there are 41 transmitters operating, to reach 60 by end of 1958, 100 by 1960; that there are 1,500,000 sets-in-use, 1,000,000 of them in Moscow—most of them with 12-in round tubes. Moscow has 2 stations—one 48-56 & 78-86 mc, with 1-kw transmitters and 500-ft. towers surmounted by superturnstile antennas.

Color was demonstrated in Moscow & Leningrad. Two consoles using Russian-made 19-in. shadow-mask tubes were shown, alongside set with RCA tube. "The RCA receiver produced better pictures," Allen states, "but the USSR pictures were acceptable and were considered by members of the U. S. delegation to represent quite an achievement." Also shown was a DuMont-type flying-spot studio scanner, but without the stroboscopic lights employed by DuMont during blanking period.

There was an informal U. S.-Russian meeting on video tape, during which Russians complained of inability to acquire an American machine. They expect to have their own black-&-white recorder ready in about a year, and expressed desire for uniform U. S. & USSR standards.

The 12pp. document, available from State Dept. telecommunications div., is identified as "TD Serial No. 883, CCIR Document No. 14, Study Group XI."

Court's Sharp Eye on FCC: Court of Appeals won't substitute its judgment for FCC's in comparative TV cases, but it apparently wishes it could. In unusual language this week, Court conceded it doesn't have power to overrule Commission in weighing applicants' qualifications generally—but it questioned whether Congress has given too much power to Commission.

Court is certainly a bear, on other hand, when it catches Commission sluffing over any element in a contest. Its attitude was shown again this week in 2 decisions—Norfolk-Portsmouth's Ch. 10 and Biloxi's Ch. 13. Norfolk case, which had been won by WAVY-TV over Beachview Bcstg. Corp., was covered in brief "per curiam" decision by Judges Edgerton, Prettyman & Danaher affirming FCC's decision—though Chief Judge Edgerton made no bones about his belief Commission's judgment was wrong. Said Court:

"We find nothing arbitrary, capricious, irrational or unreasonable [in FCC's consideration]. This situation is clearly one in which the Congress has confided the function of decision in the Commission. The limited authority of the court in reviewing the matter does not touch any of the choices made by the Commission and alleged by appellant to have been erroneous. It may be that the Congress has confided too great power in the agency. But the power is in the Congress to dispense, and it is not within

Miami Hearing in Mid-Course: Brisk-moving FCC hearing on Miami Ch. 10 "influence" case (see p. 3) advanced big step toward conclusion this week, enlivened somewhat by hot witness-counsel exchange, but still producing no unusual departures from testimony previously gathered by House legislative oversight subcommittee under Rep. Harris (D-Ark.).

Meanwhile, reports circulated that Justice Dept. would soon offer true bill to grand jury which has been sitting on Miami case for months, after which jury would vote on indictments.

FCC hearing will end next week or early part of following week, with key witness Thurman Whiteside and 2 witnesses whose names FCC counsel declined to disclose. This week's testimony:

(1) Robert A. Anderson, Miami Circuit Court judge. Before becoming a judge, he was counsel for National Airlines, winner of Ch. 10 decision. He said he sought to retain Whiteside as counsel for National because of his long friendship with ex-Comr. Richard Mack. However, he added, Whiteside refused to take the job—indicating that if Whiteside discussed Ch. 10 case with Mack he did it on his own.

(2) Charles Shelden, secy.-treas. of Stembler-Shelden insurance agency, in which Mack held an interest given to him by Whiteside. Firm held some of National's business, he said, but Mack didn't get any money from it. Instead, he stated, Mack's \$10,250 share since 1954 came from other accounts brought in by Whiteside.

(3) George T. Baker, National Airlines pres. Like Anderson, he conceded attempt was made to retain Whiteside but that latter "was too busy, and that ended it." If Whiteside did National's case any good, he said, he was grateful for it—but it wasn't done at National's direction. The hot-tempered Baker got worked up after Paul Porter, counsel of defeated applicant A. Frank

the judicial function to superimpose a court's judgment on regulatory measures such as those here involved."

Judge Edgerton concurred but said: "I think the hearing examiner and the minority of the Commission, who preferred Beachview, were clearly right, but I cannot say there was no rational basis for preferring [WAVY-TV]."

Financial problems were key to Biloxi decision, and Court remanded case to Commission for reexamination. FCC had given decision to WVTM-TV (Radio Associates) over WLOX, on grounds of superior owner-management integration and experience of principals. However, Court held, real WVTM-TV principal is Florida banker-industrialist Edward Ball, not pres. Odes E. Robinson, 62.8% stockholder. Reason for this, it said, was that Ball agreed to lend WVTM-TV \$300,000 for 2 years, receiving 55% of stock as security. This makes Ball (whose net worth is stated as \$3,500,000, \$750,000 of it ready cash) a "principal"—living out-of-town and without TV experience.

"We construe," Court said, "the proof as showing not only that Ball is to be a principal, but also that, although he is a small minority stockholder, he will be in a position to dictate the manner of operating the proposed station, and that he can and probably will gain control of Radio Associates." Court went so far as to add in footnote:

"Had [Ball] been so treated, at least one of the two grounds of comparison in which the Commission found Radio Associates decisively superior—integration of ownership with management and experience of principals—probably would have gone the other way." Decision was handed down by Judges Whitaker, Miller & Bazelon.

Katzentine, referred to letter written last spring to Harris subcommittee by Sen. Smathers (D-Fla.). In letter, Smathers had described his position in case, denied Baker's charge he tried to intercede on behalf of Katzentine. This week, Baker asserted that Smathers "lied" to subcommittee because he was afraid to appear before it.

(4) Paul R. Scott, counsel for National and former partner of Anderson's. He sought to retain Whiteside, he said, because he stood "top notch" with Mack and he just wanted to get his name on the briefs filed with Commission. However, he said, Whiteside declined to join case though he offered to "be as helpful as possible." Scott said he never asked Whiteside if he ever finally did anything to help National.

NAB Opens Fall Sessions: First of 8 NAB fall conferences, Sept. 18-19 at Biloxi, heard pres. Harold E. Fellows characterize Congressional inclination to legislate TV-radio programming as "the greatest peril to our industry and . . . to the public interest." He urged broadcasters to keep their Congressmen informed on industry problems so they can "intelligently and fairly" consider legislation, pointing out that 291 measures effecting industry had been introduced in Congress in last 8 years. Second conference with similar agenda opens Sept. 22 at Oklahoma City. Other Biloxi highlights: (1) Daniel W. Kops, v.p. & gen. mgr. of WAVZ, New Haven, told broadcasters they could editorialize on-the-air "without getting into hot water with FCC" provided ground rules were observed. (2) Code director Edward H. Bronson reported nearly three-fourths of all Code violations revealed by monitoring program were made by 15% of stations. (3) Previewed by 136 southern broadcasters were film showing "don'ts" of TV (violations of Code), and a handbook, *Broadcasting the News*, produced by NAB Freedom of Information Committee.

New & Upcoming Stations: Rare uhf starter is KTES, Nacogdoches, Tex. (Ch. 19), which was set to begin programming Sept. 20 weekend, picking up ABC-TV via intercity relay from KTRK-TV, Houston (Ch. 13), 134 mi. away and quoting \$75 base hour rate. In nearby Lufkin, about 20 mi. away, KTRE-TV (Ch. 9) operates in affiliation with NBC basic KPRC-Houston (Ch. 2), likewise separately owned [see *TV Factbook No. 27*].

New KTES has 1-kw GE transmitter, 250-ft. Liberty tower, is owned and managed by Lee Scarborough, who also operates FM station KELS. Frank Murry is chief engineer.

An unusual "resumer" is KGEZ-TV, Kalispell, Mont. (Ch. 9), planning to return Oct. 7—earlier if possible, to pick up World Series. Its blackout April 7 punctuated stormy struggle between small station operators and community antenna systems which culminated in hearings before Senate Commerce Committee (Vol. 14:16). It laid responsibility for demise to local CATV system, asserted that latter ate into audience with out-of-town signals so badly that it had to quit. CATV operators (Archer Taylor, et al), 30% owners of KGEZ-TV themselves, offered to put station back on air, attributing dropout to mismanagement. Things are now sufficiently patched up, according to KGEZ-TV pres. Frank Reardon, to put station back on air.

* * * *

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

WKBW-TV, Buffalo (Ch. 7) has ordered RCA trans-

Newspapers vs. TV (Cont'd): Now, all 3 TV network presidents are of record in the TV vs. newspapers controversy brought boldly into the open by then NBC pres., now chairman Robert W. Sarnoff last June (Vol. 14:21 & Special Report)—for both CBS-TV pres. Louis G. Cowan and ABC-TV pres. Oliver Treyz spoke up this week.

Sarnoff was rough on newspaper publishers & their program critics—questioned whether they were deliberately derogating TV. Cowan uses milder tone, a chiding treatment. Treyz is quite happy with the newspapers.

Cowan was plenty critical of the critics, in speech before Pittsburgh Ad Club, but he was loath to question their motives. Critics who claim that TV is all quizzes & westerns "don't know what they're reporting," he said, noting that CBS-TV would have but 2 half-hour quiz shows and 7 half-hour westerns out of 27 nighttime hours per week this fall. "I choose to believe," he asserted, "that misreporting of this fact by some is a lack of research and lack of complete knowledge of the field—not deliberate deception." He warned, however:

"There are occasions when critics or reporters of the TV scene unthinkingly can destroy the people on whom they sit in judgment. And there are those who enjoy watching these executions just as much as the knitting-needle crowds who gathered to watch the guillotines at the time of the French Revolution. Fortunately, not many writers pander to this aspect of our society."

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Treyz took direct crack at Sarnoff, disagreeing with him vigorously during this week's closed-circuit preview of ABC-TV fall programming for newspaper TV critics

and ABC affiliates. Said he: "Hard words, pertaining to the relationship between TV & newspapers, suggesting slanted newspaper coverage and treatment of TV entertainment and the medium, were spoken by the head of one network right in the middle of the long, hard summer . . . Those hard words did not speak for ABC.

"The emergence of ABC-TV to competitive equality with the other networks has not been the result of lashing back at criticism. The opposite is true. Our respect for the opinions of the press, and our willingness to heed its counsel, has been a substantial factor in [ABC's] maturing. "We may and often do differ with your views, but never by questioning your motives, or those of your publishers.

"We intend to continue that policy, not in the spirit of 'buttering you up,' but because we are convinced that your opinions are honestly motivated, constructively meant and directly rendered."

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"This may well be the year of open warfare between the newspapers and mags on one hand and TV on the other," opines Sept. 17 *Variety*. "How Anti-TV Can You Get?" titles article which takes particular note of *Time Magazine's* apparent "crusade" against quiz shows: "What particularly irks broadcasters in regard to *Time* is the 'biting-the-hand-that-feeds you' implications, as witness [fact that] the Henry Luce *Time-Life-Fortune* mag dynasty has a multi-million-dollar stake in its multiple ownership of TV stations (Denver, Salt Lake City, etc.). These are bigtime network affiliates that in the night-to-night pickup of coaxial network shows, depend on the revenue and audience of the quiz entries, among others. Yet there's no instance on record of any of the *Time-Life* stations bumping any of the commercial quiz shows in protest against what *Time* considers sordid schemings."

On Operating 24 Hours a Day: "Red ink successes" is the way Roger W. Clipp, v.p.-gen. mgr. of TV-radio div. of Walter Annenberg's Triangle Publications Inc. (*Philadelphia Inquirer* and *Daily News*, *TV Guide*, et al), describes the round-the-clock operation of 2 of its 5 TV stations. Since last Feb. 10, Triangle's WNBF-TV Binghamton, N. Y. (Ch. 12) has been operating 7 days a week on a 24-hour basis. Since Feb. 13, WFIL-TV, Philadelphia (Ch. 6) has been doing likewise—but only the 5 weekdays. [See also p. 3.]

Appeal is to off-shift workers, numerous in those areas, and basic programming is of course film, though there's plenty of other material. Clipp says the public service aspects and goodwill engendered have "more than justified our financial investment." Both stations have received thousands of letters from industrial workers, to say nothing of hospital staffs, firemen, farmers and others whose duties may keep them awake during the overnight hours. In Philadelphia, it was noted that newspapermen have been among the all-night shows' most ardent adherents.

* * * *

When the all-night shows started, both stations solicited viewers for announcements of coming events of interest, plant safety campaigns, public service projects, social activities. Within the framework of a film schedule of 5 features nightly, such announcements are interjected at breaks as well as periodic 5-min. news summaries covering local and general news at the conclusion of each feature film. The interspersions are carried under title *Home-town Headlines*, averaging 15 announcements per program for church carnivals, fraternal meetings or outings, community fund drives, civic safety campaigns and the plenteous spots from Red Cross, CARE, Heart Assn., Junior Chamber of Commerce, Army, Air Force, etc.

The personal touch isn't forgotten, with birthday greetings, wedding announcements, graduations, get-well

Suit against community antenna system in Helena, Mont., brought by KXLF-TV, Butte, Mont. (Vol. 14:36), was argued before Judge W. P. Murray Sept. 17—and judge gave both parties 2 more weeks to file additional briefs. KXLF-TV alleges that CATV system picks up and distributes its signal in violation of Communication Act provision prohibiting "rebroadcasting" without originating station's permission. Judge Murray said he was "impressed" with argument of E. Stratford Smith, National Community TV Assn. gen. counsel who handled CATV case—that his court doesn't have original jurisdiction; that FCC must consider case first.

Translator power increase from 10 to 100 watts, proposed by the FCC (Vol. 14:31), has been endorsed by Adler Electronics Inc., major manufacturer of translator equipment. Increase would not only expand translator coverage, said pres. Ben Adler, but would inhibit growth of illegal vhf boosters. He said he's prepared to offer 100-watt amplifier at \$5200 within a few weeks after FCC type-approval.

Community antenna system in Big Bear Lake, Cal. was bought this week by Antennavision Inc., owned by Bruce Merrill, operator of 10 other CATV systems in Ariz. & N. M. (see *TV Factbook No. 27*)—through broker Daniels & Assoc., Denver.

Private microwave between Charlotte, N. C. & Florence, S. C. was granted this week to WBTW, Charlotte (Ch. 3) & WBTW, Florence (Ch. 8). System will employ 3 intermediate repeaters, cost \$140,000.

wishes. Public service films are carried, like Army's 15-min. weekly *Country Style*, U.S.A., Air Force films, various "how-to" films turned out by the govt. departments. Then there's the weekly *Chemistry of Living* kine with Pennsylvania Military College's Dr. Russell Erb, a college-level course that was part of the *University of The Air* series that won WFIL-TV a DuPont Award.

Example of local industry interest was "hard hat" campaign by Lukens Steel, in the WFIL-TV area, designed to persuade workers to wear their helmets at work to prevent head injuries from flying scraps. A WFIL-TV newsreel unit visited other plants, filmed workers in right-&-wrong safety postures, won hosts of friends among executives of such big firms as GE, Atlantic Refining, Philco, Sun Shipbuilding, Budd. The main postoffice and Yellow Cab were latest on agenda of this crew.

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Sponsorships? Among those who have paid for spots on WFIL-TV's all-night shows thus far are Alcoa, Max Factor cosmetics, Mayonette & Frenchette salad dressings, local theatres, new and used-car dealers. At WNBF-TV, Procter & Gamble has been biggest advertiser, but spots have also been sold to a storm window concern and to builders and suppliers for local home improvement.

Only other all-night station within our ken that's presently operating is KSHO-TV, Las Vegas, Nev. (Ch. 13), transmitting 24 hours Fri. & Sat. only. It has sold time to health studios, beauty salons, apparel shops, according to gen. mgr. George Clavin. Besides KDKA-TV, Pittsburgh (Ch. 2), which was the first to try all-night operation but is content to sign off at about 2:30 a.m. now, we're heard of only one other attempt, abandoned—by Tom Tinsley's WXEX-TV, Petersburg-Richmond (Ch. 8). And KTLA, Los Angeles (Ch. 5) informs us it has telecast overnight occasionally for telethons and special events, as have other stations no doubt.

Longer hours of operation for certain radio stations, sought in petition filed by Daytime Bcstrs. Assn. Dec. 9, 1955, were flatly rejected by FCC in final decision this week. DBA asked for permission to operate from 5 a.m. or local sunrise (whichever is earlier) to 7 p.m. or local sunset (whichever is later). In Public Notice 58-891, Doc. 12274, Commission concluded that slight gain in service would be vastly outweighed by increased interference resulting in loss of service to millions—and would add interference to foreign stations—"inconsistent with international understanding."

CP was cancelled for KYAT, Yuma, Ariz. (Ch. 13) as of Aug. 15, after grantee Wrather-Alvarez Bcstg. Inc. (now Marietta Investment Corp.) failed to contest initial decision of FCC examiners James D. Cunningham & Herbert Sharfman. They had recommended cancellation after hearing on CP holder's application for more time to build, concluding good reason hadn't been shown for extending the 2½-year-old grant any further (Vol. 14:26).

Tape reproducers, offering up to 16 hours of music for stations, community antenna systems, etc., are available from Alto Fonic Music Systems Inc., 935 Commercial St., Palo Alto, Cal., at \$2275 for basic unit. Tape leasing service is also provided.

Translator starts: W73AB, Littleton, N. H. began Sept. 15 repeating WCSH-TV, Portland, Me.; K71AJ, K75AK & K81AD, Waseo, Ore. plan to start Sept. 24 with KPTV, KGW-TV & KOIN-TV, Portland, Ore. One translator CP was granted this week—Ch. 70, Douglas, Ariz.

TAXES, COUNTERFEITERS HIGHLIGHT EIA MEET: Frank & sober assessment of TV industry, coupled with restrained optimism for fall selling season, highlighted well-attended Electronic Industries Assn. fall conference in San Francisco this week. Mounting influence of industry's military segment was once more made apparent. Convention's principal address -- by North American Aviation pres. J. L. Atwood -- was devoted to the complexities of "weapon system management." Nonetheless, EIA consumer products div. moved on several issues with broad implications for set makers.

There'll be no industry-wide promotion to sell TV sets, such as we described in Vol. 14:35, until someone comes up with "red hot" idea. This was conclusion of consumer products div. after listening to several proposals and hearing mgr. Bert Reynolds of No. California Electrical Bureau tell of local success of "second set" promotion under theme, "TV's More Fun When There's More Than One." Reynolds warned, however, against "ill prepared promotions," urged that local interests get plenty of time to tie in with any national program. Whole matter was tossed into lap of EIA board for further review at its Dec. meeting.

Fight against excise taxes gets a "new look" as div.'s tax committee stepped out of perennial and so far unsuccessful campaign. EIA board agreed to name a high-level executive group to present industry plea to next Congress for elimination or reduction of still-effective wartime excise taxes.

Tube counterfeiting became industry-wide concern as tube div. adopted a "code of ethics," pledged all members to aggressive campaign. Code provides: (1) Industry cooperation with law enforcement authorities. (2) Education of distributors, dealers, servicemen on ways & means to combat counterfeiting. (3) Support for suggestions by grand juries, judges, etc., on means of combatting practice. (4) Steps to dry up the sources of counterfeiters by destroying used and defective tubes. (5) Administration of warranty policies so as to keep tubes out of counterfeit channels.

How to Pick a TV Market: Ways to counter the profit squeeze, locate best TV dealers, were outlined this week by Magnavox v.p. Leonard F. Cramer who uncovered some secrets of highly successful program to upgrade TV dealer franchise before the 6th annual marketing conference of Industrial Conference Board in N.Y. All Magnavox dealer franchises were cancelled Aug. 30, new program initiated which pres. Freimann at time said rested on "adherence to basic principle of integrity in merchandising."

Minimum market potential of 1500 sets per year was established for economic penetration by semi-exclusive distribution, Cramer said, estimating such area will have about 30,000 to 35,000 population. On this basis, 575 or 18.7% of the counties in U.S. were selected, representing 72% of total population, 79% of retail sales, 86% of the total sets sold since TV got underway in 1946.

Five-year "growth plan" to achieve desired market coverage was established with a goal of 35 sales regions, full complement of sales representatives. Criteria for dealer selection include previous volume, extent of area available for display, dealer service qualifications and discount policies. Dealers without an adequate display and service policy, or "who advertised as a discount house" were eliminated. Cramer said success of program is evidenced by "the gradual but steady increase in Magnavox share of the existing TV market."

TV-Radio Production: TV production for week ended Sept. 12 was 145,289 sets, a new peak for the year, compared with 112,992 preceding week and 146,288 same week in 1957. Year's 36th week brought total TV production to 3,205,770 vs. 4,101,000 last year. Radio production was 295,249 (89,210 auto) vs. 274,604 (91,738 auto) in the preceding week and 256,292 (58,451 auto) in same week last year. Radio output for 36 weeks was 6,757,725 (2,070,000 auto) vs. 9,303,000 (3,531,000 auto) last year.

On Selling Color Sets: Latest tack in RCA's determined effort to move color TVs was promotion begun this week in Philadelphia & New York, and going into Sept. 22 week there and elsewhere, offering present inventories of "700" series at substantially reduced prices. The 15 models of this series, original lists ranging \$495 to \$895, have of course been superseded by the 10 models of the "800" series at \$495 up to the \$1200 deluxe with remote control. In effect, it's like auto dealers getting rid of 1958 models to make way for 1959—unloading—but RCA states that similar campaign last spring actually led to sale of more of current models at original lists.

As in case of last year's car, there's nothing wrong with last year's color TVs. The "700" series also had improved and virtually foolproof tuning as against earlier models that caused some people to say you had to be an engineer to tune a color set. Certainly that's not the case any more. How many sets are involved in the new sales campaign, RCA won't say, but the lower end models of the "700" series, at \$495 originally, are noteworthy by their absence. Factor of price may well be key to problem of unlocking color TV, which everybody in the trade believes has to come but which nobody does anything much about except RCA.

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Philadelphia area distributor Raymond Rosen & Co. and its dealers, in Sept. 16 page in *Bulletin*, offered list prices varying from \$369 to \$379 to \$399 on its "700" models, these representing around \$300 off original lists. Bruno-N. Y. broke in Sept. 19 *N. Y. Times* with another tack, captioning its big ad thus: "We Will Give You \$300 for Your TV—Any Size, Any Make, Any Model—when you buy any one of these new RCA Victor Color TV sets!" Ad then pictures *Westcott* model, original list \$695, now available for \$395; *Arliss* (Chinese Chippendale) and *Strathmore* consoles with doors, originally \$795, now \$495; *Chandler* deluxe Contemporary console, \$895, now \$595.

Shrewd Dealers Assess TV: Seven dealers said "yes" when asked if they can make money on TV in today's market. Their "case histories," subject of "special report" in McGraw-Hill's Sept. *Electrical Merchandising*, provide a good antidote for those suffering from "saturation blues." Dealers interviewed range from a neighborhood appliance dealer to metropolitan merchandiser. Article notes "each has a unique merchandising philosophy" but "one thing in common—they're all making money in today's TV market."

"The opportunists and amateurs who tried to cash in on TV's booming growth are gone. What remains is a group of dealers who have grown with the industry and adjusted their operations to the changes which have been inevitable as the industry reached maturity. Today's final adjustment finds them learning to operate—and operate profitably—in a replacement market."

You'll recognize all, or most, of those interviewed as well-known, successful merchandisers in TV-appliance trade: Tom Carmichael, Burns & Carmichael, Seattle; Matty Roth, gen. sales mgr., Davega, Springfield (N. J.); W. J. Lee, merchandise mgr., Sherman Clay & Co., San Francisco; Jim Godwin, head of Godwin Radio Co., Birmingham; Harry Gomberg, State St. TV mgr., Goldblatt's, Chicago; Jack Gilbert, TV-appliance buyer, Morris Kirsch-

Copy tells much of the story that other distributors around the country will be preaching henceforth as the basic "company line" in its color sales appeal:

"Why do we make this offer? Frankly, our records prove that enthusiastic Color TV owners have sold more Color TV sets to their friends and neighbors than any ad we have ever run. If this extraordinary offer results in many more people seeing Color TV in actual home operation, we shall have made a worthwhile investment.

"How does this trade-in plan work? It's simple—here's an example. Model 21CT7855 illustrated—*The Westcott*—is regularly \$695. Your old TV—any make, any model, any size—is worth \$300. Thus, you pay just \$395 for this 21" Color TV receiver.

"Is now the time to buy? Yes! RCA has been manufacturing Color TV sets for 5 years and hundreds of thousands are in use. 21" Color TV is the best buy on the market. It's actually 2 sets in 1 . . . receives black & white and color. Prudent buyers can purchase Color TV knowing that it will bring everything TV has to offer throughout the years.

"Service—is it expensive? Installation and 1 year's service, as required, is only \$89.50 from the RCA Service Company. Service for shorter periods is as low as \$44.50. There is a 1 Year Warranty on the color picture tube and all parts *absolutely free!* And a color set attaches to your present antenna—indoor or out. By actual service records, Color TV is as reliable as any TV.

"Is tuning easy? Tuning color can be mastered in 10 minutes. Two simple knobs control the color. Just set them and forget them for the evening.

"What kind of programs will I see? All the big shows are in color. NBC alone has more than 600 hours of color programs this Fall. You'll see *Perry Como*, *Dinah Shore*, *Jerry Lewis*, *George Gobel* plus big spectaculars like *An Evening With Fred Astaire*, *Johanny Belinda*. Sporting events like the *World Series*, *College Football*, *The Tournament of Roses*—color pictures every bit as good as color movies!"

Note: RCA pres. John L. Burns sees color taking hold gradually, its upward sales curve by no means as precipitous as black-&-white's has been over the last 10 years or so—and is gearing accordingly. But, like Chairman Sarnoff and ex-pres. Frank Folsom, he's convinced TV's future inevitably will be dominantly color, both at transmitting & receiving ends, and he cites company's promotions and expenditures on color to prove RCA has no intention of slowing its efforts to put it over. Number of color sets sold thus far and in use, best known to RCA as practically the only sizable producer, is still a deep-dyed secret—but its executives usually refer inquiries to Sylvania marketing chief Frank Mansfield's figures, which add up to 320,000 as of July 1, 1958 (see *TV Factbook No. 27*, p. 28).

man & Co., New Orleans; Steve Benzik, S. Benzik & Co., Chicago.

Also recommended reading in Sept. *Electrical Merchandising* is article titled, "TV Today: Even a Mature Market Has its Problems," by James J. Cassidy, who says toughest of these problems is "to convince the man who already owns a set that he should replace it with another." He goes on to list examples of manufacturers' effort to create obsolescence. Article suggests 1958 TV sales will be 5,400,000 units of which 2,900,000 will be replacements, 700,000 second sets in home.

Average retail price of TV set, it's stated, rose from \$190 in 1957 to \$200 this year, first upturn in TV's history, said to be due to "dominance of 17-in. portable—at a high \$169—and constant push on the high-end console."

Elaborate color-TV installation at headquarters of Strategic Air Command, Omaha, is described in Aug. *RCA Broadcast News*, which includes features on: videotape recorders at NBC Tape Central, Burbank, Cal.; magnetic disc recorder; precision offset; AM transmitters & antennas, etc.

Emerson Radio appoints Friend-Reiss Adv., N. Y., to handle its account, including new DuMont subsidiary.

Trade Personals: Lloyd B. Kiely, 1957 pres. of Canadian EIA, ex-gen. mgr. of Philco's Toronto operations, promoted to v.p. of Zenith of Canada . . . W. E. Laswell promoted to Motorola sales mgr. for radio & phonos, succeeded as northwestern sales mgr. by T. J. Morley . . . Richard A. O'Connor, chairman of Magnavox, and Mrs. O'Connor on Sept. 14 announced engagement of their daughter, Eleanor Mary, to Charles F. Clarke Jr., of Lake Forest, Ill., graduate of Brown U and ex-Army engineer in Korea, who is in real estate business in Chicago; they will be married later this fall . . . Fred S. DeWitt promoted to N. Y. district sales mgr. for GE tubes & components, succeeding S. J. Welsh, now marketing mgr. for components . . . Paul B. Hunter promoted to v.p. & gen. mgr. of Olympic's Buffalo (N. Y.) branch . . . Joseph P. Lynch promoted to adv. & sales promotion mgr. of Westinghouse tube div., succeeding Louis Martin, now gen. marketing mgr. . . Jack Gilpin, ex-Booz, Allen & Hamilton, named asst. to pres. for management planning of Eitel-McCullough, Donald H. Priest promoted to associate research director . . . Bert Bartholomew named radio & hi-fi product mgr. of Canadian Admiral . . . Joseph Lawrence, ex-C. L. Miller, named adv. mgr. of Columbia Records; Joan Tietjen promoted to sales promotion mgr.

New EIA directors elected: B. K. Wickstrum, Sylvania marketing v.p., succeeding Max F. Balcom, Sylvania director & ex-pres.; J. B. Dow, Hazeltine exec. v.p., succeeding W. A. McDonald, Hazeltine chairman; John G. Brooks, Siegler Corp. pres.

Axel G. Jensen, Bell Labs director of visual & acoustics research, noted TV scientist, named Knight of the Order of Dannebrog by King Frederick IX of Denmark; award is country's highest civilian decoration.

Robert E. Svoboda, Amphenol distributor sale mgr. named first v.p. of Assn. of Electronic Parts & Equipment Mfrs., succeeding Col. Gail S. Carter now NEDA executive officer.

Stereo Crimping Phono Sales: Customer uncertainty over stereo is blamed for lag in phonograph sales—currently about 15% behind last year—by *Wall St. Journal* reporters Stanley Penn and Jerrold Schecter in front-paged article Sept. 15 titled "Record, Set Makers Find Demand for New Sound a Mixed Blessing." They stated industry is "fretful" that its "storm of promotion" on stereo may succeed too well, and "as confusion over stereo grows, volume sags, so that sales [of phonos] for the year to date are trailing a year ago by about 250,000 sets. Predictions by industry officials indicate a decline for full year to no more than 4,500,000 units from last year's 5,000,000, with dollar volume indicated at around \$400,000,000 this year compared with 1957's record \$453,000,000." Attesting to stereo boom, however: "All the hoopla about the new system [stereo] is beginning to have an effect. More and more customers are coming in [to dealer stores] to buy stereo discs. Somewhat sorrowfully, dealers have to warn them that unless they have special stereo players, their home sets will ruin the new records in about 5 plays." Charles L. Simmons, pres. of Society of Record Dealers is quoted as saying: "People have read just enough about stereo so that they refuse to buy anything else."

Eitel-McCullough reports loss of \$13,959 for 6 months ended June 30 vs. earnings of \$533,515 (65¢ per share) for corresponding 1957 period.

DISTRIBUTOR NOTES: Admiral merges Baltimore & Washington branches at 2046 W. Va. Ave. NE, Washington, under gen. mgr. Wm. Oppenheim; appoints American Parts & Service, Baltimore, for parts . . . Zenith of Canada appoints for all consumer products: Bruce Robinson Electric, Edmonton & Calgary; J. H. Ashdown Hardware Co., Winnipeg; Major Appliance & Refrigeration, Vancouver . . . Olympic appoints Rew Distributing, N. Y., for TV, radio, hi-fi . . . Hoffman appoints 6 for electro-mechanical devices: OEM Sales Co., Indianapolis; W. N. Rider Co., Dallas; Darbury Co., West Newton, Mass.; Fred Peterson Co., Minneapolis; W. R. Schultz Co., Seattle; Hytronic Measurements Inc., Denver . . . Webcor appoints Harold N. Lieberman Co., Minneapolis, for stereo phonos and tape recorders.

ELECTRONICS PERSONALS: Rear Adm. Jack S. Dorsey named deputy director for communications-electronics, Joint Chiefs of Staff . . . Wm. C. Bolenius, AT&T v.p.-finance, promoted to exec. v.p. . . Corbin A. McNeill promoted to ITT industrial relations director, succeeding Fred D. Wilson, retired . . . Joseph J. Merry, Western Electric asst. personnel director, elected secy., succeeding Norman R. Frame . . . Dr. Myles L. Mace returns to professorship at Harvard Business School after 3 years as v.p. of Litton Industries, continues as consultant . . . George E. Tubb, ex-GE, named marketing director of Laboratory for Electronics, Boston . . . Hoyle U. Scott promoted to v.p. of Webcor electronics div.

Obituary

Edward R. Carney, 66, ex-Philco div. mgr. for Cincinnati-Louisville area, later Philco distributor in Louisville, died Sept. 14 as result of automobile accident.

Charles Ward Mortimer, 78, mgr. of DuMont's patent dept. at time of his retirement in 1948, died Sept. 12 at Upper Montclair, N. J.

Wesley Fuller, 46, Bell Labs asst. director of publications, died Sept. 13 of heart attack at Virginia Beach, Va.

Last Word on Closed Circuit: Most exhaustive treatment to date on burgeoning field of closed-circuit TV for industry, education & military, is big (348pp., \$4.50) new book published by Govt. Service Dept., RCA Service Co., Camden, N. J.—*Closed-Circuit TV Systems, Color & Monochrome*. Prepared originally for Air Force, volume covers both technical & non-technical aspects of entire field, contains hundreds of illustrations & diagrams. Potential uses for closed-circuit are so numerous that authors state frankly that they can give only "cross-section of various tasks," grouping them "tentatively" into: training & instruction, security, general surveillance, traffic control, weather service, hazardous monitoring.

Major IRE awards, to be presented at IRE convention in N. Y. next March: (1) Medal of Honor, to E. Leon Chaffee, ex-director, Harvard's Cruft Lab "for his outstanding research contributions and his dedication to training for leadership in radio engineering." (2) Morris Liebmann Memorial Prize, jointly to Charles H. Townes, Columbia U & Nicolaas Bloembergen, Harvard, "for fundamental and original contributions to the maser." (3) Harry Diamond Memorial Award, to Jack W. Herbstreit, Bureau of Standards, "for original research and leadership in radio-wave propagation." (4) Vladimir K. Zworykin TV Prize, to Paul Weimer, RCA Labs, "for contributions to photoconductive-type pickup tubes."

Financial Reports:

Very few electronics-communications firms are among first-half 1958 top earners, as listed in Sept. 6 *Business Week*. AT&T ranks first among 51 tabulated, up 4% from first half of 1957 and displacing General Motors, down 30.2%, and Standard Oil of N. J., down 37.1%, for top ranking. GE went up to 9th from 10th place, but earnings were down 19.1%. Westinghouse went up to 23rd from 32nd place, though earnings were down 2.1%. General Dynamics rose to 51st from 74th place, though earnings were down 1.4%.

P. R. Mallory should earn about \$1 per share in second half to bring 1958 earnings to \$1.58 vs. \$2.06 last year, chairman J. Taylor Foster of big components manufacturer told *Wall St. Journal* this week. He said sales are expected to decline from \$77,579,000 in 1957 to about \$65,000,000. Company has "high expectations" for new plastic covered silicon rectifier, developed for TV-radio sets, on which initial production begins this week.

Indiana Steel Products Co., said to be largest domestic producer of permanent magnets, reports net income of \$174,303 (59¢ per share on 293,298 shares outstanding) for 6 months ended June 30. Pres. Robert F. Smith told stockholders sales for first half, undisclosed, were 27% below same 1957 period but "there has been a modest improvement which started last month [Aug.] and which now looks as though it might be sustained and amplified."

Hoffman Electronics will have 1958 sales "around \$40,000,000" and earnings "about the same as last year's \$2.25 [per share] or possibly a little higher," according to pres. H. Leslie Hoffman. Sales in first 6 months were off 15%, profits declined from \$1.18 to \$1.09. Consumer products account for about 30% of total sales. "The merger door is open, too, providing we can remain the surviving entity," said Hoffman.

Erie Resistor earned \$207,237 (23¢ per share) on sales of \$9,384,450 in 24 weeks ended June 15 vs. \$443,753 (63¢) on \$12,180,707 year earlier, but pres. G. Richard Fryling pointed out results for 1958 period reflected upturn from 28 weeks ended last Dec. 29, when net income was \$99,058 (8¢). He said company "is encouraged by the immediate outlook," particularly for new electronic components for missiles.

Siegler Corp.'s Olympic div. increased TV shipments 17% in year ended June 30 over last year, pres. John G. Brooks told stockholders in annual report this week noting record sales and earnings (Vol. 14:33). Olympic increased its share of the TV market 37% "largely in higher priced, more profitable units," Brooks said.

Reports & comments available: On Packard-Bell, analysis by Hayden, Stone & Co., 25 Broad St., N. Y. On Walt Disney Productions, appraisal by Delafield & Delafield, 14 Wall St., N. Y. On Daystrom, report by Paine, Webber, Jackson & Curtis, 745 Fifth Ave., N. Y. On Litton Industries, review by Burnham & Co., 15 Broad St., N. Y. On Raytheon, recommendations by Amott, Baker & Co., 150 Broadway, N. Y.

General Transistor Corp., which recently offered 100,000 shares of common for public sale through Hayden, Stone & Co. (Vol. 14:27) at \$20.50 per share, reports net income of \$205,270 (65¢ per share on 315,150 shares outstanding) on sales of \$2,387,841 in first 1958 half vs. \$129,364 (43¢ on 301,966) on \$1,228,859 year earlier. G.T. is merging Barnes Engineering, 1 share for 3%.

TV & Radio Shipments: TV shipments to dealers in July exceeded June shipments, paralleling previously reported increases in production and retail sales (Vol. 14:34, 37). EIA reports, however, that July total of 334,200 was 28% below July of last year. TV shipments for first 7 months of 1958 totaled 2,335,188 vs. 2,969,251 for 1957 period. Radio shipments to dealers for 7-month period totaled 3,441,388 vs. 4,018,236. First 7 months' TV-radio shipments by states:

State	TV	Radio	State	TV	Radio
Ala.	30,597	41,017	N. J.	84,177	127,138
Ariz.	16,934	21,413	N. M.	10,079	10,396
Ark.	19,240	17,553	N. Y.	265,829	482,580
Cal.	236,751	282,532	N. C.	45,116	57,299
Colo.	20,438	27,325	N. D.	6,716	10,857
Conn.	36,934	46,427	Ohio	121,965	194,402
Del.	6,482	7,624	Okla.	30,070	33,413
D. C.	25,919	36,977	Ore.	24,059	34,479
Fla.	85,937	94,106	Pa.	167,364	247,757
Ga.	44,716	63,935	R. I.	13,580	20,304
Ida.	7,254	13,200	S. C.	18,250	25,806
Ill.	143,221	268,025	S. D.	7,652	8,525
Ind.	56,123	61,703	Tenn.	36,026	48,056
Iowa	26,892	40,936	Tex.	118,310	167,754
Kan.	26,427	41,267	Utah	11,728	12,836
Ky.	35,492	46,840	Vt.	4,690	8,249
La.	40,771	43,788	Va.	38,494	54,153
Me.	12,421	22,374	Wash.	37,948	52,226
Md.	35,124	69,552	W. Va.	22,011	21,154
Mass.	78,470	128,802	Wis.	39,547	70,418
Mich.	80,184	124,026	Wyo.	6,598	4,487
Minn.	35,110	62,519			
Miss.	18,971	21,833			
Mo.	54,500	100,135	U. S. TOTAL	2,327,208	3,427,563
Mont.	10,553	11,570	Alaska	1,375	3,138
Neb.	20,191	20,971	Hawaii	6,605	10,687
Nev.	3,758	6,171			
N. H.	7,589	12,653	GRAND TOTAL	2,335,188	3,441,388

Is TV Slump Over? "Long slump in the TV receiver industry has ended." That's conclusion by N. Y. *Times'* Alfred Zipser, reporting Sept. 16 on 4-month upswing in retail, distributor & factory sales which we've been detailing week-by-week (Vol. 14:29, 34, 36-37). He hedges on future, stating upturn "is not carrying industry into boom sales of former years." Writer notes that Wall Streeters, scenting better TV times, have pushed TV stocks up 26.5% from their lows for the year, compared with only 20.1% rise for all common stocks, and "All elements in the industry are confident that this month's sales [Sept.] will narrow the gap with 1957 further still, and some industry leaders feel that September may show the first industry-wide gain of this year over last."

Automatic record changers purchased by a manufacturer for incorporation into phonographs of his own manufacture are exempt from 10% excise tax, according to Internal Revenue Service ruling (Rev. Rul. 58-445). However, such exemption does not apply where manufacturer sells record changer to dealers for resale to consumers.

Factory sales of transistors declined sharply in July from June, but total for first 7 months of 1958 was 63% ahead of same 1957 period—21,084,200 units worth \$49,443,800 vs. 12,902,300 worth \$35,465,000. EIA also reports July transistor sales were 2,631,900 units worth \$6,598,700 vs. 3,558,000 worth \$8,232,300 in June.

New X-ray image amplifier, developed by Zenith subsidiary Rauland Corp. and demonstrated in Cleveland this week by Picker X-Ray Corp., is said to produce images 350 times brighter than those available through fluoroscopy, with much reduced radiation exposure, on 41-sq. in. screen.

Audio Engineering Society plans special stereo symposium—to explain the intricacies of stereophonic sound to the layman—in connection with annual AES convention, 7:30 p.m., Tue., Sept. 30, New Yorker Hotel, N.Y. Admission \$1 to non-members.

Do You Know That . . .

ANNAPOLIS & WEST POINT graduates literally honeycomb the electronics fields—and a goodly share, most of them with fine war records, will be found in the business of broadcasting. Our still-uncompleted researches have uncovered scores in non-broadcast electronics, about whom we'll report later; meanwhile, let's see who are in "electronic entertainment" fields.

Annapolis men are dominant, curiously enough. There's FCC Comr. T. A. M. Craven, of course (his initials stand for the venerable Navy names Tunis Augustus Macdonough); he was class of '13, resigning as full Commander in 1930 because he was so prone to seasickness that he couldn't fulfill required sea duties. A trained wireless man, he has been in communications ever since, starting on loan as a Navy engineer to the old Federal Radio Commission.

Then there was James Lawrence Fly, U. S. Naval Academy Class of '20, onetime hard-hitting FCC chairman, now retired in Daytona Beach, Fla.; he resigned his ensign's commission upon graduation to attend Harvard Law School, from which he was graduated in 1926.

Among others who became lawyers, perhaps best known was John W. (Duke) Guider, '22, who was partner in Hogan & Hartson, a leading Washington law firm with specialists in TV-radio; he married the late great attorney Frank Hogan's daughter; later retired to live in N. H., now owns several small radio stations in New England, recently assumed management of WMTW-TV, Poland Spring, Me. (Ch. 8), famed Mt. Washington station in which he has a financial interest. In the Paul M. Segal law firm in Washington is Robert A. Marmet, Annapolis '47, who studied law at night at Georgetown U while stationed in Washington as a communications specialist, 1948-55, got degree in 1951, resigned as a lieut. in 1955.

* * * *

Also class of '22 was P. K. Leberman, who founded pre-freeze KRSC-TV, Seattle, which he sold in May, 1949 to present owner Mrs. Dorothy Bullitt for \$375,000 when he found he couldn't stand its \$1000-a-month losses (Vol. 5:22); it's now KING-TV (Ch. 5), Leberman going on as publisher of *Family Circle*, highly prosperous magazine distributed through chain stores. In same class was H. Lawrence Holcomb, who retired last June 15 as TV-radio production v.p. for Tatham-Laird Inc., before that was asst. TV-radio chief at old Lennen & Mitchell. Onetime NBC continuity editor in Chicago (1935-37), Larry Holcomb was noted for his authorship of oft-revived *Sky-scraper*, one of first stream-of-consciousness radio dramas.

Remembered well in the agency field, too, was Charles Schenck, '24, who died in Arizona about 1½ years ago; he produced *Love of Life* for Biow after having served with old Judson talent bureau which dominated radio production in the late '20's; he was at one time radio director for Blackett-Sample-Hummert in Chicago and first producer of *Ma Perkins*.

* * * *

Among the TV-radio stations, we find Joseph S. (Dody) Sinclair, '45, who manages his family's WJAR & WJAR-TV, Providence; Paul E. Taft, '38, recently resigned pres. and still 10% owner of Corinthian (Whitney) group's KGUL-TV, Galveston-Houston; Herbert Green, '48, on sales staff of WNTA-TV, N. Y.; John Knight, '27, engineer-in-charge of NBC's KRCA, Los Angeles.

NBC staff also includes John B. Rogers, '45, mgr. of studio & theatre operations; Perry Smith, '45, sports pro-

A TV Factbook on Every Desk

TELEVISION FACTBOOK No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, should reach all full-service subscribers by mid-week. Completely indexed, this 496pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. Extra copies of the *Factbook* cost \$5 for single copy; \$3.50 each for 5 or more.

ducer; and, from same class, producer Douglas Rodgers now a TV actor, married to actress Lynn Dollar.

George W. Bolling, head of rep firm bearing his name, was Annapolis '23, won considerable distinction there as an Olympic Games swimmer and a track athlete. Among the reps, too, there's Ernest Lee Jahneke Jr., '33, ex-ABC v.p., now administrative asst. to Edward Petry.

* * * *

West Pointers in TV-radio broadcasting can be counted on one hand, so far as we can learn. Top ranker, of course, was Brig. Gen. Luther Hill, Class of '19, now publisher of the *Des Moines Register & Tribune*, long active in supervision of the Cowles TV-radio stations. He served in World War I, resigned in 1923, reentered Army in 1942. He's a brother of U. S. Senator Lister Hill.

Everett Kidder Meade, from an old Virginia family, now CBS v.p. in charge of public relations, went directly from the U. S. Military Academy with Class of '43 into active service, won all kinds of medals in combat, lost a leg in the Battle of the Bulge.

A top agency man who was graduated from the U. S. Military Academy, Class of '20, is Joseph R. (Bill) Stauffer, in charge of TV-radio for N. W. Ayer & Son. Among other agency folk, we recall only Army's great All-America football center Ed Garbisch, '25, who supervised General Foods' sponsorships in early radio, then handled radio for Ruthrauff & Ryan; he married a daughter of the late Walter P. Chrysler, is now chairman of Grocery Store Products Co. Inc.

Note: We've probably missed some others; if you know about them, tell us so that we can complete the record.

Pay-TV will be "interstate commerce" in California, even if confined to closed-circuit baseball, hence doesn't come under jurisdiction of state's public utilities commission, according to Los Angeles Citizens Committee Against Pay-TV. In formal filing with commission, group urged that no action be taken on wired pay-TV pending consideration by Congress. Skiatron Corp. has asked Pacific Tel. & Tel. to make engineering study of project's feasibility, but PT&T hasn't agreed to undertake it (Vol. 14:37).

**THE
AUTHORITATIVE**

WEEKLY NEWS DIGEST
FOR EXECUTIVES OF THE
VISUAL BROADCASTING
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SUMMARY-INDEX OF THE WEEK'S NEWS — September 27, 1958

INDICTMENT IN MIAMI CASE tops blows to FCC prestige. Week brings "bribery" rumors from House probers, Bowles Report—and more (p. 1).

EDUCATIONAL TV 'TEST' in Little Rock not very conclusive. GE's Paul Chamberlain foresees more ETV stations than commercial within 10 years (p. 2).

WHO'S WHO IN AMERICA LISTS relatively few from TV-radio broadcasting and electronic fields. Plans for an industry Who's Who (pp. 3, 12 & 14).

MIAMI 'INFLUENCE' HEARING before Judge Stern, approaching end, questions maneuvers of North Dade Video; 3 of 4 Ch. 10 applicants involved (p. 3).

BOWLES REPORT released by Senate committee, gets attention for attack on calibre of FCC members, etc. Long-range impact speculative (p. 4).

HOUSE FCC SHOW GETS ON ROAD again with new "names" and "rumor" act; subcommittee tactics excoriated at Federal Bar Assn. meeting (p. 5).

THE NEGRO AUDIENCE sizable enough for many radio stations to offer specialized programs. More Negro radio listening than TV viewing (p. 7).

COMMUNITY ANTENNAS WIN Wyo. court decision that they're not public utilities, can't be regulated by state because they're "interstate" (p. 7).

VHF INDEPENDENTS IN IDAHO and Utah prospective starters. Reports on other new & upcoming stations. Buffalo's WBUF goes dark (p. 8).

Manufacturing-Distribution-Finance

DIVERSIFICATION PLANS of Studebaker-Packard may include acquiring Imperial Records, currently dickering for 6 radio stations. Other merger notes (p. 10).

TRANSISTOR RADIO IMPORTS from Japan not up to predictions, but show uptrend each 1958 month. Tokyo communique reveals plans (pp. 11 & 13).

ZENITH REJECTS RUMORS of stock split and new acquisitions in wake of stock flurry (p. 13).

CRIMINAL INDICTMENTS—AND FCC'S WOES: Chillingly real -- even though no surprise -- were the criminal indictments handed down by a grand jury in Federal court in Washington this week, charging ex-FCC Comr. Richard Mack and his friend Miami attorney Thurman Whiteside with conspiracy to give Miami's Ch. 10 to National Airlines Inc., now operating the 13-month-old WPST-TV as a 100% subsidiary.

The two must go to trial, and if convicted by a jury, face possible maximum penalties of 10 years imprisonment and \$15,000 fines.

The chill is intensified when one considers fact that same grand jury, whose life doesn't expire until next July, has been looking into charges of "bribery" in Pittsburgh's Ch. 4 decision, involving former FCC chairman George McConnaughey and principals of winner WTAE (see p. 5) -- though there were published reports this week, unverifiable, that it may not move on any more FCC cases. On the other hand, Rep. Harris (D-Ark.) has indicated there are other cases which might come before the grand jury on the basis of testimony presented to his investigatory committee.

Fact is that a skilled and persistent phalanx of Dept. of Justice attorneys doesn't have much trouble persuading a grand jury to return an indictment. It may be something else, of course, to convince a jury in open trial.

You can't help wondering what effect this week's turn of events may have on Judge Horace Stern, presiding over FCC's own hearing on Ch. 10 case, who just this week heard Whiteside's explanation of his actions (see p. 3).

Mack & Whiteside reacted quickly. Said Mack, who is staying at his father's motel in Ft. Lauderdale: "It's ridiculous. I haven't seen the papers yet and I feel I shouldn't provide any more comment. I'm not worried about it. The whole thing

just makes me feel a little sad." Said Whiteside: "I am not responsible for results of Washington politics. At any trial my complete innocence will be proven."

The 13pp. indictment is based on 3 counts of alleged violations of Title 18, Sections 371 & 1505 of the U.S. Code. In legal language, it states they conspired "corruptly to influence, obstruct and impede and corruptly to endeavor to influence, obstruct and impede the due and proper administration of the law under which the FCC was conducting a proceeding to determine to which application it should award [the channel]." Strong language also was used to state that the 2 sought to defraud FCC of its right to make decisions "free from self-interest, bias & improper influence" and of its right "to the impartial, unbiased, conscientious and faithful actions and judgments of the defendant Richard A. Mack..."

The indictment lists 32 "overt acts", notably the Whiteside-to-Mack giving and cashing of checks and Mack's votes in the Ch. 10 case. It concludes: "The defendant Richard A. Mack, in consideration of sums of money and other things of value given to him, directly and indirectly, by Thurman A. Whiteside, did corruptly take official action and vote in favor of Public Service TV Inc. [National Airlines]..."

From the hapless Mack's point of view, irony is that he might easily have abstained from voting in a case involving so many bitterly conflicting interests in his home state, even had he wanted National to win; the vote was 4-2, Mack as junior member of the Commission having been called on to vote first.

FBI began investigation of case Feb. 13 while House Committee was making big headlines with its exposures. Presentation to grand jury was handled by Robert J. Rosthal, assisted by James J. Sullivan and William P. Clancy. Indictment was signed by Oliver Gasch, U.S. attorney for District of Columbia, where trial will be held.

* * * *

It was a bad week for FCC, altogether. Unfortunate aspect is that some very fine incumbent public servants are getting smeared by the splashing tar. It would be surprising indeed if politicians don't attempt to snag votes on an "FCC scandal" theme. Consider what broke around the Commission's head this week, in addition to the Mack-Whiteside indictments:

(1) McConnaughey-Reed "bribery" charges presented to Harris subcommittee by its own staff (see p. 5). This incredibly inept investigation may be based on fact that people are guilty, and they'll be nailed if they are, but subcommittee's sloppy circulation of rumors scarcely enhances its stature as a public interest guardian.

(2) Bowles Report, which characterizes FCC as weak -- or worse -- in its handling of uhf-vhf allocations (see p. 4). It recommends that the whole matter be taken out of Commission's hands and given to more capable organization.

(3) FCC's own "know thyself" hearing on Miami Ch. 10 (see p. 3). Designed to determine who attempted to influence it, it keeps bringing up more evidence of pressures and counter-pressures. It doesn't look good to man-in-the-street.

(4) Court of Appeals' remand of Indianapolis Ch. 13 decision (see p. 6). Court seems to get more brusque, almost personal, as it rams cases back to Commission for reconsideration -- virtually saying it wishes it could choose TV grantees, questioning whether Congress gave FCC too much power.

MORE ETV STATIONS THAN COMMERCIAL? "More than a camera on the teacher" is needed to make educational TV effective, in the words of U.S. Office of Education's TV-radio chief Dr. Franklin Dunham -- and this week's valiant effort by Little Rock's embattled school board is clinical proof, if any is needed. Its telecasts to the 3500 white & colored students locked out of city's high schools, carried on city's 3 commercial stations (Vol. 14:38), are concededly a mere stop-gap at best.

Famed editor of Arkansas Gazette Harry Ashmore told us: "It was hastily done, and nobody here is taking it seriously." He did say, however, the TV instruction is useful in keeping students occupied and should make it easier for them to make up their work. Reporters covering "TV school" opening observed, variously, that

"more than half the students had looked in [on the TV courses]"; that "it takes more than earnest teachers, serious pupils and a TV set to make a school"; that, quoting a 15-year-old student, "It stinks -- we'll just have to do this over again when school starts." Dr. Dunham further noted that no extensive preparation had been possible for Little Rock's crash program, but he saw "some value in keeping students thinking about the subjects they should be studying."

Ideally, ETV is a supplement to classroom teaching, according to Dr. Dunham, not a substitute for it -- best example being Hagerstown (Md.) experiment with teacher-to-TV instruction ratio held to 2-to-1. An exception is U of Detroit's full TV college program for freshmen & sophomores. Yet even these students are expected to call on their instructors twice a week. And New York's experienced META, with a prospective audience of 2,000,000 children, wound up first TV school week on WPIX (Ch. 11), comprising 28 hours & 20 min., to the tune of great kudos for what Jack Gould called "production aplomb," and plans to go to 35 hours weekly.

Though only 33 ETV stations are on the air and they've been very slow in getting under way, nobody now gainsays that ETV is here to stay in one form or another and it now enjoys substantial commercial support, even aside from Ford Foundation's many bequests. Index to ETV's increasing importance is current study of equipment potential by GE's Paul Chamberlain, who is now convinced that "within 10 years there will be more ETV than commercial stations on air, not just closed circuit."

Economics will dictate limit on number of supportable commercial stations, in Chamberlain's opinion, but the increasing number of students and the shortage of teachers will make ETV an integral part of school systems all over the country. RCA apparently foresees similar prospect, for it recently designated a top experienced sales executive, P. B. (Pinky) Reed, to head up new ETV equipment sales dept.

WHO'S WHO IN TV-RADIO-ELECTRONICS: It's really astonishing how few TV-radio broadcasting executives are listed in the latest Who's Who in America, which has released a Vocational Index of the 50,594 biographies embraced in its nearly 3400 pages (only 130 of them advertising). Marquis-Who's Who Inc.'s own figures show only 211 names catalogued as TV-Radio Executives, a mere .4% of the total, and not all of these are really in broadcasting as a business (see p. 14); only 58 as Electronic Executives, and 179 as Electric Equipment Executives. Combining the latter 2 categories, which overlap considerably, we give you that Who's Who listing on p. 12 -- adding a few other top names found under other classifications, such as Industrial Executives.

That's not very many names from the 30-year-old radio and 12-year-old TV arts and industries, and the showing isn't much better even if one culls more names from other Index classifications like Advertising Agency Executives, 423 names in all; Communications Executives, 211; Entertainers, 424; Federal Officials, 2371; Newspaper Executives, 1176. There's considerable overlap with TV-radio, of course, but fact remains that many top names are noteworthy by their absence.

Because TV-radio and associated electronic entertainment arts and industries need a biographical reference volume of their own, we hope soon to revive a project first planned early last year -- a Who's Who in American Broadcasting and Associated Fields. Our plans had to be shelved due to prolonged illness, but we're now laying them anew. It's an enormous job, as you can guess, requiring special staff and from 12 to 18 months to produce. We'll let you know more about it later.

FCC's Miami Probe: It's 3-out-of-4 now—that is, 3 of the 4 original Miami Ch. 10 applicants have been questioned about charges that they attempted to influence FCC's final decision which was won by National Airlines. North Dade Video Inc. was added this week to National and WKAT (A. Frank Katzentine) as "suspects"—in Commission's hearing being conducted by Judge Horace Stern. Only L. B. Wilson Inc. is free of charges at the moment.

FCC counsel have found nothing in the way of influence attempts by L. B. Wilson principals. There's no indi-

cation whether Wilson's 3 opponents will seek to prove something adverse when they present their cases as hearing resumes Oct. 1 with presentation by WKAT—Commission counsel having concluded their case this week.

North Dade involvement was brought up by Commission counsel, who called as witnesses former FCC Comr. Robert Jones (an ex-GOP Ohio Congressman), now a Washington attorney, and North Dade v.p.-gen. mgr. & 10% stockholder Walter Compton, now an MBS news commentator in Washington.

Jones testified that Compton hired him (unbeknownst

to North Dade's regular counsel A. Harry Becker) to offset political pressures reportedly being brought by his opponents on Capitol Hill. Jones said he had heard that Sen. Smathers (D-Fla.), as executor of Wilson's estate, had been trying to help L. B. Wilson Inc.—but that he never found Smathers was actually involved. Then, he said, he went to Rep. Hinshaw (R-Cal.), now deceased, in attempt to interest House Commerce Committee; he said he had no luck there. After unsuccessful attempt to get help from Bert Wissman, Republican clerk of Senate Commerce Committee, he succeeded in interesting Rep. Celler (D-N.Y.), chairman of House Judiciary Committee. Celler subsequently conducted hearings in attempt to persuade FCC that an airline which gets govt. subsidies shouldn't hold 2 govt. franchises. Sen. Monroney (D-Okla.) also sought to block National CP. After FCC decision favoring National, Celler stated:

"It is déplorable that the application of a certificated air carrier has been awarded a franchise to operate a TV station. I don't think any organization that operates under one commission should be permitted a franchise concerning operation under another" (Vol. 13:6).

After the final decision, Jones testified, he approached FCC Comr. Craven, gave him document titled "The Examiner Should Have Preferred North Dade Video." Jones emphasized that this occurred after decision was rendered; that it was done "to prove an academic point"; that it was prepared in anticipation that record would be reopened.

Compton testified purpose of hiring Jones was to "neutralize rumors" on the Hill, not to approach FCC members before decision was rendered. He said Jones was retained for "more or less a quasi-legal service" inasmuch as he "happens to know his way around Washington."

Earlier in week, Miami attorney Thurman Whiteside

testified that his contacts with ex-Comr. Richard Mack were done entirely on his own; that he wasn't retained by National; that he told Mack of "high character" and "integrity" of National principals; that "if all things were equal he would appreciate his giving National consideration." He said sole reason for talking to Mack was to perform act of friendship for Robert Anderson, then counsel for National, now a Miami judge.

* * * *

WKAT counsel Paul Porter (a former FCC chairman) says he plans to call as witness John FitzGerald, who was chief of Commission's Office of Opinions & Review which wrote the Miami decision on instructions from Commission. If FitzGerald gets on stand, it will be over vigorous objections of FCC counsel Edgar Holtz, who heads Commission's team in the hearing and, as Commission's associate general counsel, reports directly to FitzGerald who is now FCC general counsel.

North Dade counsel Becker says he may call as witnesses National v.p. Alexander Hardy and former National public relations man Milt Dean Hill. Neither L. B. Wilson counsel Paul Segal nor National counsel Norman Jorgensen indicated plans to call witnesses as hearing goes into third week Oct. 1—with expectation it will conclude that week.

Well worth noting in hearing is atmosphere of judiciousness and speed under guidance of Judge Stern. For FCC, Holtz and colleagues Richard Solomon and James Brennan go briskly about their business, demonstrate no evidence of restraints from "above." In fact, impression is that they'd show little hesitation in calling their bosses, incumbent commissioners, if there were any indication their testimony were needed.

The Bowles Report: Wholesale attack on FCC's "abdication of responsibility," contained in huge "Bowles Report" released by Senate Commerce Committee this week, probably had greater impact than it might otherwise—coming as it did same day ex-Comr. Richard Mack and his friend Thurman Whiteside were indicted by grand jury in Miami Ch. 10 case (p. 1). Newspapers immediately quoted attack on Commission appointments, expressed by chairman Edward L. Bowles, who lashed at "the insidious practice of meting out appointments as political favors."

Bowles' criticism of "political favors" was contained in separate section devoted solely to his personal views, termed "private comments." Among other things, he urges life tenure for FCC members, license fees to support Commission research, a tryout for pay TV.

Bowles had rather unorthodox way of running committee. He called very few meetings, preferred to consult members individually by letter and in person. The 266pp. document is very largely personal work of Bowles, MIT professor and engineering consultant. Of 12 members on his committee, 8 participated in final report. Of these, 5 wholly endorsed Bowles' views; 3 concurred somewhat, dissented substantially.

* * * *

Recommendations of report itself, prepared by ad hoc committee appointed by Commerce Committee chairman Sen. Magnuson (D-Wash.), as reported in these columns before (Vol. 14:12, 37):

"(1) An independent audit of the uhf-vhf allocations problem. (2) An objective review of the Commission's mandate, management, operation, and budget. (3) The establishment of a communications office or authority as part of the executive structure. (4) An authoritative classified review of the radio spectrum requirements of the Nation as a whole, conducted at Executive level."

Committee was originally established to study technical aspects of uhf-vhf allocations problems, but Bowles asked for and received permission to "broaden" scope. Here's where he ran into trouble with some committee members, because he goes way beyond engineering—into economics, Congressional philosophy, his interpretation of courts' interpretations of law and FCC decisions.

* * * *

Burden of report is that FCC isn't willing or able to solve the allocations problem; that an institution (presumably like MIT) can do it; that FCC needs a watchdog of public-spirited citizens; that President needs a powerful communications office right under his wing; that split management of spectrum by FCC and by govt. users should get complete investigation. Report suggests that \$500,000 be appropriated immediately for a one to 3-year allocations study by outside outfit.

Report attempts to cover everything FCC has ever done on allocations, networks, color, educational TV, economics. It tries to analyze Commission responsibilities, court decisions, Congressional intent. It castigates FCC for specific deintermixture and non-deintermixture actions—and for reversing itself.

Big question is what impact it will have. Senate Commerce Committee printed it without comment. Most FCC people who have seen it aren't very impressed—one veteran

staffman characterizing it this way: "It really isn't helpful. It gives us nothing new to work with." One recommendation is likely to bear fruition—study of whole spectrum by Presidential commission (Vol. 14:38).

What's interesting is how Bowles committee colleagues react. Many observers are frankly surprised at some of those who endorsed entire report. Here's membership: T.A.M. Craven, a former consulting engineer, now FCC member; A. Earl Cullum Jr., consulting engineer; Allen B. DuMont, chairman of electronics firm bearing his name; Wm. S. Duttera, NBC mgr. of allocations engineering; Donald G. Fink, Philco research v.p.; Ralph N. Harmon, Westinghouse stations engineering v.p.; Wm. B. Lodge, CBS v.p. of affiliate relations & engineering; C. M. Jansky, consulting engineer; Edward Kenehan, ex-chief of FCC broadcast bureau, now in private law practice; Frank Marx, ABC engineering v.p.; Haraden Pratt, ex-ITT, ex-telecommunications advisor to President Truman, now a consulting engineer.

Those endorsing entire report were DuMont (and alternate Robert P. Wakeman), Fink, Pratt, Cullum. Jansky (and alternate Stuart L. Bailey), in general, approved covering letter to Magnuson, which contained the 4 recommendations—but they said that concept of a Presidential communications office "should be reevaluated in the light of our present knowledge"; that the long brief should be considered Bowles' opinion.

Duttera also declined to go along with the brief, said that it is "such an intermingling of fact and opinion that as a practical matter, the various elements cannot be sepa-

rated for individual comment and analysis." As for the 4 recommendations, he said that an "independent audit" would be all right only if it's advisory to FCC and sticks to technical matters; that Congress is adequate watchdog of FCC; that there's need for a "Presidential Communication Policy Board" and a study of civilian-Govt. relationships—but that Bowles committee directive didn't tell it to look into such matters.

* * * *

Lodge was strongest dissenter: "As things turned out, our committee has been unable to make specific engineering recommendations which would correct the now-evident, but frozen-by-use, shortcomings of the FCC's plan. After expenditure of, say \$1,000,000 or \$2,000,000 of Federal funds, the 'independent audit' might not have the answer either. On the other hand, I must confess to some uneasiness that a too-theoretical approach by such a study could jeopardize public service, public investment in receivers, program quality, and private investments. Further, a review of the FCC machinery would not appear to guarantee against future errors in judgment, which we must accept on occasion in both Govt. and business."

Craven & Kenehan didn't participate, because of associations with FCC. Harmon simply stated he "prefers to make no comments." Marx resigned from committee early in game, dissatisfied with departure from technical matters.

Title of report, available from Commerce Committee: *Allocation of TV Channels—Report of the Ad Hoc Advisory Committee on Allocations*. It carries date of March 14, 1958.

FCC Probe Hits New Low: How not to run a Congressional investigation was demonstrated anew this week by House Commerce "influence" subcommittee as it resumed FCC probe it dropped in June to pursue Presidential asst. Sherman Adams through SEC & FTC cases—and hotter headlines (Vol. 14:24).

Complex case of Pittsburgh Ch. 4, under subcommittee scrutiny for many months (Vol. 14:20), was picked up again by investigators as their first order of public business following their biggest accomplishment to date—resignation of Adams. And subcommittee seemed bent on confirming his charge on TV & radio Sept. 22 that it traffics in "rumor, innuendo and even unsubstantiated gossip."

Subcommittee had been stung before by criticism (voiced on House floor as well as by victims of its hearing tactics) that it permitted irresponsible name-dropping by witnesses. So this time pious new—and outrageous—tack in hearing procedure was taken "to avoid disclosures which would unfairly reflect upon the reputations of any individual or firm involved" in Pittsburgh case.

* * * *

All names were ostentatiously dropped from 30pp. staff indictment (admittedly based largely on untraced rumors) alleging "bribery" and other hanky-panky in award of Ch. 4 to WTAE (TV City Inc., 50% owned by Hearst Publishing Co.). Memo presented by asst. chief subcommittee investigator Oliver Eastland, son of Chairman Eastland (D-Miss.) of Senate Judiciary Committee, was full of unidentified references to "a principal of one of the applicants," "a Federal Communications Commission official," "local attorney and Washington representative," etc.

Result: 24-hour newspaper sensation in which virtually everybody involved in Ch. 4 case—TV City (KQV), Hearst (WCAE), 3 losing applicants (who got \$50,000 "pay-offs"), FCC members, FCC staffers, batteries of lawyers on all sides—was blanketed under suspicion of improprieties, misdemeanors, and worse.

Pittsburgh story petered out next day into a couple of inside-page sticks of type. Subsequent questioning of subcommittee staffer Eastland by such subcommittee members as Rep. Moss (D-Cal.) had put some names (including ex-FCC Chairman McConnaughey's) into record—and revealed just how thin substance of gossip-filled staff indictment was.

By this time, subcommittee Chairman Harris (D-Ark.) had lost immediate interest in Ch. 4 and its principals, none of whom was asked by subcommittee to appear for sworn testimony. Harris said he was ready to let Pittsburgh case ride with Federal grand jury which has been looking into it as well as Miami Ch. 10 case—in which indictment was returned this week (see p. 1). He said he wanted to give grand jury "reasonable time" to complete its Ch. 4 study—and "we have gone as far as we can at the present time."

On this inconclusive & low note subcommittee's FCC probe again was dropped—except for scheduled Sept. 30 session to hear recommendations by American Bar Assn. & Federal Bar Assn. for proposed codes of ethics for Federal agencies, which ABA thinks should be "comparable to canons of judicial ethics."

* * * *

Score of other partly touched and untouched TV licensing & sales cases have long been on Harris unit's investigative agenda (Vol. 14:20). But it's unlikely subcommittee will get around to any until at least after Nov. Congressional elections. As for this week's exhibition of investigative skill, *Washington Post* observed tartly in editorial: "The shabby technique [of subcommittee] would

be laughable if it did not involve the reputations of human beings."

Most serious of Ch. 4 case charges contained in subcommittee staffer Eastland's report & testimony involved McConnaughey, who left FCC June 30, 1957 prior to July grant of Ch. 4 (Vol. 13:30), formed law partnership with TV City lawyer George O. Sutton which was dissolved in May this year (Vol. 14:22).

Acknowledging that charges stemmed mostly from "rumors" which subcommittee staff had been unable to track down, Eastland said Pittsburgh stories he had heard indicated that "one of the principals offered a bribe" for McConnaughey's Ch. 4 vote, and that McConnaughey "solicited a bribe for his vote." If stories are true, Eastland said—and he avoided vouching for them—it appeared to him that McConnaughey also "committed perjury" in earlier hearing (Vol. 14:14, 16) when he made appearance to testify about Pittsburgh and other cases, but didn't mention anything about bribery. "Rumors" were that McConnaughey tried to get \$50,000 from one Ch. 4 applicant and \$20,000 per year for 10 years from another, Eastland related.

Eastland testified—more explicitly—that he had been told by TV City pres. Earl F. Reed that McConnaughey had "solicited any business that Reed could send him after he left the Commission."

In Columbus, O., where he now practices law with son, McConnaughey said: "I told the investigator that a lawyer for one of the principals in the case told me he had clients with business in Ohio and that he would be in a position to send me some business. I told him [the lawyer] I was not interested in this kind of business. I have never solicited money or law business or anything else from anyone else in the Pittsburgh case or any other."

* * * *

Other names brought into this week's hearing record by Eastland included those of Mayor David Lawrence of Pittsburgh, Democratic candidate for Pa. governor, and Sen. Smathers (D-Fla.). Both, said Eastland, had been guilty of "improper" activity in Ch. 4 case—Lawrence

for writing letters to FCC favoring TV City, Smathers for arranging for Hearst executive Richard E. Berlin to see now-indicted ex-Comr. Mack. But after both protested they had done nothing questionable (Lawrence calling Eastland's testimony "inexcusable carelessness"), Harris "corrected the record" to show that no "improper" conduct by either was involved.

On Sept. 26 Harris addressed Federal Bar Assn. convention in Washington on subject of "Outside Control & Interference with Executive Dept. and Independent Regulatory Agencies." He ranged over field, concluded that "it is difficult if not impossible to distinguish at certain stages between permissible status inquiries and improper *ex parte* contacts," and that no law can "be a substitute for the character & integrity of the men who serve on these agencies."

Following Harris in panel speech was FTC Chairman John W. Gwynne, whose agency had been under fire by Harris subcommittee in Sherman Adams-Bernard Goldfine hearings. He lit into subcommittee—without naming it—for "lurid & unfounded statements more useful for headlines than for establishing truth." He said: "Committee staffs are beginning to take on the appearance of courts of appeal. They are approaching the point sometimes said to be the quintessence of bureaucracy—power without responsibility."

In panel discussion following speeches, Harris had no retort for Gwynne, who served 14 years in House as GOP member from Ia. But Harris told newsmen after session: "The Committee has not sought to take unfair advantage of anyone. The Committee has not sought headlines." Asked by reporters if he was talking about Harris' subcommittee, Gwynne said: "If the shoe fits, put it on."

At another FBA session, subcommittee counsel Robert W. Lishman said ethical standards of Federal agencies could be raised by Congressional requirement that they observe strict codes of conduct. And he said every participant in cases before agencies should be required to file sworn statement "on pain of perjury, that he has not used and will not use any undisclosed *ex parte* pressure."

Craven on Spectrum: Run-down on spectrum needs of all radio services, including TV, was given to IRE broadcast transmission systems group meeting in Washington Sept. 26 by FCC Comr. T. A. M. Craven—who again mentioned advantages of a TV service using 25 or 30 contiguous vhf channels starting at present Ch. 7 (Vol. 14:23-28). He stated: "While my suggestion has some of the disadvantages of going to all-uhf, it appears to me to possess advantages of significant importance not only to TV broadcasting, but also to other radio services. For example, propagation characteristics would be substantially better for TV in the vicinity of 200 mc than in the vicinity of 700 mc. Likewise, it appears possible that the design of an efficient all-channel receiver would be less difficult in the lower portion of the spectrum than in the higher uhf portion thereof, particularly if the 25 or 30 channels were in a continuous band. Moreover, since 7 of the present 12 vhf channels would be continued in service, existing vhf receivers would not become entirely useless. From the standpoint of services other than broadcasting, it appears that there would be opened up desirable portions of the radio spectrum which would be best suited technically to the special conditions encountered in practice by these services. While 25 or 30 TV channels would not provide for idealistic competition, there would be at least a sufficient number of channels to offset the present monopolistic trends in TV broadcasting."

Indianapolis' Remand: Grant of Crosley's WLWI, Indianapolis (Ch. 13) was again tossed to FCC for reconsideration as Court of Appeals rejected Crosley's second round of argument before Court. On June 16 (Vol. 14:25), 3-judge court had vacated CP on grounds that Comr. Craven shouldn't have voted because he hadn't heard oral argument. Craven had voted to break 3-3 tie after Commission's general counsel advised him he could—though Craven had planned to abstain because he hadn't heard argument and because he had been engineering consultant to contestant WIRE before joining Commission (Vol. 13:10). In requesting rehearing before Court *en banc* (all 9 judges), Crosley asserted that Craven's vote wasn't decisive; that 3 votes for it were sufficient. "The truth is," Judge Miller stated for Court this week, "that when 6 voted, it took 4 to control; that is why the Commission insisted that Craven vote. When he did, there were 7 participants and it still took 4 to control; hence his vote was decisive." Court didn't rule on Craven's pre-FCC association with WIRE. FCC now must conduct new comparative hearing or hold oral argument and render new final decision. Losers in original decision were WIBC, WIRE, Midwest TV Corp. Two of the 4-man majority who voted for Crosley—McConnaughey & Mack—are gone. The 3 dissenters—Hyde, Bartley & Lee—are still there. Thus, there's possibility of new winner.

Radio, TV & Negro Markets: No TV station, to our knowledge, specializes wholly or to any great extent on the Negro audience as such—but quite a few radio stations do. Sept. 20 *Sponsor Magazine's* 44pp. second section, devoted to "Negro Audience Basics," relates that the non-white population of the U. S. (19,000,000, about 95% Negro) is increasing half again as fast as the white; that the Negro is moving away from the land to the cities; that he spends some \$16 billion annually; that he responds to radio advertising, and that some very substantial sponsors are buying time on the air with the Negro audience specifically in mind.

There aren't a lot of Negro-owned radio stations (coming to mind are WERD, Atlanta; KPRS, Kansas City; WCHB, Inkster, Mich., Detroit suburb—all daytimers) and there are no Negro-owned TV outlets. But *Sponsor* lists 35 radio stations in 19 states, North & South, devoted to 100% Negro-appeal programming, 20 in 14 states with 50-99%, and 112 in 27 states pitching for Negro audiences but with less than 50% of such programming. Programs usually revolve around disc jockeys.

Reps Pearson and Forjoe handle some Negro-market stations, former the group known as Ebony Radio. New York's WOV, once owned by Bulova, now controlled by veteran Ralph Weil, Harlem's WLIB, Newark's WNJR, Baltimore's WEBB & WSID, Philadelphia's WDAS & WHAT, are regarded as prime examples of northern city stations with specialized appeals to the Negro population.

The *Sponsor* compendium, listing all such stations, giving listening data, market-by-market station "profiles" (ownership, reps, market statistics, etc.), product preferences, national advertisers, is a valuable handbook for marketers. It has no particular significance to TV-only interests, except that it points up the segmentation of audiences in certain areas and perhaps reveals that not enough TV sets have been sold to Negro homes. One table is devoted to TV, showing that its saturation, in the South at least, is much less than among whites and concluding that twice as many Negroes tune radio as TV during average day. Table is based on a 1955-56 Sindlinger study, soon to be updated:

STATE	NEGRO		WHITE		TOTAL	
	%	No. (000)	%	No. (000)	%	No. (000)
Alabama	44.9	315	58.9	817	54.2	1,132
Arkansas	35.5	107	45.9	433	43.4	540
Florida	52.0	225	64.7	1,391	62.6	1,616
Georgia	51.7	393	69.0	1,213	63.8	1,606
Louisiana	51.2	322	66.0	930	61.4	1,252
Mississippi	28.4	199	38.8	282	33.7	481
North Carolina	51.5	385	64.7	1,432	61.4	1,817
Oklahoma	58.5	57	71.9	1,057	71.0	1,114
South Carolina	47.1	275	64.4	607	57.8	882
Tennessee	53.9	205	65.6	1,351	63.8	1,556
Texas	56.8	394	68.9	3,765	67.5	4,159
Virginia	54.2	284	69.3	1,411	66.2	1,695
TOTAL	48.3	3,161	65.1	14,689	61.3	17,850

Note: It will be observed that the Total columns are at considerable variance from the ARF State-by-State figures (see 1958 State & County-by-County TV Census in *Television Factbook No. 27*, pp. 31-45)—but they are here reprinted exactly as carried in *Sponsor* and primarily to indicate what Sindlinger in 1955-56 found to be the ratio between Negro and white TV homes in these particular states.

Richard P. Doherty, Washington TV-radio management consultant (1816 Jefferson Pl. NW), ex-NAB employer-employee relations v.p., has added program syndication as a sideline—is offering both TV & radio stations his high-rated copyrighted *Dialing for Dollars* local show, carried daytime since 1956 on Baltimore's WMAR-TV and since 1939 on WCBM (Food Fair chain sponsoring).

Syracuse U's Radio & TV Center this week began 11-month course looking to M.S. degree in TV, with 30 graduate students enrolled, 2 of them women.

CATV Wins Major Point: Big break for community antenna operators came Sept. 26 in Cheyenne, when Judge Allen Pearson of Laramie County district court ruled that systems aren't public utilities, aren't subject to state laws because they're in interstate commerce; that state public utilities commission has no control over them. Judge ruled directly from bench, big surprise to all parties. CATV systems in Wyo. had been testing lawfulness of PUC regulation—which state has been enforcing for some months, the only state to do so. State Attorney General Thomas Miller immediately announced he'd appeal to Wyo. Supreme Court. CATV case was argued by Charles Crowell, of Crowell & Chapin, Casper, and E. Stratford Smith, gen. counsel of National Community TV Assn. Ruling adds to body of decisions which tend to force questions of CATV regulation, more and more, into lap of FCC.

Closed-Circuit 'Stadium': Sold-out U of Mich.-Mich. State U grid classic at Lansing Oct. 4 will be fed via closed-circuit to theatres in 6 cities by GiantView Closed-Circuit TV Network, Ferndale, Mich., div. of Meilink Steel Safe Co., Toledo (Stanley R. Akers, pres.). In business 2 years, GiantView has handled big-screen showing of Yale-Princeton games, claims Lansing game will be "first large scale commercial closed-circuit showing of either college or pro football," says it will "add 50,000 seats" in Detroit, Flint, Grand Rapids, Lansing, Saginaw, Toledo. Promotion is being handled by C. W. Smith Enterprises, Detroit sports promoters. GiantView says TV is "an apparently incongruous subsidiary for the 60-year-old safe manufacturer"—but that Meilink engineers developed big-screen receivers "as a diversification move."

Appeal to Supreme Court has been filed by NBC, challenging Court of Appeals' ruling that FCC must consider Philco's protest against renewal of NBC's Philadelphia stations (Vol. 14:25). Commission had held that non-broadcaster Philco had no "standing" to protest; Court of Appeals disagreed. In petition to Supreme Court, NBC presents question: "Must the Commission and the courts entertain protests and appeals by persons whose only claim to standing is that a Commission order may or will injure them economically in a business not related to broadcasting?" Philco had claimed that NBC used its stations so as to give RCA unfair advantage over Philco as a set manufacturer and TV advertiser.

FCC reprimanded Storer and Westinghouse this week for using kines of Senate hearings on Kohler strike without identifying National Assn. of Manufacturers as donor. In rebukes similar to those given 4 other TV stations last month (Vol. 14:31), FCC said Storer's WJBK-TV, Detroit, and now-dark WVUE, Wilmington-Philadelphia (Vol. 14:37) and Westinghouse's KKY-TV, Cleveland, committed "violation of [Communications] Act" and FCC rules by showing kines without announcing NAM connection with them. Commission said it was "serious matter." At same time FCC renewed licenses of WJBK-TV & KKY-TV and Storer's WJW-TV, Cleveland, and WSPD-TV, Toledo.

Solution to TV allocation problems, as offered to FCC by Robert J. Myers, former western mgr. of DuMont transmitter div., now owner of Industrial TV, 7940 Fareholm Drive, Los Angeles, installer of uhf translators and microwaves: Move all TV to uhf; give plenty of time for vhf's to shift; make all channels 8 mc, with 2 audio channels, so that stereo may be offered when picture is off; shift FM to position near beginning of uhf TV band, so that continuous TV-FM tuners may be employed.

New & Upcoming Stations: Next starter apparently will be KCIX-TV, Nampa, Ida. (Ch. 6), near 2-station Boise, owned by ex-Boise radio station owner Roger L. Hagadone, who reports that 5-kw GE transmitter will be wired and ready by Oct. 1, with 2-bay RCA antenna installed on 310-ft. Blaw-Knox tower. After frequent delays in target date, he now states station will start Oct. 10, no network affiliation, \$150 base, McGavren-Quinn rep.

KLOR-TV, Provo, Utah (Ch. 11), near 4-station Salt Lake City, has now moved its starting date forward to Nov. 1, also planning to operate as independent. It has Standard Electronics transmitter and 84-ft. Stainless tower on Lake Mt., 15 mi. NW of Provo, 32 mi. S of Salt Lake. Pres.-gen. mgr. & 55% owner is Samuel B. Nissley, ex-supervisor at Geneva (Utah) Works of U. S. Steel Corp., with Donna Gosar as sales mgr.; Gaylon B. Rowan, program mgr.; Phillip Hurlbut, chief engineer. Base hour will be \$350, rep Raymer.

With Sept. 30 closedown of 5-year-old WBUF, Buffalo (Ch. 17) by owner NBC (Vol. 14:24), its affiliation shifting to WGR-TV (Ch. 2), on-air total drops to 532, of which 33 are non-commercial, 86 uhf. [More on WBUF below.]

* * * *

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

WTOL-TV, Toledo (Ch. 11) expects delivery of RCA 50-kw transmitter between Oct. 1-10, now aims for Dec. 1 start as CBS-TV affiliate, reports owner Frazier Reams, ex-Congressman and longtime operator of radio WTOL. Plans are in charge of gen. mgr. Tom Bretherton. Base hour rate will be \$950, H-R Television rep. Note: WTOL-TV got go-ahead on construction from FCC this week, when it denied Anthony Wayne TV Corp. petition for stay. Petition was based on newspaper stories to effect that WTOL had engaged in "premature construction." Commission said stories were of "undetermined accuracy" and

Buffalo's WBUF Goes Dark: NBC's effort at intermixture in the Buffalo market ends Sept. 30 when its Ch. 17 WBUF, acquired by purchase just 3 years ago, shuts down in favor of an affiliation with WGR-TV (Ch. 2). Meanwhile, CBS reiterates its firm intention of retaining WXIX, Milwaukee (Ch. 19), network TV pres. Louis G. Cowan and stations pres. Merle Jones scotching persistent rumors while in Milwaukee last week. They reiterated intention of keeping WXIX, underscored big programming plans. Both networks also operate uhf's in Hartford area, which they've shown no indications of dropping despite fact region is intermixed. At WBUF, gen. mgr. Charles C. Bevis stays on for a while to supervise liquidation, including sale of equipment, has network job waiting for him if he wants it. Staff of 52 has dispersed. Of top executives, Wm. Decker, sales mgr., is now sales director, WNBQ, Chicago; Neil J. Murphy, business mgr., now with network facilities service in N. Y.; George Lenfest, engineering chief, now director of operations, WRCV-TV, Philadelphia; Robt. Fillmore, adv. mgr., now with radio WRCV; Robt. McAuliffe, sales, now with KCRA-TV, Sacramento; Joseph (Pat) Higgins, news chief, now with KFSD-TV, San Diego; Frank Harms, program mgr., plans undetermined.

Boycott of TV sponsors who employ non-union musicians for shows was urged on all AFL-CIO members this week by AFM pres. Herman D. Kenin. He told meeting of N. Y. Conference of Musicians at Newburgh that "we shall hit back with every lawful means we have" against "unfair" policies on TV and in movie & record industries.

"considerable ambiguity." WTOL won final decision July 23 against competition of 6 other applicants (Vol. 14:30).

KNOP, North Platte, Neb. (Ch. 2) expects to have 5-kw GE transmitter wired and ready in about 3 weeks, hopes to begin programming by Oct. 15, reports gen. mgr. Bob Riedy for owners, local businessmen headed by attorney Rush C. Clarke. RCA 6-bay superturndstile antenna was installed Sept. 24 on 500-ft. Ideco tower. Howard Morgan Jr., ex-KOAT-TV, Albuquerque, will be sales mgr. It's negotiating for network affiliation. Base hour will be \$150. Rep not chosen.

KUAT, Tuscon, Ariz. (Ch. 6, educational), planning to order RCA equipment, expects to start programming in Dec., writes Wesley T. Johnson, Radio-TV Bureau engineer of grantee U of Ariz. It already has studios, which have been used for closed-circuit for two years. It will use 250-ft. self-supporting Ideco tower. Dr. Ben C. Markland will be mgr.; Frank Barreca, production mgr.

WUFT, Gainesville, Fla. (Ch. 5, educational) expects to have 5-kw GE transmitter installed by Oct. 1, plans Oct. 13 programming, writes Rae O. Weimer, director of School of Journalism & Communications of grantee U of Florida. GE 3-bay antenna has been installed on 425-ft. Stainless guyed tower.

Precision offset carrier seems to have impressed FCC engineers as useful device for reducing co-channel interference—and many "have nots" are urging use of the device to cut mileage spacings to drop in more vhf assignments. This week at IRE broadcast transmission systems meeting in Washington, FCC Labs engineer L. C. Middlekamp reported on Commission's experience in 8pp. paper concluding that "a considerable reduction in visible co-channel interference" may be obtained with precision offset. IRE will reprint paper later, but copies may be obtained from Middlekamp at the Labs, Laurel, Md.

ADVERTISING AGENCIES: Charles F. Adams promoted to exec. v.p. of MacManus, John & Adams, N. Y. . . . David R. Collins, ex-Ted Bates, appointed business mgr. of N. Y. Metropolitan Educational TV Assn. . . . John Goodwillie promoted to v.p. of C. J. LaRoche & Co., N. Y. . . . Tristram Dunn, ex-N. W. Ayer, named v.p. of Compton Adv. . . . James L. Stanford, ex-Fuller & Smith & Ross, named v.p. of Duffy, McClure & Wilder, N. Y. . . . Robert Raidt, ex-McCann-Erickson, named v.p. of Monroe F. Dreher, N. Y. . . . Thomas F. Cosgrove, ex-Van Lear Woodward Assoc., named TV-radio v.p. of Platt & O'Donnell, N. Y. . . . Dale N. Harris promoted to v.p. of Morey, Humm & Warwick, N. Y. . . . Robert H. Schaffer elected chairman of Lawrence Kane & Artley Inc., N. Y. . . . Harry A. Johnson promoted to v.p. of Wherry, Baker & Tilden Inc., Chicago.

Charles Sweeny, veteran of Federal Trade Commission deceptive practice probes, named temporary head of TV-radio adv. monitoring unit, succeeding T. Harold Scott who organized unit 2 years ago and now moves back to anti-trust work in FTC's small business div.

Addition of Ch. 12, Pembina, N. D. was finalized by FCC in conclusion of rule-making this week.

Obituary

John Gaunt, 46, Grant Adv. v.p. in charge of TV-radio, onetime director-producer (*Red Skelton Show*, *Johnny Carson Show*) died Sept. 23 in Mt. Sinai Hospital, Los Angeles.

Elmer W. Froelich, 59, v.p. of MacManus, John & Adams, died Sept. 21 in Detroit.

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Personal Notes: Donald W. Coyle, ABC-TV v.p.-director of sales development & research, adds duties of gen. sales mgr., reporting to sales v.p. Wm. P. Mullen; Slocum Chapin, client relations v.p., becomes western div. sales v.p.; Michael Minahan, budget officer, named administrative officer and asst. to ABC-TV pres. Oliver Treyz . . . Reid G. Chapman, radio mgr., promoted to v.p. & gen. mgr. of Corinthian's WANE & WANE-TV, Ft. Wayne (Ch. 15), succeeding R. Morris Pierce, resigned to handle big new Navy installation project (see story below) . . . James C. Richdale Jr., promoted to v.p. & gen. mgr. of Corinthian group's KGUL-TV, Houston, where he has been acting mgr. since resignation of Paul E. Taft (Vol. 14:30); George Stevens, now commercial mgr., succeeds him as v.p. & gen. mgr. of KOTV, Tulsa . . . Harry H. Ward, ex-NBC-Chicago, named NAB asst. director of TV code affairs, succeeding Charles S. Cady, now national sales mgr. of WCSC-TV, Charleston, S. C. . . . Ken Carter, ex-gen. mgr. of old WAAM, Baltimore (Ch. 13), now Westinghouse's WJZ-TV, recently partner of Carter, Lee & Assoc., Baltimore station relations firm, on Sept. 29 becomes mgr. of radio WMAL, Washington, succeeding Robert Jonscher, resigned, Rupe Werling, ex-WIBG, Philadelphia, becoming program-promotion mgr.; Fred Houwink continues as gen. mgr. of *Washington Star* stations, including WMAL-TV (Ch. 7), reporting to newspaper's pres. John W. Thompson Jr. . . . Roy Bacus, commercial mgr., succeeds retiring George Cranston as mgr. of WBAP-TV, Ft. Worth, under founder-director Harold Hough, Jack Rogers taking Bacus' old post; Rupert Bogan promoted to TV-radio chief engineer, succeeding R. C. Stinson, who like Cranston continues as a consultant . . . George G. Gallantz, Paramount Pictures counsel in N. Y. handling affairs of its KTLA, Los Angeles

R. Morris (Morrie) Pierce, 25-year veteran of broadcast engineering & management, who founded Ft. Wayne's WANE-TV in 1953 and later sold his interest to Whitney's Corinthian group, on Oct. 6 becomes project mgr. in charge of Navy's new 2000-kw low frequency station at Cutler, Me., designed to reach ships anywhere and described as "largest radio station in the world." Headquartering in Boston, he will work for prime contractor Continental Electronics Mfg. Co., Dallas (James Weldon, pres.) on \$40,000,000 project involving antenna system covering 2 sq. mi. and comprising 26 towers averaging 850-ft. height. Pierce started as chief engineer of WGAR, Cleveland, later taking technical charge of Richards' stations in Detroit (WJR) and Los Angeles (KMPC) and then becoming pres. & gen. mgr. of WDOK, Cleveland. During the war, he won high distinction for his work as chief engineer of SHAEF psychological warfare services in Africa & Europe, including Presidential citation, Bronze Star, Marconi Medal.

Consulting engineering firm of Page, Creutz, Steel & Waldschmitt has moved to 1413 K St. NW, Washington (phone, Executive 3-5670).

& International Telemeter, has resigned to join Edward Colton & John Fernbach in forming new law firm of Colton, Gallantz & Fernbach; Colton represents Dramatists Guild . . . Harry Smart promoted to Chicago v.p. of rep Blair . . . George C. Stevens, gen. sales mgr. of Transcontinent stations at N. Y. headquarters, formerly with NBC, promoted to Transcontinent sales v.p. . . . James Lawrence Fly Jr., son of the former FCC chairman who is now retired as senior partner of law firm of Fly, Shuebruk, Blume & Gaugine, has joined sales staff of NTA in N. Y., representing its stations WNTA-TV, Newark-N. Y. & KMSP-TV, Minneapolis; young Fly recently was with CBS Radio . . . John Harkrader promoted to mgr. of WDBJ-TV, Roanoke, Frank E. Koehler to mgr. of radio WDBJ, both reporting to v.p. Ray P. Jordan, in separation of *Times-World's* TV & radio depts. . . . Karl Nelson promoted to national sales mgr. of WTAR-TV, Norfolk . . . Richard E. Shireman resigns as sales mgr. of WISN-TV, Milwaukee . . . Edward B. Smith, production mgr. of ABC's KGO-TV, San Francisco, adds duties of operations director, radio KGO, assisted by Calvin Thomas, KGO-TV art director . . . Arthur J. Schissel, attorney in FCC's aural existing facilities branch, resigns to set up practice in Denver . . . Hartwell Conklin, ex-WFMY-TV, Greensboro, N. C., named production mgr. of WLOF-TV, Orlando, Fla. . . . Howard W. Maschmeier promoted to asst. to gen. mgr. Edward D. Taddei of WNHC-TV, New Haven . . . Joseph P. Dowling, ex-WHCT, Hartford, named asst. promotion director of CBS-TV Spot Sales . . . E. A. Hassett, ex-KDUB-TV, Lubbock, returns to WFMY-TV, Greensboro, as sales mgr. . . . John R. Sheehan promoted to TvB national sales director, succeeding Halsey V. Barrett, resigned . . . Jack Rosenberg promoted to sports editor of WGN-TV & WGN, Chicago, succeeding late Frank Korch . . . Russell A. Gohring promoted to gen. mgr. of WNEM-TV, Bay City-Flint . . . Charles Mason, ex-gen. mgr., WEDU, Tampa, joins Screen Gems southern div., reporting to Frank Stone, area mgr. . . . Ernie Tannen, ex-gen. mgr. of radio WEEP, Pittsburgh, named managing director of John W. Kluge group of 6 stations (including 20% interest in Ch. 9 WLOF-TV, Orlando) at new headquarters at 2637 Connecticut Ave., Washington, D. C. . . . Harold F. Walker, ex-sales v.p. of WDIA, Memphis, named national sales v.p. of Rounsaville group of radio stations, headquartering at WQXI, Atlanta.

Obituary

Mrs. Katherine Fox Shouse, 46, wife of James D. Shouse, Avco v.p. & chairman of its Crosley Broadcasting Corp., died in Cincinnati's Christ Hospital Sept. 26 several days after undergoing brain surgery. Retiring in 1955 after her marriage to Mr. Shouse, she had been with Crosley stations for 19 years, 15 of them as director of special broadcast services. She was named by *McCall's* in 1952 as outstanding woman executive of the year, also by Cincinnati Ad Club as advertising woman of the year. Surviving, besides her husband, are her mother, brother, sister.

Carl Bonfig, 92, retired St. Louis artist whose murals adorn St. Louis Union Station, father of Henry C. Bonfig, ex-Zenith, now CBS Inc. v.p., died Sept. 23 in Highland Park, Ill. Surviving are his son, 3 grandchildren, 6 great-grandchildren.

Charles D. Christian, 42, CBS-TV technical operations engineer, died in Jersey Central train disaster last week at Bayonne. Surviving at Rumson, N. J. home are widow, 3 children.

Diverse Diversifications: Even more unique than the move of Scranton Corp. (cotton-rayon manufacturer) and its parent F. L. Jacobs Co. (auto parts) into TV by way of acquisition of Hal Roach Studios, and into radio by buying up Mutual Broadcasting System (Vol. 14:37), is this week's report that ailing Studebaker-Packard Corp. proposes to diversify by acquiring several record manufacturing companies and that one of the record makers is currently looking into acquisition of a string of radio stations.

Studebaker-Packard stockholders are being asked to approve refinancing plan at Oct. 15 meeting designed to raise new money, reduce banking debts, introduce smaller car, acquire new properties whose earnings might be offset by company's tax loss carry-forward credit now exceeding \$100,000,000. Heading acquisitions committee is A. M. Sonnabend, much-publicized as a "diversifier," who besides being chairman-pres. of Botany Mills Inc. and pres. of Hotel Corp. of America, is also chairman-treas. of Consolidated Retail Stores Inc. and a director of Ward Baking Co., Columbia Pictures, Pilgrim Trust Co.

This week it was disclosed that Sonnabend has been negotiating to buy Imperial Records, Hollywood & Cadence Records, N. Y., reputedly representing annual sales of about \$10,000,000 & \$3,000,000, respectively. Also disclosed this week was offer by Imperial Records pres. Lewis R. Chudd to Cy Blumenthal, pres. of Continental Broadcasters Inc., to buy up its 6 radio stations for \$2,000,000. Whether stock or cash would be involved, whether the Imperial offer has anything to do with the Studebaker-Packard deal, wasn't indicated.

That a record company would want to diversify into station ownership, is logical particularly in view of importance of plugging records on radio stations. Blumenthal left his Washington headquarters Sept. 25 for Los

Angeles for discussions with Chudd. Stations in which he has interests are WARL, Arlington, Va. (Washington); KCKN, Kansas City; WHHN, Memphis; WABB, Mobile; WCMS, Norfolk; WROV, Roanoke. At week's end, however, WROV majority stockholder Burton Levine issued statement denying it's involved in any such sale deal, noting Blumenthal's company owns only 10% of its stock.

Note: In wake of last week's disclosures of various mergers and expansions in films-for-TV fields (Vol. 14:38), N. Y. reports indicated talks were under way looking toward possible merger of Official Films (Harold Hackett, pres.) and Guild Films (John C. Cole, pres.), former traded over-the-counter, latter on American Stock Exchange.

Jack Wrather, who figured prominently in last week's merger news by reason of acquisition of Television Programs of America by his recently formed Independent Television Corp. (Vol. 14:38), this week disclosed that his Muzak Corp. is forming subsidiary Programatic Broadcasting Service Inc. to provide an "automated radio program service" to radio stations. To be available early next year is a playback device and supply of 8-hour tapes of programs to be delivered to subscribing stations, operated by push-button so that locally recorded spot announcements, programs, etc. can be inserted. Service will be offered by Muzak Corp., 229 Fourth Ave., N. Y. (Charles Cowley, pres.), presumably through its Associated Program Service div. (Edward Hochhauser Jr., gen. mgr.). Tape reproducers providing up to 16 hours of music for stations, community antenna systems, etc. are also being offered for lease (at \$2275 for basic unit) by Alto Fonic Music Systems Inc., 935 Commercial St., Palo Alto, Cal. (Vol. 14:38). Note: Wrather's ITC is set up entirely separately from Muzak, is headed by ex-Ziv sales chief Walter Kingsley; it moves offices this week from Roosevelt Hotel into TPA quarters, 488 Madison Ave., N. Y.

TV Preview Pays Off: Biggest Trendex rating ever for *DuPont Show of the Month* on CBS-TV was won by "Harvey" this week following first trial of DuPont's plan for press previews of shows by N. Y. critics (Vol. 14:27-28). *Harvey* got average rating of 28.9 and share-of-audience count of 54.2%, producer David Susskind acknowledging that high marks for 9:30-11 p.m. show Sept. 22 "can be attributed only to the critics' preview"—which brought virtually unanimous rave notices. "It also paid off in generating new excitement because of the novelty of a preview," said Susskind. "I think the preview for critics deserves repetition and should become an integral part of TV operations." Closed-circuit preview of performance starring Art Carney was held day before for 15 critics in CBS Madison Ave. offices. DuPont had issued open press invitation to experiment, but only one out-of-town reviewer—Bob Williams of *Philadelphia Bulletin*—turned up. Company was undecided at week's end whether to continue preview plan for "Count of Monte Cristo" 7:30-9 p.m. Oct. 28. Critics in cities outside N. Y. are being polled by DuPont for opinions on feasibility of further advance showings.

WSIL-TV, Harrisburg, Ill. (Ch. 22), planning to begin temporary operation on dropped-in Ch. 3 in Nov. under FCC "show cause" order, this week filed regular application for the vhf channel. It was only application filed this week, brings total pending to 96 (30 uhf). [For details, see *TV Addenda 27-D.*]

Clear-channel case comments, due to be filed Sept. 29, may be submitted until end of Oct., FCC ruled this week in response to requests from parties.

More Radio Station Sales: Walter Annenberg's Triangle Group (Roger Clipp, v.p.-gen. mgr.) has sold its half interest in radio WHGB, Harrisburg, Pa. (1400 kc, 250-U) to gen. mgr. Herbert Kendrick, owner of other half, for reported \$75,000. This week, too, Wm. E. Walker, former half owner of WMBV-TV, Marinette-Green Bay, Wis. (Ch. 11), which he and associates sold to Morgan Murphy group earlier this year (Vol. 14:12), is disclosed as one of group buying radio WSJM, St. Joseph, Mich. (1400 kc, 250-U) for \$175,000 thru broker Allen Kander. Walker and associates also have interests in radios WBEV, Beaver Dam, Wis.; WSHE, Sheboygan, Wis.; KCLN, Clinton, Ia.; recently sold WRRR, Rockford, Ill. [For news about other radio station sales & transfers, see *AM-FM Addenda MM.*]

ABC's policy on color TV, as enunciated at affiliates executive meeting in San Francisco last week by AB-PT pres. Leonard Goldenson: "ABC [will] make an investment in color when we see a trend on the part of the public to buy sets—a trend to warrant conversion to color. But we're broadcasters, not sellers of sets." An ABC spokesman amplified: "We're technically and financially qualified to convert to color at any moment. When we discern a ground swell showing the American public is going for it, you may be sure we'll be in it."

ABC-TV extends stereo simulcast of Plymouth's *Lawrence Welk Show* to 75 cities Oct. 1 following favorable response to TV-radio broadcast started in 5 cities Sept. 10 (Vol. 14:36). "Remarkable results achieved by the broadcasts open new possibilities for the ABC Radio Network," said v.p. Edward J. DeGray.

TRANSISTOR RADIO IMPORTS—FACTS & COMMENT: Skepticism about our report on upsurge of radio imports from Japan (Vol. 14:34), voiced by some of most astute merchandisers in the business, led us to delve as deeply as we could into official and unofficial sources to get true, complete picture. Picking wheat from chaff of chamber of commerce-like statements by Tokyo trade assn. spokesmen, selecting meaningful comments from communiques to Commerce Dept. by commercial attaches, presented many problems. Complete up-to-date figures are hard to come by.

Showing steady uptrend of Japanese radio imports, all types including transistorized, are quarterly figures for 1957 and monthly figures for Jan.-March 1958 obtained from Commerce Dept., plus April 1958 and 2nd quarter figures from Japanese Trade Ministry (transistorized in parentheses):

During first 1957 quarter, Japanese radio imports were mere 86,100 sets, with transistor sets not segregated; 2nd quarter rose to 122,900 (2616 transistorized); 3rd quarter, 190,000 (30,257); 4th quarter, 243,000 (69,367) -- 642,000 total for the year of which only 102,240 were transistor sets.

Figures for 1958 by months thus far available: Jan., 34,000 (26,309); Feb., 62,000 (27,583); March, 102,000 (71,525) -- total for first quarter, 198,000, of which 125,417 were transistor sets. Second 1958 quarter figures are less complete, April's total being 147,000 units, transistor figure unavailable. No figures are available for May & June. But 2nd quarter total is 472,000, as given out by Japanese Trade Ministry -- 6-mo. grand total to 670,000 (transistor figure unavailable).

Japanese propaganda has given impression that "practically all" 1957 radio exports to U.S. were of transistor variety. Actually, only 102,240 of the 642,000 radios imported from Japan that year were transistorized.

Trend since has been sharply upward. In first 1958 quarter, transistor radios accounted for 63% of total imports from Japan -- 125,417 out of 198,000. And it's generally conceded that percentage of transistor sets to total imports continues to rise monthly. If Japanese Trade Ministry report of 2nd quarter total exports to the U.S. -- 472,000 units -- is correct (Commerce Dept. says its figures in past have been), as many as 300,000 transistor radios may have come in during that period.

We don't know where they all are, frankly; can't find a major market in which Japanese transistor radios have shown up in large quantities. We've talked with the best merchandisers in the industry and they're equally puzzled. Frank skepticism is expressed that some of published figures are correct; one labeled them "Jap propaganda intended to persuade distributors and dealers to get on Japanese bandwagon."

"Nobody has bought more than 2500 Japanese transistor radios", we were told by a top executive. "We've checked from coast to coast, are sure industry is being victimized by propaganda. There isn't capacity there to make 1,000,000 sets."

It's estimated that about 1,600,000 fully transistorized sets have been made in the U.S. this year to date, or some 32% of total. We can't compare the number of Japanese and domestic transistorized radios currently on market because of the controversy over accuracy of Tokyo figures -- and Commerce can't vouch for figures after March 30. However, figures clearly indicate steady increase in the rate of imports -- and show that total transistor imports in first 1958 quarter was greater than in the whole of 1957. [For more about Japan's import plans, see p. 13.]

TV-Radio Production: TV output was 118,811 sets in week ended Sept. 19 vs. 145,289 preceding week and 161,749 same week in 1957. Year's 37th week brought total TV production to 3,324,581 sets vs. 4,263,000 last year. Radio production for week was 309,962 (109,901 auto) vs. 295,249 (89,210 auto) in preceding week and 327,829 (91,068 auto) same week last year. Radio output for 37 weeks was 7,067,687 units (2,179,904 auto) vs. 9,008,221 (2,920,177 auto) in same 1957 period.

Trade Personals: Donald H. Kunsman, operations v.p., promoted to pres. of RCA Service Co., succeeding Edward C. Cahill who continues as consultant . . . G. Barron Mallory, son of founder of P. R. Mallory, Indianapolis, named company's administrative v.p., resigning his partnership in N. Y. law firm of Brown, Wood, Fuller, Caldwell & Ivey . . . Joseph J. Grabiec, ex-Philco Landsdale tube div., named marketing mgr. of Raytheon receiving tube div.; George Loomis, ex-Sylvania, named manufacturing mgr. . . . Dr. Kurt Schlesinger, ex-Motorola, named consultant to GE cathode ray tube dept. . . Willis L. Wood promoted to mgr. of Admiral's consolidated accessories, service & parts div. . . Wm. H. Chaffee, ex-Philco radio div. v.p., named procurement director of American-Standard & Standard Sanitary Corp. . . Charles A. Kohr, RCA electronic tube div., Lancaster, elected district v.p. of Instrument Society of America . . . Donald H. Hangen promoted to Cincinnati district sales mgr. for GE tubes & components . . . Edward J. Carney promoted to adv. & sales promotion mgr., semiconductors & components, RCA electron tube div. . . Robert A. Foster, ex-Hughes Aircraft, named contracts administration chief of Siegler's Hallamore Electronics div. . . Clarence K. Yutkowitz, ex-Fairchild Camera & Instrument Co., named mgr. of Adler Electronics transistor dept. . . David Petrig promoted to chief engineer of ORRadio manufacturing div. . . Charles L. McAbe promoted to manufacturers sales mgr. of Shure Bros. . . Edward Wallerstein, retired pres. of Columbia

Who's Who in Electronics: Combining the separate Electronics Executives and Electrical Equipment Executives categories in the new Vocational Index to the 1958-59 *Who's Who in America* (see also pp. 3 & 14), we come up with very nearly 250 names—but, curiously enough, some of the biggest names in electronics do not appear in either listing.

That's not because they're not in *Who's Who*, mind you, but because they're listed under Industrial Executives and various other categories. For example, *Who's Who* does include such important industry names as Benjamin Abrams, Charles Francis Adams, Wm. Balderston, Max Balcom, John L. Burns, James H. Carmine, Lee DeForest, Allen DuMont, David R. Hull, Paul Galvin, Robert Galvin, A. N. Goldsmith, Frank Folsom, Frank Freimann, E. F. McDonald (deceased), Don Mitchell, Richard A. O'Connor, Hugh Robertson, David Sarnoff, James D. Secret, Robert A. Seidel, Ross Siragusa, James M. Skinner, Robert C. Sprague, W. W. Watts—and probably many others not in the listings below.

We combined the Electronics Executives listing, which had only 58 names in the *Who's Who* Index, with the Electric Equipment Manufacturers category (179 names) for the reason that there was so much overlap. Here are the names in the 2 Index categories, by states & cities.

ALABAMA: Opelika—J. H. Orr.
ARIZONA: Phoenix—J. C. Lincoln.
CALIFORNIA: Beverly Hills—C. B. Thornton. Culver City—L. A. Hyland. Los Angeles—H. L. Hoffman, Edmund Langmead, E. E. Olson, Joseph Pengilly, Simon Ramo, D. E. Woodriddle. Pasadena—P. S. Fogg. Pleasanton—R. D. Bennett. San Diego—G. T. Lorance. San Francisco—R. W. Kimberlin, R. W. Turnbill, C. C. Walker. Santa Barbara—H. O. Paxson.
CONNECTICUT: Bridgeport—H. C. Landsiedel, C. R. Pritchard. Hartford—J. R. Cook, D. H. Murphy. Plainville—Robert Blythin, W. C. Wichman. Stamford—L. R. Groves, Harry Landsiedel. Willimantic—J. A. Flanzer.
DISTRICT OF COLUMBIA: A. L. Milk, W. B. Stringham.
FLORIDA: Miami—H. Y. Kinard.
GEORGIA: Atlanta—O. O. Rae, C. L. Redd.
ILLINOIS: Chicago—W. E. Cornelius, B. A. Braham, G. E. Gustafson (deceased), R. P. Gwinn, K. E. Hassel, W. C. Hasselhorn, Samuel Kaplan, Donald MacGregor, E. F. Mulhorn, L. F. Muter, John Reine, O. L. Thoades, C. V. Rosenberry, H. T. Van Mell. Evanston—R. E. Beam. Melrose Park—J. O. Burke.

Records, onetime head of RCA Victor Record Div., now heads planning & operations board, Kapp Records . . . Monty Kay, talent mgr. & concert promoter, named v.p.-gen. mgr. of United Artists Records and United Artists Music, succeeding Alfred H. Tamarin, resuming former post in publicity dept. . . Vin Zeluff, ex-managing editor of *Electronics*, named managing editor of *Electronic Equipment Engineering*, Sutton publication; Ray Cromley, Washington editor . . . Harry Schecter, ex-Warren-Connelly, N.Y. Motorola distributor, since May gen. mgr. of Zenith's N.Y. branch, elected v.p.

ELECTRONIC PERSONALS: Dr. Henry W. Bode and Jack A. Morton promoted to v.p.'s of Bell Labs . . . Edmund F. Baxter promoted to treas. of Western Electric, succeeding H. Hastings Redall, retiring . . . Donald F. Wentzler promoted to ITT planning & organization director; Edward J. Felesina promoted to public relations & adv. director . . . John E. Garner promoted to asst. chief engineer of Stromberg-Carlson telecommunication engineering dept., succeeded by Sherman B. Weiner as military electronic engineering mgr.; Robert M. Seibert promoted to engineering administration mgr. . . Ralph B. Reade, ex-RCA, named mgr. of Hughes Aircraft airborne communications div. . . Eugene D. VanDuyne promoted to defense electronics service dept. mgr., RCA Service Co. . . Guy K. Patterson named project engineer of Philco's Sierra Electronics div., Menlo Park, Cal.

INDIANA: Evansville—H. B. Walker. Fort Wayne—L. F. Cramer, H. A. MacKinnon. Kokomo—E. W. Cooper. Lafayette—J. E. Bixler.
IOWA: Cedar Rapids—A. A. Collins. Newton—Fred Maytag.
MAINE: Bangor—R. N. Haskell. Portland—H. M. Harris.
MARYLAND: Frederick—L. V. Roughtan.
MASSACHUSETTS: Boston—N. M. Duchemin, E. E. Martin. Foxboro—B. H. Bristol. Lynn—H. E. Strang. Malden—H. C. Guterman. North Adams—E. L. Ward Jr. Pittsfield—R. L. Gibson.
MICHIGAN: Ann Arbor—J. G. Tarbou. Detroit—C. A. Harlan. Sturgis—J. N. Kirsch.
MINNESOTA: Minneapolis—R. H. Olson.
MISSOURI: St. Louis—J. H. Devoe, L. W. McLeod, W. B. McMillan, J. J. Mullen Jr., F. H. Pillsbury, A. H. Schettler, William Sneed, John Woodbridge.
NEW JERSEY: Camden—J. S. Carter, V. D. Goubeau, A. L. Malcarney, D. F. Schmit, T. A. Smith, J. M. Toney. Clifton—D. T. Schultz. Elizabeth—G. C. Thomas Jr. Maplewood—Alan Hazeltine. Newark—D. V. Edwards, H. W. Harper, E. R. Mellen, D. R. Morse, Ross Nichols, F. M. Sloan. Princeton—H. F. Olson, C. J. Young, Vladimir Zworykin.
NEW YORK: Bayside—W. E. Kinston. Bronxville—Leonard Kebler. Brooklyn—N. G. Anton, W. P. Smith. Buffalo—Tom Turner. Garden City—Marvin Hobbs. Great Neck—J. K. Gowen Jr. Little Neck—J. B. Dow, W. A. MacDonald, S. M. Thomas. New York City—Jens Bache-Wilg, I. P. Baker, J. W. Belanger, F. J. Borch, L. R. Boulware, Meade Brunet, H. T. Brunn, J. W. Bunting, R. J. Cordiner, R. A. Correa, Philip Cortney, C. B. Delafield, W. R. Dietz, E. W. Engstrom, E. R. Fryer, F. E. Gibson, L. C. Guest Jr., N. B. Hall, L. A. Hammariund, W. B. Harrison Jr., A. B. Kinzel, W. E. Knox, E. H. Leavey, C. H. Linder, J. D. Lockton, G. F. Maedel, D. G. Mitchell, T. H. Mitchell, W. V. O'Brien, C. M. Odorizzi, H. A. Olson, G. L. Phillippe, H. H. Reddall, P. D. Reed, A. L. B. Richardson, H. L. Richardson, Frank Sleeter, Gerard Swope Jr., A. F. Vinson, B. K. Wickstrum. Niagara Falls—F. W. Dennis. Oswego—W. A. Kitts II. Schenectady—J. M. Crawford, T. S. Fuller, W. S. Ginn, C. G. Suits, B. L. Vosburgh. Syosset—Richard Hodgson. Syracuse—W. R. G. Baker, T. E. Munson, J. B. Russell Jr. Thornwood—Robert Paxton. Utica—W. A. Mathewson.
OHIO: Cincinnati—J. S. Parker, R. E. Stockwell, L. A. Wine. Cleveland—R. M. Besse, W. C. Brown, A. F. Davis, P. V. Dopler, G. W. Heise, E. E. Helm. Sam Littlejohn, D. W. Millham. Dayton—R. S. Laing. Mansfield—J. H. Ashbaugh, J. W. Craig. Toledo—I. O. Goodnight. Youngstown—J. A. Coakley Jr.
PENNSYLVANIA: East Pittsburgh—J. A. Hutcheson, L. B. McCully, C. F. Wagner. Lancaster—K. C. Gifford. Philadelphia—C. R. Cary, J. H. Gillies, L. F. Hardy, K. C. Meinken, C. F. Norberg, C. S. Redding, W. C. Rowland, David N. Smith, N. L. Whitecotton, L. J. Woods. Pittsburgh—C. K. Bartlett, R. D. Blasler, G. H. Bucher, M. W. Cresap Jr., J. H. Hodnette, L. E. Lynde, G. G. Main, D. S. McFeatters, A. C. Monteith, E. T. Morris Jr., H. M. Muller Jr., C. P. Myers, A. L. Nadei, L. E. Osborne, J. E. Payne, A. H. Peterson, G. A. Price, A. L. Robinson, W. C. Robinson Jr.
TEXAS: Dallas—C. F. Born, V. A. Elmblad.
VIRGINIA: Norfolk—R. C. Osborne.
WASHINGTON: Seattle—J. P. Lawton.
WISCONSIN: Milwaukee—G. S. Crane, C. O. Wanvig, R. G. Wheaton.

The Zenith Stock Flurry: Reason Zenith pres. Hugh Robertson was constrained to issue a cautionary statement to the press Sept. 22 on Zenith's present and prospective business is simply that Zenith management saw no special reason for last week's extraordinary stock flurry, which saw its quotations jump from week's low of 111 to Fri. closing of 132—latter figure representing rise of 9 $\frac{1}{8}$ points in just one day. This week, Zenith went up to high of 134 $\frac{1}{8}$ but had receded to 119 $\frac{1}{2}$ at Fri. closing.

It's likely that Zenith is now a good second, if not tied for second with GE-Hotpoint (Vol. 14:31), in TV set volume which is improving fairly well—and Robertson stated that third quarter sales will be better than year ago. Earnings, however, may not be as good as some may expect, he said, referring to labor readjustments and higher costs and mentioning probability of raising prices. He said no stock split is planned for Nov. board meeting as rumored, and no major acquisitions are under consideration, though these are always being looked into.

Unit production of TV sets for first 8 months of this year are nearly 13% ahead of same 1957 period, with radio and hi-fi also up. In the 1957 third quarter, Zenith earned \$2,487,164 (\$5.05 per share) on sales of \$44,648,062 (Vol. 13:44). In first 6 months of this year, sales were \$74,470,506, up 32% from 1957 period; profit was \$2,989,684 (\$3.04 per share, after adjusting for 2-for-1 stock split), up 24% from first half 1957. Last year as whole was second best in company's history: Net earnings \$8,165,677 (\$16.58 per share) on total sales of \$160,018,978, profit up 32% and sales up 13% from 1956 (Vol. 14:9, 12).

Note: Zenith currently is doing little or nothing in campaign for pay TV in general and its Phonevision system in particular. This fall, promoting its new consumer lines, it's buying more TV-radio time, notably sponsoring some of the half-hour segment's on NBC-TV's *Steve Allen Show*, Sun. 8-9 p.m., thru Foote, Cone & Belding, Chicago.

Reports & comments available: On Sylvania, review by Thomson & McKinnon, 11 Wall St., and analysis by A. J. Cortese of Van Alstyne, Noel & Co., 52 Wall St., N. Y. On Hoffman, report by Fred F. Milligan of W. E. Burnet & Co., 11 Wall St., N. Y. On Litton, evaluation by Burnham & Co., 15 Broad St., N. Y. On Beckman Instruments, review by Ira Haupt & Co., 111 Broadway, N. Y. On IIT, appraisal by J. R. Williston & Co., 115 Broadway.

Dividends: Packard-Bell, 12 $\frac{1}{2}$ ¢ payable Oct. 25 to stockholders of record Oct. 10; Daystrom, 30¢ Nov. 14 to holders Oct. 27; Amphenol, 30¢ Oct. 31 to holders Oct. 17; Warner Bros., 30¢ Nov. 5 to holders Oct. 10; Howard W. Sams, 12¢ (year's 5th dividend, for total of 60¢ vs. 50¢ in 1957) Oct. 25 to holders Oct. 15; Avco, 10¢ Oct. 31 to holders Oct. 20.

Beckman Instruments had loss of about \$1,000,000 in year ended June 30 vs. profit of \$209,432 year earlier despite slight increase in sales, says preliminary report. Pres. Arnold Beckman attributed loss to "writeoffs for inventory adjustments, unprofitable contracts now fulfilled," said 4 of 6 divs. are now in the black.

British electronics exports totaled \$121,500,000 in 1957, Radio Industry Council estimates.

Louis Martin is gen. marketing mgr. of Westinghouse tube div., Elmira, now assisted by Joseph C. Lane Jr., who is succeeded as adv. & sales promotion mgr. by Joseph P. Lynch. We erred in reporting last week that Mr. Martin was adv. & sales promotion mgr.

Japanese Export Plans: Its prices low, quality high, Japan now claims to be the world's largest exporter of transistor radios—and its manufacturers, already shipping increasing numbers to U. S. market (p. 11), are mapping long-range plans to improve sales and service here, are even reported readying a radio service center in N. Y. to carry out market surveys and public relations activities. That's gist of official communiques from U. S. commercial attaches in Tokyo to Commerce Dept.

Japan's exports of transistor radios to the world were running at an annual rate of 1,000,000 units of which more than 60% were destined for U. S., a communique reported in early Aug. "No export goal has been set for U. S. but industry sources indicate they hope to sell 100,000 sets monthly before too long. Transistor radio capacity of 40 firms in Japan is about 2,000,000 sets a year."

A later communique states that "Japan Machinery Exporters Assn. estimates March-May 1958 export of transistor radios was about 50,000 to 70,000 units monthly, 3 times annual exports of 227,657 in Japanese Fiscal Year 1957 (ended March 31)." Another says: "Technological agreements with foreign firms have provided much of the know-how for Japanese producers of radio & TV sets and their electronic components, especially in the manufacturer of transistorized radios . . ."

"Only about 50% of Japan's transistor sales in the U. S. have been made through distributor channels; the other 50% have been made through brokers. The use of brokers has led to some confusion in the marketing of transistor radios."

EIA elects 13 new members: Aeronutronic Systems, Glendale, Cal.; Amco Engineering, Chicago; Continental Illinois National Bank & Trust Co., Chicago; Martin Co., Baltimore; Master Mobile Mounts Inc., Los Angeles; Resitron Labs, Santa Monica; Siegler Corp., Los Angeles; SNC Mfg. Co., Oshkosh, Wis.; Syncro Corp. electronic div., Hicksville, O.; U. S. Semiconductor Products, Phoenix; United Transformer Corp., N. Y.; Wyco Metal Products, N. Hollywood, Cal.

Siegler's Olympic div. adds TV-radio-hi-fi combination equipped for stereo to 1959 line, plans 10% increase in fall consumer products ad budget, according to sales v.p. Morton M. Schwartz. He says that "with the recession scare waning, consumer purchasing will show a marked increase, although such purchases will continue to be selective." Also added to line is 17-in., metal cabinet portable with built-in 40-in. telescopic antenna.

Defense electronics procurement in 1958 fiscal year totaled \$4,050,000,000, highest amount spent by the military for electronics in any one year, according to EIA. Largest portion, \$1,446,000,000, went for aircraft electronics; next largest, \$1,268,000,000, for missiles. Cumulative spending by Defense Dept. for electronics since Korean War was estimated at nearly \$23 billion.

EIA Standards Lab has started operations at 23 Green St., Newark, N. J., under director of G. F. Hohn. Tube & semiconductor div. reports new standards agency is ready to perform measurements for tube & semiconductor manufacturers in accordance with recommendations of Joint Electron Device Engineering Council.

Belock Instrument's new recording div. will issue 10 stereo disc and tape releases monthly beginning in Oct., according to pres. Harry Belock, who said div. anticipates \$10,000,000 gross sales in 1959.

Do You Know That . . .

WHO'S WHO IN AMERICA, 1958-59 edition, is out with a Vocational Index which, under the category Radio-TV Executives, lists those of the TV-radio broadcasting industry whom it has selected for inclusion. Only about 200 names are indexed—and a close perusal indicates some of these were indexed in the wrong category, so that the list by no means embraces all the electronic entertainment industry bigwigs whose biographies appear in the giant 3388pp. volume.

For example, although there's another 424-name category headed Entertainment, mostly names of showfolk, we find such names as these under the Radio-TV Executives category: Ozzie Nelson, Art Linkletter, G. V. Denny Jr., Irma Phillips, Douglas Edwards, Pauline Frederick, Robert Q. Lewis, Merrill Mueller, Martha Rountree, Robert Trout, Harry Wismer.

Yet, under Entertainers, are such more or less kindred names as Martin Agronsky, Griffing Bancroft, Morgan Beatty, David Brinkley, Ned Brooks, Cecil Brown, Ned Calmer, H. C. Cassidy, W. W. Chaplin, Ray Henle, Hazel Markel. Not categorized, but definitely in *Who's Who*, are Charles C. Collingwood and Edward R. Murrow.

* * * *

Also on the Radio-TV Executives list, as indexed by *Who's Who*, we find such names as Dr. J. H. Dellinger, retired radio chief, Bureau of Standards; Dan E. Noble, Motorola v.p.; George W. Bailey, exec. secy. of IRE; Martin Benedek, General Instrument Co.; H. H. Beverage, RCA; J. K. Smith, National Radio Institute—although you would expect to find them in the Electronics Executives category (see p. 12). Also, admen C. T. (Terry) Clyne, McCann-Erickson; Roger Pryor, Foote, Cone & Belding; Dick Pinkham, Ted Bates & Co.—although there's an Advertising Agencies category with 423 names. Still listed as TV-Radio executives are Theodore C. Streibert, now with the Rockefeller interests and no longer connected with TV-radio, and Chris J. Witting, now Westinghouse consumer products v.p.

The Newspaper Executives category has 1176 names, many of them as much identified with their TV & radio operations as with printed journalism. Then there's the Producers-Directors category, 105 names, in which we find the names of Louis G. Cowan, now pres. of CBS-TV; J. D. Wrather Jr., Desi Arnaz, John Guedel, Mark Goodson, Larry Spivak & W. S. Todman, all of whom won their greatest fame in TV-radio.

Among Writers & Editors but identified largely with TV-radio, *Who's Who* includes Charles C. Butterfield, ex-radio editor of AP; O. H. Caldwell, retired, founder of *Electronics* and editor for many years of various trade journals; Orrin E. Dunlap, ex-*New York Times*, now an RCA publicist & v.p.; Martin Codel, *Television Digest*; Donald G. Fink, ex-editor of *Electronics* and *IRE Journal*, ex-pres. of IRE, now with Philco; Abel Green, *Variety*; Sol Taishoff, *Broadcasting*.

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These are the remaining *Who's Who* listings under Radio-TV Executives; there may be some others elsewhere in the huge volume, but they're not indexed as Radio-TV Executives by *Who's Who* itself—nor are we making any effort here to include any of the other *Who's Who* categories except Electronics and Electrical Equipment, which will be found on p. 12:

A TV Factbook on Every Desk

TELEVISION FACTBOOK No. 27, Fall-Winter edition of the TV-radio & other electronic entertainment industries' first, most widely used and most frequently quoted data book, has now been mailed to all full-service subscribers of *Television Digest* and to about 2500 extra-copy buyers. Completely indexed, this 496pp. semi-annual "almanac" provides ready access to a wealth of basic data on all U. S., Canadian and World TV stations and networks (including complete rate cards of the U. S. & Canadian networks and digests of all station rate cards); new census of TV sets by states & counties; data on all CPs outstanding and applications pending; updated allocations tables. All other depts. have been updated, too, including directories of the FCC, TV sales reps, program producers & distributors, manufacturers of TV-radio sets, tubes & transistors, TV-radio attorneys, consulting engineers, specialized consultants, electronic labs, etc., etc. Included with each *Factbook* is a revised copy of our 34x22-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. *Television Factbook No. 27* costs \$5 for a single copy; \$3.50 each for 5 or more.

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CONNECTICUT: Hartford—P. W. Morency, L. J. Patricelli. Newtown—W. G. H. Finch. Stamford—L. W. Lowman. Westport—J. K. Smith.
DISTRICT OF COLUMBIA: T. A. M. Craven, J. S. Hayes, R. F. Hurligh, F. M. Russell, J. W. Thompson (WMAL—*Washington Star*); Ralph Hardy, ex-CBS (deceased).
FLORIDA: Miami—A. J. McCosker, George B. Storer, Niles Trammell, Lee B. Wallis. Tallahassee—J. H. Phipps. W. Palm Beach—John H. Perry Jr.
HAWAII: Honolulu—J. H. Worrall.
ILLINOIS: Chicago—H. L. Atlas, Jules Herbuveaux, Bernard Jacobs, C. H. Marts, W. L. Quaal, S. C. Quinlan. Springfield—O. J. Keller.
INDIANA: Bloomington—Sarkes Tarzian.
IOWA: Sioux City—W. R. Perkins.
LOUISIANA: Baton Rouge—Douglas Manship. Monroe—J. A. Noe. New Orleans—R. D. Swezey.
MARYLAND: Baltimore—E. K. Jett, J. P. Wright.
MASSACHUSETTS: Boston—Norman Knight, H. L. Travers.
MICHIGAN: Ann Arbor—J. C. Crabbe. Dearborn—F. A. Knorr. Detroit—J. L. Booth, J. F. Patt, G. W. Trendle. Kalamazoo—J. E. Fetzer.
MISSOURI: St. Louis—Elzey Roberts.
NEBRASKA: Lincoln—J. W. Seacrest. Omaha—Todd Storz.
NEW JERSEY: Princeton—H. M. Bitner.
NEW YORK: Buffalo—G. F. Goodyear, John H. Norton Jr. New York City—E. A. Accas, H. V. Akerberg, Sidney P. Allen, C. T. Ayres, H. R. Bannister, Claude Barrere, C. C. Barry, I. S. Becker, A. R. Beckman, T. H. Belviso, H. M. Beville Jr., K. W. Bilby, H. C. Bonfig, J. F. Brauner, W. B. Campbell, Slocum Chapin, L. B. Cherry, J. M. Clifford, Fred Coe, C. H. Colledge, Ted Cott, D. W. Coyle, M. J. Culligan, M. H. Dann, J. A. Danzig, J. F. Day, E. J. De Gray, J. E. Denning, C. R. Denny, William Dozier, O. F. Elder Jr., W. H. Fineshruber Jr., J. M. Gaines, Wm. Goodheart, Bernard Goodwin, Lewis Gordon, Lester Gottlieb, R. F. Guy, A. L. Hammerschmidt, O. B. Hanson, W. S. Harrison, Louis Hausman, A. H. Hayes, W. S. Hedges, J. V. Heffernan, W. H. Hylan, E. L. Jahncke Jr., Merle Jones, J. J. Karol, E. E. Kintner, H. L. Letts, T. H. A. Lewis, William Lodge, Frank Marx, J. A. McDonald, T. B. McFadden, D. H. McGannon, J. W. McPherrin, Sig Mickelson, W. C. Miner, R. A. Monroe, H. L. Morgan Jr., R. H. O'Brien, T. F. O'Neil, W. S. Paley, C. W. Petersmeyer, J. B. Poor, R. J. Puff, H. E. Rettig, Paul Roberts, Hubbell Robinson Jr., G. R. Ruppel, Emanuel Sacks (deceased), R. S. Salant, R. W. Sarnoff, Robert Saudek, E. L. Saxe, R. A. Schmid, W. A. Schudt Jr., W. D. Scott, J. M. Seward, Dean Schaffner, E. L. Shainmark, S. N. Stegel, J. L. Sinn, J. A. Stable, C. M. Stanton, Frank Stanton, Alex Stronach, J. C. Swayze Sr., K. B. Sweney, Davidson Taylor, Harry Trenner, Oliver Treyz, S. L. Weaver Jr., R. M. Weitman, Mort Werner, Merle S. Wick, G. B. Zorbaugh. White Plains—Helen S. Straus.
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OREGON: Ontario—Mrs. O. B. Cornett.
PENNSYLVANIA: Philadelphia—Don Thornburgh, L. E. Yoder. Pittsburgh—John F. White.
TENNESSEE: Memphis—H. H. Bunchman, J. H. Cleghorn.
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