

SUMMARY-INDEX OF THE WEEK'S NEWS — February 4, 1956

RCA's COLOR PRODUCTION reaches one-a-minute clip as plants gear for mass production; price-cuts promised by Christmas, 200,000 sales seen (p. 1).

NEW TV FACTBOOK in the mails; 448-p. industry almanac details U. S. & world stations, network personnel & rates, manufacturers, trade statistics (p. 3).

TALL-TOWER BAN gets support in Congress; aviation interests support FCC-opposed bill which would require dismantling of some existing high TV towers (p. 3).

COURT REJECTS STAYS of vhf CPs in Corpus Christi, Madison & Evansville; grantees free to build while FCC is expected to speed more grants (p. 4).

MOVIE INDUSTRY troubled by reaction to its TV program efforts, opposition to free plugs—while TV clamors for backlog releases of theatrical films (p. 6).

BROADCAST LEGISLATION to permit "electronic Lincoln-Douglas debates" and to bar anti-newspaper "discrimination" opposed by FCC at House hearing (p. 8).

SALES UP, INVENTORIES DOWN as TV-radio shows Jan. comeback at retail. TV output 7,756,521, radio 14,894,695 in 1955. No hurry on credit controls (p. 9).

TV SET ADS CHALLENGED by Federal Trade Commission on grounds of possible violation of trade practice rule governing measurement of tube viewing area (p. 11).

RADIO FREQUENCY LAMP developed by Sylvania, leading to improved film processing, studio lighting, color tube manufacture, theatre-TV projection (p. 11).

INTEREST IN COLOR perking among N. Y. retailers, though some still skeptical about mass sales this year. News & notes about color shows and trade (p. 13).

FREEDOM FROM FLICKER is American TV system's biggest technical advantage, though it suffers in resolution, says Hazeltine's Charles Hirsch (p. 8).

SETS-IN-USE CENSUS moves closer to reality as NARTB's TV board allocates \$40,000 for additional interview studies. Other actions at 3-day meeting (p. 14).

HOW RCA IS BACKING ITS FAITH IN COLOR: That RCA means business about color was again demonstrated forcibly this week when it brought newsmen from across the nation to Bloomington, Ind. to see color sets coming off the line at rate of one-a-minute.

To recapitulate quickly, here's what we were told by group of top RCA executives headed by consumer products executive v.p. Robert A. Seidel:

- (1) RCA will build 200,000 color sets this year, more than half of these during the last 6 months.
- (2) Prices will be reduced by Christmas, levels to be announced at mid-year introduction of new line, which will be more extensive than present 5 models.
- (3) Sets are now selling at rate of more than 1000 weekly.
- (4) Color will comprise an important part of RCA's dollar volume and profits this fall, and will account for most of its dollar volume in 1957.
- (5) Some 20% of current color sales are of the \$695 consolette, balance the \$795 to \$995 consoles -- with demand for blonde cabinets outstripping supply.
- (6) The 21-in. round, metal, aperture-mask tube will remain "it" for the foreseeable future, though development on all kinds of tubes continues.
- (7) Production of tubes is ahead of schedule, will exceed 30,000 monthly by fall, yet there will be tube shortage before year's end.

* * * *

Purpose of calling newsmen in was to mark conversion of Bloomington plant to state of "color readiness." One of the 5 assembly lines is now devoted to production of color at one-a-minute clip, one shift daily, while other 4 lines are producing black-&-white on a 2-shifts-daily basis. The 4 black-&-white lines can be shifted to color whenever demand warrants. In addition, it was stated that one line in Indianapolis plant is also knocking off color sets at one-a-minute rate.

Seidel repeatedly declined to disclose current rate of production beyond the foregoing. He would not confirm reporters' efforts at simple multiplication -- in

which they assumed sets were being produced at rate of 480 daily, 2400 weekly -- at Bloomington plant alone.

The main thrust of RCA's effort was clearly to emphasize that its faith in color is neither tenuous nor timorous; that it's backing its efforts with big money and with its ablest engineering and merchandising minds.

Seidel stated that RCA has invested some \$70,000,000 in color, \$5,000,000 just to convert the Bloomington facilities. W. Walter Watts, electronic components exec. v.p., said that nearly \$10,000,000 has been spent just to mechanize Lancaster, Pa. tube plant. Richard A.R. Pinkham, NBC-TV program v.p., called attention to NBC's \$12,000,000 "colorization" program (Vol. 11:45).

The striking fact is that RCA is banking on getting this money back very shortly -- in substantial volume this fall.

* * * *

Seidel elaborated on RCA's color doctrine, both in his prepared statement and in response to newsmen's questions. "There's no great volume of sales yet," he conceded -- but he saw no reason for changing estimates that RCA would build and sell 200,000 this year. He pointed out, too, that "at least a half dozen RCA competitors" are making color sets (see p. 13). Furthermore, he said, "I believe there will be a terrific shortage of color tubes before the year's end. Color will be an important part of RCA's volume and profits this fall. By 1957, color will really be the ball game." He stated that RCA's color line this fall will be even broader than the 5 models now being produced. Even though prices will be lower this Christmas, he said, there will be sets in the \$700-\$800 class for at least next 1-2 years.

Indicative of reasons for cost of color sets, Seidel said, is fact that the color sets have about 2000 parts vs. 1200 for black-&-white. It takes about 60% as long to make a black-&-white set as it does color.

Asked what is greatest bottleneck in color sales, Seidel stated that it was apathy of dealers, who have a normal reluctance to go into a new business, handling a new product, training personnel, etc. To illustrate what can be done, however, he pointed to free home demonstration promotion conducted by Philadelphia distributor Raymond Rosen & Co. (Vol. 12:4), said it has about 300 sets out on demonstration now, with backlog of some 50 on waiting list.

Charles P. Baxter, v.p.-mgr. of TV div., supplemented Seidel's statements with review of RCA's efforts in advertising, training, merchandising and manufacturing. He cautioned, however, that break in color prices is not likely to be as big as it was in early years of black-&-white -- because color uses many of the components & techniques employed in black-&-white production and cost reductions in these areas can't come as rapidly as they did several years ago.

* * * *

Watts made particular point of RCA's commitment to its type of color tube -- obviously because of sporadic reports of developments by GE, Philco, Chromatic TV Labs, etc. "As most of you know," he said, "RCA has never for one minute lost its faith in the round, metal, aperture-mask type of tube. Despite doubts expressed by a few others, we have gone ahead with our plans to concentrate efforts on this tube. The extensive array of new equipment which has been installed and of which there is more to come has been designed to handle this tube and this tube only. At this time we see no reason to depart from this view. In our opinion, no other proposed color tube is near the mass production stage." Watts noted that others making the tube are Sylvania, Tung-Sol, Thomas Electronics. Seidel pointed out that RCA is buying tubes from others -- to develop alternate sources of supply and to encourage greater overall industry tube capacity. "The best way to encourage them," he said, "is to put your money where your mouth is."

Pinkham reviewed NBC's sales-stimulating programming plans, noting that the current schedule of 40 hours monthly is 5 times that of last year and that fall plans contemplate doubling that to 80 hours a month. He said that more than 100 NBC-TV stations can carry color and that their coverage areas include 93% of nation's TV homes. "By next fall," he said, "we expect that many of our principal evening attractions, in addition to the 90-min. spectaculars, will be presented in color."

Depending on how the schedule works out, it's entirely possible that between NBC & CBS, there will be important color programs on the air every night of the week, with several color shows on key evenings like Saturday and Sunday."

* * * *

As we walked through color assembly line, we noted these details:

- (1) Models are "mixed" as they go through, consoles and consolettes interspersed without problems.
- (2) All sets have all-channel uhf tuners in addition to vhf. General Instrument Corp. and Radio Condenser Co. make the uhf, RCA the vhf.
- (3) Each set has 2 printed-circuit boards, vs. 5 for black-&-white.
- (4) Chassis for all sets are same regardless of price -- except that higher priced models usually have 3 speakers instead of one. Main reason for price differentials is quality of cabinets.

Back in Indianapolis and grounded for a day by snowstorm, we took advantage of the delay to inspect RCA's TV and record plants. We were tremendously impressed by progress in printed circuitry and automation. Almost every day sees a new technique for speeding production, cutting manpower and improving quality. Among latest machines is one engineers call "the toad." It drives "stakes" into printed-circuit boards. Wires are wrapped around stakes with special tool -- in process developed by Bell Labs. Then there's a \$60,000 machine for etching boards automatically, etc.

RECORD OF A FAST-MOVING INDUSTRY: The TV-electronics industry's almanac, which is a veritable "barometer" of the business of telecasting and the production and sale of TV-radio receivers, tubes, etc., is off the presses -- the Spring-Summer edition of our semi-annual TV Factbook (No. 22). Ever since TV emerged from its chrysalis in 1946, this book has been the prime source of facts & figures about all phases of the industry. Starting as a 4-p. Supplement that year, listing 16 stations then on the air experimentally and giving the status of applications then pending, it now has 448 pp., detailing the facilities, personnel & rates of 462 stations currently on air and 11 due to start by spring (vs. 426 & 15 a year ago); similar data on the 33 Canadian stations on the air (vs. 24 a year ago); complete network rate cards and executive personnel; lists of all Construction Permits outstanding, with reported starting dates of upcoming new stations; lists of stations that have quit the air and of applications pending; directories of TV, radio, phonograph & record manufacturers, with executive personnel; statistical tables on production, sales & inventories of TV-radio receivers; tabulations showing all-industry and network TV-radio time sales by months & years; directories of program producers (live & film), laboratories, engineers, attorneys, trade associations, research firms, unions, equipment makers, etc. Foregoing gives you just a scattering of the 75 departments in this big compendium, which goes out to all of our full-service subscribers this week (extra copies, \$4.50). Included with TV Factbook No. 22 is an updated 43x29-in. Wall Map, in color, showing locations of all TV stations, networks, etc. (see box, p. 14).

TALL-TOWER BAN PUSHED IN CONGRESS: Backed by powerful military and civil aviation interests, legislation which could require dismantling of TV towers higher than 1000 ft. got started through the Congressional mill this week.

House Commerce transportation & communication subcommittee, headed by Rep. Harris (D-Ark.) held first hearing on HJ-Res. 138 & 139, by Reps. Harris & Hinshaw (R-Cal.) -- and subcommittee members plainly indicated they mean business. Identical resolutions would bar FCC from granting or renewing licenses of stations with towers higher than 1000 ft. unless Commission affirmatively finds they're not air hazards.

Burden would be on applicant to prove his tower is not a menace to air navigation. Present rules require any objector to prove tower is a hazard.

Opposing the bills on behalf of FCC, Comr. Lee argued that present system is working well, that TV and aviation interests are working out differences through Air Coordinating Committee's Joint Industry-Govt. Tall Structure Committee (JIGTSC), of which he is co-chairman (Vol. 11:37-38, 41).

Rep. Hinshaw, an aviation industry spokesman, served notice he's going to

push this one, laid it on the line to Comr. Lee: "Well, of course, my friend, TV is a convenience to the public and not a necessity, whereas the navigation of the air-space by military aircraft is a necessity." Lee replied that TV is now recognized as necessity, with definite defense functions, etc. -- whereupon Hinshaw proposed that each high tower be replaced by group of smaller ones. Harris tentatively suggested that higher power might prove adequate substitute for tall towers.

There will be more hearings later on these little-noted bills -- supported either openly or tacitly by Pentagon and every private aviation group. TV people will have to fight this one with all the tact and diplomacy at their command -- as aviation interests intend to make their stand on issue of "entertainment vs. human lives," notwithstanding fact that FCC has never approved a tower which any member of govt.'s Airspace Panel had branded a potential air navigation hazard.

[Details on other Congressional hearings this week -- involving political broadcasting and newspaper ownership of stations -- will be found on p. 8.]

WRAPS ARE OFF FCC now, presumably, in respect to making vhf grants in areas where deintermixture petitions are pending—as result of Court of Appeals decision this week denying uhf operators' efforts to stay effectiveness of vhf CPs already granted in Corpus Christi, Madison & Evansville. It's also assumed that grantees in those cities can proceed with construction without fear of being stopped.

Court took the unusually long time of 3 weeks to come to decision—and it has yet to deliver reasons behind it; opinions are due to follow at unspecified date. Vote was 2-1, Judges Washington & Danaher comprising majority, Bazelon dissenting. Order in each case merely stated that "a majority of the Court is of the view that petitioner is not entitled to the stay it seeks for reasons to be set forth in a memorandum to be filed at a later date."

In view of fact reasons haven't been given, attorneys speculating about decision wonder why court granted stay in Vail Mills drop-in case (Vol. 11:50) while denying stays in this week's action. A common guess is that vhf CPs in Corpus Christi, Madison & Evansville would bring cities their first vhfs—whereas Vail Mills would mean second vhf in Albany area—and that court isn't convinced one vhf competitor means death to uhf operators.

Uhf operators aren't giving up, by any means. Some are talking of appeals to Supreme Court or of seeking review by Court of Appeals *en banc*—latter because of different decisions in Vail Mills and this week's 3 cases. It's believed, however, that uhf operators' chances of success have diminished.

In the meantime, another appeal was filed with Court of Appeals—this one involving no uhf—Fresno's KARM challenging Ch. 12 grant to KFRE.

* * * *

Another vhf initial decision was issued this week—FCC examiner H. Gifford Irion favoring grant of Buffalo's Ch. 7 to Great Lakes TV, denial of WWOL & WKBW. Irion held that Great Lakes & WKBW were superior to WWOL in program plans; that Great Lakes was to be favored over WKBW because of its extensive plans for service to Niagara Falls; that WWOL owner Leon Wyszatycki was "derelict" in following FCC rules with regard to AM-FM station maintenance and came "perilously near" editorializing over his facilities.

Great Lakes is a combination of *Buffalo Courier-Express* (WEBR), 33 1/3%; WPIT, Pittsburgh (John Laux, et al), 16 2/3%; Copper City Bestg. Corp. (Kallet Theatres-WKTV, Utica), 33 1/3%; Cataract Theatre Corp. (Marie D. Hayman), 16 2/3%.

Commission also came up with final decision on pro-

test of KTRK-TV, Houston (Ch.13), against move of KGUL-TV to site nearer Houston than Galveston. KTRK-TV charged that KGUL-TV is really a Houston station despite fact its Ch. 11 is allocated to Galveston. The 47-p. decision acknowledged some discrepancies between KGUL-TV's promises and its performance but excused it for variety of reasons—including short time station had been on air and fact that it found station serving needs of Galveston. Comr. Lee dissented, stating: "As a result of Commission action in this case, Galveston's only vhf assignment will have been preempted and will be a Galveston station in name only and the purpose of the allocation plan 'to provide each community with at least one TV broadcast station' will be defeated." Lee holds no brief for a fixed allocation plan, however, saying that "I am about ready to conclude that the facts of life now clearly demonstrate that this Sixth Report and Order should be consigned to limbo" and that applications should be filed as they are in AM. What he objects to, he said, is to changing allocations "through the back door."

* * * *

Other activities at FCC this week: (1) Seeking to stay on air, Rochester's WVET-TV & WHEC-TV petitioned FCC to rule that public interest requires they be kept operating despite court ruling on protest of WSAY (Vol. 12:2). (2) Initial decision favoring Ch. 12 grant to KICA, Clovis, N. M., was issued by examiner Hugh B. Hutchinson after dropout of Video Independent Theatres. (3) Off-air WNET, Providence (Ch. 16) asked FCC to take WPRO-TV (Ch. 12) off air, pursuant to court decision on WNET's protest (Vol. 12:1). (4) FCC denied KTVQ, Oklahoma City (Ch. 25) permission to operate temporarily on educational Ch. 11.

— ■ —

Radio station sales: WTCS, Fairmont, W. Va., 95% interest sold by Connie B. Gay to Nicola Fantasia and group of local business men, thru Blackburn-Hamilton; J. Patrick Beacom, 5% owner, who also owned now-silent WJPB-TV, Fairmont (Ch. 35), retains that interest. WOKO, Albany, N. Y., sold to Carl Lindbergh & Howard Hayes, of WPIK, Alexandria, Va., for approximately \$75,000 by Gov. Duncan Bestg. Co., thru Allen Kander. WDLB, Marshfield, Wis., sold to Hartley Samuels, ex-ABC sales, for \$150,000 by Lloyd Felker & Corrine Kraus, thru Allen Kander. [Note: For frequencies, powers, networks, etc. of these and all other North American radio stations, see our 1956 AM-FM Directory, just published.]

Gracious gesture: When Westinghouse on Jan. 23 took over NBC's WNBK & WTAM, Cleveland (to be changed Feb. 13 to KYW-TV & KYW), rival radio WGAR's mgr. Carl George ran ad in local newspapers reading: "Welcome to Westinghouse. Five-star WGAR welcomes Westinghouse to Cleveland radio."

Personal Notes: Robert M. Weitman resigns as ABC v.p. in charge of TV programming & talent and as v.p. of AB-PT to become CBS-TV v.p. in charge of program development, reporting to Hubbell Robinson Jr., v.p. in charge of network programs; Robert F. Lewine, ABC-TV director of network program dept. who was elected a v.p. only 2 weeks ago, succeeds Weitman at ABC . . . Hugh M. Beville Jr., director of NBC research & planning, elected v.p. for planning & development; Thomas C. McCray, gen. mgr. of KRCA, Los Angeles, and Lloyd E. Yoder, gen. mgr. of newly acquired WPTZ & KYW, Philadelphia (changing Feb. 13 to WRCV-TV & WRCV), are also elected v.p.'s . . . James P. Storer is promoted to newly created post of merchandising mgr., Storer Bestg. Co., headquartering in N. Y.; Clemens X. Castle, ex-WJIM-TV, Lansing, who joined Storer in 1951, named director of engineering, reporting to Glenn G. Boundy, engineering v.p. . . . Henry A. Rahmel, A. C. Nielsen v.p. in charge of engineering & field operations, promoted to exec. v.p. & director, assuming full charge of all TV-radio audience measurement services . . . Walter A. Tibbals resigns as BBDO's TV-radio v.p., Hollywood, to become v.p. of Four Star Films, Hollywood, under pres. Wm. Cruikshank . . . Louis T. Stone, business mgr. of CBS-TV program dept., appointed to new post of director of talent commitments . . . Donald C. Hamilton, ex-WOR, N. Y., joins CBS-TV as exec. in business affairs dept. . . . Ole Morby promoted to mgr. of sales development, CBS Radio Spot Sales, succeeding Newell T. Schwin, now sales mgr. of CBS-TV's Terrytoon Films; Eric Salline, radio sales service mgr., promoted to succeed Morby as mgr. of radio station relations . . . Harry Mason Smith, v.p.-gen. sales mgr. of Crosley stations, appointed v.p. in charge of radio; H. P. Lasker, v.p.-mgr. of WLWD, Dayton, appointed corporate v.p. in charge of sales; Thomas A. Bland, ex-WBBM, Chicago, named v.p.-gen. program mgr.; John Babcock, from Crosley's farm div., named asst. program director . . . George G. Huntington, ex-Dancer-Fitzgerald-Sample, named director of sales development, Television Bureau of Adver-

tising . . . J. Wm. Quinn, managing director of WBTW, Florence, elected TV director of S. C. TV-Radio Bestrs. Assn. . . . Gil Lee promoted to asst. to Joe Herold, gen. mgr. of KBTW, Denver . . . Charles Zwemer, ex-WBNS-TV, Columbus, named program director of upcoming WDMJ-TV, Marquette, Mich. (Ch. 6), due in March; Paul Anick, from radio WMIQ, Iron Mountain, Mich., chief engineer . . . Martin J. Robinson, ex-Guild Films, named operations v.p. of Western Television Corp., subsidiary of Matty Fox's C&C TV Corp. . . . Morris Roizman, pres. of Motion Picture Film Editors & ex-chief editor of *March of Time*, joins Robert Lawrence Productions (*DuPont Cavalcade Theatre*) as supervising film editor . . . Bruce Joyner promoted to chief engineer, KNTV, San Jose, Cal. . . . Jack Orr, ex-Guild Films, joins NBC film div. as asst. director of publicity, replacing Jack Sebastian, now CBS-TV Film Sales . . . Al Pryor named merchandising mgr., KTTV, Los Angeles, succeeding Ed Hawkins, now in commercial announcements dept. . . . Abner J. Greshler, ex-pres. of York Pictures Corp., named coordinator of new program development dept. of NTA, now entering TV film production; Raymond E. Nelson, ex-Television Bureau of Advertising, joins NTA under pres. Ely A. Landau . . . John D. S. McSheehy named promotion mgr., WMUR-TV, Manchester, N. H., succeeding S. Lee Varker, now merchandising mgr. . . . Jack Martin promoted to CBS Radio network sales service mgr. . . . Richard Cheverton appointed news director, WOOD-TV & WOOD, Grand Rapids . . . Blaine Littell, news bureau mgr. of WCBS-TV, N. Y., named mgr. of "CBS News Campaign Caravan," team of correspondents & cameramen assigned to cover political campaigns . . . George E. McLaughlin, ex-Gray & Rogers adv. agency, named director of press information, WCAU-TV & WCAU, Philadelphia.

Everett E. Revercomb, onetime NAB auditor, returns as NARTB secy.-treas. April when C. E. (Bee) Arney retires; Revercomb has lately been asst. treas. of National Assn. of Home Builders.

ADVERTISING AGENCIES: Nat Wolff resigns as Young & Rubicam v.p. in charge of TV-radio creative programming, effective April 1 . . . Robert P. Gibbons heads TV-radio dept., McCann-Erickson, Cleveland, in new promotion to asst. to gen. mgr.; Stuart Buchanan continues as exec. TV-radio producer . . . Gerald D. Roscoe, ex-N. W. Ayer TV-radio dept., promoted to v.p., John C. Dowd Inc., Boston . . . Richard Fehheimer, ex-Aubrey, Finlay, Marley & Hodgson Adv. & Montgomery Ward, joins North Adv., Chicago, as v.p. & supervisor of Toni account . . . John (Jock) Elliott Jr., in charge of *DuPont Cavalcade Theatre* for BBDO, N. Y., and John McKee, in charge of DeSoto account, Detroit, elected agency v.p.'s . . . Sidney Garfield, pres. of Hirshon-Garfield Adv. for 17 years, elected chairman of Peck Adv., with which his agency is now consolidated . . . Arthur Berla resigns as chief TV-radio spot timebuyer, BBDO, to join reps H-R Television Inc., N. Y. . . . Ransom Dunnell, ex-D'Arcy, named exec. asst. to Walter Craig, v.p. in charge of TV-radio dept., Norman, Craig & Kummel . . . W. B. Kroske promoted to TV-radio producer, Ketchum, MacLeod & Grove, Pittsburgh.

* * * *

Roland Gillet, program controller of Associated Redifusion, one of England's commercial TV contractors for London area, has resigned because of disagreement over contract renewal. Harry Alan Towers has resigned as program director of Associated Television Ltd.

International Advertising Assn., Hotel Roosevelt, N. Y. (formerly Export Advertising Assn.) has released new 1955-56 roster of 684 members, of which 202 are outside continental U. S., up from 103 year ago.

FCC personnel and organizational moves this week: (1) Hearing Div. abolished, its functions being placed primarily under Broadcast Facilities Div., with a few types of cases assigned to Renewal & Transfer Div. (2) Joseph N. Nelson, chief of TV Branch, promoted to chief of Renewal & Transfer Div. (3) Walther W. Guenther, attorney in Office of Opinions & Review, promoted to chief of Broadcast Facilities Div. (4) James B. Sheridan named acting chief of Economic Div. while chief H. H. Goldin is detailed to network study group. (5) Floyd W. Wickenkamp promoted to chief of Engineering Div., Field Engineering & Monitoring Bureau. Least well known of group is Guenther, who has been with FCC 3 years. Born in Germany in 1902, he rose to judgeship before coming to U. S. in early 30's. He served in U. S. Army, was on legal staff of Office of Alien Property, taught political science at Catholic U, Washington.

Uhf "translators," proposed by FCC in recent rule-making, were labeled impractical by NARTB's TV board as it met in Chandler, Ariz. this week. Board made no recommendations on matter after discussion in which it was stated that no uhf stations have ever operated in the Ch. 70-83 band to which translators would be assigned and that uhf receivers are least efficient at top of band. Commission has proposed translators as a "home" for those now operating vhf boosters illegally—principally in state of Washington (Vol. 12:2).

Subscription-TV public hearing by N. Y. City Council has been scheduled for Feb. 9—on pres. Abe Stark's resolution against pay-as-you-see TV.

MOVIE INDUSTRY'S greatest skill lies in making movies. That seems to sum up Hollywood's first season of full-scale TV programming—a season in which TV stations and networks are clamoring for the newly available theatrical film backlogs while movie industry's special-for-TV films haven't lived up to advance billing.

Major movie producers' TV programming efforts have not been successful—financially, artistically or rating-wise. As if this weren't trouble enough, they're now being frowned upon by NARTB's Code Review Board. Free plugs for current theatrical pictures ("trade-outs") contained in most of the movies' TV programs took a blow last week when Code Board urged its subscribers to adopt "more reasonable policies consistent with good advertising" in connection with the free plugs (Vol. 12:4). Board chairman G. Richard Shafto, of WIS-TV, Columbia, S. C., warned that "promotional copy and excerpts have taken on the dimension of straight advertising and should be measured against the suggested advertising time limitations contained in the Code."

If the majors decide to listen to "TV's conscience," in form of Code Review Board, they'll have to soften or eliminate some of the most expensive "free advertising" anybody ever bought on TV. *Variety* estimates in Feb. 1

Telecasting Notes: "How to Take Advantage of the Film Glut" is title of some editorial advice to advertisers in Jan. 30 *Advertising Age*. Noting that the vast flood of theatrical features & shorts and second-run TV film series has put advertiser and local station program director in driver's seat and that film prices are dropping fast, editorial notes: "It gives third and fourth stations in markets a chance to program competitively, even against major network competition. Naturally, this same opportunity is given to smaller advertisers, who up to now haven't had much choice of material. Now they can buy good adventure, comedy, anthology, sports, full-length films for daytime, and miscellaneous fare for kids, etc.—and at a really competitive price" . . . "The greatest bargain in the world of TV," continues *Advertising Age*, "is slightly used film for summer replacements, local programming or syndicated series. You can take advantage of the situation and get a bargain" . . . Relations between CBS and its \$11,000,000 property, Jackie Gleason, are strained—and ratings are the cause of it all. Gleason made news last week end when he washed his linen in public, calling special press conference to accuse network of "trying to push me around." Though no announcement had been made, CBS-TV was working on plan to kill or move the Gleason-produced *Stage Show* from its Sat. 8-8:30 spot and put Gleason's *Honeymooners* in that time segment, in order to compete better with NBC-TV's 8-9 p.m. *Perry Como Show*. After the comedian's outburst, CBS apparently dropped plan—at least for now . . . For first time, Ziv TV will distribute TV film shows made by others, offering services of its sales force to producers renting space in Ziv's Hollywood studios . . . TV-Broadway-movies-records deal reported sealed by RCA-NBC: Singer Kay Starr signed to appear on *Producers' Showcase* spectacular April 30 in new musical, "The Lord Doesn't Play Favorites," as well as Broadway version of same show, to be followed by movie adaptation, produced by NBC; Stanley & Irving Taylor have already written 11 songs for the show to be recorded by RCA Victor in "original cast" album . . . Biggest TV drama project of them all, NBC-TV's color *Matinee Theatre*, used 562 actors in its first 12 weeks, in total of 58 plays—equivalent of 1½ seasons of regular weekly hour dramas. NBC-TV estimates that at least

issue that 20th Century-Fox and Warner Bros. together stand to lose total of \$2,875,000 on their first year's TV programming ventures. Not only does cost of the film shows far exceed their returns, *Variety* points out, but TV film products of both companies have little residual value for TV. Both shows use one-hour format, 40 or 41 minutes being devoted to the story—an unwieldy type of show for re-run syndication. To recoup some of their investment, both companies are trying to peddle their old TV shows to theatres in foreign countries—as "featurettes."

Movie companies are still finding strong TV demand for their old features, however—and this week brought substantiation of our report that ABC has been dickering with Warner Bros. for its movie backlog (Vol. 12:4). Warner v.p.-gen. counsel Robert W. Perkins, in reply to question at stockholders meeting this week, said company is "studying" possibility of releasing its pre-1948 backlog of 1000 films for TV use. He indicated negotiations involved ABC, perhaps others. One price mentioned for the 1000-film deal has been \$20,000,000—which Perkins declined to confirm or deny. This batch of film would be by far the largest ever released to TV—25% bigger than the 740-film RKO package.

Universal-International, which has yet to release any "A" features to TV, is placing 18 Deanna Durbin 1936-to-1948 features on the market, at a reported price of \$100,000 each. Networks are said to be interested.

120,000 man-hours of non-acting labor, 17,366 actor-hours of rehearsal, have been expended so far in series . . . News coup: Three cameramen of WMAR-TV, Baltimore, took 800 ft. of film of tragic fire Jan. 29 in which 12 women lost their lives and of scenes in hospitals to which 240 persons were removed, together with interviews with survivors; processed in WMAR-TV's film lab, films were shown on CBS-TV's *Sunday News Special* . . . Imogene Coca, who made TV history as Sid Caesar's partner on NBC-TV's old *Show of Shows*, makes debut in straight dramatic role April 11 on CBS-TV's *U. S. Steel Hour*, portraying an actress; she'll also appear on NBC-TV *Max Liebman Presents* spectacular Feb. 26 . . . Herb Shriner signs 5-year contract with CBS-TV; he'll star in own weekly 60-min. variety show next season, after completion of 4-year commitment on *Two for the Money* quizzer. Magazines continue to capitalize on TV's impact (Vol. 12:4): Having concluded its 8-part autobiography of CBS-TV's Arthur Godfrey, *Saturday Evening Post* featured as lead article in Feb. 4 issue big story on NBC-TV's *This Is Your Life* . . . "Spectacular" is apt description of 2-hour program presented by Pittsburgh educational WQED, featuring Internal Revenue experts, to help taxpayers fill out income tax forms and answer questions on taxes phoned in by viewers.

Powerful National Grange urges "censorship" of TV-radio programs between 10 a.m.-8 p.m. in effort to cut down on "juvenile delinquency or criminal acts." In resolution adopted this week and circulated in its summary of legislative aims, Grange said: "Many of the TV and radio programs are of such nature as to cause children to imitate them in home and school life. This often leads to juvenile delinquency or criminal acts." It also called for legislation to ban beer & wine advertising.

ABC-TV is combining its TV-1 & TV-2 studios into one big studio, 176x73-ft., claims it thus becomes largest in Manhattan available for big-scale productions. They can continue to be used individually, too.

Free film loan library has been inaugurated by KRON-TV, San Francisco, offering local civic and educational groups 16mm movies, documentaries & kines for showing at meetings.

Station Accounts: List of 3018 spot advertisers in fourth 1955 quarter, representing 4217 brands, is tabulated in Jan. 25 *Rorabaugh Report on Spot TV Advertising*, released this week. Unlike previous quarterly reports, it does not contain list of 25 leading spot advertisers. Such information has been purchased from Rorabaugh by TvB (Vol. 11:38) and is due to be released by TvB in about a month. Rorabaugh report covers 267 stations in 182 markets, lists stations and number of spot schedules and advertisers on each station, plus alphabetical listing of all national & regional spot advertisers, product or brand, and list of markets & stations used . . . GE buys 13 second-run dramas from MCA-TV for spot-booking in 60 markets starting March 5, thru Young & Rubicam; shows originally were part of *Pepsi-Cola Playhouse* and *Studio 57* series, will be retitled by GE for re-run . . . Mullers-Grocers Baking Co., Detroit, buys TPA's *Count of Monte Cristo* for all Mich. markets except Detroit, thru Wesley Aves & Assoc., Detroit; 30-min. show is now in 80 markets . . . Procter & Gamble to test new cleanser, "Comet," with TV-radio spots in Columbus, O. prior to national distribution, thru Compton Adv. . . Pharma-Craft Corp. to use big TV spot campaign to introduce new "Coldene" cold and cough medicine, thru J. Walter Thompson . . . Richfield Oil buys Rawlins-Grant Productions' *Mayor of the Town*, starring Thomas Mitchell, in 28 western markets, thru Hixson-Jorgensen Adv., Hollywood . . . Olympic Radio (Robert S. Burros, adv. & sales promotion mgr.) plans its biggest campaign this spring to support TV-radio-phono line, thru Product Services Inc., N. Y. . . Columbia Pictures using 13-week spot campaign in advance of release of "The Harder They Fall," thru Donahue & Coe, N. Y. . . Among advertisers currently reported using or preparing to use TV station time: Clemco Products, Baltimore (Comite comb & brush cleaner), thru I. A. Goldman & Co., Baltimore; W. B. Davis Hosiery Mills, Fort Payne, Ala. (Super Cushions foot sox), thru John Thomas Miller, N. Y.; National-U. S. Radiator Co., Johnstown, Pa. (coal, oil & gas boilers, heating equipment), thru Ketchum, MacLeod & Grove, Pittsburgh; Fairmont Foods Co., Omaha (frozen fruits, vegetables & ice cream), thru Allen & Reynolds, Omaha, and Doyle Dane Bernbach for N. Y. only; Ace Products Co., Chalfont, Pa. (knife sharpeners & service wares), thru Gray & Rogers Adv., Philadelphia; Creamette Co., Minneapolis (Creamettes & Mother's Macaroni products), thru Martin-Williams, Minneapolis; Davison Chemical Co., Baltimore (Davco fertilizer), thru St. Georges & Keyes, N. Y.; Hood Rubber Co., Watertown, Mass. (P.F. canvas shoes), thru McCann-Erickson, N. Y.; Levolor Venetian Blinds, N. Y., thru Friend-Reiss Adv., N. Y.; Metal Foil Products Mfg. Co., Newark ("Broil-a-Foil"), thru Wexton Co. Inc., N. Y.; Convenient Foods Co., Atlanta ("Tropic Isle" frozen coconut), thru H. G. Sample Adv., Atlanta; Marlowe Chemical Co., N. Y. ("Fire Chief" fire extinguisher), thru Kastor, Farrell, Chesley & Clifford Inc., N. Y.

Rate increases: WNBK, Cleveland (changing to KYW-TV), Feb. 1 raised base hour from \$1300 to \$1800, 20 sec. from \$375 to \$425. WABT, Birmingham, Feb. 1 raised base hour from \$750 to \$800, min. \$185 to \$210. WWLP, Springfield, Mass., adds Class AA hour (7:59-10 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WMUR-TV, Manchester, N. H., March 1 raises base hour from \$350 to \$600, min. \$70 to \$120. Spot increase: New Class AA \$375 spot rate for WTMJ-TV, Milwaukee, applies to 30 sec. chain break, not min. announcements as reported recently.

NBC-TV transfers film div. to Kagran Corp., its wholly-owned merchandising-licensing subsidiary. Carl M. Stanton continues as v.p. in charge of film syndication, and is also elected v.p. of Kagran.

Network Accounts: CBS-TV cracks down on "summer hiatus" practice of sponsors, issuing this statement: "Each advertiser on the network must continue his time throughout the summer or the period will not be open to that sponsor in the fall. The number of weeks that a summer show replaces the regular program is dependent on arrangements with the winter season talent." Until this year, CBS-TV had permitted sponsors 8-week layoff with time protection for fall. NBC-TV, which retained virtually all its sponsors last summer, and ABC-TV are expected to follow CBS-TV lead with similar "52-week TV" pronouncements . . . Geritol to sponsor *Meet Millie* on CBS-TV starting Feb. 7, Tue. 9-9:30 p.m., thru Edward Kletter Assoc. . . Revlon plans musical show, untitled as yet, on NBC-TV starting in March, Mon. 7:30-7:45 p.m., thru C. J. LaRoche & Co. . . Swift & Co. to be alt. sponsor of *Uncle Johnny Coons* on NBC-TV starting Feb. 25, Sat. 11:30-noon, thru McCann-Erickson . . . Glamorene (rug cleaner) buys 14 partic. on *Afternoon Film Festival* on ABC-TV, Mon.-thru-Fri. 3-5 p.m., thereby qualifying for 14 partic. at discount on *Famous Film Festival* on ABC-TV Sun. 7:30-9 p.m., thru Product Services Inc.; both shows are J. Arthur Rank feature films . . . Dow Chemical buys one partic. a week for 6 weeks on *Famous Film Festival* on ABC-TV starting March 4, Sun. 7:30-9 p.m., thru MacManus, John & Adams, Detroit . . . Bissell Carpet Sweeper Co. buys series of partic. on NBC-TV's *Today & Home* starting in spring, thru N. W. Ayer, N. Y. . . ABC-TV to switch *Chance of a Lifetime* from Sun. 9-9:30 p.m. to Sat. 10-10:30 p.m., effective March 3 . . . General Foods to cancel *Johnny Carson Show* on CBS-TV starting March 29, Thu. 10-10:30 p.m. . . Pall Mall to cancel Tue. & Thu. segments of *Douglas Edwards and the News* on CBS-TV, Mon.-thru-Fri. 7:15-7:30 p.m. . . Herbert Tareyton to cancel *Justice* on NBC-TV starting in March, Sun. 10:30-11 p.m.

ABC-TV will install special equipment in its Chicago studios to allow "unlimited local time zone repeats of TV programs when Daylight Saving Time is in effect." ABC says new process will enable it to repeat live programs within one hour after original presentation in East between April-Oct. Special equipment, now under construction by several firms, was designed by ABC engineering dept. Electronically-controlled film recorder-processing-transmitting machine will record programs directly off cable, process film and begin rebroadcasts in hour.

AAAA signed consent decree with Justice Dept. this week, agreeing to cease fixing agency commissions at 15% for placing newspaper and magazine ads. Justice Dept. then announced settlement of anti-trust case against association and its 325 member agencies, but continues to press anti-trust charges against 5 other defendants: ANPA, Publishers Assn. of N. Y., Associated Business Publications, Periodical Publishers Assn. of America, Agricultural Publishers Assn. Broadcasting industry is not affected.

Biow-Beirn-Toigo has been renamed Biow Co. following resignation this week of pres. Kenneth Beirn. In last 2 weeks, agency has lost Schlitz & Philip Morris accounts to J. Walter Thompson & N. W. Ayer, respectively—but chairman Milton Biow denied reports agency planned to go out of business and allocated \$1,000,000 to "strengthen its growth."

Max Factor (cosmetics) is said by Ziv TV to be first U. S. product to re-enter Argentine TV since overthrow of Peron regime, having signed for Spanish-dubbed version of *Favorite Story*; similarly, Ziv is placing *Highway Patrol* in Mexico City, Cuba, Guatemala & Puerto Rico; in Mexico City, Cerveza Carta Blanca (beer) has signed for second year of *Mr. District Attorney*.

LEGISLATION to change political broadcast rules and to ban FCC "discrimination" against newspaper ownership came under Congress scrutiny this week, with Commission opposing 2 proposed amendments to Communications Act in hearings before Rep. Harris' House transportation & communication subcommittee. Here's summary of activities relating to telecasting & broadcasting in 3 days of subcommittee hearings:

(1) "Lincoln-Douglas" bill: HR-6810, introduced by Chairman Harris (D-Ark.) at request of CBS pres. Frank Stanton, would exempt news and forum-type programs from equal-time provisions of Communications Act to make possible better campaign coverage, including the "electronic Lincoln-Douglas debates" proposed by Stanton last May (Vol. 11:22, 24-26).

Speaking for FCC majority, Chairman McConnaughey opposed bill, while conceding it might result in more free time for major-party presidential candidates. He said it would permit more discrimination against parties and candidates than present law allows, places too much reliance on station's "fairness" and exempts such broadcasts from FCC's ban against political censorship. Comr. Doerfer disagreed, felt some way should be devised to permit major candidates to appear on TV news shows without opening door to equal-time demands of minor parties and candidates.

In all-morning session Feb. 3, CBS v.p. Richard Salant made forceful plea for the bill, charging that present FCC rules "reduce broadcasters to third-class membership in the free press by precluding the electronic journalists from exercising the kind of news judgment which all other members of the press are constitutionally guaranteed." Most subcommittee members were sharply critical of proposal, fearing it would give networks and stations too much influence in election campaigns—some southern Democrats suggesting it might cause undue discrimination against such third-party movements as State Rights party, which carried 4 states in 1948 presidential election. Scheduled to testify Feb. 7 are Democratic Chairman Butler and GOP Chairman Hall (both expected to endorse bill), to be followed later by NARTB, NBC and Reps. Beamer (R-Ind.) & Heselton (R-Mass.).

(2) Political libel: McConnaughey endorsed HR-4814 by Rep. Miller (R-Md.), to relieve broadcasters and their employes from liability for defamatory statements by candidates. He pointed out that 33-35 states already have such immunity laws, but their provisions aren't consistent.

(3) Subversive candidates: FCC took no stand on HR-3789 by Rep. Miller (R-Md.), which would deny equal-time privileges to subversives and members of subversive groups, McConnaughey pointing out that Justice Dept. should be asked to comment on matters concerning internal security. He said Communist Party is no longer entitled to political time on basis of findings that it isn't legitimate political party. He suggested that bill be amended to give Federal District courts—instead of FCC—jurisdiction over all complaints by persons who claim they have been improperly denied use of broadcasting facilities.

(4) Newspaper "discrimination": Commission opposed HR-6968 & 6977 by Reps. Beamer & Harris, which would bar FCC from discriminating in rules or actions against owners of news dissemination media. McConnaughey pointed out that identical provision was deleted from Communications Act amendments of 1952 (McFarland Act) as "unnecessary," because Commission has no authority to discriminate against newspapers. He said such a law could have "unfortunate results," and could force FCC to discriminate against non-newspaper applicants. He added that newspapers have interest in some 30% of all TV stations. This legislation is considered a "sleeper"—and, backed by newspaper interests, it may have good chance of becoming law this session.

* * * *

Upcoming Congressional hearings: TV investigation, 10 a.m. Feb. 7, Senate Interstate Commerce Committee (FCC members). Political broadcasting, 10:15 a.m. Feb. 7, House Interstate Commerce transportation & communication subcommittee (political party representatives). FCC information policies, undetermined date next week, House Govt. Operations information subcommittee. Beer & liquor advertising, 10 a.m. Feb. 15-16, Senate Interstate Commerce Committee; and 10 a.m. Feb. 16-17, House Interstate Commerce Committee. FCC & monopoly, undetermined date this month, House Judiciary monopoly subcommittee.

FREEDOM FROM FLICKER is principal advantage of American TV system over others now in use—but nearly all others have potential for greater resolution. That's one conclusion by Hazeltine chief research engineer Charles J. Hirsch, recently back from long European sojourn for his company, in paper presented Feb. 2 at winter general meeting of American Institute of Electrical Engineers in New York. Paper on *TV in the World Today* contains comparison of relative performance of all TV systems, which shows:

U. S. system (in use by 13 countries), only one using field frequency of 60 cycles per second, can be viewed at far greater brightness than the others before flicker appears. Pictures produced by the other systems—which use 50cps rate—can be only 16% as bright before "threshold of flicker" sets in. However, a 50-cycle picture can have 20% more detail per picture for the same bandwidth.

Comparing "number of picture elements per picture," Hirsch finds that all systems except the British 405-line excel U. S. system, and British system is close, with 93% as many picture elements. While British system has only 80% as much vertical resolution as American system, it has 20% more horizontal resolution.

As to flicker-vs.-resolution, Hirsch says: "It appears

wrong to many engineers to pay a permanent 20% loss in picture detail just to satisfy the flicker sensitivity of the eye, which may be satisfied at a much lower cost. Thus, for example, slow-decaying phosphors, such as those now used in the U. S. in color TV, can produce bright pictures with little flicker although with some blurring on fast motion." Differences in resolution among the various systems, he points out, are not as important as the figures would indicate, "due to subjective effects in viewing."

Hirsch says all systems can be adapted to color subcarrier system except, in some cases, the French 819-line standard. "Since all systems have greater horizontal resolution than the 525-line system, the color subcarrier can be placed at a relatively higher frequency than in the U. S. This will result in lower visibility of the interfering dot-pattern, or conversely greater luminance resolution."

Copies of Hirsch's paper are available from Hazeltine Corp., Little Neck, N. Y.

Edward J. Noble Foundation has given \$600,000 to St. Lawrence U, of which Mr. Noble is a life trustee—\$500,000 toward construction of a new student activity center, \$100,000 to \$1,000,000 fund for new Owen D. Young Library. Mr. Noble, who was born and raised in nearby Gouverneur, N. Y., is chairman of finance committee of American Broadcasting-Paramount Theatres Inc.

TV-RADIO SALES UP, INVENTORIES DOWN: Preliminary statistics for January encourage the trade in several major respects, for they show that:

(1) Retail TV-radio sales were about equal to January 1955, when 647,585 TVs and 1,047,048 radios were sold.

(2) TV inventories fell at end of January to some 2,000,000, radios to about 3,000,000 -- deemed a healthy level -- as result of production declines.

Retail TV sales would thus seem to be on way to hoped-for comeback to record 1955 levels after disappointing Christmas season when they were 15% below same 1954 season. Many had fingers crossed about January retail sales, especially when they saw auto sales go down 20% that month. Manufacturers also regarded January as a "psychological hurdle" for many retailers, expecting they would relax aggressive selling after Christmas. The evidence is that they pushed even harder.

Decline of 100,000 in TV inventories in January is especially encouraging because distributor and dealer inventories usually go up in January, following introduction of new models. One marketing man called inventory decline "a continuing corrective process by manufacturers who see the necessity of bringing production into realistic alignment with sales to the public."

Clue to consumer color-buying intentions is another reason why manufacturers are watching retail inventories closely -- and will watch them even closer starting later this year. One major set maker gave us this analysis of relationship:

"Color consciousness is the only factor which can retard black-&-white sales this year, barring a national economic recession. When consumers become fully aware of color to the point that they really want to buy a color set, we will see this so-called awareness reflected in a black-&-white inventory pile-up at retail. That will be a signal for manufacturers to accelerate their color production, confident that they will find a ready mass market awaiting them."

Brief highlights of other major trade developments this week:

* * * *

The Economic Picture: U.S. Chamber of Commerce, in quarterly outlook forecast, predicted general decline in 1956 business activity from record 1955 levels but said that "this is no cause for pessimism." It noted that except for such industries as textiles and coal, a production decline should be expected. Commerce Secy. Weeks declared, however, that business so far this year has exceeded forecasts and should continue to climb well into summer. He said that slowdowns in auto production and new housing "starts" would be made up by increases in steel output. Meanwhile, Commerce Dept. Office of Business Economics spelled out extent of prosperity last year, estimating total sales by manufacturers at \$317 billion, up by 13% from 1954. Manufacturers' inventories at year's end were \$46 billion, up \$2.5 billion from end of 1954. Another Commerce Dept. report said that dividend payments by corporations rose to \$10.4 billion last year, up 13% from previous peak of \$9.2 billion in 1942.

Consumer Credit: Christmas buying sprees increased consumer installment debt by \$648,000,000 in Dec., bringing total outstanding at year's end to \$27.8 billion, up \$5.4 billion from the end of 1954. Despite Dec. seasonal increase, Federal Reserve Board officials generally don't express much concern in public comments. Typifying such approach, one unidentified FRB official told Wall Street Journal: "The long-run picture is for a narrowing in expansion of consumer credit, with the repayments catching up to new extensions. I shy away from making too much of just one month." Early action doesn't appear likely in Congress on President's request last week to grant FRB standby authority to reimpose installment credit controls (Vol. 12:4). A bill to implement request hasn't been introduced yet and several key Republicans -- notably Rep. Wolcott (R-Mich.), ranking minority member of House Banking Committee

-- have expressed public opposition. Feb. 3 New York Times editorial urged Congress to act speedily, declaring: "With no one in a position to assume responsibility for setting minimum down payments on installment contracts and maximum term of repayment, liberalizing of such terms tends, too often, to be used as a substitute for competition in price and quality. And competitive deterioration of the terms of sale is unwholesome, whether judged from the buyer, seller or economic community."

Production: TV output totaled 134,863 week ended Jan. 27, compared to 164,570 preceding week and 134,957 week ended Jan. 13 -- bringing total Jan. output to about 590,000, as against 654,582 in Jan. 1955. Radio production totaled 312,075 (167,265 auto) week ended Jan. 27, up from 281,657 preceding week and 287,291 in week before. Jan. output was 1,125,698, compared to 1,068,146 in Jan. 1955.

Full 1955 TV production was set at record 7,756,521, radio output 14,894,695, in RETMA recapitulation released this week. Of total TV production, 1,181,788 sets were uhf-equipped at factory. Of radio output, highest in 7 years, 256,356 were produced with FM tuners. RETMA's monthly breakdown:

	1955 Production		1955 Radio Production by Types			
	Total TV	Total Radio	Home Sets	Portables	Clock	Auto
January.....	654,582	1,068,146	280,121	47,303	166,885	573,837
February.....	702,514	1,089,724	232,831	109,120	150,031	597,742
March (5 wks)	831,156	1,482,274	300,840	233,465	173,944	774,025
April.....	583,174	1,099,775	193,431	265,866	72,602	567,876
May.....	567,394	1,114,035	161,357	258,701	130,608	563,369
June (5 wks).	589,973	1,204,935	181,930	255,833	182,605	584,567
July.....	344,295	718,489	141,119	79,410	93,517	404,443
August.....	647,903	947,634	300,513	106,197	137,604	403,320
Sept. (5 wks)	939,515	1,302,350	417,802	139,164	234,106	511,278
October.....	759,735	1,500,206	398,087	168,709	282,393	651,017
November.....	631,654	1,580,797	389,316	181,573	276,049	733,859
Dec. (5 wks).	604,626	1,786,330	396,535	182,204	343,330	864,261
TOTAL.....	7,756,521	14,894,695	3,393,882	2,027,545	2,243,674	7,229,594

Trade Personals: Gilbert C. Larson promoted to asst. gen. mgr. of Westinghouse TV-radio div., Metuchen, N. J.; Norman S. Kornetz is promoted to succeed him as div. engineering mgr. . . . Peter J. Grant, Sylvania TV-radio eastern sales mgr., promoted to mgr. of TV-radio sales management dept. . . . Dunham S. Beldon Jr. transferred to GE's new housewares & radio receiver div., Bridgeport, Conn., as mgr. of national accounts . . . Wm. H. Alford named gen. mgr. of Philco Service Co., Chicago . . . Arthur E. Welch, ex-Sentinel & Bendix Radio, named exec. v.p. of U. A. Sanabria's American Television Inc. . . . John J. McGrath promoted to DuMont New England district mgr., Boston, succeeding A. A. Layton, now north-eastern regional mgr. . . . Allen B. DuMont Jr. promoted to asst. to Fritz P. Rice, manager of DuMont TV receiver div. . . . Edward J. Van Houten promoted to DuMont asst. director of industrial relations . . . Robert T. Leitner promoted to chief engineer, Technical Appliance Corp. (Taco antennas) . . . Robert Dawson, ex-Monsanto Chemical, named eastern sales mgr., Majestic International . . . Rial Simons, ex-Douglas Aircraft, joins CBS-Hytron as supervisor of personnel at Kalamazoo, Mich. plant . . . Thomas C. Flynn, ex-DuMont & David O. Alber Assoc., joins Federal Telephone & Radio public relations staff . . . Miss Ann Louise Olson, ex-technical director of General Mills TV programs, promoted to Crosley-Bendix director of home economics.

Titus Haffa, pres. of Webster-Chicago, donated \$100,000 to Illinois Institute of Technology to help develop and train scientists and engineers for industry and Govt. He said he was disturbed by reports that Russia was leading U. S. in training scientific personnel and "wanted to do something about it."

DISTRIBUTOR NOTES: Conklin-Tamberg Inc., San Francisco, is new TV-appliance distributorship formed by Hal D. Conklin, ex-Admiral gen. sales mgr., and Helmut Tamberg, onetime gen. mgr. of Admiral San Francisco factory branch . . . Motorola appoints Siebert & Willis Inc., 149 Rock Island, Wichita (Carroll M. Willis, pres.), ex-Hoffman outlet . . . Motorola will expand its Fla. distribution, with appointment of new distributors in Miami, Tampa & Jacksonville by March 1; Major Appliances Inc., current Miami outlet, will relinquish line . . . Whirlpool-Seeger appoints RCA distributor Midland Specialty Co., El Paso & Phoenix (J. M. Regottaz, pres.), replacing Arizona Hardware Co., Phoenix . . . DuMont appoints Chapman & Wilhelm Co., 1201 W. Morehead St., Charlotte (R. L. Chapman Sr., pres.) . . . Bendix Radio appoints Garfield Distributors, 408 N. Grand St., Enid, Okla. . . . Cooper Distributing Corp., Newark (Motorola) promotes Robert Baron to gen. mgr. . . . Modern Heating Supply Co., Seattle (Raytheon) appoints Charles F. Bell TV-radio sales mgr. . . . American Elite Inc., N. Y., exclusive U. S. agent for German Telefunken radios, names Ben Jacobs mgr. of tube & components dept., succeeding Arnold Bromberger, now asst. to pres.

* * * *

Raymond A. Rich, v.p.-gen. mgr. of Philco appliance div. to discuss full-line merchandising in address to American Management Assn. marketing conference Feb. 7 at Hotel Statler, N. Y.

Brian McConnell resigns as asst. secy. of Canadian Westinghouse to become pres. & director of Canadian Radio Patents Ltd., Toronto, electronics patent licensors.

J. T. Foster, director, elected chairman of P. R. Mallory & Co. executive committee.

Topics & Trends of TV Trade: Federal Trade Commission has challenged several major set manufacturers to prove that their ads or proposed ads on TV sets do not violate its new rule regulating designation of picture tube sizes (Vol. 11:27-28). FTC Rule (No. 9) states that references to screen sizes must be to viewable area of tube, not to "single plane" horizontal or diameter measurement.

FTC attorney Paul Butz, who conducted industry-wide 3-year hearings on trade practice rules, told us he has sent letters to several manufacturers challenging "any auxiliary information in ads which lead the public to believe they're getting something they're not." He added that "only if the tube has a truly viewable horizontal measurement of 21-in. can the figure '21' be used in any sense with the ad."

Many manufacturers have revised their TV set advertising as result of new FTC rule. RCA, for example, is now advertising sets in square inches—but continues such identifications as "Haviland 21," "Gladstone 21" and others. It says FTC has questioned whether such ads should contain any reference to "21"—and its future advertising program will hinge on FTC's decision. GE's ads refer to "Series 17" or "Series 21." Philco still uses 17 or 21-in. designation but notes parenthetically that it's diagonal measurement.

* * * *

Magnavox expects to boost sales by \$15-20,000,000 as result of its acquisition last week of "certain assets" of Sparks-Withington's disbanded Sparton TV-radio div. (Vol. 12:4). Magnavox pres. Frank Freimann said he anticipates sales of \$100,000,000 in fiscal year starting July 1; sales were \$34,000,000 in 6 months ended Dec. 31. Freimann said no manufacturing facilities were acquired—"only certain moveable assets associated with the manufacture and conduct" of Sparton TV-radio business. Magnavox will make a Sparton-label line of TV-radio-phonos at Greeneville, Tenn. plant for sale directly to ex-Sparton dealers. He also said company is planning to expand manufacturing facilities at Greeneville, is building new plant at Jefferson City, Tenn. and expects to start construction this summer on industrial electronics plant at Champaign-Urbana, Ill. Note: Sparks-Withington this week disclosed further diversification in purchase of Flori Pipe Co., St. Louis, manufacturers of steel pipe.

Olympic Radio purchase of David Bogen Co. (Vol. 12:4) was completed this week, Olympic pres. Morris Sobin announcing it was all-cash transaction and Bogen will continue under present management as Olympic subsidiary. He also stated Bogen sales and earnings in current fiscal year ending June 30 are running "substantially ahead" of last fiscal year, when earnings were \$157,222 on sales of \$4,583,895. Bogen produces wide range of electronics products, including hi-fi equipment, TV converters & tuners, communications equipment, etc.

Crackdown on "bait" ads by local TV-radio-appliance dealers has been launched by Philadelphia District Attorney, with cooperation of Better Business Bureau. Special business fraud section has been created by district attorney's office, which reported that many retailers have been advertising TV-radio-appliances at "ridiculously low prices" to attract customers, then report they're "sold out." In Chicago, local Better Business Bureau urged TV-radio stations & newspapers to refuse "questionable" copy of auto dealers, as part of big anti-fraud campaign.

Whirlpool-Seeger starts production Feb. 13 on RCA-Whirlpool brand food freezers at former International Harvester plant in Evansville, Ind. Whirlpool-Seeger this week took formal possession of 972,000-sq. ft. plant, which was purchased last Sept., when International Harvester left appliance business. John McDonald is new plant mgr.

Electronics Reports: New "radio frequency lamp," with important implications for film and TV industries, was demonstrated for first time this week by Sylvania. Lamp uses RF energy, transforming radio frequency impulses into "light so brilliant that it is brighter than any incandescent lamp ever devised." It is not connected by wires to source of power, but is heated by induction and is water cooled. Sylvania photolamp gen. sales mgr. George C. Connor said the new lamp provides a concentrated and uniform light source, and nearly all light it produces is usable.

Designed in cooperation with Motion Picture Research Council in Hollywood, RF lamp's first application is in motion picture film printing. It is now in use by Consolidated Film Industries, which reports it increases speed of critical film printing operations up to 8 times greater than conventional methods, with noticeable improvement in film quality due to uniformity of light. Connor said it is also being used (presumably by Sylvania) in manufacture of color TV picture tubes, where it "already has resulted in an important production improvement." As a light source in the photographic printing of color phosphors on face of tube it has cut time required for process in half.

Other uses mentioned for the new lamp: motion picture and TV studio lighting, where brilliant light is required with very little heat; projection of radar images, microscope images or TV pictures onto a screen (as in theatre TV). Connor said lamp represents "union of lighting and electronics," opening the door to an entirely new field which might be termed "lumonics."

* * * *

Another big company plunging deeply into electronics: Bell & Gossett Co., Morton Grove, Ill. manufacturer of heating & cooling systems, climaxes 5-year research program with announcement of series of new "printed electronic communication and control devices" for new high-speed aircraft. To be demonstrated this month, new devices are: electro-mechanical keyboard tape-writing printed communication device; digital remote-control selective calling system; non-synchronous sequential 2-toned signal generating, selecting and control system; 5-tone non-synchronous communications & control system.

James W. Nelson Jr., former mgr. of electron tube research, named mgr. of GE microwave lab, succeeding H. R. Oldfield Jr., now gen. mgr. of industrial computer section. Appointed to microwave lab as consulting engineer was Dr. Wm. A. Edson, former Stanford U acting professor of electrical engineering and director of Ga. Institute of Technology's electrical engineering school.

C. Cornell Remsen Jr. promoted to director of IT&T's patent contract dept., succeeding A. Goodwin Cooke, now on exec. staff of International Standard Electric Corp., an IT&T subsidiary.

George G. Gabel, manufacturing engineering mgr. of GE semi-conductor plant at Clyde, N. Y., transferred to Syracuse as mgr. of all semi-conductor products manufacturing operations.

Wm. F. Arnold Sr. promoted to head new Sprague Electric office at 313 Washington St., Boston, assuming duties of New England sales rep Harrison Reynolds, retired.

Col. Loren E. Gaither, USA ret., director of Signal Corps engineering labs at Ft. Monmouth from 1951-55, joins Magnavox as engineering director of its govt. & industrial div.

Daniel Lazare promoted to head of technical services at Sylvania physics lab, Bayside, N. Y., assisting Dr. Rudolf G. E. Hutter, mgr.

Joseph C. Brenner appointed v.p. & works mgr. of Sperry Rand's electronic tube div., Gainesville, Fla.

Financial & Trade Notes: Among officers' & directors' stock transactions reported by SEC for Dec., supplementing recently published reports (Vol. 12:2-4): A. H. Blank trust sold 100 American Broadcasting-Paramount Theatres 5% preferred, holds 80; W. A. Mogensen sold 5000 Avco, holds 6000; Joseph L. Fahey sold 200 Beckman Instruments, holds 300; Edward K. Foster bought 200 Bendix Aviation, holds 630; Wm. C. Decker bought 12,500 Corning Glass, holds 22,618; John F. Rich bought 100 Electronics Corp. of America, holds 1000; H. A. MacKinnon exercised option to buy 300 GE, holds 4527; George G. Montgomery bought 200 GE, holds 1000; Walter E. Green sold 200 General Precision Equipment, holds 2555; Willard W. Keith sold 500 Hoffman Electronics, holds 400; Robert F. Smith sold 250 Indiana Steel Products, holds 1310; Philip E. Golde, under option, bought 5000 Lear Inc., holds 12,609; Larry E. Gubb sold 3300 Philco, holds 26,293; Elmer W. Engstrom bought 100 RCA, holds 700; E. Dorsey Foster bought 100 RCA, holds 500; Emanuel Sacks bought 100 RCA, holds 645; Robert A. Seidel bought 100 RCA, holds 780; Theodore A. Smith bought 100 RCA, holds 135; John M. Schiff bought 500 Westinghouse, holds 11,500; John W. Krueger bought 924 Whirlpool-Seeger 'A' common, holds 7112, bought 126 preferred, holds 970.

* * * *

Daystrom Inc., reporting "first effects of increased participation in the electronics field," had net income of \$1,295,000 (\$1.45 per share) on sales of \$47,742,000 during 9 months ended Dec. 31, 1955, compared with \$997,070 (\$1.53) on \$54,686,000 during same 1954 period. Commercial sales rose to \$28,270,000, up 45%, accounted for by its 2 newest subsidiaries—Heath Co., Benton Harbor, Mich., makers of do-it-yourself electronic kits, and Weston Electrical Instrument Corp., Newark. Another new subsidiary, Daystrom Pacific, maker of guided missiles controls, also added volume, according to Thomas Roy Jones, Daystrom pres. Firm has purchased 20-acre tract at Berkeley Heights, N. J. for immediate construction of new executive offices and future labs.

Avco sales declined to \$299,332,433 in fiscal year ended Nov. 30, 1955 from \$375,405,820 in preceding year, profits after U. S. & Canadian taxes amounting to \$758,311 (5¢ per share) as against \$3,639,436 (37¢). The drop, according to chairman-pres. Victor Emanuel, was largely due to highly competitive conditions in appliance trade and costs of 102-day strike. Backlog of orders at end of fiscal year was about \$200,000,000, same as at end of 1954.

Bullish reports: On American Broadcasting-Paramount, released Jan. 18 by L. F. Rothschild & Co. (D. J. Schacher), 120 Broadway, N. Y.; also on AB-PT, by Bruns, Nordeman & Co., 52 Wall St., N. Y. (Walter J. Hassett); on Emerson Radio, released Jan. 20 by Hayden, Stone & Co. (N. Leonard Jarvis), 22 Broad St., N. Y.; on Sylvania, Jan. 25 by Reynolds & Co., 150 Broadway, N. Y.

Television-Electronics Fund reports Dec. 31, 1955 net assets of \$112,788,562 (\$10.99 per share after deducting 51¢ a share recently paid from capital gains) vs. \$79,231,429 (\$10.89) year ago.

Universal Pictures, for fiscal year ended last Oct. 29, increased net earnings to \$4,018,625 (\$3.71 a share) from \$3,797,688 (\$3.58) preceding year, though film rentals and sales dipped slightly to \$77,250,857 from \$77,887,688.

* * * *

Dividends: Zenith Radio, 75¢ payable March 30 to stockholders of record March 9; Tung-Sol, 30¢ March 2 to holders Feb. 15; International Resistance Co., 5¢ March 1 to holders Feb. 15; American Electronics, 12½¢ March 15 to holders March 1; Gabriel Co., 15¢ March 15 to holders March 1; Television-Electronics Fund, 8¢ Feb. 19 to holders Feb. 2.

Transcontinent Television Corp., 70 Niagara St., Buffalo, N. Y., has been formed by group identified with ownership of WGR-TV & WGR there "to buy and operate TV stations on a nationwide and international basis." In announcing new company Jan. 31, chairman Paul A. Schoellkopf Jr. disclosed that its president is David Channing Moore, of New York, ex-IBM div. sales mgr., recently special asst. to the Asst. Secy. of the Air Force (materiel). Other officers are Seymour H. Knox II, v.p. of Niagara Share Corp., Buffalo investment firm, v.p.; Felix Piech, Buffalo, secy.-treas.; George F. Goodyear, pres. of WGR Corp., director; J. Fred Schoellkopf, chairman of exec. committee. Said chairman Paul Schoellkopf: "Transcontinent will purchase, erect and operate radio and TV stations in the U. S. and in other countries whenever economically attractive opportunities present themselves. We do not have any preconceived plans as to where we will locate additional operations. Extensive investigative plans to determine such facilities will commence immediately."

"Properly operated" TV & radio stations are "blue ribbon" investments, even by comparison with Ford, General Motors, AT&T and other stocks on today's market, according to Wm. T. Stubblefield, associate in Blackburn-Hamilton Co., station brokers. In speech prepared for delivery at California State Radio & TV Broadcasters Assn. convention Feb. 6, he observed that a soundly-operated radio station could earn 25% to 35% on capital investment, sometimes more; that radio's return on investment is somewhat higher than TV's; that "the only investment sources where you might get a higher return are in oil, minerals or lumber—where the speculation is infinitely greater." He cited desire for capital gains as reasons so many owners are finding it prudent to sell their stations, urged appraisals of properties for tax and estate purposes.

Now in the operating black, WICS, Springfield, Ill. (Ch. 20) this week petitioned FCC to realign ownership so that H. & E. Balaban Corp. (theatres) and Transcontinental Properties (theatremen Herbert Scheftel & Alfred G. Burger) each will own 50%. Radio WCVS is pulling out, turning back its 32% interest in return for payment of \$15,790 in promissory notes, \$480 for stock, \$3730 for certain equipment and leases. WICS balance sheet, filed with application, shows it had \$85,477 deficit as of Dec. 31, 1954, but that \$12,636 profit for 6 months ended June 30, 1955 had reduced deficit to \$72,841.

Articles of incorporation filed in Montgomery probate court this week revealed that Birmingham Television Corp. has been formed, presumably to operate a station (channel & details undisclosed) in Alabama, by Chicago theatremen Harry & Elmer Balaban, brothers of Paramount pres. Barney Balaban, as pres. & v.p.; Otto Zeman, secy.-treas.; Harry Golter, Herbert E. Raban & Eli E. Fin, stockholders. The brothers Balaban own 34% (increasing to 50%) of WICS, Springfield, Ill. (Ch. 20) and 50% of WTVO, Rockford, Ill. (Ch. 39).

Broadcaster-publisher Edward Lamb this week obtained options to buy control of F. L. Jacobs Co., Detroit, manufacturer of auto parts & equipment and also parent of Eicor Inc., Oglesby, Ill., which produces electronics equipment for aircraft & guided missiles. Lamb acquired 30-day options to buy "substantial stock interests in and effective voting control" of Jacobs, which is listed on N. Y. Stock Exchange and has 883,000 common shares outstanding. Jacobs, which has had 5 presidents since 1952, reported net sales of \$29,000,000 in fiscal year ended last July 31 when net assets were listed at \$15,000,000.

Varian Associates reports sales of \$2,279,082 and net income of \$80,043 in quarter ended Dec. 31 vs. \$1,614,996 & \$78,322 in same 1954 quarter; pres. Russell H. Varian reported order backlog Dec. 31 was \$9,322,000.

Color Trends & Briefs: "There is more interest, more talk and more planning about color TV on the part of New York retailers today than ever before," reports Henry Brief in Jan. 31 *Retailing Daily*, which commands the eye of the nation's merchandising fraternity perhaps more extensively than any other publication. "Retailers who, as recently as a month ago, were prone to dismiss color as something so negligible as to be completely unimportant, are now taking a close look at the market and the possibilities of selling color this year."

Change of attitude apparently has been brought about by record crowds attending continuous color showings in RCA Exhibition Hall; by the many people turning out to watch afternoon programs, notably daily 3-4 p.m. *Matinee Theatre*, in stores; by reports of dealer efforts in other parts of the country to sell to restaurants, bars & grills as well as to homes. According to the *Retailing Daily* reporter:

"The majority [of dealers] still feels that there will be no mass market for color sets this year; that sales will continue to be extremely limited. Nevertheless, [this color activity] has induced additional dealers to examine the color picture with a view toward trying to bite off the greatest chunk of color pie possible—regardless of how small the total pie will be."

Story goes on to relate that some N. Y. dealers are thinking of putting on outside sales crews to sell color, and rearranging floor displays to put color set to most advantage. Others, however, are still skeptical, still insist price is too high, fear "emphasis on color might corrupt a good market for black-&-white receivers."

Yet the profit potential is there, even from scattered sales—and the total demand is growing, stimulated by huge RCA-NBC promotions, by increasing talk about good shows, by enormous critical acclaim accorded the productions, by repeated mentions of colorcasts on TV itself. "Even 15 to 20 a day ain't hay," was one observation on movement of that many sets off dealer floors reported last week by Bruno-New York's Irving Sarnoff (Vol. 12:4).

* * * *

Those who saw NBC's 1½-hour *Festival of Music* Jan. 30, with its galaxy of top-rung concert artists, were enthusiastic in the extreme, judging from our own observations and from the press reviews. Yet the show didn't achieve the high audience ratings anticipated, starting with an 18.6 against *Burns & Allen's* 21.3, going down in second half hour to 16.3 vs. Godfrey's 36, then to 14.8 vs. *I Love Lucy's* 45.3. Wrote columnist John Crosby:

"It's possible that the concert on black and white wasn't half so much to look at as on color TV, where it was superb—some of the pictures with their lighting and shadow and splashes of color having the quality of paintings. One thing about color TV sets (and black-&-white, too, for that matter) is that the sound is as fine as anything you're ever likely to hear. My own color set has 3 separate loud speakers, and the depth and brilliance and clarity of tone for both instrumentalists and vocalists is magnificent."

* * * *

Westinghouse this week announced firm plans to produce color sets starting "sometime around midyear." Edward J. Kelly, TV-radio gen. mgr., said they will be built around Westinghouse's own 22-in. all-glass rectangular aperture-mask tube. Included will be a variety of styled consoles and one "small, compact receiver" using the large screen won't be much larger than most 21-in. black-&-white, he said. Sets will use large printed-circuit boards, will have "essentially the same tuning controls as black-&-white receivers and will tune in as easily." No prices were disclosed, but Kelly said they would be "competitive."

Network Color Schedules

(Feb. 6-19, 1956)

- Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Robert Montgomery Presents*, "Good Friday—1865," 9:30-10:30 p.m.
- Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 11—CBS: *Gene Autry Show*, 7-7:30 p.m.; *Ford Star Jubilee*, "The Day Lincoln Was Shot," 9:30-11 p.m.
- Feb. 12—NBC: *Zoo Parade*, 3:30-4 p.m.
- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Playwrights '56*, 9:30-10:30 p.m.
- Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- Feb. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
- Feb. 18—CBS: *Gene Autry Show*, 7-7:30 p.m.
- Feb. 19—NBC: *Zoo Parade*, 3:30-4 p.m.

Continuous 2½ hours of colorcasting Mon. nights on NBC-TV is distinct possibility, with definite plans under way to stage *Sid Caesar Show* all-color next fall from 8-9 p.m. and with consideration being given to all-color for projected 90-min. *Robert Montgomery Show* 9-10:30 p.m. Network people regard such juxtaposition—one comedy show, one dramatic—as a natural for stimulating interest in color, which is the RCA parent company's avowed purpose (p. 1). Caesar show will be staged in fall in Ziegfeld Theatre, now being converted for color. Note: NBC has been interspersing color newsreel shots into John Cameron Swayze's *News Caravan*, showing St. Paul winter carnival scenes Jan. 30, fashion show from Florida Feb. 1, color film from Antarctica Feb. 2 & 3—and producer Frank McCall says he plans to do so at least once weekly.

Howard W. Sams Co., Indianapolis, which dissects all home instruments for its "Photofacts" series for servicemen, reports it's analyzing Capehart-Farnsworth and Sentinel 21-in. color sets, has previously completed following: RCA 21 & 15-in., Magnavox 21-in., Hoffman 21-in., Motorola 19-in., CBS-Columbia 19-in., Stromberg-Carlson 15-in., Sparton 15-in., Westinghouse 15-in. Sams, which has mushroomed enormously in last few years, even has elaborate color signal generating equipment.

First live colorcasts in Pacific Northwest took place Feb. 1 on KOMO-TV, Seattle (Ch. 4), which kept its plans closely guarded secret, didn't even let trade or public know that it had received shipment of complete RCA color camera chain. It plans regular colorcasts in addition to regular NBC network. It's 19th station to be equipped for live colorvision. [For complete list of stations equipped for color, network & local live, see *TV Factbook No. 22.*]

Emerson has cut its loss to \$100 on every color set it makes, as against loss of \$500 on each set 2 years ago, and expects to make production of color sets profitable by end of 1956, pres. Benjamin Abrams told annual stockholders meeting Feb. 1. He reiterated earlier estimate of 500,000 color sales by industry this year, of which Emerson expects to sell 20,000-25,000.

"Color Television Standards" (McGraw-Hill, 520-pp., \$8.50), by Donald G. Fink, recently published, comprises selected papers and records of NTSC—the committee which formulated the color standards finally approved by FCC. Fink, a vice chairman of NTSC, is Philco director of TV-appliance research, editor of *Proceedings of the IRE*, ex-editor of *Electronics Magazine*.

Foto-Video Laboratories Inc. has shipped color & monochrome equipment to KHAD-TV, Laredo, Tex.; KQTV, Ft. Dodge, Ia.; WTVN-TV, Columbus; and upcoming KINY-TV, Juneau, Alaska, due shortly.

SETS-IN-USE CENSUS by NARTB moved step closer to reality when TV board this week approved plans for new interview tests to obtain uniform information, authorized \$40,000 for continuation of project and changed name of group handling study to Audit TV Circulation Committee (Robert D. Swezey, WDSU-TV, New Orleans, chairman).

Though he set no date for start of census, Swezey acknowledged "some implication for quicker action," but declared: "Until the committee and the board, and particularly our professional research advisors, who are among the best in TV advertising, can be satisfied that we have a validated technique that will stand up to any reasonable scientific examination, we cannot move to the pilot study, which will precede the actual nationwide measurement."

NBC v.p. Hugh M. Beville Jr., chairman of research subcommittee, reported that field studies conducted by Alfred Politz Research in 2 unidentified multi-station markets indicated "acceptability" of interviewing method but said further tests were needed to "refine" technique.

In other actions, TV board, at Chandler, Ariz. meetings, adopted resolution directing Code Review Board to work with film producers in complying with TV code, allocating \$12,000 to monitor individual stations for code observance; approved designation of Sept. 23-29 as National TV Week; authorized publication of quarterly magazine on social, economic, educational & technical contributions of industry, for distribution to national and local civic groups.

Full board set June 20-22 for next board meetings, to be held in Washington; set up 8 regional conferences Sept. 17-Oct. 23; called for meeting of Assn. of State Broadcasting Presidents Feb. 21 in Washington; extended active membership to all educational institutions operating non-commercial TV-radio stations, at dues to be set by board, or as associate members at \$35 a year.

Resumed operation of WTVE, Elmira, N. Y. (Ch. 24) "in the very near future," is promised in petition filed by owners John S. Booth & Thompson K. Cassel, who control radio WCHA, Chambersburg, Pa. They ask FCC to permit them to intervene in hearing on Ch. 18 Elmira satellite application filed by owners of WSyr-TV, Syracuse (Ch. 3). WTVE started in June 1953, carrying NBC programs, but left air in fall of 1954 when antenna and tower were destroyed by hurricane (Vol. 10:45). Reconstruction is now under way, according to petition. WTVE objects to satellite as unfair competition, complains that it would deprive WTVE of network affiliation inasmuch as WSyr-TV is NBC basic. WTVE also has asked for shift to Elmira's new Ch. 9, being sought by owners of Rochester's time-sharing WHEC-TV & WVET-TV (Ch. 10).

CBC has been allotted \$25,167,825 as its budget for fiscal year beginning April 1, down from estimated \$26,114,470 being spent in current fiscal year. It's anticipated that excise tax on TV & radio sets will yield \$17,000,000 in upcoming fiscal year, down by \$1,000,000 from current year. No breakdown was given for TV, but N. Y. *Herald Tribune* story from Ottawa quoted CBC officials as saying that spending for TV exceeded revenues by \$5,000,000 in current fiscal year.

Property rights question in community antenna operations has been raised by WFAA-TV, Dallas & WBAP-TV, Ft. Worth, which have asked TV Inc., cable operator in Tyler, to cease using Ziv and MCA-TV programs they carry. Ziv once threatened litigation against Reno, Nev. system, later dropped objections.

Robert E. Kintner, ABC pres., designated NARTB Keynote award winner for 1956, will deliver keynote speech at NARTB convention April 15-19 in Chicago.

Map of TV Cities & Network Routes

BROUGHT UP - TO - THE - MINUTE, our new 42x29-in. map, in color and suitable for wall-mounting, accompanies each copy of our latest *TV Factbook* (No. 22), the Spring-Summer edition now in the mails to our full-service subscribers. Map shows all stations in operation or expected to be operating by end of March (U. S., Territories, Canada, Mexican border); all cities with TV applications pending or CPs granted; all cities over 10,000 population; present and projected AT&T microwave & coaxial circuits, accurately drafted by engineers; all station-owned microwave links and off-air pickups; handy table of stations with call letters and channels. Extra single copies of map are \$1; 10 copies, \$7.50; 25 copies, \$12.50.

Signs of the TV times: Westinghouse, which claims its 4 TV and 5 radio stations do more business than Storer's 6 TVs & 7 AMs (Storer's 1954 gross: \$17,736,531), reports record 1955 sales, with over-all gross up 47.7% over 1954. Pres. Don McGannon says TV increase was 61.1%, while radio stations' local sales went up 13.5%, national spot up 10.4% . . . CBS-TV Film Sales gross volume increased 90% in 1955 to achieve better than \$7,000,000, reports v.p. Leslie Harris . . . Ziv-TV's own production program for 1956 amounts to \$12,000,000, and it's expanding also in rentals of its 7-stage Hollywood lot to independent TV & film producers . . . Daytime TV advertisers are on increase, according to report by H-R Television v.p. Frank Pellegrin, showing 1955 users of daytime spot on one or more H-R stations increased 83.3% over 1954, buying 115.8% more spots; also, that daytime program sponsorships were up 57%.

Wilbur Clark, operator of Las Vegas' famed Desert Inn, will be 50% owner of projected 24-hour KSHO-TV, Las Vegas (Ch. 13), according to application filed this week by CP-holder Moritz Zenoff. Clark is paying \$50,000 for his share, with Zenoff committed to contribute additional \$50,000, if needed, besides expenditures he has made thus far. Zenoff, expecting to get on air in late March, wrote FCC: "Additional investment into the station would mean I could immediately do [what] I planned to do as time moved on—installing live cameras, mobile units . . ."

Indictment against UAW for using union funds to pay for programs presenting Democratic candidates over Detroit's WJBK-TV in 1954 election campaign (Vol. 11:30) was dismissed this week by Detroit Federal Judge Picard, who said union's actions were not illegal under Corrupt Practices Act. Auto workers union had claimed that sections of the law which bar labor unions from making contributions in connection with electioneering of U. S. Senator or Congressman were unconstitutional.

First police TV network is in the works. Ohio highway safety director U. C. Felty consulted with FCC Chairman McConaughy this week, outlining plans for microwaving TV signals among major cities for purpose of sending pictures of suspects, forgeries, fingerprints, clues, etc. Many state police depts. have discussed TV, but Ohio's is closest to applying for microwave facilities.

Ex-Gov. Francis P. Murphy is selling WMUR (5-kw D, 1-kw N, 610 kc, ABC) to devote full time to his WMUR-TV, Manchester, N. H. (Ch. 9), according to application filed this week. Buying station for \$150,000 is new Northeastern Bestg. Corp., 100% owned by Madeline M. Girolimon (insurance business), with Warren H. Journay, ex-gen. mgr. of Manchester's WKBR, holding option to acquire up to 32%.

THE AUTHORITATIVE
NEWS SERVICE FOR MANAGEMENT
OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

MARTIN CODEL, *Editor and Publisher*
ALBERT WARREN, *Senior Editor*
ROBERT CADEL, *Business Manager*
DAVID LACHENBRUCH, *Associate Editor*
GERSHON FISHBEIN, *Trade Reports Editor*
Editorial Associates.
Paul Stone, William J. McMahon, Jr.

FEB 13 1956

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 6

SUMMARY-INDEX OF THE WEEK'S NEWS — February 11, 1956

TV ACCOUNTED FOR 11.1% of advertising expenditures in all media in 1955, up more than 25% in year. Table shows it's strong third-ranking medium (pp. 1 & 16).

UHF-VHF ALLOCATIONS "ANSWER" still not in sight, as Senate hears more FCC testimony and industry files some 300 "reply comments" (p. 2).

COMPLAINTS ABOUT COMMERCIALS heard again, as dries and others rally forces for censorship attempt; Senators Magnuson & Monroney hit radio advertising (p. 4).

SUBSCRIPTION TV pushed as uhf salvation, blasted at N. Y. City Council hearing, readied for tests on wired community antenna systems (p. 4).

TELEVISED "TOWN MEETING" debates between Presidential candidates urged by Democratic Chairman Butler, who asks GOP to support equal-time changes (p. 5).

COURT'S TAMPA DECISION, sustaining FCC, emphasizes wide discretion enjoyed by commissioners in choosing grantees; WAPO gets Chattanooga Ch. 3 (p. 8).

DIVERSIFICATION POLICY attacked by 2 Congressmen, backing bill to ban FCC "discrimination" against newspapers; Harris urges redrafting (p. 8).

FEATURE FILM programming increasing in importance, 63% of film buyers report; sales of quality movie packages proceed briskly for new high sums (p. 9).

QUEST FOR COMPACTNESS centers on 8-in. & 14-in. sets, 110-degree tubes. RETMA due to approve radiation seal. 1955 retail TV sales: 7,421,084 (p. 10).

MAGNAVOX-SENTINEL PURCHASE negotiations still on, with decision expected within month. Pres. Freimann explains Spartan merchandising plans (p. 12).

ENGINEER SHORTAGE more than ever electronics' biggest problem, with the heaviest recruiting-&-raiding drive planned for March IRE convention (p. 13).

HALLICRAFTERS MERGER into Penn-Texas Corp. explained to stockholders; CBS Inc. earnings at new high in 1955; other financial reports (p. 14).

STORER 1955 PROFIT to exceed \$4,000,000 after taxes, with 82% of business now coming from its 7 TV stations, reports exec. v.p. Lee Wailes (p. 14).

OPTIMISM ABOUT COLOR shown by newsmen in reports on RCA's Bloomington production; surveys of set makers point to last-half groundswell (p. 15).

NOT MANY NEW STARTERS listed for next 10 weeks as equipment shipments drop to mere trickle. List of stations due. Report from Canada (p. 9).

COMBINED TV NETWORKS achieve \$406,899,059 billings in 1955, reports PIB, with CBS & NBC both going to record monthly highs in Dec. (p. 16).

ONE OF EVERY 9 AD DOLLARS WENT INTO TV: It's definite now -- that TV's share of the 1955 national advertising expenditure of \$9,029,000,000 exceeded \$1 billion, thus keeping it the third ranking medium after newspapers (\$3.07 billion) and direct mail (\$1.27 billion). This, in TV's 10th year -- 7th year that it has been used to any appreciable extent as an advertising medium (see table, p. 16).

Whereas we calculated in our year-end accounting (Vol. 11:53) that TV would amount to \$1,050,000,000 in 1955, preliminary estimates prepared for Printers' Ink by the McCann-Erickson research dept. put the figure at \$1,005,000,000. TV total is broken down thus: network, \$520,000,000; spot, \$265,000,000; local, \$220,000,000.

[Our estimates, based on careful checks with the industry's best authorities, were network, \$525,000,000; spot, \$275,000,000; local, \$250,000,000. The figures are for time, talent, production -- everything the advertiser actually spends.]

Thus TV took 25.1% more of the advertisers' dollar in 1955 than in 1954, with network up 24.4%, spot up 29.1%, local up 21.9%. And TV accounted for 11.1% of the total advertising expenditures in all media, which ran 10.6% ahead of 1954.

Radio's total 1955 take is put at \$545,000,000 by McCann-Erickson, down 3.5% from 1954. Network radio fell to \$90,000,000, or 21.4% below 1954; spot held tight at \$135,000,000, down a mere 0.3%; local went up to \$320,000,000, gain of 1.6%.

Newspapers gained 13.9% (national volume up 18.1%, local up 12.6%). Direct mail gained 5.6%, magazines 8.3%, farm papers 5.3%, outdoor 3%.

It's noteworthy that local radio exceeded local TV (\$320,000,000 as against \$220,000,000) -- but that's explained by fact that there are nearly 3000 AM stations and some 550 FMs vs. only 462 TV stations.

The McCann-Erickson figures are accepted by the advertising fraternity generally as authoritative. They update table on Advertising Volume in U.S. by Media, 1946-55, published on p. 24 of TV Factbook No. 22, just released. Accordingly, we have revised the 10-year table and publish it on p. 16 herewith; it can be clipped and pasted over your Factbook table, if desired -- but it should be borne in mind that 1955 figures are preliminary and subject to final revisions later this year.

Note: 1955 PIB figures on network TV billings (time only) were also released this week, and will be found on p. 16; these are gross figures, before discounts, commissions, etc. and do not purport to cover anything but time sales.

ALLOCATIONS OUTCOME AS UNCERTAIN AS EVER: Feb. 8 has come and gone, industry has filed some 300 "reply comments" making stack of paper a foot high, FCC members have trudged to Capitol Hill for another session with Sen. Magnuson's Interstate Commerce Committee -- and magic solution to allocations problems is still nowhere in sight.

In handling industry controversies, FCC usually can spot the public interest considerations with fair degree of clarity -- but this time the Commission finds it virtually impossible to see whether one recommended change is better than any other or whether it's superior to maintaining the status quo.

Even the question as to when Commission will finally conclude the whole business is lost in the mists. Sen. Magnuson polled members for their views this week, got these responses: McConnaughey -- "I'd hope we could come to some conclusion in 3-4 months." Webster -- "I think more than 6 months; at least a year." Hyde -- "Could make constructive changes in much less time; 6 months should be enough, but a lot depends on the approach taken." Doerfer -- "If we don't depart from the 6th Report, we could clean it up in 30 days." Lee -- "My estimate is under a month." Bartley -- "By first of June." Mack ventured no estimate, said: "A major rule-making like the 6th Report should be continued until we change it." Magnuson said he'd hoped for answer before Congress leaves -- in June or July.

All-day sessions of Magnuson committee are scheduled Feb. 20-21, presumably to wind up FCC testimony. Then, 4 all-day sessions are planned for Feb. 27-March 1, during which, Magnuson said, "we expect to have representatives of the industry and the general public present and they will be asked to express their views on all relevant aspects of the problems...The Committee is interested among other things, in the uhf and vhf problems, allocations in general, subscription TV, educational TV, network practices, service to smaller communities and FCC procedures."

* * * *

The floundering of the Senate hearing was apparent to anyone sitting through it. Senators ask questions, don't know enough about subject to follow up. A spirit of good-natured futility pervades the proceedings. If Congress is to be of any assistance in clarifying the issues, it will have to change procedures. Answer may be to permit questioning by staff, which has steeped itself in the subject.

This week's hearing was in many respects a repetition of the last session (Vol. 12:4). Sen. Magnuson wants a quick decision, one way or the other. Sen. Pastore (D-R.I.) wants deintermixture, particularly to get 3 vhf channels into Providence, for which he says he'll "fight until the cows come home." Other Senators demonstrate similar politically-hep provincialism.

There was considerable talk about slowness of FCC procedures, Sen. Monroney (D-Okla.) stating that many govt. agencies "are muscle-bound while attorneys get fat fees." FCC Chairman McConnaughey thanked Committee for amending protest rule, and Monroney said: "Tell us what you need and we'll try to unmuscle-bind you some more."

Monroney asked if development of a cheap uhf converter could be speeded by FCC research. FCC chief engineer Edward W. Allen responded: "It's not very practical for the FCC to undertake, principally because it involves tube development -- a very costly thing. Recently, one tube of great promise was developed. Once the tube is available, we can assist in circuitry." He was referring to GE's new ceramic tube (Vol. 11:42). Monroney asked whether there's any "foot-dragging" in the industry. Allen replied: "I don't see any. There's diligent work, I believe. The solution is mainly tube and transistor development."

Magnuson presented this question: "You all agree that the objective is to keep both vhf and uhf alive?" The commissioners answered affirmatively.

When asked about deintermixture, Doerfer stated: "If we embark on deintermixture, we should do a bold job. Move some vhfs to uhf in big cities. Our objective should be to make intermixture work for the next 50 years."

Senators wandered into variety of problems. Magnuson noted complaints about AT&T network charges, said he'd get into that later. He began to question about the illegal boosters and uhf translators (Vol. 12:2), said that would also be explored. Pastore & Monroney deplored shortage of local stations, which forces political candidates to pay big rates in big cities to reach their home districts.

And thus it went -- hence our prediction (Vol. 12:4) that the Senators are "unlikely ultimately to try to tell FCC what to do" because "problem is too complex and pressures are too diverse."

* * * *

There is little new in mass of reply comments filed this week. Perhaps most notable feature is vigor with which vhf stations urge FCC not to promulgate cures worse than the disease. Most of CBS's comments are devoted to documenting that position. It states that if radii of vhf stations is cut down from 75 to 50 miles, some 3,000,000 families would lose all service -- even though number of "station points" needed to serve nation would increase from 220 to 280.

ABC urges "immediate" and "interim" relief in form of deintermixture and vhf mileage cuts to give major markets at least 3 competitive services. This time, it also offers specific proposals for specific markets.

RCA-NBC limited itself to 3-p. comment, pressing for preservation of uhf; retention of allocation plan; cautious experimentation with DA's, cross-polarization and other technical devices before considering their use. "Care should be taken," it states, "to be sure that in endeavoring to obtain greater utilization of the vhf channels that an overall degradation of service does not result." It also urges authorization of uhf boosters and raising uhf ceiling to 5 megawatts.

Storer enlarged on its deintermixture proposals, listing 25 "basic uhf markets" in which 20,765,866 people would "rely on uhf" if its ideas are adopted. It proposes that markets with one vhf or with uhf-only stations be kept that way, and it recommends that vhf rules & standards be left unchanged.

* * * *

Even Commission staff, which generally holds strong views in one direction or another, seems to have no clear-cut recommendations. Here's a distillation of some of their thinking:

An all-uhf plan is impractical. If it didn't stand a chance when there were only a few stations and a few million sets, what chance does it have now? "Squeeze-in" vhf stations, through mileage & power cuts, etc., hold grave danger of creeping interference that could gradually degrade the whole service. New vhf channels, from military, would have the same problems of conversion that plague uhf. As for DA's, cross-polarization and similar innovations, no one has come forth with technical data to show they'd actually work the way proponents say they will. Deintermixture? What does it mean? How far would you go with it? Keep vhf CPs or ungranted vhfs from starting? Move vhfs in 1-vhf markets to uhf? In 2-vhf markets? Where would you stop -- and how would you justify it? And would legal tangles permit you to do it in time to do any good? Actually, on the basis of the record, you could make a case for the status quo at least as good as that for changes.

* * * *

Next step is by no means clear. In its original notice of rule-making, FCC indicated there'd be another go-around if change in policy means that channels will be shifted. Many of those filing comments this week said they're withholding specific proposals until that stage is reached. At FCC, there's some thought that another phase might be avoided only if allocation plan is dropped altogether -- and there doesn't seem to be too much enthusiasm for that.

'OVERCOMMERCIALISM'—FAIR GAME AGAIN: It's open season on commercials once more -- with recurrence of old rumblings that "something ought to be done" about advertising on the air. Though this week's attacks centered more on radio than TV, both media are actually in the same boat so far as govt. regulation is concerned.

Criticism of programming and commercials is a healthy thing -- usually leading to improvement. But criticism coupled with demands for censorship -- or something closely related to it -- can be dangerous. Last serious censorship drive was headed off by NARTB's self-regulation code, which now has achieved acceptance and stature. But ominous new rumblings are being heard from Congress and critics.

Radio advertising took a drubbing this week from Senators Magnuson (D-Wash.) and Monroney (D-Okla.) at the TV hearings by Magnuson's Interstate Commerce Committee (see also p. 2), while FCC Chairman McConnaughey was on the stand.

"The public is getting bilked," Magnuson charged, by "fantastic offers" and "gimmicks" in radio commercials. "The Federal Trade Commission has the right, duty and responsibility to go directly to the manufacturer." He said he has written FTC asking whether it monitors commercials and whether it needs more funds to check on-air commercials for "possibly false and fraudulent advertising."

Monroney's complaint was aimed at over-long commercials. "Since TV came in," he said, "I've noticed a loss in the entertainment value of radio. It's more commercial and the commercials are driving people from radio...If you get 3 minutes of entertainment in a 15-minute program you're lucky."

McConnaughey pointed out FCC has no censorship powers, can consider over-commercialism only as part-&-parcel of station's over-all performance when license renewal time comes. "That's the death sentence, isn't it?" asked Monroney. But he indicated he felt that some other sanction should be used to curb commercials.

Open plea for censorship powers has been made on House floor by Rep. Heselton (R-Mass.), author of bill directing FCC to set limits on TV-radio advertising time. Aroused by a newspaper review of an "overcommercialized" TV movie presentation, he recently termed industry's self-regulation attempts a failure and demanded assurance that FCC will "take effective action to bring an end to these abuses" (Vol. 12:3).

Drive to push censorship in through the back door -- via the long-fermenting bills to ban beer & liquor advertising on the air -- will result in 2-day hearings next week by both Senate & House Interstate Commerce Committees. Encouraged by their recent victories in pushing new prohibition laws at county and local levels, drys now feel they have the power to succeed in this big national campaign.

* * * *

No responsible broadcaster can quarrel with Sen. Magnuson's determination to see that FTC is fully equipped to ferret out fraudulent advertising claims, whether on the air, in newspapers or on matchbooks -- but legislation to dictate what types of advertising, and how much advertising, may be carried on TV-radio stations can only open the gates to laws also dictating programming policies.

SUBSCRIPTION-TV proponents were pleased to be back in the news this week. Stimulated by FCC Comr. Robert E. Lee's recommendation to Senate Commerce Committee that pay-TV be explored as panacea for uhf ills (Vol. 12:4), Zenith filed comments in allocations rule-making, stating: "Procrastination in approval of subscription TV will mean the loss of any chance for the economic salvation of broadcasters who are now facing bankruptcy." In same rule-making, ABC, CBS and theatres' "Joint Committee" blasted Zenith for trying to interject toll issue into allocations matter.

In New York, meanwhile, toll-TV promoters decided to boycott City Council's Feb. 8 hearing on anti-pay resolution introduced by Council pres. Abe Stark. But 13 other witnesses bitterly excoriated subscription-TV idea, backing Stark's charges

that toll-TV is being pushed by "a small group of self-seeking monopolists" who are "attempting to destroy free TV viewing in the U. S." Most witnesses were top N. Y. labor leaders. One industry witness was CBS v.p. Louis Hausman, who said adoption of toll TV would be a "betrayal" of 4,000,000 N. Y. families who had paid over \$1 billion for their sets. He said it would be comparable to putting pay turnstiles in city parks and libraries and would "reduce to second-class citizens those who cannot afford to pay for their TV programs, creating a brand-new caste system in TV viewing."

Skiatron, Telemeter & Zenith, through Skiatron counsel James M. Landis, complained that Council isn't proper forum for subject; that FCC has jurisdiction; that they needed 6 weeks to prepare for Council hearing but were refused extension. Stark snorted that proponents were afraid to come forward; that they've had plenty of time to prepare, since resolution has been pending about year.

Letters-to-editor column of *Wall St. Journal* has been

carrying a lot of hot argument on pay-as-you-see lately, following Zenith pres. E. F. McDonald's Jan. 20 letter which stated that subscription TV may provide the only means for supporting independent stations. Theatre exhibitor spokesmen Alfred Starr and Trueman T. Rembusch this week wrote long letter concluding: "And why should the public pay for something which they are now getting free, especially when their free TV entertainment cannot be bettered?"

Wrote Lawrence H. Rogers II, v.p.-mgr. of WSAZ-TV, Huntington, W. Va.: "Suffice it to say that the situation which Mr. McDonald views with so much alarm couldn't be so terribly bad when you consider that in the short space of 8 years, better than 96% of the homes of the U. S. have been brought within reach of a usable TV signal and better than 70% of all the homes in the U. S. have equipped themselves with a TV receiver. The service being received by some 35,000,000 families couldn't be so bad when you consider that responsible research by TvB reveals that the average TV family in the U. S. views its set a total of 4 hours and 57 minutes per day."

Jerrold Electronics Corp., community antenna operator and equipment maker, which last fall said it would start wired pay systems in several communities this spring (Vol. 11:37), says it still plans April-May start. Communities aren't revealed, but it's assumed that Jerrold-owned system in Key West, Fla., Ukiah, Cal. & Dubuque, Ia. are candidates. Attesting to Jerrold's seriousness is fact that ex-telecaster Leon Papernow (KFSD-TV, San Diego) is joining Jerrold to head pay-TV & special projects.

All-out fight for free access to courtrooms was waged by TV-radio industry this week as its representatives argued in Denver before Colorado Supreme Court in an inquiry into Canon 35 of American Bar Assn. which bans microphones and cameras from court proceedings. Many of industry's weapons were electronic: (1) P. A. Sugg, exec. v.p. of WKY-TV, Oklahoma City, showed filmed interviews with Oklahoma judges. District Judge Clarence Mills described televised trials as "an extension of the right of a free press," and presiding Judge Dick Jones of Okla. Criminal Court said murder trials in his court had been televised twice, urged relaxation of Canon 35. (2) To demonstrate unobtrusiveness of TV, entire session was "televised" via closed-circuit. (3) News director Ken Wayman, of Sioux City's KTIV, showed films of televised murder trial at Lemars, Ia. and read letters from judge, attorneys & others praising coverage. (4) Radio broadcasters demonstrated "invisible" mikes and pocket transmitters. Testifying for NARTB, former chairman-pres. Justin Miller related technical advances in TV-radio since Canon was adopted in 1937, described recent televised Okla. & Texas murder trials and pleaded for balance between principles of fair trial and freedom of information.

Live TV-radio coverage was barred for Md. House of Delegates committee inquiry into Baltimore transit strike starting Feb. 13, drawing protest from NARTB pres. Harold E. Fellows, who wired committee chairman that exclusion "contravenes policies of numerous other public bodies . . . which have recognized the value of and admitted to their proceedings this newest means of reporting to the people."

Two community antenna systems being installed by RCA, in Victoria and Paris, Tex., are nearing completion. Both are in partial operation, owned by Mid-West Video Corp., Little Rock, Ark. Victoria setup has 500-ft. tower, 24 receiving antennas; Paris has 550-ft. tower, 32 antennas.

Community antenna system in Tonopah, Nev. is using signal of KRON-TV—285 mi. away—according to station. It reports that engineers installing system believe distance is greatest involved for any community TV pickup.

TELEVISED DEBATES between presidential nominees of the major parties were urged by Democratic chairman Paul M. Butler in letter this week to GOP chairman Leonard Hall, following Butler's testimony before House Interstate Commerce subcommittee urging changes in equal-time laws to permit "electronic Lincoln-Douglas debates" as proposed by CBS pres. Frank Stanton (Vol. 11:22 & 12:5). He urged Hall to join him in persuading Congress to change the law.

Appearing before the committee, Butler supported HR-6810, which would exempt candidates' appearance on news and forum shows from equal-time provisions, but he requested amendments to bar stations from discriminating between candidates of major parties and to safeguard rights of important parties other than Democratic and Republican. To achieve latter, he suggested that any party whose candidate received a fixed minimum percentage of the vote at last election, or which can produce a given number of signatures on a petition, be considered a "major party" within meaning of bill.

Subcommittee members seemed worried as to how the bill would affect candidates for local and Congressional offices. Rep. Hale (R-Me.) suggested limiting bill to presidential candidates—a proposal which, if adopted, could inject new life into the bill which doesn't seem to stand a chance as now written.

NARTB took no stand on the "Lincoln-Douglas" bill, but its chief attorney Robert L. Heald appeared to state its views on other political legislation. He urged enactment of HR-4814, which would relieve stations from civil liability for defamatory statements made on air by candidates. He explained that 36 states already have such legislation, but "state remedial action is slow; Federal legislation is the only practical remedy."

This started discussion about states' rights, Rep. Dolliver (R-Ia.) pointing out that this would be first Federal law relating to libel. Chairman Harris (D-Ark.) wondered if it wouldn't "be better to prevail upon the other 12 states to do something about it."

Heald said NARTB favors objectives of HR-3789—which would deny political equal-time rights to persons convicted of treason or who are members of subversive groups—but opposed the bill because determination of whether or not a person is member of such a group would place "undue burden" on broadcaster. Rep. Rogers (D-Tex.) suggested bill be amended to require filing of non-subversive affidavit by politicians who want to use air time, and Heald replied, "Yes, this is exactly the type of thing we have in mind."

Magnetic sound 16mm film for TV came closer this week as Society of Motion Picture & TV Engineers announced availability of 400-cycle magnetic signal level test film—termed by exec. secy. Boyce Nemeck "the most important foundation stone for the performance measurement of 16mm magnetic sound." The test film provides absolute reference for level of magnetically recorded signal and will be used by 16mm equipment & sound recording industry as basis for determining amplification, for frequency response calibration, for over-all system evaluation of 16mm magnetic recorders & reproducers. Added Nemeck: "With this job done and with the Society's sound subcommittee nearing agreement on the distance between picture and accompanying sound on 16mm magnetic prints, we should very soon see 16mm films with magnetic track come into wide TV station use." Test film is available from SMPTE, 55 W. 42nd St., New York 36, for \$20 in lengths of 100 ft.

Personal Notes: Jack Watson, ex-ABC stage mgr., named operations director of ABC western div., succeeding Dick Marsh, resigned . . . Donn B. Tatum, ex-ABC-TV, now production-business mgr. of Walt Disney Productions, Hollywood . . . Alfred K. Berry, CBS-TV exec. administrative asst., N. Y., joins RKO as director of studio relations, serving under exec. v.p. Charles L. Glett, also ex-CBS-TV . . . Bob Quinlan, exec. producer of KNXT, Los Angeles, named CBS-TV director of news & special events programs, N. Y. . . . Jack L. Barton promoted to NARTB mgr. of station relations, replacing Wm. K. Treynor, now stations sales mgr. of Teleprompter Corp., N. Y. . . . Melvin A. Goldberg, onetime exec. secy. of UHF Industry Coordinating Committee & DuMont research director, appointed research director of Westinghouse stations . . . Arthur M. Ehrlich, ex-TV-radio director of Abbott Kimball agency, recently with MacManus, John & Adams, appointed associate producer of NBC-TV's *Home*, supervising all studio operations . . . H. Jeff Forbes, ex-pres. of Forbes & Assoc. Inc., Richmond, joins WNAC-TV, Boston, as supervisor of special film projects . . . Leon Papernow, ex-KFSD-TV, San Diego, joins Jerrold Electronics Corp., Philadelphia, in charge of special projects including subscription TV, closed-circuit systems, etc.; Max Kraus is promoted to asst. to pres. Milton J. Shapp . . . Wm. Firman, from Chicago office, named mgr. of CBS Radio Detroit sales office . . . Joe Costantino promoted to program production mgr., KEYT, Santa Barbara, Cal., succeeded as sales promotion & adv. mgr. by Rick Barrett; Mary Ann Casey promoted to program operations mgr., Thomas C. Chase to regional sales mgr. . . . John Esau, ex-Okla.-Ark. broadcaster, ex-pres. of KTVQ, Oklahoma City, who joined *Television Age* last May as gen. business mgr., has resigned to open consulting-public relations firm, John Esau & Co., Suite 1601, Graybar Bldg., N. Y. . . . Robert D. Levitt, ex-publisher of Hearst's *American Weekly & Puck—The Comic Weekly*, joins Screen Gems as national sales director, reporting to sales v.p. John H. Mitchell . . . Elihu E. Harris, ex-Screen Gems, named TPA adv. director . . . Donald W. Coyle promoted to ABC-TV director of sales development & research, Dean Shaffner for radio . . . George M. Burbach, gen. mgr. of KSD-TV & KSD, named "Boss of the Year" by Women's Advertising Club of St. Louis . . . Klaus Landsberg, gen. mgr. of KTLA, Los Angeles, and Janice McDonald will be married Feb. 14 . . . Buck Long to head new Milwaukee office of MCA-TV.

Judge Justin Miller's resignation from U. S. Advisory Commission on Information was accepted this week by President Eisenhower, and new name is expected to be submitted to Senate shortly—presumably another top figure from the broadcasting-telecasting industry. Now in retirement in Los Angeles, the ex-pres. of NARTB also automatically relinquishes chairmanship of broadcast advisory committee of U. S. Information Agency headed by Ted Streibert, ex-Mutual & WOR. Top-level Advisory Commission is headed by Prof. Mark May, Yale, and includes Sigmun Larman, pres. of Young & Rubicam; Erwin Canham, editor, *Christian Science Monitor*; Philip Reed, chairman, GE. Broadcast advisory committee, which consults on Voice of America and TV activities of USIA, includes Robert T. Colwell, of Sullivan, Stauffer, Colwell & Bayles; Prof. Donley E. Feddersen, Northwestern U; Raymond F. Guy, NBC; Jack W. Harris, KPRC-TV & KPRC, Houston; Henry P. Johnston, WABT & WAPI, Birmingham; Frank L. Marx, ABC; Joseph A. McDonald, NBC; Howard S. Meighan, CBS.

Phil Alampi, farm & garden editor of WRCA-TV & WRCA, N. Y. has been appointed Secy. of Agriculture of New Jersey, but will remain with stations until his contract terminates next July.

ADVERTISING AGENCIES: Richard K. Manoff, v.p. of Kenyon & Eckhardt and chairman of its marketing plans board, forms Richard K. Manoff Inc., 40 E. 49th St., N. Y., to handle \$2,000,000 Welch Grape Juice account recently relinquished by Kenyon & Eckhardt to make room for Pepsi-Cola . . . Jack C. Byrum, ex-Biow-Beirn-Toigo, named Kenyon & Eckhardt v.p. & senior account exec. for field operations . . . Wirt McClintic Mitchell, ex-senior v.p. of Lennen & Newell, joins Geyer Adv. as v.p. in charge of all creative depts. . . . Myers B. (Bud) Cather, co-owner of McHugh-Cather Adv., Los Angeles, joins Grant Adv. as v.p. in charge of Dodge account . . . Monte Starkey named supervisor of Revlon account, BBDO, N. Y. . . . Fred Wilmar named media director, J. Walter Thompson Co., San Francisco, replacing Charles Emerick, now asst. to pres. of Foster & Kleiser Adv., San Francisco . . . Margery Kerr named TV-radio casting director, Young & Rubicam, N. Y. . . . Lois Landauer promoted to director of TV-radio dept., Wendell P. Colton Co., N. Y. . . . Edgar R. Emery promoted to v.p., Dowd Adv., Boston, serving in food & beverage div. . . . Wm. J. Lyons named TV-radio production director, Dowd, Redfield & Johnstone . . . John M. Forney Jr. promoted to v.p. & TV-radio director, Robert Luckie & Co., Birmingham . . . S. Dave Babbitt, ex-Ted Bates & Co., named TV-radio production director, Pacific National Adv., Portland, Ore. . . . Lawrence D. Benedict, from N. Y. office, promoted to v.p. of Dancer-Fitzgerald-Sample, now handling L&M filter cigarettes; Cunningham & Walsh continues handling Liggett & Myers' Chesterfields and institutional ads . . . Norton T. Gretzler, ex-NBC & ex-WSYR-TV, Syracuse, appointed TV-radio producer with Ketchum, MacLeod & Grove, Pittsburgh.

Final brief in Edward Lamb license renewal case was filed this week by the Toledo broadcaster's attorney, ex-U. S. Attorney General J. Howard McGrath. It requested quick action by FCC to uphold examiner Herbert Sharfman's favorable initial decision (Vol. 11:50) without oral argument. Short document took issue with Broadcast Bureau's contention that Sharfman should have placed burden of proof on Lamb rather than on Bureau (Vol. 12:4), but added that no matter where burden was placed it would have made no difference in decision based on the evidence.

Agency Representatives Inc., 113 W. 57th St., N. Y. has been formed to supervise TV commercials for out-of-town adv. agencies, first client being Clinton E. Frank Inc., Chicago, for supervision of its clients' commercials on Arthur Godfrey, Perry Como & Garry Moore shows and on *Valiant Lady*. Organizers are Lee Davis, ex-ABC; Jack Miller, Keeshan-Miller Enterprises (*Captain Kangaroo*); Marvin Josephson, ex-CBS legal staff who heads Broadcast Management Inc.

Francis E. Almstead, engineering member of N. Y. State Education Commissioner's advisory committee on educational TV, named special consultant on educational TV for State Education Dept., which has asked Legislature for \$975,000 to finance various forms of educational TV development, including pilot station and closed-circuit.

Robert Gurvitz, ex-Grant Adv. and Cecil & Presbrey, named to newly created post of mgr. of TV-radio public relations, N. Y. Stock Exchange.

Gerrit J. (Gary) De Vlieg, veteran engineer of radio WMAQ, Chicago, who handled NBC's *National Farm & Home Hour*, died Jan. 29 at Highland Park, Ill. He is survived by widow, 3 daughters.

Reginald H. Rollinson, 48, sales mgr. of Quality Radio Group & onetime v.p. of Spot Representatives Assn., died Feb. 4 of heart attack at N. Y. home.

Station Accounts: Lenten promotions starting week of Feb. 13: Minute Rice, thru Young & Rubicam, N. Y.; National Biscuit Co. & Norwegian Cannery Assn., both thru McCann-Erickson, N. Y.; Morton Frozen Foods (macaroni, cheese), thru Ted Bates & Co., N. Y. . . . Dodge allocates 25% of its ad budget to TV-radio, including heavy 6-week spot campaign starting Feb. 13, thru Grant Adv., Detroit . . . RKO Pictures to buy spots on 50 TV & 300 radio stations starting in latter Feb. to promote *The Conqueror* movie, thru Foote, Cone & Belding, L. A. . . . National Shoe Institute, maintained by leading shoe manufacturing associations, with headquarters at 342 Madison Ave., N. Y., plans all-media campaign, thru Edward Gottlieb & Assoc., N. Y. . . . Charboneau Packing Corp., Selah, Wash. (Tree Top apple juice & cider) plans big daytime TV spot campaign on west coast starting next month, thru Miller, Mackay, Hoeck & Hartung, Seattle . . . Cities Service Co., pioneer network radio sponsor, which recently disclosed plans to drop out of radio after 29 years, buys Ziv's *Man Called X* in several eastern markets, thru Ellington Adv.; Hamm Brewing Co. buys program in several north central markets, thru Campbell-Mithun; Piel Beer & General Cigar co-sponsor in Schenectady, thru Young & Rubicam . . . Rheingold Beer, pushing west coast expansion, now sponsoring at least part of 8 programs on KNXT, Los Angeles, most recent purchase being 30 min. of *Words About Music*, Sat. 11 p.m.-midnight, thru Foote, Cone & Belding, L. A. . . . Hudepohl Beer & Ford Dealers Assn. to sponsor 53 Cincinnati Redlegs games on WSAZ-TV, Huntington, W. Va., thru Stockton, West & Burkhardt, Cincinnati; Wiedmann Beer to sponsor Cleveland Browns football schedule on WSAZ-TV, thru Tatham-Laird, Chicago . . . Among advertisers currently reported using or preparing to use TV station time: Shaler Co., Waupun, Wis. (Shaler Rislone oil alloy), thru Walker B. Sheriff, Chicago; Parker Bros., Salem, Mass. (games), thru Badger & Browning, Boston; Marlowe Chemical Co., N. Y. (Fire Chief hand extinguisher), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Harold F. Ritchie, Clifton, N. J. (Eno antacid), thru Atherton & Currier, N. Y.; Carac Co., Freeport, N. Y. (Carac fertilizers & insecticides), thru C. M. Johnson & Assoc., Bethpage, N. Y.; Reed & Barton, Taunton, Mass. (silverware), thru Ogilvy, Benson & Mather, N. Y.; Wynn Oil Co., Azusa, Cal. (friction proofing compounds), thru Kennedy, Walker & Wooten, L. A.; Gund Mfg. Co., N. Y. (Walt Disney character toys), thru Ovesey & Straus, N. Y.; Paul Masson Inc., N. Y. (wine), Geyer Adv., N. Y.; Vermiculite Mfg. Co., Seattle (bricks), thru Standard National Adv., Seattle; Waikiki Biltmore Hotel, Honolulu, thru Roche, Eckhoff & Lee, L. A.; Bulova Watch Co. Ltd., Canada, thru McCann-Erickson (Canada) Ltd., Toronto; Minute Maid Corp., Minneapolis (Hi-C div.), thru J. R. Pershall Co., Chicago.

WABC-TV, N. Y., offers new "7-14" discount plan, whereby advertisers buying 14 or more spots 7 days a week on adjacencies to *Mickey Mouse Club* and *Afternoon Film Festival* can get discounts up to 50% on those purchases. Additional discount is offered for purchases of at least 13 weeks.

American Institute of Accountants, 270 Madison Ave., N. Y., in cooperation with Internal Revenue Service, has prepared 20-sec. & 1-min. TV cartoons, as well as 1 & 2-min. radio spots, to help taxpayers with their Federal income tax filing—good subject matter for March & April.

New reps: WGBI-TV, Scranton, to H-R Television (from Blair); WTOB-TV, Winston-Salem, to Venard, Rintoul & McConnell (from H-R Television).

New network affiliation: KARD-TV, Wichita, Kan. joins NBC May 1.

Network Accounts: ABC-TV will launch 3rd "Film Festival" series March 12, with weekly Mon. 9-10:30 p.m. series using J. Arthur Rank package of feature films—some of them repeats of *Afternoon Film Festival*, Mon.-thru-Fri. 3-5 p.m., and *Famous Film Festival*, Sun. 7:30-9 p.m. Like other 2 shows, new program will be sold to partic. sponsors . . . CBS-TV plans 90-min. drama, *Playhouse 90*, next season, Thu. 9:30-11 p.m.; General Foods, Bristol-Myer & Singer Sewing Machines, current sponsors of that time period, are offered first option . . . Lever Bros. buys Mon. 7:30-7:45 p.m. time period on NBC-TV for new variety show, as yet untitled, thru BBDO . . . Mullins Mfg. Co. (Youngstown Kitchens) to sponsor Tue. 4:30-4:45 p.m. segment of *Queen for a Day* on NBC-TV starting April 10, thru Brooke, Smith, French & Dorrance . . . Donahue Sales Corp. (Talon zippers) buys extensive spot campaign on NBC-TV's *Today, Home & Tonight* starting April 11, direct; Sperry & Hutchinson Co. (S&H Green Stamps) also buys *Today-Home-Tonight* schedule starting Feb. 14, thru Sullivan, Stauffer, Colwell & Bayles . . . Amana Refrigeration to sponsor Pacific Coast Conference basketball games on CBS-TV Pacific Network, thru Maury, Lee & Marshall, N. Y. . . . Gillette to sponsor Palm Beach golf tournament on NBC-TV Sun., Jan. 10, 4:30-5:30 p.m., thru Maxon Inc. . . . Ed Murrow's next *See It Now* show, dealing with Middle East crisis, is scheduled March 13 on CBS-TV, Tue. 8:30-10 p.m.; no sponsors signed yet . . . Ciba Pharmaceuticals to cancel *Medical Horizons* on ABC-TV, effective March 5, Mon. 9:30-10 p.m.

Official Films Inc. has bought Four Star Productions Inc. for 695,000 shares of Official Films stock. It thus gets second-run distribution rights to 192 TV films, consisting of 129 *Four Star Playhouse* dramas, 39 *Star & the Story* (*Henry Fonda Presents*), 24 *Stage 7*, and 25% profit participation in *Sheena, Queen of the Jungle*, as well as national & syndication sales rights to future *Four Star Playhouse* films and syndication sales rights to *DuPont Cavalcade Theatre*. Four Star was bought from actor-owners Dick Powell, Charles Boyer, David Niven & Ida Lupino. Four Star's production will continue under new Four Star Films, not owned by Official, but with which Official will have "co-production relationship."

First inter-city educational TV test project will be conducted next month by U of Illinois dentistry school under \$20,960 grant from W. K. Kellogg Foundation. Dental techniques will be demonstrated in Chicago on 4 dates beginning March 5 and carried by closed-circuit TV to dentists' sessions in Cleveland, Indianapolis, Milwaukee, Minneapolis, St. Louis & Chicago. Results will be checked by testing dentists who received the training on closed-circuit as well as those taking same course "live" and others taking similar course by telephone accompanied by appropriate film strip.

British commercial TV marches on: With ITA's second commercial station due to begin operation Feb. 17 at Lichfield, covering the Midlands, ITA chairman Sir Kenneth Clark announced that 1,430,000 sets have now been converted to receive the first commercial station, in London. London & Midlands (Birmingham) stations will be programmed separately, but much programming will be "networked" between the two. Next ITA outlet is due in May at Winter Hill, Bolton, Lancashire; fourth station will be at Emley Moor, Yorkshire, to go into service next Oct.

Off-air WACH-TV, Newport News, Va. (Ch. 33), adjudged bankrupt Jan. 23, won't be resumed, receiver Russell A. Collins informed FCC this week.

ABC key WABC-TV, N. Y. extends weekday schedule to 7:45 a.m. to 1 a.m.; it was formerly 8 a.m. to 11:45 p.m.

DISCRETION OF FCC, in deciding among competitive TV applicants, was again upheld by Court of Appeals this week—as court affirmed Ch. 13 grant to WTVT, Tampa, Fla. If it wasn't apparent before, it should be obvious to every contestant by now that any case is lost unless at least 4 commissioners can be sold. Reliance on examiners' decision, recourse to courts, etc. are virtually meaningless. The commissioners are "it." This week's court decision is latest of series that make the point emphatic.

Much of appellant's argument in Tampa case was attack on WTVT principal W. Walter Tison for his past record of operating radio WALT. But, said court, FCC examined Tison's record carefully and came up with a conclusion that was "well within the bounds of permissible judgment." And court again stated:

"The Commission has been given wide powers of judgment. The Congress conferred upon the Commission the task and the responsibility of evaluating comparative claims of mutually exclusive applicants. So long as it observes all procedural requirements, considers the issues, reaches reasoned conclusions, and renders reasoned judgment, courts cannot superimpose their opinions upon these matters." Unanimous decision was by Judges Prettyman, Wilbur K. Miller & Danaher.

Another Commission decision was appealed to court by a uhf operator this week—this one FCC's split-decision grant of Fresno's Ch. 12 to KFRE (Vol. 12:2). Appellant KJEO, Fresno (Ch. 47), which had attempted to hold up Fresno decision until Commission considered deintermixture, charged grant was invalid because it "was made not on a determination of the comparative merits of the 2 applicants [KFRE & KARM] to serve the public interest as required by law, but for the purposes of avoiding a voting impasse on the part of the members of the Commission

and to bring 'a needed and vital service' to Fresno 'without delay'—issues upon which appellant was wrongfully precluded from having been heard."

* * * *

FCC handed out 2 CPs, meanwhile, one via final decision granting Chattanooga's Ch. 3 to WAPO and denying WDOD, other being Ch. 29 uhf grant to Hagaman, N. Y., satellite of WROW-TV, Albany (Ch. 41). Satellite will have 251 kw. At same time, WROW-TV was granted power increase to 513 kw.

Chattanooga grant was as anticipated, Comrs. McConnaughey & Lee dissenting, Doerfer abstaining. Main reason for choosing WAPO was "clear superiority" in past broadcast record. WAPO is owned 50% each by Ramon G. Patterson and Will Cummings. WDOD is equally owned by Earl A. Winger and Norman A. Thomas. Lee's dissent was based on fact that WAPO principal Cummings has no broadcast experience; that Patterson's ownership in WAPO has varied between 20% & 100% in last 3 years, showing instability; that Judge Cummings is 85 years old and unlikely to contribute much to station, etc.

* * * *

FCC has cleared up uncertainty about uhf CPs—how long they'll be extended if stations aren't built—by announcing: "Except for those cases which will require separate consideration, applications to extend construction permits for uhf TV stations will be granted with an expiration date of July 16, 1956. As these applications are acted upon by the Commission, they will be reported in public notices."

Long impasse over Milwaukee's educational Ch. 10 is finally at an end. Wisconsin State Radio Council dismissed its application, leaving way clear for grant to local Board of Vocational & Adult Education. Ch. 7 grant in Redding, Cal. is also in prospect, now that Lincoln Dellar has dismissed, leaving Shasta Telecasters, partnership of Mayor George C. Flaharty and attorney Laurence W. Carr.

DIVERSIFICATION POLICY of FCC in making TV grants came under blistering attack by 2 Congressmen at hearings this week of Harris subcommittee of House Interstate Commerce Committee. Appearing as witnesses before their committee colleagues, Reps. Heselton (R-Mass.) and Beamer (R-Ind.) plumped for passage of bill to bar FCC from "discriminating" against newspapers in making rules and grants—but after their testimony Chairman Harris (D-Ark.), co-author of the legislation, concluded that it "needs rewriting."

Wording of the bill is so obscure, Harris said, that it probably wouldn't change the practices of the Commission, which denies it discriminates against newspapers. FCC's comments in opposition to the bill last week (Vol. 12:5) were blasted by Heselton as "one of the most evasive specimens of ambiguity I have ever read." He said he has asked FCC for the complete record of decisions since 1952 which have involved newspapers, and asserted:

"There is discrimination and there will continue to be discrimination unless Congress speaks. The Commission doesn't want Congress to speak and I think the reasons are obvious."

Beamer, co-author of the legislation, also pointed a finger at FCC, quoting 1954 figures to show Commission denied 10 out of 12 newspaper applicants for TV grants in competitive cases. He staunchly defended newspaper operators as "knowing the business" of public information. Under questioning, he said he felt the bill would permit Commission to consider newspaper ownership in evaluating applicant's qualifications, but eliminate it as "the single factor in a decision." During the questioning, Rep. Wolverton (R-N. J.) expressed misgivings lest the bill

prevent the Commission from considering diversification of media at all. "I become a little concerned," he said, "when I see what happens when one group owns all avenues of communication in one area."

Cranston Williams, gen. mgr. of American Newspaper Publishers Assn., will be next witness when hearing resumes. Harris said he expected to conclude hearings after one more session, at a date to be determined later—probably week of Feb. 20.

— ■ —

Parent company of WOAI-TV, San Antonio (Ch. 4), Southland Industries Inc., headed by pres. Hugh A. L. Half, bought in 20% of its stock this week for \$980,000 following appraisal by Blackburn & Hamilton, brokers. Under will of late G. A. C. Half, uncle of Hugh Half, who with son owns 39%, Jane Sonnenthal Mayer, Helen Levy Rau, Ann Sonnenthal Stein & Frances Levy Russell each inherited 5% of Southland Industries, which they agreed to sell.

William W. Scranton, chief owner of WARM-TV, Scranton, Pa. (Ch. 16) has purchased 30% of off-air WTVE, Elmira, N. Y. (Ch. 24), which has applied for Ch. 9 assigned there and proposes to resume telecasting (Vol. 12:5). He paid \$20,000 for the interest. FCC this week approved transaction, as well as 2½% purchases of WTVE stock (for \$1500 each) by 4 local business men. Pres. T. K. Cassell and v.p. John S. Booth hold 30% each.

Application for educational Ch. 2 in St. Paul was filed this week by Twin City Area Educational TV Corp., local non-profit group headed by Loring M. Staples. Total of 137 applications (21 uhf) are now awaiting FCC action. [For details, see *TV Addenda 22-E* herewith.]

Telecasting Notes: New importance of feature films on TV is emphasized by National Assn. of TV Film Buyers survey covering buyers at majority of TV stations. As better features become available, some 63% of film buyers said feature films were increasing in importance in their markets. In feature-film buying, stations rated these considerations most important, in order: Quality, age, cast or star value, cost, distributor's reputation. In case of TV film, cost was No. 1 criterion, followed by quality, cast, rating and type . . . Re-runs were opposed by nearly half the stations surveyed by film buyers' group, majority favoring at least a year between runs of TV film series. About two-thirds opposed practice of trading time for film, 80% were against cutting in the distributor for a share of revenues derived from film sponsorship . . . Live-vs.-film dispute rages anew, with Jack Gould contributing definitive piece to Feb. 5 *N. Y. Times Magazine*. "Is live TV better than filmed TV?" he asks. "Surely there can be no serious doubt that it is." Principal reason, he argues, lies in the rapport or "intuitive awareness" between performer and viewer which can only exist in a simultaneous performance . . . "The basic trouble with TV shows on film," says Gould, "is the cockeyed concept of perfectionism that motivates their production"—to the point where contact with audience is lost. Gould does think film has place on TV, "which is to do those things that live TV cannot do as well." Among these he lists westerns, animal pictures, nature, etc. . . . Sales of quality feature films are booming, according to trade reports, with NTA now offering 10 Selznick pictures in its 40-film "TNT Package," which is said to have been sold in 15 markets for highest per-picture price ever paid for features . . . Rapidly expanding NTA going into production business for first time, having allocated \$250,000 for new shows in next 4 months . . . No station sales reported yet for Matty Fox's block of 740 RKO pictures, though trade rumors are again rampant regarding \$10,000,000 deal with International Latex Co. (owned by Stanley Warner Theatres). Contract would give Latex 10 spots a day for 5 years in 100 markets; Fox would accept the spot time from stations in part payment for the films . . . Republic Pictures' 75-film package of features for TV (Vol. 12:2) split into 2 packages—"Silver Group" of 24 films (7 of them starring John Wayne) and "Nugget Group" of 51 high-budget westerns . . . Perry Mason mysteries will be dramatized in 60-min. film series on CBS-TV next fall, CBS having acquired TV rights to 272 Erle Stanley Gardner stories . . . Kinescope museum in planning stage by N. Y. branch of Academy of TV Arts & Sciences; collection would include recordings of best live TV programs of every year, with daily showings to the public . . . Chet Huntley, west coast Peabody Award-winning commentator, signed to long-term contract by NBC, will be transferred to N. Y. . . . New courses added to daily *University of the Air* series on Binghamton's WNBFTV: "Spanish Is Fun," "Family Finance," "Self-Knowledge Through Literature," "Search for Reality."

Ratings dictate another time swap: After rather tough battle with Jackie Gleason and 2 sponsors, CBS-TV cleared away the obstacles to switching Gleason's *Honeymooners* to Sat. 8-8:30 p.m., his *Stage Show* to 8:30-9 p.m., so that the stronger show gets an even start with NBC-TV's 8-9 p.m. *Perry Como Show*, beginning Feb. 18. It was third such switch this season, others involving *Phil Silvers Show & Navy Log* on CBS-TV and *Dragnet & The People's Choice* on NBC-TV.

Negotiating with Warner Bros. for 1000-film pre-1948 backlog, according to unsubstantiated trade reports, is Associated Artists Productions in addition to ABC-TV (Vol. 12:5). AAP reportedly has offered \$16-20,000,000 for outright purchase.

SPRING CROP of new-station starters doesn't look like a very bountiful one, judging from those who tell us they're getting ready to start as checked against records of equipment orders and shipments. So far this year, only 6 new stations have gone on the air. During rest of this month, only KPIC, Roseburg, Ore. (Ch. 4) and KINY-TV, Juneau, Alaska (Ch. 8) are scheduled.

Due to start in March: WDAM-TV, Hattiesburg, Miss. (Ch. 9); WDMJ-TV, Marquette, Mich. (Ch. 6); KETA, Oklahoma City (Ch. 13, educational). Due in April: KSHO-TV, Las Vegas, Nev. (Ch. 13); WITI-TV, Whitefish Bay-Milwaukee (Ch. 6); WRVA-TV, Richmond, Va. (Ch. 12). There may be others, on basis of court decisions upholding disputed FCC grants (see p. 8)—but they haven't reported their plans yet.

KPHL-TV, Hayes Center, Neb. (Ch. 6), satellite of KHOL-TV, Kearney, Neb. (Ch. 13), reported as starting Jan. 22 but delayed by weather (Vol. 12:3), finally got test patterns on air Feb. 9, reports gen. mgr. Jack Gilbert.

Only recent equipment shipment reported is 25-kw amplifier shipped by RCA to WTOK-TV, Meridian, Miss. (Ch. 11). From CBC comes report this week that its CBLT, Toronto (Ch. 9) will definitely switch to Ch. 6 in time for fall program season, going also to 100-kw maximum power from present 25.6-kw. CBC board of governors last week recommended power boost to 12.65-kw visual ERP for CFCM-TV, Quebec City (Ch. 4) and to 170-kw for upcoming CHLT-TV, Sherbrooke, Que. (Ch. 7), due late in spring. Deferred again for further study was Ch. 4 application for Kamloops, B. C. (Vol. 11:49); and also deferred at his own request was David M. Armstrong's Ch. 6 application for Victoria, B. C.

More than \$880,000 is involved in sale by Frank C. Carman, Grant R. Wrathall, et al., of KUTA, Salt Lake City (Ch. 2); KLIX, Twin Falls, Ida. (Ch. 11) with radio KLIX; radios KGEM, Boise, Ida. & KOPR, Butte, Mont. (Vol. 11:31), according to data filed this week with FCC. KUTV is being sold for \$683,333, Carman and Wrathall getting $\frac{3}{8}$ each, Mrs. Edna O. Power, who owns only preferred stock, $\frac{1}{4}$. New owners will be *Ogden Standard Examiner* (A. L. Glasmann family), 51%; *Salt Lake Tribune* (J. F. Fitzpatrick, pres.), 35%; George C. Hatch, Glasmann's son-in-law, and wife, 14%. Price for KLIX-TV & KLIX is \$95,598, purchaser being The KLIX Corp., controlled by 2 Glasmann corporations; J. Robb Brady Trust gets $\frac{1}{2}$ of proceeds, Carman & Wrathall 3/16 each, Mrs. Power $\frac{1}{8}$. KGEM goes to Glasmann interests for \$64,356, Carman & Wrathall getting $\frac{3}{8}$ each, Mrs. Power $\frac{1}{4}$. Two-thirds of KOPR is sold for \$40,000 to the Hatches, who also own Salt Lake City's radio KALL; Carman & Wrathall receive $\frac{3}{8}$ each, Mrs. Power $\frac{1}{4}$; remaining $\frac{1}{8}$ of KOPR is held by C. L. Crist who has agreed to sell it for \$17,500 to KOPR mgr. Ed Cooney. Carman & Wrathall also hold interests in radio KIFI, Idaho Falls, Ida. & KWIK, Pocatello, Ida., both to be sold to J. Robb Brady Trust. In addition, Carman owns KUTA, Salt Lake City, while Wrathall owns KPOO, San Francisco.

Sarkes Tarzian Inc., Bloomington, Ind. (Dan Meadows, commercial mgr.), reports shipments of TV studio equipment to KTTV, Los Angeles; WKJG-TV, Ft. Wayne, Ind.; KTXL-TV, San Angelo, Tex.; WJMR-TV, New Orleans; WORA-TV, Mayaguez, Puerto Rico; XEJ-TV, Juarez, Mexico; and Oklahoma, Florida & Miami U's. Microwave equipment has been shipped to WTVT & WFLA-TV, Tampa; KGUL-TV, Galveston.

Fleetwood Corp., Toledo, which offered uhf transmitters and station packages, has gone into receivership, will be liquidated; claims of creditors should be filed with receiver Harold S. Green, 840 Spitzer Bldg., Toledo, by March 15.

MORE COMPACT SETS—3-PRONGED ADVANCE: The big picture is now standard in TV -- so now the accent seems to be on the "extra set" that has compactness and portability. Important manufacturers currently are pushing engineering and/or production of:

(1) Lightweight 14-in. sets using conventional 90-degree tubes, like GE's 32-lb. portables (at \$99.95 & \$119.95) and 26-lb. portables (at \$129.95). Emerson also has 14-in. portable on market -- and several other major set makers, known to be producing such sets, will probably introduce them at June markets -- perhaps even earlier in order to "sweeten" current lines.

(2) "Super-personal" 8-in. sets, designed for kitchen, bedside, office use -- anywhere an outlet is available. RCA tube div. has sampled 8-in. tubes, and reaction from some customers has been enthusiastic. But it's not known whether any orders have been placed yet. Considering lead time required, odds would appear to be that someone will bring out an 8-in. set by time of the June marts, or even earlier.

(3) More compact, shallower 21-in. sets using 110-degree tube. This appears to be more distant, being temporarily impaled on standardization wrangle in Joint Electron Tube Engineering Council (Vol. 12:3). It's unlikely that this tube can hit market much before fall, if then. Corning Glass, which has been pushing this development, says situation "seems to be on dead center at the moment," reports no more sampling of tube manufacturers in last 6 weeks.

* * * *

No set manufacturer is willing to be specific about his own plans, beyond statements that he's "looking with interest" at all aspects of portability. So competitive is the race that set & tube makers have taken special precautions to prevent "leaks" which might jeopardize their manufacturing & marketing plans -- all of which conduces to the belief that we'll be hearing important announcements soon.

Robert A. Seidel, RCA exec. v.p. for consumer products, refused to confirm or deny scuttlebutt about his own company's plans for portables, saying only: "I have always felt it unwise to discuss such matters in advance of the official releases." Wall Street Journal reported that RCA "and other manufacturers" plan 8-in. portable sets at "about \$80" -- but the major manufacturers indicate doubt that either 8-in. or 14-in. sets can sell profitably for that much under \$100. The 14-in. tube might go into a 17-in. chassis, but the 8-in. would require components not in mass production, hence possibly more costly than those for larger sets.

Reports that Philco and RCA are now producing 14-in. sets could get no verification. Admiral, Motorola & Westinghouse likewise were non-committal on their plans for portables, though all are said to be working on 14-in. at various stages.

Emerson pres. Benjamin Abrams, having "good luck" with his 14-in. portable (Vol. 11:44), is openly enthusiastic about 8-in. possibilities. "However, I can't make any firm commitments because I'm totally dependent on the RCA tube people as a source of supply and I can't speak for them," he said. The 8-in. set will sell for about \$100, he said. As for the 110-degree tube, Abrams said: "This problem is far from out of the woods. No manufacturer has been able to deliver or commit himself to delivering a satisfactory 110-degree tube."

* * * *

TV business continues strong at all levels, keeping up with the 1955 pace at retail, but slightly under 1955 in production & factory sales. So robust are sales, in fact, that there are rumblings of possible price increases in spring. Increases, if they come, are expected to be on selected models, not across-the-board.

TV-radio spaces at Western Merchandise Mart in San Francisco this week drew lots of traffic but, judging from reports, few orders were taken. There was little open-to-buy demonstrating, primarily because most visitors had seen new lines at

their local distributors or at Chicago marts. Merchandising gimmicks, notably top tuning and remote control devices, did attract considerable attention, however.

Brief highlights of other major trade developments this week:

Spurious Radiation: RETMA quarterly meetings March 13-15 at Biltmore Hotel, N.Y., very likely will finally authorize FCC-approved seal to be affixed to TV & FM radio sets which conform to RETMA engineering standards limiting spurious radiation. Seal would be distributed by RETMA to all manufacturers, whether members or not, and would be comparable to Underwriters Laboratories' "seal of approval" in industry. To qualify for seal, manufacturer need only certify in writing to RETMA that his sets conform to standards. If complaints are subsequently filed, special committee would be set up to investigate. FCC meanwhile postponed until April 2 its deadline for meeting with set makers on subject, to give RETMA chance to act at March session. FCC approved spurious radiation standards last Dec. (Vol. 11:52).

Production: TV output totaled 135,358 week ended Feb. 3, compared to 134,863 preceding week and 164,570 week ended Jan. 20. It was year's 5th week and brought production to that date to about 725,000, as against 800,000 in corresponding period of 1955. Radio production totaled 277,927 (130,640 auto) week ended Feb. 3, compared to 312,075 preceding week and 281,657 week before. Radio production for 5 weeks was about 1,400,000, compared to about 1,375,000 in same 1955 period.

Retail Sales: Record 7,421,084 TV sets were sold at retail last year, exceeding the 7,317,034 sold in previous peak of 1954, reports RETMA. Sales in 5-week Dec. totaled 933,467, compared to 591,366 in Nov. and 1,093,702 in Dec. 1954. RETMA also reported retail sales of 14,150,978 radios (7,229,594 auto sets) in 1955, compared to 10,555,203 in 1954. Radio sales in Dec. totaled 2,253,062.

Trade Personals: Wm. L. Dunn, onetime Raytheon TV-radio v.p., resigns as pres. of Magnecord Inc. (magnetic tape recorders), will continue as a director & consultant; Bruce Payne, pres. of management consultants Bruce Payne & Assoc., elected Magnecord chairman; Arthur S. Brown named gen. mgr. . . . Allen E. Reed, Raytheon comptroller, promoted to treas., succeeding to duties of v.p.-treas. David T. Schultz, who recently became pres. of DuMont . . . Kenneth W. Connor promoted to eastern regional sales mgr., Sylvania TV-radio div., N. Y., succeeding Peter J. Grant, now mgr. of sales management development . . . Merle W. Kremer named asst. gen. mgr. of Sylvania parts div., Warren, Pa., continuing duties as gen. manufacturing mgr. . . . George Lohman promoted to eastern district mgr., RCA Victor TV div., succeeded as N. Y. field sales rep by Don Roark, from Boston sales office; Jack Kain succeeds Roark at Boston, James Cunnane succeeding Kain in Indianapolis sales office; P. E. Cunningham promoted to administrator of special sales accounts at div. headquarters in Cherry Hill, N. J., succeeded as Cleveland sales rep by James Malenkas, from Chicago office . . . Frank Rogers named mgr. of hotel-motel dept. of Emerson Industrial Products Corp., new subsidiary formed by Emerson Radio to sell or lease TVs & air conditioners to institutional users . . . Edward Berman resigns as DuMont mgr. of new market & dealer development to join Personnel Institute, N. Y., as mgr. of new national retail salesmen's marketing guild to work with TV-radio-appliance dealers in sales training & personnel testing . . . Robert I. Gaines, asst. director of DuMont international div., with Erich Gompertz, Caribbean regional representative, left this week on tour of Puerto Rico, Venezuela, Cuba and Central American countries in the interests of sales of TV & mobile equipment . . . Joseph F. Rapone promoted to mgr. of radio assembly inspection & test, Federal Telephone & Radio, succeeding Wm. L. Eschwei, transferred to Federal's Pacific div. . . . Willard L. Hemsworth, ex-RCA, named CBS-Columbia midwest regional mgr. . . . Louis H. Neimann named CBS-Hytron equipment sales mgr., suc-

ceeded as eastern sales mgr. by Lee Balengee Jr., ex-General Instrument Co. . . . Jon B. Jolly, ex-GE, named CBS-Hytron sales mgr. of semi-conductors . . . Howard W. Morse named field sales mgr., Scott Radio (Meck TV), replacing Lewis W. Reynolds, now sales mgr. of WAGA, Atlanta . . . Allyn M. Farmer named Magnavox adv. art director, reporting to adv. mgr. Karl H. Carstens . . . Joseph Stern, ex-Carborundum Co., named technical rep for Pittsburgh Plate Glass' product development dept., dealing with company's TV customers . . . Robert M. Fichter named mgr. of product development, Westinghouse TV-radio div., succeeded as adv. mgr. by Russell W. Johnson, his ex-asst.; J. P. Van Duyne appointed mgr. of engineering sub-div., succeeded by O. H. Fernald as supervising engineer in charge of color engineering; A. S. Goldsmith promoted to supervising engineer for radio . . . Jack C. Gardner, ex-Gardner Distributing Corp., Baltimore, named Zenith regional mgr., Baltimore.

Realignment of DuMont organizational setup, as completed this week by pres. David T. Schultz, leaves company with 3 separate and parallel branches: Thomas T. Goldsmith, longtime v.p. & research director, becomes v.p.-gen. mgr. of govt. & research div., handling all govt. manufacturing, engineering and sales operations. Irving T. Rosenberg is v.p.-gen. mgr. of technical products div., handling broadcast equipment, instruments, industrial TV, mobile radio, etc. Wm. H. Kelley, as previously announced, is v.p.-gen. mgr. of consumer products div.

Dr. John A. Hipple elected v.p. & director of research, North American Philips Co., succeeding Dr. O. S. Duffendack, retiring as of May 1. Dr. Hipple was chief of atomic physics section of National Bureau of Standards, 1947-53, then joined Penn State U as asst. dean and director of mineral industries experiment station, which post he has resigned.

John G. Copelin, former v.p.-comptroller of IT&T's Federal Telecommunication Labs, elected v.p.-comptroller and a director of International Standard Electric Corp.

Topics & Trends of TV Trade: Magnavox is continuing to negotiate for purchase of Sentinel Radio, and decision is expected within month, Magnavox pres. Frank Freimann told newsmen in N. Y. this week. Despite its recent purchase of "certain assets" of disbanded Spartan TV-radio div. (Vol. 12:4), which led to speculation that long-rumored deal with Sentinel was off, Magnavox is still interested in acquiring the Evanston, Ill. firm headed by Ernest Alschuler, now on world tour.

Freimann also spelled out some of the details of Spartan purchase, but declined to state price involved. Magnavox bought Spartan name (being changed to "Spartan"), some TV production & test equipment, plus service stock. He said Spartan sets are now being produced at Magnavox's expanded Greeneville, Tenn. plant for direct-to-dealer merchandising through Spartan div. Latter will have about 50 sales reps, all reporting to Magnavox v.p. Leonard F. Cramer.

Freimann also said that 1500 dealers carried Magnavox products last year and that the top 100 each averaged \$400,000 in Magnavox sales. Biggest dealer was Macy's dept. store, N. Y. He praised his dealers for voluntary efforts in keeping TV-radio-phono sets out of hands of discount houses.

Note: R. A. Wilson, Magnavox v.p. of govt. & industrial products div., this week disclosed plans for 100,000-sq. ft. plant on 22-acre tract in Urbana, Ill. for production of military electronics items and commercial computing equipment. New plant is due to be occupied in latter 1956.

* * * *

Picture tube sales in 1955 totaled record 10,874,234, valued at \$209,007,518, compared to 9,913,504 worth \$206,075,994 in previous high of 1954, reports RETMA. Receiving tube sales also set record in 1955, totaling 479,802,000 at \$358,110,000, as against 385,089,458 sold in 1954, at value of \$275,998,883. RETMA's monthly breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	866,956	\$ 17,661,018	37,951,000	\$ 26,879,000
Feb.	859,529	17,119,568	38,526,000	28,108,000
March (5 wk)....	913,003	17,625,881	40,859,000	29,743,000
April	788,317	14,620,075	35,426,000	26,780,000
May	779,329	14,572,518	32,919,000	25,916,000
June (5 wk).....	706,890	13,244,499	40,821,000	31,256,000
July	515,793	9,498,169	28,340,000	21,167,000
Aug.	1,048,534	19,812,567	45,238,000	33,099,000
Sept. (5 wk).....	1,202,430	22,867,851	47,588,000	34,596,000
Oct.	1,224,990	23,507,620	48,119,000	35,105,000
Nov.	1,086,998	20,894,647	45,965,000	34,788,000
Dec. (5 wk).....	881,465	17,533,105	38,049,000	30,673,000
TOTAL	10,874,234	\$209,007,518	479,802,000	\$358,110,000

* * * *

RCA reduces dealer costs, as spring promotion special, on 21-in. tables at \$200 & \$230 and 21-in. open-face console at \$330. List prices won't change, but trade-ins may be liberalized. For several weeks starting Feb. 20, RCA will concentrate much of its production & promotional activity around the 3 models. Distributors in each market are empowered to specify amount of reduction to dealers.

Emerson's 17 & 21-in. "Tinkertoy" sets, due to be shipped to distributors about March 1, are still unpriced "but they will be higher than comparable conventional models in those sizes," said pres. Benjamin Abrams.

Civic enterprise: Sylvania TV-radio div., with headquarters in Buffalo, and Cladco Distributors, its local outlet, jointly buy \$5000 worth of stock in Buffalo Bisons baseball team to help city keep its International League franchise.

New line of German Telefunken products, including several new radios, record changer & tape recorder, will be introduced in U. S. market this summer by American Elite Inc., N. Y., its exclusive importer.

Raytheon introduces "Rollabout" 17-in. table model at \$140, with optional detachable 2-wheel cart at \$15 extra.

DISTRIBUTOR NOTES: Zenith appoints newly-formed McKee & McRae Inc., 640 Ricks St., Jackson, Miss. (James H. McKee & John McRae, partners) . . . DuMont appoints Peninsular Distributing Co., Detroit; Elmer Scherer named electronics sales mgr. . . Conklin-Tamberg Inc., new distribution outlet formed by Hal Conklin, ex-Admiral gen. sales mgr., and Helmuth Tamberg, onetime gen. mgr. of Admiral San Francisco factory branch, establishes headquarters at 420 Market St., San Francisco; no TV lines have been franchised yet . . . RCA Victor Distributing Corp., Kansas City, appoints Lawrence Wells, ex-Crosley, as appliance sales mgr. . . Adleta Co., Dallas (RCA) promotes E. P. Miles to gen. mgr., T. M. Merrick to exec. advisor . . . Washington Wholesalers Inc., Washington (Sylvania) appoints John Painter gen. sales mgr. . . Crumpacker Distributing Co., Houston (Philco) moves to new headquarters at 101 Franklin St. . . Bendix Radio appoints Lincoln Sales Corp., Baltimore (C. Howard Buchwald, pres.), replacing Gardner Distributing Corp. . . Victor H. Meyer Distributing Corp., N. Y., Sylvania distribution subsidiary, elects Robert L. Shaw, ex-Sylvania national TV-radio sales mgr., as pres.-gen. mgr., succeeding founder Victor H. Meyer, who continues as a director; Victor J. Meyer elected v.p.-gen. sales mgr., Samuel A. Sader v.p.-controller . . . CBS-Columbia appoints Anderson-Young Electric Co., 2002 Clovis Road, Lubbock, Tex. (J. M. Young, pres.).



Big overseas market potential exists for consumer goods manufacturers willing to integrate international goodwill with their sales approaches, declared Albert F. Watters, v.p.-operations mgr. of RCA International. In address to American Management Assn. marketing conference in N. Y. Feb. 9, he stated: "We have found that by trying to be of genuine service to governments who are fighting an uphill battle in social as well as economic development, we earn not only their gratitude but build our sales as well. Thus presentations of educational films ultimately results in increased sales of 16mm equipment. Music and entertainment through records and film help to support TV & radio sales. We do not pose as public benefactors. Our customers know that we have goods and services to sell. But we try to intelligently integrate our sales effort with the solutions to some of their pressing problems."

Big screens in Britain are bringing unusual problem, according to *Wireless World* columnist "Diallist." Writing in Jan. issue, he states: "Curious how anxious people are to have bigger and bigger TV screens. With a 21-in., or even a 17-in., receiver in the average living room it has too often to be a choice, when the weather is bitter, between warmth *cum* lininess and shivering far enough from the screen but much too far from the fire. I must say I regret the passing of the 12-in. CR tube. Very few of this year's sets have them, though there's a lot to be said for them. Even in a small room you can usually manage to sit the necessary 5 or 6 ft. from their screen; and when a replacement becomes necessary it's not nearly so heavy a blow to one's bank account." Central heating in U. S. seems to have precluded at least one problem.

Admiral is conducting 3-week color course for distributors' servicemen, repeating course offered last year. Starting Feb. 27, Admiral will begin courses for dealers' servicemen in 5 cities, continuing until all areas getting color service have been covered.

Jerrold opened new 10,000-sq. ft. research lab Feb. 10 at Huntingdon Valley, Pa., 20 mi. from main Philadelphia plant.

Projection sets again? Majestic's Grundig div. will have one by next summer, says pres. Leonard Ashbach; it will give 5x7-ft. picture.

Electronics Reports: Electronics industry's most serious shortage is engineers—and recruiting activity, a continually accelerating process, will reach its annual climax at March 19-22 IRE convention in New York, when some 40,000 electronics engineers will congregate under one roof. Feb. issue of *Electronics Magazine* contained 38 pages of "engineers wanted" ads; a recent Sunday issue of *New York Times* had 15 pages of display and classified ads for engineers of all types.

It was this technological crisis which spurred Gen. Sarnoff to make his recent proposal for a "National Educational Reserve" of teachers in technical subjects, to be drawn from ranks of industry (Vol. 12:4), and has prompted other suggestions going as far as a "draft" of high school students for technological education. The defense arguments are compelling: Soviet universities are estimated to have graduated 8700 post-masters-degree engineers & scientists in 1955, compared with half that number in U. S. From 1928 to 1954, Russia graduated 682,000 engineers as against 480,000 in U. S.

Recent survey by *New York Times'* Wayne Phillips of the nationwide engineer recruiting race made these disclosures: Some 5000 organizations have openings for 50,000 engineers of all kinds—twice the number that will graduate this June—and "a wild scramble unlike anything the country has ever seen before is on to attract and hold technical personnel." While salaries are climbing, so are fringe benefits—such as moving expenses, free insurance, medical care and education. Recruiting task forces are beating the bushes, visiting colleges and "raiding the staffs of competitors."

In 1900, U. S. industry employed one engineer for every 250 employes; in pre-Korea 1950 it was one for 60—and it's still climbing. GE had one engineer for every 15 employes in 1953; now it's closer to one for 10, and the company is looking for about 2000 more to add to its staff of 18,000 technical employes. A nationwide engineering placement agency says its average placement in 1953 was at \$5600 a year, in 1954 at \$6800, in 1955 at \$7200-\$7500.

* * * *

Chesapeake Industries Inc., holding company with extensive interests in film and electronics industries, this week announced formation of new subsidiary, Business Electronics Inc., to manufacture and market facsimile communications equipment. Latter company has acquired all facsimile business of Allen B. Cardwell Electronics Productions Corp., Plainville, N. J., and the stock of Cardwell, a Chesapeake subsidiary for 2 years, has been returned to former owners with Richard B. Hudnut as pres.

Portable microwave relay station which can be transported by helicopter and put into operation within 2 hours has been designed and developed by Motorola and Air Research & Development Command. Entire equipment weighs 1100 lbs., including 100-ft. telescoping magnesium tower, shelter, radio equipment and antenna with adjustable data. It's designed for voice communications, radar data, radar control functions.

Siegler Corp., Centralia, Ill., maker of space heaters and electronic devices, this week announced cash purchase of assets of Hufford Electronics Co., West Los Angeles manufacturer of guided missile parts. Hufford's military contracts will be administered by Siegler's Hallamore Electronics Div., Long Beach, Cal.

Raytheon has taken option until May 15 on 1,000,000-sq. ft. plants (5 buildings & powerhouse) of Textron American's Shawsheen Mill, Andover, Mass., which it proposes to use for expansion of govt. electronics activities.

Motorola will build \$3,000,000 military electronics plant on newly acquired 160-acre tract in Phoenix, about 2 miles from its present transistor facility.

"Televisionfone," AT&T's TV-telephone-of-the-future, may be offered in production model in 15-20 years, according to Feb. 8 *Wall Street Journal* article on the wonders of Bell Labs. In the much nearer future, Bell Labs announced this week that it will begin field tests next spring of transistorized device which replaces telephone bell with musical tone. Trial will be conducted among 300 customers on Crystal Lake, Ill. exchange. Transistorized telephone tone operates on less than a volt; ordinary phone bell requires 85 volts.

Spring meeting of U. S. A. National Committee of International Radio Scientific Union will be held April 30-May 3 at National Bureau of Standards, Washington, with sessions on radio measurements & standards, radio & troposphere, ionospheric radio, terrestrial radio noise, radio astronomy, radio waves & circuits, radio electronics.

Electron tube research & development lab is nearing completion at Northwestern U's Technological Institute, Evanston, Ill. Expected to rank among best facilities of its kind, its 1100-sq. ft. of facilities will be available for govt. & industry work as well as to faculty members and graduate students.

Control of New London Instrument Co., New London, Conn. (electronic test equipment) has been taken over by H. Dowd, R. L. Barrows & R. Coshnear, all of Boston, with co-founder Samuel Gubin now gen. mgr. and purchasing agent Joseph C. Worth Jr. promoted to sales mgr., replaced by R. C. Renolds.

Transistor tester the size of pocket radio, priced at \$39.95, was announced this week by GE. It may be used to check all junction transistors for shorts, opens, leakage, current gain.

Reeves Instrument Corp., subsidiary of Dynamics Corp. of America, has taken over \$5,000,000 Fairchild Engine plant at Roosevelt Field, N. Y. to increase space for production of electronic & electro-mechanical systems.

Symposium on Reliable Applications of Electron Tubes for design engineers is planned by RETMA May 22-23 at U of Pennsylvania, Philadelphia.

* * * *

Dr. Howard I. Ashry promoted to Erie Resistor research director, J. C. Van Arsdell to mgr. of govt. & military specifications.

Edgar A. Post, ex-supt. of navigational aids, United Air Lines, now mgr. of radio systems lab, Stanford Research Institute.

Dr. James L. Hall promoted to mgr. of Eitel-McCullough ceramic receiving tube group, succeeding Paul Williams, now special asst. to research director.

Harold F. Wyman, gen. mgr. of Infra Electronic Corp., forms own concern, Wyco Inc., Laconia, N. H., to serve as New England sales rep for DuMont mobile equipment.

Vice Adm. Murrey L. Royar, USN ret., ex-chief of materiel, U. S. Navy Supply Corps, elected a director of National Co.

Frank Fraser, administrative v.p. of Clevite Research Center, named secy. of Clevite Corp., succeeding Charles A. Dilley, now exec. director of Clevite Foundation.

John B. Sullivan, ex-Electronics Corp. of America, now instruments sales mgr., Spencer-Kennedy Labs, Boston.

Robert G. Taylor succeeds E. S. Morrison, resigned, as treas. of Hycon Mfg. Co., Pasadena, Cal.

— ■ —

Capt. Fred Muller, 65, USNR ret., pioneer Navy radio operator, onetime executive of Collins Radio, recipient of 1947 Marconi Memorial Award, died Feb. 6 in St. Petersburg, Fla. Before retiring from Navy in 1950, he resided in Rumsey, N. J. Surviving are 2 sons and 2 daughters.

Financial & Trade Notes: Reasons why Hallicrafters' management and directorate have agreed to merge into Penn-Texas Corp., on basis of exchange of 2½ shares of Hallicrafters for one Penn-Texas (Vol. 11:51), are set forth in proxy statement for Feb. 27 stockholders meeting in Chicago, where at least two-thirds of Hallicrafters' 825,000 common shares must vote approval. Officers & directors hold more than 267,000 shares (32.4%).

Upon effective date of agreement, expected to be March 21, Penn-Texas proposes to operate Hallicrafters as a subsidiary, working in close alignment with its subsidiary Pratt & Whitney Co. on computer data handling systems, and with Chandler-Evans div. of Pratt & Whitney and another subsidiary, Liberty Products Co., both manufacturers of aircraft engineering accessories.

Diversification and expansion are main reasons why pres. Wm. J. Halligan favors plan, he states in accompanying letter. He notes that Penn-Texas has assets of more than \$90,000,000, annual sales currently at rate of \$125,000,000, with interests in machine tools, automation, airplane parts, heavy machinery & cranes, truck shovels, wire, shipping terminal facilities, oil, coal. More than 98% of its operations are profitable, he states, and it paid common stock dividends in 1955 of \$1.30 per share and has declared current quarterly dividend of 35¢; Hallicrafters has paid no dividend since the 30¢ of 1951.

Govt. contracts during fiscal year ended last Aug. 31 represented 44% of Hallicrafters business, TV sets 34%, radio & communications equipment 22%; in the TV field, Hallicrafters represents only about 1½% of industry output, and last year its private brand production amounted to approximately 26% of its TV set sales.

Financial statements covering Hallicrafters and Penn-Texas & subsidiaries are contained in proxy report.

* * * *

CBS Inc. issued preliminary estimates this week of 1955 net earnings, chairman William S. Paley announcing after Feb. 8 board meeting that they are tentatively estimated at 28-year high of \$13,397,000 (\$1.83 per share) or 17.4% over the \$11,415,000 (\$1.62) earned in 1954. Per-share amounts are after adjusting for 3-for-1 stock split in April, 1955. Sales exceeded \$400,000,000, up from \$373,380,139 in 1954. CBS annual report is usually released in latter March. [For 1950-54 sales, earnings, dividends, etc., see *TV Factbook No. 22*, p. 416.]

Microwave Associates, 22 Cummington St., Boston, in which Western Union and ABC-Paramount each owns one-third interest, had sales of \$2,000,000 in 1955, or more than 40% more than 1954, reports pres. Dana W. Atchley Jr. A 20-for-1 stock split has just been authorized, and new 50,000-sq. ft. building is now under construction for fall occupancy at Burlington, Mass. Firm designs and makes magnetrons (for Air Force, Signal Corps, Canadian Air Force), silicon diodes, radar components, microwave test equipment & other electronic devices.

Beckman Instruments Inc. reports net income of \$758,889 (61¢ a share) on sales of \$12,884,811 in first half of fiscal year ended Dec. 31 vs. \$562,378 (45¢) & \$9,699,037 in same 1954 period.

* * * *

Dividends: Group Securities Inc. (electronics & electrical equipment), 6¢ payable Feb. 29 to stockholders of record Feb. 15; Storer Broadcasting Co., 37½¢ on common and 5¢ on "B" common, March 14 to holders March 1; Baltimore Radio Show (WFBR), 10¢ March 1 to holders Feb. 15; Capitol Records, 15¢ March 31 to holders March 15; CBS "A" & "B," 20¢ March 9 to holders Feb. 24; American Phenolic, 25¢ April 27 to holders April 13.

STORER Broadcasting Co., with TV income accounting for about 82% of its total business in first 11 months of 1955 as against 75% in 1954, will show a net profit after taxes of more than \$4,000,000 when final 1955 report is released. This rise from a net profit of \$306,930 just 10 years ago (1945) was one of the prideful points made by executive v.p. Lee B. Wailes in recent talk before the N. Y. Society of Security Analysts. Storer operates 7 TV, 7 radio stations (see *TV Factbook No. 22*).

For the 11 months ending Nov. 30, 1955, Storer's profit before taxes was \$8,116,013, after taxes \$3,849,373, so that the 11-month figures exceed the whole 1954 calendar year figures of \$7,105,103 gross profit, \$3,680,779 net despite fact that the 1954 figures included non-recurring profit of \$643,839 obtained from profit of \$1,131,948 on disposal of broadcasting facilities and loss of \$488,109 on liquidation of a subsidiary.

Approximately 27% of over-all TV income comes from direct payments from the networks, Wailes stated, with national spot accounting for 40%, local 26%. In radio, the breakdown is network 6%, national spot 35%, local 52%. In both TV & radio, miscellaneous income (from talent, lines, films, etc.) accounts for about 7%. Besides the stations, Storer Broadcasting Co. is 100% owner of *Miami Beach Sun*, tabloid daily, and holds approximately 46% of the common stock of Standard Tube Co., Detroit manufacturer of electric welded steel tubing.

Capital structure comprises 788,250 shares of common, traded on N. Y. Stock Exchange, and 1,686,500 shares of Class B common—no preferred. Earnings in first 9 months of 1955 were \$1.36 per share on combined common compared with 92¢ on same number of shares in same 1954 period. In the 11 months ending Nov. 30, earnings were \$1.5342 per share, compared with \$1.4449 in full year of 1954. For the full calendar 1955, per-share earnings will be approximately \$1.65, said Wailes.

Dividend policy is to retain about 65% for growth and expansion, allocate about 35% for dividends. Wailes quoted pres. George B. Storer, who with family owns all the B common, as stating:

"We propose to continue the relatively low dividend rate on our B common stock until such time as all indebtedness has been retired and very large cash reserves have been established. If we are fortunate enough to acquire other large TV stations, this policy will be continued for a very much longer period . . .

"You should know that in order to complete the plan which has been recommended by my estate counsel for the protection of stockholders, and to prevent the offering of Storer stock under adverse circumstances in order to provide cash for inheritance taxes, I may dispose of a small percentage of my holdings through an offering of rights at a very advantageous price to the present stockholders. However, even after such offering I will retain more than 50% of the combined common and B common stock."

As of Nov. 30, Storer balance sheet showed current assets of \$8,327,395, total assets of \$28,822,549, and Wailes said the TV & radio stations have a market value greatly in excess of their book value. On same date, long-term indebtedness amounted to \$5,275,460 as against \$10,768,259 just one year earlier; the reduction was made in April when company sold 262,750 shares of common at 62½%. Proceeds were also used to retire the 15,000 shares of 7% cumulative convertible stock then outstanding.

That Storer intends to acquire more stations, if FCC limits can be raised, or to expand into bigger markets, was frequently emphasized by Wailes. It expects the U. S. Supreme Court to rule shortly on its suit challenging the FCC's legal grounds for limiting TV & radio station ownership to 7 each.

Color Trends & Briefs: RCA's demonstration of color sets in mass production at Bloomington, Ind. plant last week (Vol. 12:5), for benefit of big corps of newsmen representing some of nation's most influential media, has produced a powerful effect. The reporters, many of whom are quite savvy about color, were definitely impressed, and a note of optimism was struck by most in their reports of the presentation. Here are a few representative quotes:

Niles N. Peebles, *N. Y. Herald Tribune*—"Color TV sets ticking off the assembly line at the rate of one a minute bolstered predictions made here today that RCA's \$70,000,000 investment in color will start to pay off this year."

Alfred R. Zipser, *N. Y. Times*—"The RCA is geared to roll a color-TV set a minute off assembly lines in Bloomington, Ind. and Indianapolis. A tour of the Bloomington plant last week and reports by RCA executives left no doubt that the TV industry kingpin is ready to swing into mass production of color sets at a moment's notice."

Martin P. Rosenblum, *Retailing Daily*—"After a number of abortive starts, color TV gives every indication that it will jump into the merchandising scene this year with both feet."

Joseph M. Guilfoyle, *Wall St. Journal*—"Color TV receiver prices are coming down. The first major break in the price line is slated for this summer, possibly June or July, when big RCA will announce a new 'low-priced' rainbow-hued receiver. RCA's cheapest color set now (it's a 21-in. screen model) is tagged at \$695. Next summer's new model is likely to be well under that figure. And that's just the beginning, say some set makers. By next year, possibly sooner, they contend, the long-awaited \$500 large-screen color receiver will be a reality."

A. M. Cappiello, *N. Y. Journal of Commerce*—"Next year, RCA expects to realize the first substantial returns from its investment of more than \$70,000,000 in color TV. RCA, the industry leader, expects color to account for 2/3 of its TV dollar volume in 1957 . . ."

Zipser, Rosenblum and Guilfoyle also conducted surveys of other manufacturers to get their latest production plans, generally found a groundswell expected during last half of this year. Among more optimistic producers are Emerson, Motorola, Sylvania & Hoffman. Other big manufacturers—such as Admiral, Philco & GE—are playing it closer to the chest, saying little more than that they'll keep up with demand. Zenith is probably the single discordant note, stating: "Color is not ready yet and Zenith has no intention of experimenting on the public during the developmental stages."

Latest to announce color production is Olympic, which this week reported completion of pilot run of sets "for distributor and dealer samplings and for instruction of service personnel." Set is to retail for \$695, and regular production is planned for third quarter. Even Muntz, which says it has ordered several thousand tubes from RCA, reports it will have a \$499.95 set by March 1—though no "important production" is scheduled until third or fourth quarter.

* * * *

More than 400 color sets, of the 500 ordered last year, have been delivered to Polk Bros., Chicago chain said to be biggest TV merchandiser in the midwest. Spokesman said sales are 4-10 daily, compared with 8-10 daily last fall. Polk placed order for 500 immediately after NBC announced plans for converting WNBQ completely to color by April 15 (Vol. 11:45).

Color spot news films processed locally in 2 hours are promised by KOMO-TV, Seattle, which reports its cameraman Merle Severn has perfected shortcuts in processing. KOMO-TV began live colorcasts Feb. 1 (Vol. 12:5).

Network Color Schedules

(Feb. 13-26, 1956)

- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Shower of Stars*, 8:30-9:30 p.m.
 Feb. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 18—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Feb. 19—NBC: *Zoo Parade*, 3:30-4 p.m.
 Feb. 20—NBC: *Howdy Doody*, 5:30-6 p.m.
 Feb. 21—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.; *Armstrong Circle Theatre*, "Terror at My Heels," 9:30-10:30 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 22—NBC: *Howdy Doody*, 5:30-6 p.m.
 Feb. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 25—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Feb. 26—NBC: *Antarctica: Third World*, 4-5 p.m.; *The Sunday Spectacular*, 7:30-9 p.m.

SALE OF 100 COLOR SETS in Philadelphia last week is reported by Thomas F. Joyce, pres. of RCA distributor Raymond Rosen & Co., and he attributes much of the activity to free home demonstration program (Vol. 12:4). "This is a very sizable part of our volume," he said, "amounting to 1/6 of our total—including white goods and everything." Rosen's color sales are running 60% table models and consolettes, 40% consoles.

Home demonstrations have "a big psychological effect," he adds, "with people feeling that the product has arrived if dealers are willing to demonstrate it free." Joyce also expects substantial help from hiked color programming and promotion by NBC, which now operates WRCV-TV (formerly WPTZ). Another big lift, he says, will come from fact that city's biggest bank, First Pennsylvania Banking & Trust Co., has established a 10%-down, 24-months-to-pay, credit system for color—compared with 15%-& 24 months for black-& white. Bank wrote appliance dealer customers:

"We have watched carefully the development of color TV receivers through the efforts of the manufacturer, and find a great advancement has been made in a relatively short period of time. It is our judgment, based on an analysis of the ever-growing number of color TV shows on the air, that color TV receivers are a desirable investment now and will become even more so in the future. Actually, a color TV receiver is tomorrow's set available today . . . We are making this liberal financing arrangement so that more people may be educated and enjoy color programs, thereby giving the appliance dealer the opportunity for increased sales and profits."

* * * *

NBC's key WRCA-TV, N. Y. is devoting most of its on-air promotional efforts to color, inserting into its 5-sec. station breaks and 10-sec. 1D's such announcements as "This is the year—color is here" and "Channel 4—the colorful station." In addition to network color shows, station offers daily color schedule comprising 2:50-3 p.m. segment of *Jinx's Diary*; 6:45-6:50 p.m. & 11:10-11:15 p.m. *Weather Show*; 9:20-9:40 a.m. segment of *Herb Sheldon Show*.

WSAZ-TV, Huntington, W. Va. inaugurates live color originations Feb. 18 with *Saturday Night Jamboree*, 7-7:30 p.m., will thereafter originate in color *Current*, Mon.-thru-Fri. 1-2 p.m., and *Aunt Drew*, Mon.-thru-Fri. 5-5:30 p.m. It's planned eventually to originate 75 hours a month in color, said v.p. Lawrence H. Rogers II.

One of few uhf stations equipped for local live color—J. E. O'Neill's KJEO, Fresno, Cal. (Ch. 47)—is now color-casting *Del Gore Show*, 2-2:30 p.m., at least 3 days weekly.

Network Television Billings

December 1955 and January-December 1955
(For November report see *Television Digest*, Vol. 12:2)

BOTH CBS & NBC achieved new record monthly TV billings in Dec., but ABC-TV fell short of its Nov. record by small margin, according to Publishers Information Bureau. Year ended with combined billings of \$406,899,059 for all networks as against \$320,154,274 in 1954. CBS-TV accounted for \$189,018,121 in 1955, up from \$146,222,660 in 1954; NBC-TV, \$163,384,796, up from \$126,074,597; ABC-TV, \$51,393,434, up from \$34,713,098. The detailed PIB report for Dec. and for all of 1955 (for preceding years, see *TV Factbook No. 22*, p. 26):

	NETWORK TELEVISION				
	December 1955	December 1954	Jan.-Dec. 1955	Jan.-Dec. 1954	
CBS	\$17,086,161	\$15,060,653	\$189,018,121	\$146,222,660	
NBC	16,010,878	13,047,419	163,384,796	126,074,597	
ABC	6,301,578	3,994,832	51,393,434	34,713,098	
DuMont†	—	1,457,436	3,102,708	13,143,919	
Total	\$39,398,617	\$33,560,340	\$406,899,059	\$320,154,274	
1955 NETWORK TELEVISION TOTALS BY MONTHS					
	ABC	CBS	DuMont†	NBC	Total
Jan.	\$ 3,718,195	\$15,831,141	\$ 723,960	\$13,172,695	\$33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct.	5,876,756	16,590,891*	—	15,618,704	38,086,351*
Nov.	6,456,236	16,866,314*	—	15,489,279	38,851,829*
Dec.	6,301,578	17,086,161	—	16,010,878	39,398,617
Tot.	\$51,393,434	\$189,018,121	\$3,102,708	\$163,384,796	\$406,899,059

* Revised as of Feb. 8, 1956.

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

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

The staid *London Times*, which originally took a dim view of commercial TV, now states that "the ITA itself and the programme contracting companies in London may fairly claim that their quantitative achievement since Sept. 22 [when commercial TV started in London area] far exceeds their expectation." It also observes that "the immediate future grows brighter" for the 2 London TV contractors, one of which (Associated TeleVision) is said to be paying its way and the other (Associated-Rediffusion) to be operating with £15,000 income a day vs. £20,000 expenses. New rate card extends £1000 a minute time from 8-9:30 p.m. to 7:30-10 p.m. Sat. & Sun., cuts Sun. p.m. Class B time (2-3 p.m.) to £350, Class A time (3-6:15 p.m.) continuing at £600. Note: Pound is about \$2.80.

Hitting back at newspaper claims down-rating TV's sales pull, as evidenced in recent criticism by ANPA's Bureau of Advertising (Vol. 12:4), TvB pres. Oliver Treyz said his organization "rejects ANPA's new practice of comparing the outside dimensions of newspaper circulation with the inside dimensions of TV viewing, as reflected by ratings." He also recalled that in pre-TV year of 1939, ANPA Bureau of Advertising published booklet, *More Power in Newspaper Ads*, in which ANPA "acknowledged that 'millions of lines of space are invested in ads with close to rock-bottom readership ratings.'" He added: "TvB won't let the newspapers forget their own highly respected but now repressed study of readership."

So-called "spotlight advertising," placed by TV-radio stations in their local newspapers to build up audience for particular network shows, with cost borne in cooperation with networks, totaled 21,152,856 lines in 228 newspapers in 110 cities during 1955, as measured by Media Records for ANPA Bureau of Advertising. Linage represented 14.8% increase from 18,425,108 in 1954.

WCKT are call letters selected by Biscayne TV Corp., recent winner of Miami Ch. 7 decision. Letters stand for "Cox-Knight-Trammel," names of principals.

Annual Volume of Advertising in United States By Media, 1946-1955

Prepared for Printers' Ink Magazine by McCann-Erickson Inc. and Used with Permission
(In Millions of Dollars)

MEDIUM		1946	1947	1948	1949	1950	1951	1952	1953	1954	1955*
TELEVISION	Total	57.8	170.8	332.3	453.9	606.1	803.6	1,005.0
	Network	29.4	85.0	180.8	256.4	319.9	417.9	520.0
	Spot	9.2	30.8	69.9	93.8	145.5	205.2	265.0
	Local	19.2	55.0	81.6	103.7	140.7	180.5	220.0
RADIO	Total	454.4	506.4	561.6	571.4	605.4	606.3	624.1	611.2	564.9	545.0
	Network	199.6	201.2	210.6	203.0	196.3	179.3	161.5	141.2	114.5	90.0
	Spot	98.2	106.4	121.1	123.4	135.8	138.3	141.5	145.6	135.4	135.0
	Local	156.6	198.8	229.9	245.0	273.3	288.5	321.1	324.4	315.0	320.0
NEWSPAPERS	Total	1,158.3	1,475.0	1,749.6	1,915.7	2,075.6	2,257.7	2,472.8	2,644.8	2,695.3	3,070.0
	National	247.8	335.6	393.7	475.7	533.4	548.9	562.4	642.7	635.1	750.0
	Local	910.5	1,139.4	1,355.9	1,440.0	1,542.2	1,708.8	1,910.4	2,002.1	2,060.2	2,320.0
MAGAZINES	Total	426.5	492.9	512.7	492.5	514.9	573.7	615.8	667.4	667.9	723.5
	Weeklies	201.7	245.5	257.5	245.4	261.1	296.8	325.3	350.7	362.7	395.0
	Women's	126.7	132.9	133.4	128.6	129.4	143.6	148.8	158.2	151.9	160.0
	General	75.7	85.3	86.5	83.6	87.5	95.0	101.2	117.9	114.3	130.0
	Farm	22.4	29.2	35.3	34.9	36.9	38.3	40.5	40.6	39.0	38.5
FARM PUBLICATIONS (other than those under Magazines)	Total	13.9	19.5	20.4	20.5	21.2	25.7	29.4	30.8	31.8	33.5
DIRECT MAIL	Total	334.4	579.0	689.1	755.6	803.2	923.7	1,024.3	1,099.1	1,202.4	1,270.0
BUSINESS PAPERS	Total	211.2	232.5	250.9	248.1	251.1	292.1	365.2	395.0	407.5	415.0
OUTDOOR	Total	85.9	121.4	132.1	131.0	142.5	149.2	162.1	176.3	186.9	192.5
	National	60.1	78.9	89.2	88.4	96.2	100.7	109.4	119.0	126.2	130.0
	Local	25.8	42.5	42.9	42.6	46.3	48.5	52.7	57.3	60.7	62.5
MISCELLANEOUS	Total	679.6	833.2	947.2	1,009.6	1,125.3	1,256.4	1,408.6	1,524.6	1,603.8	1,774.5
	National	385.4	460.8	508.8	539.8	610.1	693.1	766.0	845.4	899.8	988.7
	Local	294.2	372.2	438.4	469.8	515.2	572.3	642.6	679.2	704.0	785.8
TOTAL	National	1,963.2	2,487.3	2,776.1	2,965.1	3,256.8	3,700.7	4,096.3	4,520.8	4,811.9	5,287.2
LOCAL	1,401.0	1,772.4	2,087.5	2,237.1	2,453.2	2,725.4	3,059.9	3,234.5	3,352.2	3,741.8	
GRAND TOTAL		3,364.2	4,259.7	4,863.6	5,202.2	5,710.0	6,426.1	7,156.2	7,755.3	8,164.1	9,029.0

* Preliminary estimates, released Feb. 10, 1956.

Television Digest

with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 7

SUMMARY-INDEX OF THE WEEK'S NEWS — February 18, 1956

PHILCO'S NEW PRESIDENT to be James M. Skinner Jr., succeeding James H. Carmine (p. 1); 1955 sales & earnings up but not yet at record 1953 level (p. 14).

TV'S ADVERTISING VOLUME largely new money in expanding economy; it isn't growing at expense of older media. Trez raps newspaper "hate campaign" (p. 2).

CLOSED-CIRCUIT STATION starts in Cedar City, Utah, termed successful precursor of 50 this year by "Comprovision" backers, Trans-Community TV (p. 3).

COURT SAYS "HANDS OFF" in Corpus Christi, Madison & Evansville deintermixture cases; FCC and industry gear for more Senate committee testimony (p. 4).

PUBLIC SCHOOL TV network, linking 11 schools in Pocatello with college studios and community antenna, opened as first closed-circuit "school system" (p. 5).

SHODDY OPERATORS due for scathing going-over by FCC Comr. Lee in Feb. 21 RTES speech warning of public revulsion, Congress' ire (p. 7).

HOTPOINT TV LINE definitely in works, portending major distribution realignment. RCA and others plan 8½ & 14-in. sets, GE going all-out with more 14-in. (p. 10).

TRANSISTOR SALES in 1955 nearly triple those of 1954, factory sales totaling 3,646,802 at \$12,252,741, according to RETMA; average price \$3.36 (p. 13).

OREGON SATELLITE begins operating as 462nd station on air. Uhf WTVE, Elmira, N. Y., installing new equipment, due to resume operation about April 1 (p. 9).

RUSSIA BEHIND U. S. in color & monochrome TV technology, Finnish engineers conclude after tour of Iron Curtain stations; Helsinki to use western standards (p. 12).

STATIONS WITH LIVE COLOR cameras now total 23 with addition of WTVJ, Miami; 19 more planning to purchase them this year, 6 in 1957 (p. 15).

TV IN 74% OF U. S. HOMES as of Jan., reports Market Research Corp. of America. Highest saturation in northeast region, big cities, upper income families (p. 16).

CARMINE SUCCEEDED BY SKINNER AT PHILCO: James H. Carmine's unexpected retirement as president of big Philco Corp. this week, which will be formalized next week when the board of directors elects 42-year-old James M. Skinner Jr. to the post, doesn't mean that the merchandising dynamo known to the TV-radio advertising field as well as the TV-radio-appliance industry as "Mr. Philco" is quitting to join any other company.

He remains as a director, member of finance committee and special consultant on sales & merchandising -- and he says his decision to retire was for purpose of making way for younger blood, freeing himself from routine, spending more time with Philco people at home & abroad, consulting with them on new product lines and sales. At 54, and after only 2 years as president, he says he wants "to let up a bit and be more footloose." He's already in Florida, relaxing at his place in Bal Harbor.

"Jimmy" Carmine's retirement, however, and the scheduled reelection as chairman of William Balderston, 59, to say nothing of the selection of Skinner over exec. v.p. Jack M. Otter, 49, unloosed a flood of new speculation to cap the scuttlebutt rampant during recent weeks about disagreements at top levels of the company.

"Normal differences of opinion" are admitted -- but both Carmine & Balderston insist there is "absolutely no breach." Though they avowed their personal affection and admiration for one another, the talk persists that Balderston's operational ideas are prevailing and it's apparent that he actually remains as chief executive officer of Philco. Whether the disagreements were over finances (see p. 14 for 1955 report), color prospects, patent policy -- all subject of rumor even before announcement of the break -- is not ascertainable.

Fact is that Philco has lost ground in TV competition, the gap between it and RCA for top place having widened during the last year. It's also the only major TV-radio-electronics manufacturer (except for Zenith, which has long been in litigation with RCA) that did not sign a new patent licensing agreement last year. Negotiations with RCA, we were told, are still in progress.

Actually, Jimmy Carmine's stock ownership is such that, unless he unloaded, he's hardly likely to leave Philco. Besides his \$66,250 salary & \$40,000 incentive

compensation, as shown in a proxy report of March, 1955, he owns 31,719 shares of Philco and his family owns almost as much. That makes him largest beneficial stockholder among all Philco officers & directors, besides which he has an equity in the employes' profit-sharing plan which was last shown to own 527,563 shares (Vol.12:3) of the 3,771,850 shares of common stock outstanding.

Carmine's whole business life has been with Philco, with which he started as battery salesman in 1923. His forte has been sales & merchandising, and he has been closely identified with all of Philco's usually large-scale advertising projects -- most notably the recently discontinued Philco Playhouse on NBC-TV, the Miss America contests, the 1952 & 1956 political convention sponsorships (former on NBC, latter signed on ABC), and the pioneer big-scale sponsorship of Bing Crosby on CBS Radio.

Jim Skinner is also a Philco career man -- in fact, son of the late James M. Skinner, who was the company's president from 1929-39. Young Skinner quit the U of Pennsylvania to join Philco in 1934, rose to become v.p. & gen. mgr. of the TV div. after serving in other posts, including sales v.p. of refrigeration div. and distribution v.p. He helped run Philco's big wartime radio, radar & electronics training school for the military, is regarded as one of the ablest of the company's younger executives -- and one whose promotions were always well earned.

Skinner's TV div. duties are being taken over again by v.p. Larry F. Hardy, who will also supervise the home radio div. The TV div., most important in the company, has 3 other vice presidents -- Palmer M. Craig, engineering; Reese B. Lloyd, operations; Wm. H. Mattison, production. Sales chief is John L. Utz, expected to spark new drive for TV market -- with color potential largely in mind.

Reason given for passing over Jack Otter for the presidency was that "he's a powerhouse on sales and distribution, and that's where we need him most now." Election of young Skinner is outgrowth of Philco's long-standing policy of executive-manpower-in-depth -- with plenty of younger men ready and able to take over as the older ones resign or retire. It's assumed the Skinner regime will be marked soon by quite a few other executive promotions.

TV ADVERTISING DOLLARS MOSTLY 'NEW MONEY': Where did that \$1 billion-plus spent on TV advertising last year come from? Fact that TV accounted for one out of every 9 ad dollars (Vol.12:6) impelled us to ask that question of Oliver Treyz, the live-wire young president of TV Advertising Bureau, counterpart of ANPA's Bureau of Advertising -- and he replied that it's mostly new money. In other words, it's "growth dollars" and very little of it has been gained at the expense of other media.

It's true enough that older media, most notably radio perhaps, might have gone up more apace with the growing economy if there were no TV. But TV has contributed mightily to the growth of the economy, it's here to stay because the public wants it -- and in Treyz's expert opinion it's rearing its own ad structure.

That's why he feels particularly keenly about recent newspaper assaults on the TV medium. Their "well-publicized hate campaign," as he puts it, is probably due to fact that 1955 was first year that TV (as a whole) topped newspapers in the national billings category (see table, p. 16, Vol. 12:6). But, says Treyz:

"The data shows newspapers with 1954-55 overall gain \$173,300,000 greater than TV. The newspaper gain over the last 6 years is greater than the total TV industry--and year-by-year gain has been greater than TV's for all but one year, viz:

Gain Over Preceding Year (in Millions of Dollars)

	<u>Total Newspapers</u>	<u>Total TV</u>	<u>All Media Total</u>
1950.....	159.9	113.0	507.8
1951.....	182.1	161.5	716.1
1952.....	215.1	121.6	730.1
1953.....	172.0	152.2	599.1
1954.....	50.5	197.5	408.8
1955.....	<u>374.7</u>	<u>201.4</u>	<u>864.9</u>
Six-year gain...	1,154.3	947.2	3,826.8

"TV's total gain represents less than one out of 4 of the new advertising dollars," according to Treyz. "Increased sales resulting from TV's impact have led

to further increases in overall advertising budget -- enjoyed by newspapers as well as TV, despite fact that in same 6-year period newspaper coverage has contracted; combined circulation of all U.S. dailies increased only 6% while U.S. population has gone up 10%, and newspaper space rates have gone up 30%.

"Many advertisers tell us newspapers would do better if they concentrated on regaining their onetime strength by following TV's pattern of using other media to build their own circulation. For example, Television Digest's Vol. 12:6 reports Media Records figures showing more than 21,000,000 lines of TV tune-in newspaper advertising was used last year. The current negative newspaper tactic of 'biting the hand that feeds 'em' is a losing battle as TV continues to grow."

CLOSED-CIRCUIT TV STATIONS--A NEW ERA? Nation's first closed-circuit TV station is in operation--and its backers believe it's the start of a new era in small-town TV. Site is Cedar City, Utah (1950 pop.: 6106); operator is Trans-Community TV Inc., 141 El Camino Drive, Beverly Hills, Cal. System is called "Comprovision" (community-programs-television) and project appears to have substantial backing.

Long-planned system (Vol. 11:8), Comprovision operation is the first of 50 or more due to start this year -- according to Trans-Community pres. Jerome L. Doff, Beverly Hills attorney. Here's his description of progress and plans:

Cedar City system runs 8 hours daily -- 6 hours of film and ABC-TV & NBC-TV kines, 2 hours live. Time sales are mostly local, with basic rate of \$2 for 1-min. spot before 5:30 p.m., \$2 for 20-sec. after 5:30. First 13 weeks will shortly be sold out. Several national reps are under consideration, including Branham & Weed. No outside signals are employed; all programs are originated locally. Equipment is mostly RCA, some Jerrold. Local manager is Whit Jensen.

Subscribers on cable pay \$150 for installation, \$7.50 monthly. Some 400 connections are expected to be sold by end of month. Beyond that, it's estimated that total will rise to 800 in 3 months, 1500 by year's end, 2500 ultimately.

Next communities to start are Moab, Utah and Miles City, Mont., both due in March. Another is scheduled for start in March, 4 due in April -- none identified. In addition, a tieup has been made with "an industrial giant" in Canada, which will back some 30 systems there -- starting in Newfoundland in April.

Principals of firm, in addition to Doff: chairman, Jack O. Gross, who sold KFMB-TV, San Diego for \$925,000 in 1951; eastern v.p., Luellen Stearns, ex-NBC Spot Sales, who has offices at 45 Tudor City Pl., N.Y.; director, Irvin Kahn, San Diego "lawyer-builder-industrialist"; secy.-treas., Louis Lesser, Los Angeles builder; asst. secy.-treas., Wm. Malat, partner of Lesser.

Chief field supervisor is Alan Lane, owner of Los Angeles ad agency. Philip Weisel, ex-RCA Service Co., Los Angeles, is chief broadcasting engineer. Clyde (Scotte) Gray is chief line technician.

Doff is very enthusiastic about Cedar City start, feels certain that growth of Trans-Community's own operations will be substantial. In addition, he's been contacting operators of regular community systems in effort to take advantage of wired systems already built. So far as National Community TV Assn. is aware, none has yet tied up with Trans-Community.

If tieups with community systems are made, audience available would be quite substantial now. Studying our directory of systems in new TV Factbook No. 22, pp. 375-387, we find 420 systems in operation. Of these, 280 supplied figures on number of subscribers served -- giving a total of 239,527 for average of 855. As far as potential goes, those supplying estimates, when added together, indicate possibility of 559,685 homes. Adding our own estimate as to number of homes served by those not supplying figures, we believe it good guess that grand total of receivers connected to community systems is now 275,000-300,000.

Since community systems now get all their programs from stations, merely amplifying signals and relaying them to subscribers, community operators are viewing local originations cautiously. One thing NCTA counsel E. Stratford Smith has constantly advised them is that local originations should be an added service, never

interrupt transmission of stations' signals. This is to preserve NCTA position that systems don't usurp program property rights -- merely supply an antenna service.

Note: Another closed-circuit "first" went into operation this week -- first public school TV "network," hooking up 11 elementary schools in Pocatello, Idaho, with local community antenna system and studios at Idaho State College. For details of this pilot teaching-by-TV project, see story on page 5.

ALLOCATIONS—COURTS, CONGRESS & COMMISSION: FCC's broad authority in making grants and handling allocations was again buttressed, then narrowed slightly, in 2 opinions by court of appeals this week. One was opinion backing court's 2-1 decision refusing to stop construction of vhf stations in Corpus Christi, Madison & Evansville (Vol. 12:5). Other was opinion supporting its freeze of Ch. 10 drop-in in Vail Mills (Albany) pending FCC's general allocations rule-making (for details, see below).

FCC geared itself, meanwhile, for 2 full-day sessions of testimony before Senate Interstate Commerce Committee, Feb. 20-21. That's expected to conclude Commission's presentation. Then, industry is scheduled for 4 all-day sessions Feb. 27-29 & March 2. List of witnesses is still being compiled, but representatives from following groups are among those expected to appear:

Networks: ABC-TV, CBS-TV, NBC-TV. Groups: Uhf Industry Committee; members of group of "independent stations & program packagers" headed by Dick Moore, KTTV, Los Angeles, and represented by firm of Cox, Langford, Stoddard & Cutler. Stations: WSM-TV, Nashville; WBTW, Charlotte & WBTW, Florence; WGN-TV, Chicago. In addition, pro and con subscription-TV forces will be on hand: Telemeter, Skiatron & Zenith pro, theatre exhibitors' spokesmen con.

Subscription TV, with its proven potential for generating heat, could well take over and become main show in Congress -- dwarfing uhf-vhf controversy.

FCC WON MORE than it lost in 2 Court of Appeals decisions this week. Commission's decision to permit vhf grantees to go ahead in Corpus Christi, Madison & Evansville, court said, "is the sort of quasi-legislative policy decision which is virtually immune from attack in the courts." Furthermore, court said it didn't think uhf operators in those cities were likely to win when merits of their cases are finally weighed by court. Court's conclusion:

"The Commission, after considering [uhf stations'] pleadings, has affirmatively found that the additional vhf service which [vhf grantees] will provide is required in the public interest. If extinction of uhf stations results from the Commission's policy and actions, the responsibility must lie at the Commission's door."

Drop-in of Ch. 10 in Vail Mills (Albany) is different, court stated in another 2-1 decision. It was obviously sympathetic with plight of uhf WMGT, Adams, Mass., which would be faced with potential vhf competition it hadn't anticipated. Court noted that current allocations rule-making may or may not leave Ch. 10 in Vail Mills and it saw no "public benefit" in giving public the impression the channel assignment is permanent. Court said "substantial question" is raised as to "due process" afforded WMGT—whether it was given proper hearing when Ch. 10 was allocated.

Losing vhf applicants in other decisions, meanwhile, sought to reverse FCC in courts. WTSP, St. Petersburg, Fla. and WSSV, Petersburg, Va. asked Supreme Court to review FCC's and Court of Appeals' decisions granting their opponents. Tennessee TV asked Court of Appeals to reverse Knoxville Ch. 10 grant, while Scripps-Howard (WNOX) asked FCC for rehearing in the case.

FCC denied petition of WIBA, Madison, which asked

holdup of Ch. 3 grant to WISC, rehearing, reconsideration, etc. Commission also turned down Peoria uhf stations' plea that final decision on Ch. 8 not be issued in contest between WMBD & WIRL; as in similar cases, Comrs. Hyde & Bartley dissented, said decision should be withheld pending disposition of overall allocations rule-making.

Commission granted 2 vhf CPs this week: Ch. 9, Hot Springs, Ark., to Video Independent Theatres (Henry S. Griffing, pres.), owner of 12½% of KWTW, Oklahoma City, operator of 140 theatres in Oklahoma & Texas; educational Ch. 8, New Orleans, to Greater New Orleans Educational TV Foundation.

One petition for channel allocation was filed—KIBS, Bishop, Cal., requesting assignment of Ch. 3, 8, 17, 19 or 23.

William H. Jackson, chairman of KOTV, Tulsa, and recently managing partner of J. H. Whitney & Co., N. Y. investment firm, was named special asst. to President Eisenhower to help coordinate foreign policy action. He was a World War II intelligence officer, served as deputy director of Central Intelligence Agency 1950-51, was special asst. to Secy. of State Dulles at Geneva conference.

RCA pres. Frank M. Folsom reappointed by President Eisenhower this week to the corporation of United Service Organizations, along with Harvey Firestone, USO chairman; Emil Schram, ex-pres. of N. Y. Stock Exchange, pres.; also named to board were Dr. Rufus E. Clement, pres. of Atlanta U, and Harold Stanley Marcus, head of Neiman-Marcus, Dallas.

Clifton W. Phalen elected executive v.p. of AT&T, being succeeded March 1 as pres. of Michigan Bell by v.p. William M. Day, with operations v.p. Allen G. Barry of Wisconsin Telephone Co. becoming v.p. & gen. mgr. of Michigan Bell.

James W. Cook, AT&T v.p. in charge of rates & revenues, named v.p. in charge of merchandising, succeeding Bartlett T. Miller, retiring March 1; E. Hornsby Wasson, operations v.p., takes over Cook's old post.

FIRST PUBLIC SCHOOL closed-circuit TV system was dedicated Feb. 17 in Pocatello, Idaho, as children in 11 elementary schools simultaneously watched Gov. Smylie conduct a class in political science at Idaho State College. The 11-school closed-circuit installation, with its studio at the college, is also connected to local community antenna system, so that children and their parents can watch educational programs at home.

The school "network" will make it possible for a few specialized teachers who formerly traveled from school to school to reach students simultaneously by appearing on the TV system. Visual aids such as films & slides will be shown via TV directly from the college studios, eliminating expense of providing duplicate films, projectors, etc. for each school. Schools have separate classrooms, with 21-in. receivers, set aside for TV teaching. Student-originated programs, such as plays, discussions, musical events, are also due to be part of TV curriculum. System will also be used in the college's teacher-training program.

The closed-circuit network was set up at cost of \$7500, financed jointly by Jerrold Electronics Corp., Philadelphia, and Bannock Cable TV Inc., Pocatello community system. The 2 companies recently made \$5000 grant to Idaho State College to establish chair of TV coordinator to head school project. Pocatello installation is due to get close study by educators' groups, as possible forerunner of more elaborate public school TV educational networks.

Experiment in closed-circuit TV for classroom instruction, involving nearly 500 students, is now under way at Michigan State U, which operates educational WKAR-TV, East Lansing. Courses selected for the experiments—utilizing 2 cameras and eight 24-in. monitors—are educational psychology, introductory chemistry, communication skills.

First educational TV course designed primarily for teachers will be offered by Colby College, starting Feb. 19, on commercial stations WMTW, Poland Spring, Me. & WABI-TV, Bangor. Called "Introduction to the Atom," it will be shown simultaneously on both stations Sun. 2:30-3 p.m., and may be used for full credit at Colby by qualified teachers.

U of Pennsylvania is recipient of \$1000 from WCAU stations to be used to improve its TV-radio teaching facilities; in special ceremony on WCAU-TV, pres. Donald D. Thornburgh said this was sum won by station in DuPont Awards last year for its work in educational TV.

Michigan State U's 6th annual TV Workshop for teachers and members of the TV industry interested in production will be conducted Aug. 6-24, headed by Dr. Armand L. Hunter, director of TV development and mgr. of WKAR-TV, Lansing. Four college credits are offered.

Wayne U offers credit courses in parliamentary law, conversational French, prehistoric ancestors via Detroit's educational WTVS (Ch. 56) starting Feb. 6, charging \$11 per credit hour.

George L. Hall, deputy chief of educational div., International Cooperation Administration, Washington, joins Educational TV & Radio Center, Ann Arbor, Mich., as director of development, specializing in coordinating public relations & information activities.

National Headliners Club, 2307 Boardwalk, Atlantic City (Mall Dodson, exec. secy.) has set March 1 as deadline for entries for annual Headliner Awards for news coverage by the major media, including TV-radio. Winners will be announced March 22, awards presented April 7.

Deadline for 1955 "Emmy" ballots has been extended to Feb. 23, by which time they should be mailed to Academy of TV Arts & Sciences, 23 W. 53rd St., N. Y. (Ed Sullivan, acting chairman).

Changes in political broadcasting rules proposed by CBS pres. Frank Stanton, to permit TV debates between major party candidates (Vol. 11:22 & 12:5-6), were endorsed this week by NBC in written statement on pending communications bills submitted to House Commerce communications subcommittee. Commenting on HR-6810, which would exempt candidates' appearance on news and forum shows from equal-time provisions, NBC-TV said bill was "sound in principle" and "recognizes that we live in an era of electronic journalism and that the literal application of the equal time provision tends to defeat itself." NBC gave these views on other measures: (1) Called principle of bills banning FCC anti-newspaper discrimination "sound." (2) Proposed amendment of bill denying members of subversive groups political broadcast time, to require filing of non-subversive affidavit by politicians requesting time. (3) Endorsed principle of bill to relieve stations of liability for defamatory statements made by candidates, but suggested several amendments. (4) Opposed bills to limit height of antenna towers, on grounds that there is already a satisfactory method of resolving airspace conflicts which would be disrupted by the "arbitrary" provisions of the bills.

Hundreds of anti-"booze" missionaries jammed Capitol Hill this week for the regular biennial hearings on bills to ban liquor, wine & beer ads in interstate commerce. Senate held 3 days of hearings, House 2—at which largest hearing rooms weren't big enough to accommodate the temperance crusaders. Most of the objections this time were aimed at beer & wine advertising on TV. Opposing the measures were spokesmen of NARTB, AAAA, Magazine Advertising Bureau, AFL-CIO, brewers, distillers, tavern owners, etc. NARTB pres. Harold Fellows opposed the bills on grounds they "discriminate against one perfectly legitimate item of commerce." He pointed out TV-radio stations voluntarily reject hard liquor advertising, pledged to continue to oppose "any and all unfair and discriminatory restrictions on the advertising processes."

National Assn. for Better Radio & TV (NAFBRAT) voted Edward R. Murrow (CBS) as "man-of-the-year" for 1955 and NBC-TV's *Conversations* & NBC Radio's *Biographies in Sound* as "programs-of-the-year." Specialized TV program winners: drama, *Hallmark Hall of Fame* (NBC); situation comedy, *Life With Father* (CBS); education, *Adventure* (CBS); comedy, *Jack Benny Show* (CBS); news, *Douglas Edwards & the News* (CBS); interviews, *Person to Person* (CBS); popular music, *Perry Como Show* (NBC); classical music, *Voice of Firestone* (ABC); quiz, *\$64,000 Question* (CBS); public service, *See It Now* program on Vice-Presidency (CBS); children's, *Lassie* (CBS); teenagers, *Youth Wants to Know* (NBC); daytime, *Matinee* (NBC); best new program, *Wide Wide World* (NBC).

John W. (Duke) Guider, who retired as partner in Washington law firm of Hogan & Hartson shortly before war, and who is pres. & 11.8% owner of WMTW, Poland Spring, Me. (Ch. 8), owns newly started local radio WJWG, Conway, N. H. (1-kw D, 250 w); he also owns WMOU, Berlin, N. H.

Chicago operations of ABC-Paramount, including WBKB, move March 1, 1957 from Kemper Bldg. on No. Wacker Dr. to State-Lake Bldg., 190 No. State St., original site of WBKB, one of nation's pioneers.

Chandler Cowles, Broadway producer, engaged by NBC as gen. mgr. of newly formed NBC Opera, touring company, working under Samuel Chotzinoff.

Wide, wide Kremlin: Russian TV gave full treatment to this week's meeting of Supreme Soviet (parliament), covering it from beginning to end—long-winded speeches and all.

Personal Notes: Nat Wolff, who resigned 2 weeks ago as Young & Rubicam v.p. in charge of TV-radio creative programming, joins NBC-TV as director of program planning, reporting to Thomas A. McAvity, v.p. in charge of TV network . . . Stanton M. Osgood, ex-mgr. of NBC-TV film production, named gen. mgr. of the new Paramount Sunset Studio, with 5 stages remodeled & equipped for TV production, which big film company is making available in June for rental . . . Soren H. Munkhof resigns as v.p.-gen. mgr. of upcoming WITI-TV, Milwaukee (Ch. 6) due in April, in order to devote full time to TV management consultation . . . Grady E. Jensen promoted to business mgr., WABC-TV, N. Y., replacing Thomas J. Martinez, resigned . . . Donald B. Cook, ex-WBKB & WGN-TV, Chicago, most recently with J. Walter Thompson, where he helped direct TV coverage of opening of Disneyland Park, named exec. producer of KNXT, Los Angeles, succeeding Bob Quinlan, now in CBS-TV news & special events dept., N. Y. . . . Robert W. Sarnoff, pres. of NBC, addresses Chicago Federated Ad Club's "Advertising Week" luncheon Feb. 23 at Morrison Hotel . . . George Greaves, KRCA, Los Angeles, elected pres. of California State Radio & TV Broadcasters Assn., succeeding Philip G. Lasky, KPIX, San Francisco, elected first v.p. . . . Harold C. Stuart, exec. v.p. in charge of Skelly stations (KVOO-TV & KVOO, Tulsa) has named Gustav K. Brandborg as KVOO gen. mgr., succeeding Wm. B. Way, retired; C. B. Akers is gen. mgr. of KVOO-TV . . . Lee Marts promoted to local sales mgr., Steve Mills to production mgr., KCMO-TV, Kansas City; W. E. Danford promoted to radio sales mgr. . . . Philip Lewis named news bureau mgr., WCBS-TV, N. Y., succeeding Blaine Littell, now assignment chief of CBS News Campaign Cavalcade for political coverage . . . Ron DePinto promoted to publicity & promotion mgr., KPHO-TV & KPHO, Phoenix . . . Ralph A. Renick, news director of WTVJ, Miami, named one of 5 "outstanding young men" in Fla., received award from Junior Chamber of Commerce Feb. 11 in Tallahassee . . . Al Ritter, ex-TV-radio time-buyer, Compton Adv. (*Goodyear Neolite, Socony Mobil, Tenderleaf Tea*), joins reps H-R Television Inc., N. Y. . . . Jack Thompson named asst. sales mgr. for radio of reps Free & Peters . . . Jack Masla promoted to exec. v.p.

of Burke Stuart rep firm, New York . . . C. L. (Chick) Doty, ex-ABC & Petry, promoted to new post of program director, WCPO-TV, Cincinnati . . . Joel Weisman promoted to film production mgr., WABD, N. Y., reporting to program director Bill Adler . . . Paul Roberts, ex-radio director of Benton & Bowles (*Railroad Hour, Perry Mason, Wendy Warren*), joins CBS Radio as producer-director of *CBS Radio Workshop* . . . Bob Watson named program director of KOAT-TV, Albuquerque, succeeding Dick True; Al Farrel named production mgr. . . . Wm. P. McGowan, from *North Adams Transcript*, named news editor of WMGT, Adams, Mass. (Ch. 19) & radio WBRK, Pittsfield, succeeding Larry Vaber, now with GE . . . David Porter, recently v.p. of Hearst Magazines in charge of Cosmopolitan Advertising, joins Screen Gems Inc. as mgr. of national sales; he and Robert D. Levitt, newly named director of national sales, report to John H. Mitchell, sales v.p. . . . Irving Feld, ex-MPTV, named eastern sales mgr. of UM&M TV; Frank Soule, also ex-MPTV, named non-theatrical sales mgr.; John L. D. Peters, ex-Hilton & Riggio, named adv. mgr. . . . Harold C. Cohen, ex-Ashley-Steiner Adv., N. Y., joins ABC as asst. to James A. Stabile, v.p. in charge of business affairs dept. . . . S. M. (Mort) Rosenman promoted to production mgr. of WXIX, Milwaukee . . . George A. Wilson resigns as director of engineering for Radio Cincinnati Inc. (WKRC-TV & WKRC) and Ralph A. Maska, from Waterloo, Ia., will become WKRC-TV chief engineer, with Hugh D. LaCrosse promoted to asst.

Walter W. Gross, 60, director, v.p. & gen. counsel of American Broadcasting-Paramount Theatres Inc., prominent attorney in the motion picture industry for many years, died Feb. 18 of a heart attack at his home in N. Y. He was one of the leading spirits in long FCC proceedings involving merger of ABC with Paramount Theatres. He was a 1920 Harvard graduate, is survived by his widow, 2 sons, one daughter.

Edward B. (Ned) Hullinger, 43, regional mgr. of ABC-TV station relations dept., onetime station relations mgr. & publicity director of its western div., died Feb. 14 of heart attack. He is survived by his widow.

ADVERTISING AGENCIES: F. Kenneth Beirn, ex-pres. of Biow-Beirn-Toigo (now Biow Co.), elected exec. v.p. of Ruthrauff & Ryan, in charge of plans & creative services; Paul E. Watson, exec. v.p. in charge of western operations, elected board chairman, succeeding F. B. (Barry) Ryan, now chairman of exec. committee; Haak B. Groseth & R. W. Metzger, both v.p.'s in Chicago office, become exec. v.p.'s . . . George P. Richardson Jr., v.p. of J. Walter Thompson, named supervisor of Schlitz account, transferring to Chicago from Detroit, where he worked on Ford account . . . Jack W. Runyon, ex-Biow-Beirn-Toigo, elected Kenyon & Eckhardt v.p. in charge of Los Angeles region; L. J. Sholty Jr. continues as mgr. of Los Angeles office . . . Donald W. Laiffer promoted to TV-radio director, Warwick & Legler, Los Angeles . . . Gordon Webber, Benton & Bowles TV copy supervisor, elected a v.p., as were Edward Mahoney, senior producer in commercial TV dept., and Raymond Linn, administrative head of commercial TV art & production dept. . . . Jay Leon Schiller, ex-ABC, named media research director, Compton Adv. . . . Norman Swetman, ex-WSUN-TV, St. Petersburg, Fla., named TV-radio director, Bishopric-Green-Fielden Inc., Miami (formerly Bishopric-Green Assoc.), succeeding W. Arthur Fielden, who continues to supervise TV & public relations . . . Samuel Gilman, ex-CBS, joins Gaskill & Johnson Adv., Newark, as senior exec. in charge of industrial accounts.

Washington section of IRE, at annual banquet Feb. 11, cited following for "distinguished service": Fred W. Albertson, senior partner, Dow, Lohnes & Albertson, Washington attorneys; Dr. J. Howard Dellinger, ex-radio chief, Bureau of Standards; Herbert G. Dorsey, retired, Washington; Frederick P. Guthrie, asst. mgr., RCA frequency bureau; Eugene H. Rietzke, pres. of Capitol Radio Engineering Institute; A. Hoyt Taylor, retired chief, Naval radio research, now residing in Claremont, Cal.; Edward M. Webster, FCC; Leo C. Young, Naval Research Lab.

Warren E. Baker, FCC gen. counsel, is now considered out of the running for appointment as chairman of Civil Aeronautics Board, where he was once asst. to chairman. He had support of Senators from his home state of Indiana but that doesn't seem to be enough. Currently mentioned for the CAB job is Val Peterson, administrator of Federal Civil Defense Administration.

Harold Fellows, pres. of NARTB, and Mrs. Fellows depart Feb. 24 on 2-week flying trip to Munich, Paris & London, primarily in interests of Radio Free Europe.

Raymond F. Guy, NBC director of radio frequency engineering, awarded Marconi Memorial Medal at annual banquet of Veteran Wireless Operators Assn., Feb. 18.

Douglas M. Moffat, N. Y. attorney & chairman of N. Y. State Temporary Commission on Educational TV, nominated as Ambassador to Australia.

Telecasting Notes: Production of TV film commercials was \$25,000,000 business in 1955, according to estimates in new *1955 Survey of TV Film Commercials* published by Ross Reports on TV, 551 Fifth Ave., N. Y. Ross Reports states that Transfilm Inc., New York, is largest TV film producer, "probably accounting for 8-10% of the total dollar volume for the industry," with New York by far the main center of TV film commercial production. Based on gross dollar volume, runners-up for title of top commercial producers were said to be Sarra Inc. of Chicago & N. Y. and Kling Film Productions of Chicago & Hollywood. Biggest on west coast, according to the report, were United World Films and Hal Roach Studios . . . Feature film fever still running high, with rumors this week that deal has been closed for sale of TV & theatrical rights to pre-1948 Warner Bros. backlog to Elliot Hyman's Associated Artists Productions for \$16-\$21,000,000, backed by money from Lehman Bros. investment firm . . . Feature film purchases by TV stations and networks will total \$50,000,000 this year, Feb. 15 *Variety* estimates, on basis of some 2500 pre-1948 features now available . . . NTA's Selznick package of 11 top-notch films reported sold to General Teleradio's WOR-TV, New York, for running on *Million-Dollar Movie* program, at \$18,000 a picture—by far highest price ever paid for feature films . . . Titles of some of features in Columbia Pictures' 104-film package to be distributed by Screen Gems were announced this week, including: "Adam Had 4 Sons" (Ingrid Bergman, Susan Hayward); "Commandos Strike at Dawn" (Paul Muni); "Doctor Takes a Wife" (Loretta Young, Ray Milland); "Fuller Brush Man" (Red Skelton); "Pennies from Heaven" (Bing Crosby); "Sahara" (Humphrey Bogart); "You'll Never Get Rich" (Rita Hayworth, Fred Astaire) . . . Popularity of feature film programming underscored by Nielsen report for 2 weeks ended Jan. 21 giving ABC-TV's *Famous Film Festival* (J. Arthur Rank films) average audience rating of 11.2—opposite Ed Sullivan, yet! . . . Republic Pictures signs exclusive pact with Italian TV, barring all other foreign feature films for 2-year period . . . ABC-TV spectaculars, unlike those of the other nets, won't be fixed to any particular time segment or day, but will be programmed flexibly. Network has signed deal with Theatre Guild to produce 6 of them, is negotiating with Metropolitan Opera to stage 2-4 top-name opera "specials" . . . Another ballet triumph in making at NBC-TV, which received both kudos and ratings for Sadler's Wells' performance of "Sleeping Beauty" this season. It's negotiating to fly ballerina Moira Shearer and entire Sadler's Wells troupe from England next Christmastime for one-shot 90-min. color spectacular of "Cinderella" . . . Screen Gems to produce at least eight 90-min. filmed dramas for CBS-TV's *Playhouse 90* next season, at budget of about \$150,000 each; some other shows in series will be live . . . Betty Grable signed to co-star with Orson Welles in Hecht-MacArthur comedy "Twentieth Century" on live *Ford Star Jubilee* color on CBS-TV spectacular April 7 . . . Bumper crop of summer replacements this season reported by Feb. 18 *Billboard*—more than 200 new 30-min. dramatic films available for second run, in 15 separate series . . . At last—a quiz show "with a grand prize in the 7-figure category." It will be on New York's WATV beginning Feb. 19, in Italian language, and titled *Win a Million Lira* (1,000,000 lira equals \$1800).

Film clips on TV got OK from AFM chief James C. Petrillo in surprise agreement with movie studio topkicks this week. The music czar agreed to permit use of clips from feature films with original sound tracks and no payment to the union, providing they're used to plug the features themselves and not a commercial product. Heretofore, Petrillo had required re-recording of music tracks on all TV clips from feature films.

SHODDY PRACTICES by some stations get a blistering attack by FCC Comr. Robert E. Lee in speech prepared for delivery before Radio & TV Executives Society in N. Y. Feb. 21. Pounding away at his oft-expressed thesis that a few bad apples in the broadcasting barrel are jeopardizing conscientious operators, Lee states:

"For myself, I sense a ground swell of public revulsion that is making itself felt not only in the industry but in the Congress as well. Check the pages of the *Congressional Record* and take heed at what may be coming. The FCC as presently constituted believes in the industry and abhors any thoughts of censoring advertising or copy and this attitude is healthy for the industry, but do not force Congressional action that will throttle you into a government vassal. This will surely come if an outraged public demands it . . .

"Furthermore, if the broadcaster wishes to assure renewal of his license, he must be prepared to satisfy the Commission that his station has been operated in the public interest, convenience and necessity. We at the FCC have leaned over backward in putting a liberal interpretation on this clause in order to avoid any suggestion of censorship. However, our mail appears to indicate that an aroused public may not be as tolerant."

Lee urges audience at the "Timebuying & Selling Seminar" to pressure unscrupulous operators and reward their more restrained colleagues, giving 7 specific recommendations. He also lists 5 practices to be condemned.

Continuous check on TV & radio commercials is being kept by Federal Trade Commission, Senate Commerce Committee Chairman Magnuson (D-Wash.) was assured this week by FTC chairman John W. Gwynne. Magnuson had asked FTC what it was doing to prevent "phony ads" on TV & radio from misleading the public (Vol. 12:6). Gwynne wrote that while FTC has no monitoring service it receives written continuities of all station-originated commercials for one selected 24-hour period approximately every 3 months, and the national networks voluntarily submit texts of all commercials for selected 8-day period once a month. In addition, FTC investigates complaints by the public and by competitors of advertisers. From Sept. 1, 1955 through Jan. 20, 1956, FTC examined 3676 TV-radio commercials.

Movie exploitation on TV—via the Hollywood producers' own TV programs—is hurting attendance at theatres. This is startling conclusion reached by Philadelphia researcher Albert Sindlinger on basis of surveys in Texas & Oklahoma and expounded this week at convention of United Theatre Owners of Oklahoma. Major studios, he said, have created "a new kind of competition" for themselves by putting film clips on TV. "The public thinks it's wonderful to stay at home and see scenes of forthcoming movies and decide which ones they don't want to see," he said. "I could list 25 pictures where the grosses have been cut millions of dollars by TV showings." He added that rate of boxoffice decline was "in direct proportion to the number of people watching TV produced by the movie producers." He predicted movie majors would drop out of network program production.

Reduction in "re-use payments" for repeats of filmed, kinescoped or taped TV programs has been voluntarily negotiated by AFTRA with the 3 networks. Amounts will be announced to union membership Feb. 28. Current AFTRA contracts stipulate talent must be paid as much for re-runs as for original telecast, whereas Screen Actors Guild—which has jurisdiction over most TV films—provides for 20-city re-runs without additional payments. AFTRA's move reportedly is weapon for use in coming battle with SAG for jurisdiction over performers appearing on programs recorded by new video tape processes.

Station Accounts: Oil companies are proving one of biggest categories of syndicated film sponsors, latest purchase being Cities Service sponsorship of Ziv's *Man Called X* in several eastern markets after ending 29-year radio sponsorship on NBC. Other examples of big oil sponsorships: Socony-Mobil's *Mobil Theatre* in 60 markets (ABC Film Syndication); Phillips Petroleum's *I Led Three Lives* (Ziv); Signal Oil's *Whistler* (CBS-TV Film Sales); Chevron's *Chevron Theatre* (TPA); Pure Oil's *Racket Squad* (ABC Film Syndication) . . . Joint 3-way promotion links Washington State Apple Commission, Post Cereals & Alcoa in big regional spot campaign starting next month to advertise apples stuffed with Grape Nuts and baked in aluminum foil. Respective agencies are Cole & Weber, Seattle; Benton & Bowles, N. Y.; Ketchum, MacLeod & Grove, Pittsburgh . . . Brand & Oppenheimer joins Colgate-Palmolive in tie-in promotion on washability of its fabrics, thru David J. Mendelsohn Adv., N. Y. . . . National Biscuit Co., to introduce new "Shredded Wheat Juniors" cereal, plans intensive spot campaign, thru Kenyon & Eckhardt . . . E. F. Drew & Co., N. Y., in first national consumer campaign in its 49-year history, to use TV-radio spots to introduce "Tri-Nut," new margarine, thru Ruthrauff & Ryan . . . Glidden Co., Cleveland, plans its biggest spring-summer campaign to promote new 56-color paint line, thru Meldrum & Fewsmith, Cleveland . . . Bergdorf-Goodman joins Gimbel's as sponsor of WRCA-TV's *Window*, 5-min. homemaking program, Mon.-thru-Fri. 8:55-9 a.m., direct . . . Among advertisers currently reported using or preparing to use TV station time: Rust-Oleum Corp., Evanston, Ill. (rust preventive), thru O'Grady-Anderson-Gray, Chicago; MacArthur Products, Orchard, Mass. (Portable Porter luggage carriers), thru Reilly, Brown & Tapply, Boston; David Kahn, Bergen, N. J. (Wearever pens & pencils), thru Dowd, Redfield & Johnstone, N. Y.; National Gypsum Co., Buffalo, N. Y. (Gold Bond wall board), thru BBDO, Buffalo; Clopay Corp., Cincinnati (window shades, drapes), thru Fairfax Inc., N. Y.; Rhodes Pharmacal Co., Cleveland, thru Schwimmer & Scott, Chicago; Convenient Foods Co., Atlanta (Tropic Isle frozen coconut), thru H. G. Sample Adv., Atlanta; Pfizer Labs. Div., Charles Pfizer & Co., Brooklyn (Candeties), thru Wm. Douglas McAdams, N. Y.; Sawyer's Inc., Portland, Ore. (View-Master stereo products), thru Carvel, Nelson & Powell, Portland; National Shoe Stores, Bronx, N. Y. (footwear & accessories), thru Emil Mogul Co., N. Y.; Casco Products Corp., Bridgeport, Conn. (Cascopak Automatic Hot Compress), thru Dowd, Redfield & Johnstone, N. Y.; Coats & Clark's Sales Corp., N. Y. (Crown slide fasteners), thru Kenyon & Eckhardt, N. Y.; John Oster Mfg. Co., Milwaukee (kitchen appliances), thru Mathisson & Assoc., Milwaukee; d-Con Co., Chicago (M-O-Lene rug cleaner), thru Leeds & York Inc., Chicago; Galvatex Corp., Los Angeles (paints), thru Dreyfus Co., L. A.; Boston Sausage & Provision Co., thru Ingalls-Miniter Co., Boston; IXL Food Co., San Leandro, Cal. (IXL food products), thru Biow Co., San Francisco; Lone Star Cone Co., San Antonio, Tex. (Texanne peanut butter), thru Thomas F. Conroy Inc., San Antonio.

Rate increases: WBAP-TV, Fort Worth, adds Class AA hour (7-10 p.m. daily) at \$1000, min. at \$250, Class A hour going from \$900 to \$750. WSYR-TV, Syracuse, raises base hour from \$800 to \$900, min. \$150 to \$175. KBET-TV, Sacramento, raises base hour from \$600 to \$700, min. \$120 to \$140. WTRF-TV, Wheeling, W. Va., March 1 adds Class AA hour (8-10:30 p.m. Mon.-Fri., 7:30-10:30 p.m. Sat. & Sun.) at \$500, min. at \$100, Class A hour remaining \$450.

Television Bureau of Advertising adds ABC-TV and H-R Television as new members. All networks and 10 rep firms now belong.

Network Accounts: Revlon, which credited top-rated \$64,000 *Question* with contributing heavily to its record \$51,600,000 sales last year, is preparing new weekly network program for fall, network unselected, tentatively titled *The Most Beautiful Girl in the World*. Produced by Adrian Samish, show would be weekly "popularity contest" in which girls would compete for cash prizes, based on talent, intelligence & beauty. Live audience in different city each week would pick winners. At year's end, a grand prize of \$250,000 would be awarded . . . Revlon and Kent Cigarettes (alt.) unveil still another big-money quizzer on CBS-TV March 25 Sun. 10-10:30 p.m.—*The \$64,000 Challenge*, long-heralded panel show featuring \$64,000 *Question* winners, with "challengers" pitting knowledge against experts for prizes up to \$64,000. Show will replace Kent's *Appointment with Adventure* . . . Warner Bros. Co., Bridgeport, Conn. (corsets) to sponsor 4 fashion shows in color on NBC-TV next fall, starting in Sept., Sat. 1-2 p.m., thru C. J. LaRoche Co., N. Y. . . . Procter & Gamble to be full sponsor of *This Is Your Life* on NBC-TV starting in fall, Wed. 10-10:30 p.m.; *Hazel Bishop* is dropping out as alt. sponsor . . . Pharmaceuticals Inc. to be full sponsor of *Meet Millie* on CBS-TV starting March 13, Tue. 9-9:30 p.m., thru Edward Kletter Assoc. . . . Lever Bros. to sponsor *Gordon MacRae Show* on NBC-TV starting March 5, Mon. 7:30-7:45 p.m., thru BBDO . . . CBS-TV's revamped morning show, Mon.-thru-Fri. 7-8 a.m., is titled *Good Morning*, has Will Rogers Jr. as m.c., Ned Calmer handling news . . . ABC-TV switches *Chance of a Lifetime* from Sun. 9-9:30 p.m. to Sat. 10-10:30 p.m., effective March 3.

Signs of the TV times: CBS-owned TV stations in Jan. gained 21% in net time sales over Jan. 1955, reports director Craig Lawrence, who says this represents stepping up tempo of 1955 gain over 1954 which was at rate of 18%; WCBS-TV, WBBM-TV & KNXT all were up, with WBBM-TV's local ahead by 43%, KNXT's by 52%, and with national spot on all 3 up 18% . . . WXIX, Milwaukee, CBS-owned uhf, has no comparative figures because it didn't start until mid-Feb. 1955, but Lawrence reports "very satisfactory local and national spot sales" . . . DuMont's WABD, N. Y. doing nicely, too; according to v.p. Ted Cott, its Jan. billings up 64% from Jan. 1955 . . . WWLP, Springfield, Mass. (Ch. 22), one of the highly successful uhf's, reports 1955 billings 30% ahead of 1954, with national advertising up about 50%.

Mutual's new sales concept is first guaranteed cost-per-thousand plan ever offered by a network. Using Nielsen average audience figures, MBS will provide its radio network sponsors with cost-per-thousand guarantee based on "home impressions per commercial minute" (1½ min. of commercial for every 5 min. of program); gross audience data; net weekly cost before agency commission. If sponsor is promised 1000 homes per \$1 and cost proves to be \$1.12, for example, MBS will provide enough free spots to bring cost down to \$1.

CBS-TV Spot Sales holds annual general managers' meeting Feb. 22-23 in Savoy Plaza Hotel, N. Y. Guest speakers: David Crane, Benton & Bowles media v.p.; George Polk, BBDO; Larry Davis, duPont Co.; Oliver Treyz, TvB.

"No summer hiatus" policy was announced this week by ABC-TV, which followed recent action of CBS-TV in withholding fall time protection for sponsors who drop out during summer.

Margaret Truman quits Feb. 24 as hostess on NBC Radio's *Weekday* to prepare for 8 or 9 guest appearances on NBC-TV before June; she's under contract to NBC.

Canadian Assn. of Radio & TV Broadcasters holds 1956 convention in Toronto's Royal York, March 26-28.

SATELLITE KPIC, Roseburg, Ore. (Ch. 4) starts Feb. 18 to carry programs of KVAL-TV, Eugene (Ch. 13), taken directly off air, having begun test patterns Feb. 10. It brings on-air total to 462 (100 uhf). It's located 56 mi. south of KVAL-TV, uses second-hand 5-kw DuMont transmitter, RCA 3-bay 40-ft. antenna on 130-ft. Fisher tower. Owned equally by KVAL-TV and Wm. B. Smullin's California-Oregon TV Inc. (KBES-TV, Medford, Ore. & KIEM-TV, Eureka, Cal.), KPIC resident mgr. is Gene Pierce, ex-KVAL-TV, with Jim Platz as chief engineer. KPIC has local rate of \$150, is sold in combination with KVAL-TV at \$300. Rep is Hollingbery.

Return to the air of WTVE, Elmira, N. Y. (Ch. 24), which quit when tower and antenna were destroyed by hurricane in fall of 1954 (Vol. 10:45), is now tentatively set for April 1, reports gen. mgr. John S. Booth, who also operates radio WCHA, Chambersburg, Pa. It is replacing old tower with 700-ft. Truscon tower with RCA uhf antenna, but has been running into delays due to weather on mountain-top site. Owners Booth and T. K. Cassel, applicants also for Ch. 9 in Elmira, recently obtained additional capital by selling 30% interest to Wm. W. Scranton, chief owner of WARM-TV, Scranton, Pa. (Ch. 16) and 10% to group of Elmira business men (Vol. 12:6).

* * * *

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

WITI-TV, Milwaukee (Ch. 6, allocated to Whitefish Bay) hopes to get on air late in April, reports pres. Jack Kahn. Finishing touches are being put on studio-transmitter building, and 25-kw DuMont transmitter is to be installed within 3 weeks. Kimco 963-ft. tower with 6-section RCA superturnstile antenna has been ready since Nov. 25. Planned as independent outlet emphasizing color, it proposes to do 90% of live telecasting in DuMont Vitascan studio equipped with one fixed & one mobile camera, 2 projectors and slide units—all equipped for color. Dean McCarthy, ex-WISN-TV, will be program director; Robert Truscott, chief engineer. Base hour will be \$600. Rep will be H-R Television.

WRVA-TV, Richmond, Va. (Ch. 12), with 50-kw DuMont transmitter due March 15, plans early April start, reports v.p.-gen. mgr. Barron Howard. Transmitter & master control house on Midlothian Turnpike is ready and work has begun on studio-office building. To start, it will use 700-ft. FM tower of WRVB, moving later to permanent 790-ft. Truscon tower. Larus & Bro. Co. Inc., big tobacco firm, owns 60% of WRVA-TV and operates radio WRVA & WRVB and Norfolk's WRVC (FM). Other major stockholder is Neighborhood Theatres Inc. (Thalheimer) holding 14.32%. Bill Hall, ex-CBS, will be production mgr.; Jay Gould, ex-WENS, Pittsburgh, film mgr.; George Passage, from WRVA, news director; Estelle Gould, ex-WENS, traffic mgr. Base hour will be \$650. Rep. will be Harrington, Righter & Parsons.

WDAM-TV, Hattiesburg, Miss. (Ch. 9) has 10-kw RCA transmitter due March 1, plans May 1 test patterns, May 15 start with NBC, writes Dave A. Matison, 1/3 owner, who also has interest in local radio WHSY and operates chain clothing store. Studio-transmitter building is about 20% ready; construction of 500-ft. Idcco tower begins March 1. It will use 6-bay RCA antenna.

Hagaman, N. Y. (Ch. 29) satellite granted Feb. 8 to WROW-TV, Albany (Vol. 12:6) hopes to be on the air by April 1, reports comptroller Joseph K. Mikita. Although construction hasn't begun, GE transmitter has been ordered, and 200-ft. Stainless tower will be used. WROW-TV rep is Harrington, Righter & Parsons.

"G-Line" technique of transmitting wide-band signals via a polyethylene-coated wire, as opposed to coaxial line, is being employed commercially for first time in Helena, Mont. to bring TV signals 15 miles to community antenna system operated by Helena TV Inc. Developed several years ago by Signal Corps scientist Georg Goubau, system seemed to have basic problems, many of which appear to have been overcome by Helena engineer Bruce Hamilton. One of these was inability to transmit signals around corners. Community system equipment manufacturer Milton J. Shapp, pres. of Jerrold Electronics, which supplied equipment for Helena system, says: "It's a very efficient way of carrying signals, much cheaper in many ways than cable. Hamilton has made some very clever innovations. He gets the signals around corners by using a nylon trolley. One problem is difficulty in complying with construction requirements in use of poles. The wire must be hung on nylon cords." Technique involves use of funnel-like devices at various points, which produce same results as coaxial cable. Shapp says Jerrold is investigating G-Line for possible use in other community systems. Marketing rights to G-Line are owned by David Bogen Co., subsidiary of Olympic Radio & TV Inc.

Radiated power of 4½-megawatts, highest uhf power ever achieved, has been produced by RCA engineers at Lancaster, Pa., using developmental 100-kw power tube and 50-gain antenna of the type used by Wilkes-Barre's WBRE-TV and Portland's KPTV. The power was achieved on Ch. 22. New 100-kw uhf transmitter is still classified "developmental," will be put into production if there is demand. FCC currently limits uhf stations to 1-megawatt, but has proposed lifting ceiling to 5-megawatts. One station—New Orleans' WJMR-TV (Ch. 20)—has CP for experimental 5-megawatt operation, which it hopes to achieve using GE transmitter with 6 klystrons (Vol. 11:25).

Training program for student engineers, whereby qualified students at accredited colleges & universities can qualify for part-time training with FCC field engineering & monitoring bureau, has been launched by FCC in cooperation with Civil Service Commission. Six-year program enables students in top third of classes to obtain practical experience at FCC district field office or monitoring station, and on completion of training period become graduate radio engineers on assignment to FCC field engineering staff.

Revision of AM-FM rules to permit all radio stations to be operated by remote control was sought by NARTB in petition filed with FCC this week. Present rules permit remote control only of non-directional stations up to 10 kw. Petition is supported by 400-p. document prepared under supervision of A. Prose Walker, mgr. of engineering. Walker estimates about 850 stations are ineligible for remote control under present FCC rules. Commission has granted 714 authorizations to date.

The 50% acquisition of projected KSHO-TV, Las Vegas, Nev. (Ch. 13) by Wilbur Clark, operator of Desert Inn (Vol. 12:5), has been questioned by FCC which this week returned application to CP-holder Moritz Zenoff, stating that it isn't clear whether Clark is to acquire 50% or 100% ownership and that it isn't certain whether counsel was empowered to sign application.

New community antenna systems reported as members of National Community TV Assn.: Estes Park TV Co., Estes Park, Colo.; Antenna-Vision, Susanville, Cal.; T-V Cable Inc., Liberal, Kan.; Norwest Radio Laboratories, Shelby, Mont.

GE's image orthicon warranty has been extended to 500 hours from 350—now providing for 100% adjustment for failure in first 50 hours, then pro-rata adjustments.

HOTPOINT TV—AND A DISTRIBUTION MAZE: Something new will be added at the Chicago marts in June -- a Hotpoint-label TV line, all black-&-white, ranging in sizes from 14 to 24-in. It's the first big-brand addition to the TV market in several years, though Hotpoint, as a GE division, is by no means unknown to the TV distribution setup. Hotpoint's TV operations will be directed by D. Edward Weston Jr., currently TV-radio marketing manager for GE Supply Co., Bridgeport, Conn.

Many questions remained unanswered in the wake of this week's brief announcement by Hotpoint pres. John Sharp that, starting in July, Hotpoint will market its own TV line to be produced "initially" by parent GE at Syracuse plant.

Most-asked question concerned future distribution -- but Hotpoint officials refused to comment immediately on it, promised more information later. Prospect is, however, that a major realignment similar to the still-evolving Whirlpool-Seeger revamp of wholesalers, could result. Here are some of the elements:

Hotpoint appliances are now distributed by GE Supply Co., Hotpoint Sales Co., Graybar chain & independent outlets. Hotpoint could decide to offer its TV line to all of its existing distributors -- but this would cause many product conflicts, inasmuch as many of the Graybar and independent distributors carry competing TV lines. Would they therefore be required to sacrifice those TV lines, many of them established brands, to take on Hotpoint TV, a new product? If they refused, would they be forced to give up Hotpoint appliance franchises? Or would Hotpoint take on dual distribution of TV & appliances in some markets?

Graybar merchandising v.p. Robert Litchfield, who handles Hotpoint in 40-odd markets, told us he "expects" to be offered Hotpoint TV, though he had had no word from factory yet. He said decision whether to handle Hotpoint TV would be made on a market-by-market basis in cases of conflict with another TV line. He added: "We have had most cordial relations with Hotpoint, and I'm sure that I'm safe in saying that they would not try to force any product on a distributor."

GE Supply Co. adds another element in the complex. Some 11 Gesco branches will be left without a TV line in July, when TV is shifted to GE Appliances Co. in keeping with "full line" consumer products regrouping (Vol. 11:49). Is the Hotpoint TV line intended to compensate for loss of GE's TV line in those markets?

Hotpoint announcement gave no prices or models, said only that "full line of black-&-white sets ranging from 14 to 24-inch receivers will be marketed in July." Color sets will be introduced "when the product is more stabilized," said Sharp.

Introduction of TV set "is in keeping with the company's policy of forward planning," said Sharp, adding that market research studies indicated "a place for us in the field." TV will be handled in a separate dept., he said. There are no plans to make and market radios and/or phonographs under Hotpoint label. Present appliance line comprises electric refrigerators, automatic dishwashers, food waste disposers, electric ranges, electric water heaters, room air conditioners, automatic clothes washers, electric clothes dryers, food freezers, electronic cooking centers.

Brief highlights of other major trade developments this week:

* * * *

Trend to 8½ & 14-in. Portables: RCA is apparently planning an 8½-in. unit, which will use 90-degree tube and probably not be much longer than 12 to 14-in. in depth; this, in addition to the 14-in. receiver that it will introduce this spring, as will others, to compete with GE's 14-in. Though RCA steadfastly refuses to tell about its plans, the word about its intentions has leaked through suppliers and distributors -- and it has been learned that it has had substantial supply of 8½-in. glass bulbs made for it by Lancaster Lens Co., Lancaster, O., hitherto not a factor in bulb-making as compared with Corning Glass and Kimble Glass.

Lancaster Lens Co. shipments have also gone out recently to other tube makers and number is described as "more than a sample but no mass production quantities." Only one to get substantial shipments was RCA tube div., which of course manufactures for other set makers as well as for RCA receiver plants. Emerson & Admiral are said to be particularly interested in the 8½-in. potential (at around \$100 list).

The 14-in. is definitely a click, and GE is turning them out in such quantities that it expects to achieve a top-ranking position, unit-wise, before year is out. "Watch us go," is the GE merchandisers' cry, heartened by the popularity of its initial batch. GE's Dr. W.R.G. Baker has been telling industry colleagues that it's folly to undertake production of the 14-in. at less than a 200,000 initial order if they expect to make money at it -- indicating that that was amount of GE's first run and is minimum of its current run. GE tubes are sticking to 70-degree deflection.

There's also talk of revival of the 10-in. size, but no evidence yet that anyone has ordered enough tubes of that size to create any dent.

Production: TV output totaled 136,189 week ended Feb. 10, compared to 135,358 preceding week and 134,863 week ended Jan. 27. It was year's 6th week and brought production to that date to about 860,000, as against 960,000 in corresponding period of 1955. Radio production totaled 283,553 (121,933 auto) week ended Feb. 10, compared to 277,927 preceding week and 312,075 week before. Radio production for 6 weeks was about 1,675,000, compared to about 1,650,000 in same 1955 period.

Trade Personals: Leonard F. Cramer, Magnavox v.p. & gen. mgr. of TV-radio-phono div., appoints 6 new regional mgrs. as first step in field sales expansion: Philadelphia, Robert B. Barnes, ex-Philadelphia Distributors; Atlanta, Murray D. Williams, ex-Sparton; Boston, Frank J. Keys Jr., ex-J. H. Burke Co.; Pittsburgh, Wm. K. Scott; Albany, Eugene F. Billington, ex-GE; Indianapolis, Charles E. Sullivan . . . John O. Rubien & Stanley Graham added to Magnavox Chicago area as additional district mgrs. . . . S. L. Thomas named sales mgr. of General Precision Lab's new N. Y. district, assisted by H. L. Ryder, ex-Devenco Inc., and E. K. Price, ex-WPIX; J. E. Mullen, ex-Dage, heads new mid-Atlantic sales district, Jenkintown, Pa., assisted by Paul J. Koepfler, ex-Breeze Corp. . . . Robert M. Marberry, ex-Sparton TV-radio sales director, joins Whirlpool-Seeger as special exec. asst. to Jack Sparks, gen. sales mgr.-distribution . . . Fred Willard, v.p. of Philco International, now sales v.p. for all of Philco's United Kingdom & European operations, headquartering in London and working with Allen S. Dayton, managing director of Philco Great Britain Ltd. . . . Wm. B. Clemmens, from electric housewares dept., named GE southeastern regional mgr. for radio receiver dept., Atlanta . . . Sherman J. Taylor named v.p.-gen. mgr. of Ensign Acceptance Corp., 1350 Jane St., Toronto, new subsidiary formed by Canadian Admiral to finance TV-radio-appliance sales; John L. Whillans named district mgr., John F. Dinsmore mgr. of London office . . . John B. Sullivan appointed instrument sales mgr., Spencer-Kennedy Labs, Boston . . . Edwin S. Priedham, Magnavox co-founder & v.p., and co-inventor in 1911 of the dynamic speaker, awarded membership in Audio Engineering Society at Los Angeles banquet in recognition of his achievements in radio.

DISTRIBUTOR NOTES: GE switches its TV distribution in Atlanta from GE Supply Co. to independent W. D. Alexander Co., which handles its major appliances; GE Appliances Co., Jacksonville, takes over TV distribution for Fla. . . . Motorola appoints Rex Distributors Inc., Stiles Ave. & Lincoln Road, Savannah (B. T. Nightingale, pres.), replacing Kenrow Inc., which continues in Atlanta . . . Sylvania appoints Radio Trade Supply Co., Des Moines (John O'Neil, sales mgr.) . . . Hoffman Electronics appoints World Radio & Appliance Co., Toledo . . . CBS-Columbia appoints Inland Empire Wholesalers, 110 S. Wall St., Spokane . . . DuMont appoints American Motor Sales Corp., Kelvinator Div., 708 S. 3rd St., Minneapolis (F. M. Breault, zone mgr.), replacing Harold N. Lieberman Co. . . . Olympic Radio opens new factory branch, Olympic Television of Boston Inc., 1103 Columbus Ave., Boston (Alvin C. Brousseau, branch mgr.) . . . Whirlpool-Seeger appoints East Coast Appliance Co., Columbia, S. C. (RCA), replacing Associated Distributing Co. . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Wm. J. O'Brien gen. mgr. of new Union, N. J. branch, his duties as N. Y. gen. sales mgr. assumed by sales v.p. Samuel J. Brechner . . . Kierulff & Co., Los Angeles (Motorola) elects C. T. Kierulff pres.-gen. mgr. of affiliates Kierulff Electronics Inc. & Kierulff Sound Corp., succeeding his father, Charles R. Kierulff . . . Westinghouse Electric Supply Co., St. Louis, promotes Hurley F. Brady to mgr. of consumer products, succeeding John D. Hebenheimer . . . GE Supply Co., Newark, names James W. Weinstein as sales mgr. of radio & housewares . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) appoints Leon Knize, ex-Sound Systems Inc., as product mgr. . . . Northern Ohio Appliance Corp., Cleveland (Motorola) appoints Frank A. Konn adv. & sales promotion mgr., replacing Rudy Strah, now with Ketcham & Assoc., Cleveland . . . Main Line Cleveland (RCA) appoints Robert Wolf, ex-Cleveland Press, as adv. & sales promotion coordinator.

* * * *

Rocky Mountain Electrical League report on TV set shipments from distributors to dealers in Colorado area discloses 80,281 units during 1955, with 252 color sets reported to date.

Zenith's \$16,000,000 counterclaim suit against RCA, GE & Western Electric, charging patent infringement, has been set for trial Oct. 1 in Chicago Federal Court.

Philco will close tuner plant at Croydon, Pa. shortly, transferring tuner production and employes to main TV factory in Philadelphia.

GE's national parts warranty policy is still 90 days - though GE Supply Co., Los Angeles, in purely local action, this week extended it to one year on all TV sets except 14-in. portables & 17-in. "Pacer" table model. It was regarded as move to match Magnavox's recently-announced one-year warranty plan.

Topics & Trends of TV Trade: Magnavox's primary interest in acquiring Sentinel Radio (Vol. 12:4,6), on which decision should be forthcoming within next 10 days, is to acquire needed plant facilities, we're told by pres. Frank Freimann. Cash deal is being discussed, but it's not certain how Sentinel distributorships would be handled in view of Magnavox direct-to-dealer policy. Said Freimann: "We must expand our production to accommodate the increased demands for our TVs, radios & phonographs, and our plant in Greeneville [Tenn.] is inadequate for the expansion we have in mind."

Magnavox recently acquired "certain assets" of discontinued Sparton TV-radio div. (Vol. 12:4,6) and is now manufacturing some receivers under "Spartan" brand name, change in spelling being due to trade-mark legalities. Sparton deal did not include plant facilities. [For Magnavox 6-mo. financial report, see p. 14; for those of preceding fiscal years back to 1951, see p. 422, *TV Factbook No. 22.*]

TV set sales by Canadian factories last year totaled 776,536, production 865,936, reports RETMA of Canada. This compares with 619,428 & 593,856 in 1954. Projected production estimate is for 159,117 more sets in first 3 months of 1956. Inventory at year's end was 137,284 vs. 43,261 at end of 1954. Montreal led in 1955 sales, with 143,159; Toronto, 105,644; other Ontario, 71,844; British Columbia, 71,394; Manitoba, 55,783; Alberta, 54,966; Quebec City, 50,530; Ottawa & eastern Ontario, 50,313; Nova Scotia, 43,362; Hamilton-Niagara, 38,942; New Brunswick & Prince Edward Island, 25,983; Saskatchewan, 22,775; Windsor, 20,927; other Quebec, 10,841; Newfoundland, 10,073. Dec. sales totaled 86,465 at average price of \$305, production 88,545.

Prison terms of 9 months each were imposed this week on 2 N. Y. service dealers, convicted of operating TV repair racket by flagrantly overcharging on repairs, by billing customers for repairs never made, and by replacing working parts with defective ones. Asst. District Attorney Liebler declared that jail terms should serve as warnings for others tempted to defraud. Sentenced were Bernard Cohen & James Manolius, of City Television Repair Inc.

Elimination of 15% excise tax on TVs, radios & phonos is again asked in petition by Canadian Retail Federation, which deplores fact that the tax helps finance CBC and states: "That relationship, while it exists, is an obstacle to the elimination of a wartime tax . . ."

British TV trade boom may be slowed down by this week's imposition of 50% down payment on "hire purchase" (installment buying) of TVs, radios, other appliances, even autos—upped from 33 1/3% to fight inflation.

New color components, demonstrated to set manufacturers this week by Standard Coil Products, include sync generator, IF strips, tuner, delay line. Standard Coil officials stated components can be priced lower than those now available.

New tube booklet: revised edition of *RCA Receiving Tubes for AM, FM & TV Broadcast* now available from RCA and tube & parts distributors for 20¢.

Admiral International plans intensive promotion campaign in overseas markets for its TV-radio-appliances, thru Cruttenden & Eger Assoc., Chicago.

National Alliance of TV & Electronic Service Assns. (NATESA) schedules annual convention Sept. 14-16 at Chicago's Conrad Hilton Hotel.

Despite plans for revival of 8-in set (see p. 10), Mrs. Eugene Riggs of Cincinnati, according to Feb. 11 INS report, shot her husband to death after he refused to trade in the family's 8-incher on a big-screen model.

NEW RUSSIAN TV station at Tallinn, Estonia, whose pictures are easily received in Helsinki, Finland (45 mi. across Gulf of Finland) is subject of report by 3 Finnish engineers who recently completed 10-day tour of Soviet TV facilities. As reported from Helsinki by N. Y. *Herald Tribune's* Harry Heintzen, "The apparent reason for this generosity was to influence the Finns in the choice of equipment for their proposed TV station." Article gives this description of Tallinn installation:

"The engineers reported that the station was run by Estonians under the supervision of a middle-aged Russian woman, whose main job seemed to be teaching Estonian technicians. The programs used were mostly Russian films, but there were some live shows. The Finns got the impression that they were made as cheaply as possible. [They] reported that the station—with studio and transmission facilities in one midtown building—was modern and that all transmission equipment was of Russian manufacture and of late design."

One of the engineers, K. S. Sainio, who studied TV engineering in U. S., reported: "There is no doubt that the U. S. is leading in techniques, in color for example. The Russians are only starting their color. We saw one color transmitter—similar to Tallinn's transmitter in appearance and technique. The Russians intend to send color TV from Moscow in the near future. All the equipment we saw [was] Russian-made. Incidentally, the first transmitter the Russians had was American. That was in 1937. All this has now been dismantled and replaced by Russian equipment."

Finland's TV station, due to begin next fall, will use west European standards (CCIR, 625 lines, 25 frames, 7 mc, FM sound), probably will be purchased in U. S. The Russians, however, have been wooing the Finns to their standards (625 lines, 25 frames, 8 mc) by offering to supply inexpensive East German & Russian receivers. Finns plan to make own sets, capable of picking up both eastern & western transmissions.

Highest honor to a radio amateur, the Edison Radio Amateur Award, was presented at Washington dinner Feb. 16 to Robert W. Gunderson, 36, who operates W2JIO at his home 984 Waring Ave., the Bronx, N. Y. and edits *The Braille Technical Press*, only monthly electronics magazine for the blind. Himself blind, Gunderson is inventor of various special test instruments. Annual trophy award by GE also included check for \$500, which he said he would devote to his oft-faltering publication. Among speakers at dinner were Under Secretary of State Herbert Hoover Jr., himself a "ham," with notables of Washington radio and electronics in attendance. Note: *Braille Technical Press* is one of the most worthy ventures in our field, keeping blind people abreast of TV-radio-electronics developments; it merits the support of the entire industry—whether by way of donations of cash and/or equipment and advertising.

"TV instead of butter" is new Russian slogan, according to recent *Billboard* interview with ex-Sen. Wm. Benton (D-Conn.) recently back from trip to Soviet. He's quoted as saying Russian Govt. believes TV is most powerful propaganda medium ever devised and "within the near future I would expect Russia to be leading Europe in TV." He says 11 stations are now in operation, with 51 more scheduled to begin by 1958, at which time Soviet plans to have 6-7,000,000 sets in use. There are currently said to be about 1,000,000 sets.

"Engine analyzer," developed by Socony-Vacuum Oil Co. and produced by DuMont (Vol. 11:17), will be demonstrated to press in N. Y. Feb. 23, at Majestic Buick Co., 55th & Broadway. Instrument employs oscilloscope, sells for \$725.

Electronics Reports: Transistor sales in 1955 were nearly triple those of 1954, according to RETMA figures just released, which show 1955 factory sales of 3,646,802 transistors at \$12,252,741, compared with 1954 sales of 1,317,327 at \$5,122,266. New figures indicate average factory price declined from \$3.89 each in 1954 to \$3.36 in 1955.

RETMA also announced availability of 8 new engineering publications, comprising 7 new or revised industry standards and a complete listing of crystal diodes registered with Joint Electronic Tube Engineering Council (JETEC) of RETMA & NEMA. Recently distributed to RETMA member companies, these new publications are now available to non-members through RETMA engineering dept., 11 W. 42nd St., N. Y.:

Summary of Registered Crystal Diodes (JETEC publication 3A), \$1; *Tube Type Designations* [industrial] (ET-108-A), 25¢; *Designation System for Solid-State Devices* (ET-115), 25¢; *Type Designations for Receiver Type Tube Sockets* (REC-135-B), 80¢; *Vibrators for Auto Radio* (REC-113-D), 90¢; *Microwave Relay Systems for Communications* (TR-141), \$1.30; *Microwave Housing Facilities* (TR-142), 40¢; *Color Coding for Numerical Values* (GEN-101-A), 50¢.

* * * *

P. R. Mallory & Co. will acquire General Dry Batteries Inc., Cleveland, according to joint announcement by directors of both companies. The Indianapolis electronic equipment and battery firm will operate General as a division, using its present personnel. Agreement, subject to stockholders' ratification, provides that General stockholders will receive ½ share of Mallory common and one share of a new class of Mallory 5% cumulative preference stock (par \$50) for each 5 shares of General.

New electronic enlarging printer, capable of reproducing 15 standard-size engineering drawings a minute from microfilm originals, was demonstrated this week by RCA. "Electrofax" dry-photographic enlarger is based on RCA's new electronic printing process and is being offered at \$85,000. First model, developed under Navy contract, is being delivered to Alameda (Cal.) Naval Air Station.

"Military & Industry—Partners in Progress" will be theme of 1956 national convention & exhibit of Armed Forces Communications & Electronics Assn. at Hotel Statler and Armory in Boston May 24-26, speakers including Mass. Gov. Christian Herter, Rear Adm. Rawson Bennett, Maj. Gen. James D. O'Connell, Lt. Gen. C. S. Irvine.

Grant of \$250,000 for radio telescope has been made by Rockefeller Foundation to Commonwealth Scientific & Industrial Research Organization of Australia for Southern Hemisphere astronomical study, to supplement one being built in England for Northern Hemisphere.

World's most powerful radio communication station—radiating 2-megawatts—is planned by Navy in Maine, Navy Communications Director Rear Adm. Henry C. Bruton this week told a Senate Armed Services subcommittee. It would cost \$2,450,000 and surpass in power Navy's 1.2-megawatt station at Jim Creek, Wash.

Ohio's Dept. of Highway Safety has filed with FCC its application to use microwaved TV signals to aid police (Vol. 12:5). It proposes to use single transmitter, 10 watt, on 2118 mc, to transmit from Bureau of Motor Vehicles record dept. to State Highway Patrol headquarters, Columbus. No specific make of equipment has been selected.

Franklin Electronics Inc., Philadelphia, has purchased manufacturing rights and inventory of line of FM tuners, amplifiers, auto speaker systems from Hastings Products Inc., Boston.

Selenium rectifiers for printed circuitry are catalogued in new Information Bulletin M1, available from Federal Telephone & Radio Co., 100 Kingsland Rd., Clifton, N. J.

Robert E. Williams, on leave as v.p. of Automatic Electric Co., Feb. 14 became director of Communications Div. of Commerce Dept.'s Business & Defense Services Administration. In 1951-52 he headed Communications Equipment Div. of National Production Authority, BDSA's predecessor. Russell G. Belleza, Bronxville, N. Y. industrialist, this week was named BDSA asst. administrator, with responsibility for 11 of the agency's 25 divisions, including Electronics and Communications.

Dr. Elmer W. Engstrom, RCA senior exec. v.p., speaking at annual dinner of American Society of Swedish Engineers at Waldorf-Astoria Feb. 11, urged that U. S. "bend every effort" to lead in development of intercontinental missiles to deter aggression. Dr. Engstrom was recipient of Society's John Ericsson Medal which is awarded in honor of Swedish-born engineer who designed and built *Monitor*, famous Civil War ship.

RCA is enlarging labs in Waltham, Mass., to provide facilities for double present staff, which is devoted to development of fire control systems for military aircraft. Additional 22,000 sq. ft. are being leased in Waltham Watch building, with completion of expansion due in fall. Lab mgr. is Dr. Robert C. Seamans Jr., ex-director of MIT flight control lab.

Lt. Col. John J. Slattery, ex-v.p. & engineering director of Sterling Precision Instrument Corp. & wartime deputy chief of Evans Signal Lab, joins Magnavox govt. & industrial div. as asst. to v.p.-gen. mgr. Richard A. Wilson.

I. A. Mitchell, United Transformer Co., elected pres. of Electronic Mfrs. Assn.; Allan C. Bernstein, Adams Labs, elected secy.; Hyman Winograd, Presto Recording, treas.

Jack R. Mosley, production supervisor of Mosley Electronics, elected v.p., & asst. mgr.; George E. Mobus, gen. sales mgr., elected v.p. in charge of sales & adv.

Russel A. Schledgel, ex-Minneapolis-Honeywell, named mgr. of industrial products sales, Weston Electrical Instrument Corp., subsidiary of Daystrom Inc.

Walter W. Slocum, former asst. to pres. Thomas Roy Jones, promoted to operations v.p. of Daystrom Inc.

Edward F. Crafts, ex-Warner & Swasey Adv., Cleveland, named adv.-sales promotion mgr., Brush Electronics.

Dause L. Bibby, ex-IBM v.p., has been elected exec. v.p. of Daystrom Inc.

J. Philip Worth, ex-Electrolux, named plant mgr., Gray Research & Development Co., Manchester, Conn.

Kenneth H. Grady promoted to v.p. & comptroller, Merit Coil & Transformer Corp.

— □ —

New tube aids just published: (1) *RCA Photosensitive Devices & Cathode-Ray Tubes*, 24-p. catalog with technical data on 45 types of phototubes, 6 TV camera tubes, 56 cathode ray tubes, available for 20¢ from RCA tube distributors or from RCA tube div., Harrison, N. J. (2) TV picture tube comparison chart, and chart illustrating workings of 21 & 22-in. aperture mask picture tubes, available from Sylvania, 1740 Broadway, N. Y.

Now published quarterly by professional group on broadcast transmission systems, Jan. issue of *IRE Transactions on Broadcast Transmission Systems* contains 86-p. transcript of group's fall symposium Sept. 23-24 in Washington (Vol. 11:39). Single copies of Jan. *Transactions* are available to group members at \$2.10, IRE members at \$3.15, others at \$6.30 from IRE, 1 E. 79th St., N. Y.

"Over-the-Horizon" Radio Tests" using ultra-high frequencies are described by transmission engineer Harvey N. Misenheimer in Feb. issue of *Bell Laboratories Record*—copies available from Bell Labs, 463 West St., N. Y. 14.

Financial & Trade Notes: Philco sales went up to \$373,359,297 in 1955 from \$349,278,998 in strike-bound 1954—and were second highest in company's history. In 1953, sales were \$430,419,858. Net income after taxes was \$8,423,329 (\$2.13 per share) in 1955; \$6,768,965 (\$1.69) in 1954; \$18,350,577 (\$4.86) in 1953—the 1953 net including \$5,283,000 (\$1.43 per share) realized from sale of its TV station WPTZ. The 1955 retained earnings included credit of \$1,130,071 which, if included in the income statement, would have been equivalent of an additional 30¢ per share; credit resulted from new tax accounting policy.

"The increase in sales and net earnings," said joint Feb. 15 statement by chairman Wm. Balderston & newly retired pres. James H. Carmine (see p. 1), "was accomplished in the face of extremely competitive conditions in the TV and appliance industry, and a further decline in the average price of TV receivers sold by the industry. Philco's earnings in 1955, standing by themselves, do not fully reflect the accomplishments during the year and the value of the company's 'out-in-front' development work, including starting costs in beginning production of new products."

Five major projects carried forward last year on a pay-as-you-go basis cost \$5,000,000, they stated. Largest was in field of color TV, including development, not yet completed, of its own system [the "apple" tube] and expenditures in tooling up for and beginning production of present line of color sets. Substantial sums were also spent on facilities for mass production of transistors, on own line of automatic washers & dryers, on military & commercial electronic computers, and on tooling up for automation. "It is believed that each of these fields will contribute substantially to our sales and earnings in coming years," said statement, "but we are presently in the make-ready stage and are absorbing the heavy costs of all these forward programs out of current operations."

Working capital totaled \$70,062,000 at end of 1955, up from \$53,175,000 year earlier. Increase reflected reinvested earnings and long-term financing represented by sales of \$15,000,000 of 25-year 3½% sinking fund notes at par to John Hancock Mutual Life Insurance Co., of Boston, last Aug. 31. Proceeds of this financing were added to working capital and are being used to prepare for an expanded volume of business in advanced electronics and appliance fields.

Philco is a major contractor for guided missiles, statement said, including an important tactical missile as well as the surface-to-air Terrier missile for the Navy, and the air-to-air Falcon missile for the Air Force.

* * * *

Sylvania's annual report, released this week, detailed chairman-pres. Don G. Mitchell's earlier statement that 1955 sales exceeded \$300,000,000 for first time in company's 54-year history (Vol. 11:53). Profits of \$13,812,970 (\$4.29 on 3,020,871 common shares) and sales of \$307,371,315 both set records, comparing to \$9,480,941 (\$2.92 on 2,827,390 shares) and sales of \$281,641,987 in 1954. Second-half sales were at record \$168,657,966, up 9% from previous high of \$154,571,349 in second half of 1954. Fourth-quarter sales of \$91,128,756 exceeded previous 4th quarter high of \$80,814,467 in 1954.

Sparks-Withington, which recently gave up its TV-radio business, now taken over by Magnavox using the "Spartan" brand (Vol. 12:4, 6), earned \$135,829 (14¢ a share) in first 6 months of fiscal year ended Dec. 31, 1955 as against \$10,364 in 1954 period and \$18,931 in 1953 period. Sales in same respective periods were \$13,775,448, \$14,140,508 & \$14,744,515.

RKO Theatres Corp. reports net income of \$1,976,169 (63¢ per share) in 1955 vs. \$829,900 (26¢) in 1954.

NATIONAL SECURITIES & Research Corp., 120 Broadway, N. Y. is out with its 1956 Forecast, 9th edition, which is being distributed by various investment houses. Sizing up outlook for various industrials, this is what it has to say about the TV industry:

"Unit production of this industry in 1955 exceeded most optimistic earlier expectations and sales amounted to approximately 8,000,000 sets. [It was actually 7,421,084, said RETMA.] Color units still were only a nominal part of this total. In 1956, particularly because of increased color programming, we expect color TV set sales to run between 200,000 & 300,000 units compared with about 50,000 in 1955. Black-&-white set sales are likely to decline moderately.

"Industrial and scientific usage of TV will continue to gain. Larger TV manufacturers in 1956 should increase their proportion of available business and register moderately higher net earnings and dividends. Earnings of smaller concerns who also manufacture commercial and military electronic products should at least hold at the 1955 level and pay larger dividends."

Among the 65 leading industrials listed, these 1956 earnings & dividends are estimated: General Electric, earnings \$3.05 per share (vs. \$2.50 estimated for 1955), dividends \$2 (vs. \$1.60 paid in 1955); Westinghouse, \$4.25 (\$3.25) & \$2.25 (\$2); RCA, \$3.40 (\$2.95) & \$1.50 (\$1.35); Motorola, \$4.75 (\$4.10) & \$2 (\$1.50); General Dynamics, \$4.40 (\$4.25) & \$2.20 (\$2.15); Bendix Aviation, \$6 (\$5.75) & \$2.40 (\$2.10).

Taking Dow-Jones averages for 30 industrials, it is shown that in 1955 they earned \$35.61, paid \$21.49 dividends, showed price-earnings ratios of 13.7-10.9, showed range of yields of 4.4%-5.54%, ran 488-388 in range of average. For 1956, the forecast for same group is \$38.85 earnings, \$23.30 dividends, 14.2-10.9 price-earnings ratios, 4.24%-5.48% range of yields, 550-425 range of average.

American Broadcasting-Paramount Theatres and Western Union announced this week they have signed contract for acquisition of 22% interest each in Technical Operations Inc., Arlington, Mass. scientific firm which has electronic & atomic military contracts, as reported in Vol. 12:1. Subject to approval by Technical Operations stockholders March 13, each firm will purchase 46,119 shares of common stock at \$6 a share (\$276,714 each) and each has options to increase its individual interest up to 25%. AB-PT and WU each also holds ⅓ interest in Microwave Associates, Boston (Vol. 11:16).

Magnavox Co. sales were \$34,025,437 and net profit after taxes \$1,774,960 (\$2.23 per share) in 6 months ended Dec. 31 vs. \$28,018,891 & \$1,532,409 (\$1.92, adjusted to March, 1955 stock dividend) in same 1954 period. For quarter ended Sept. 30, Magnavox net profit was \$564,807 (71¢) vs. \$331,729 (42¢).

Oak Mfg. Co., in preliminary report to stockholders Feb. 10, reports 1955 earnings of \$1,688,483 (\$2.57 per share) on sales of \$22,783,785, compared to profit of \$1,321,155 (\$2.01) on \$18,788,317 in 1954.

Another bullish report on ABC-Paramount, to add to the 3 previously listed (Vol. 12:5): Feb. 4, by Hayden, Stone & Co., 25 Broad St., N. Y. (N. Leonard Jarvis).

* * * *

Dividends: Magnavox, 37½¢ quarterly payable March 15 to stockholders of record Feb. 25, plus 5% stock dividend April 15 to holders March 24; Hazeltine, 35¢ March 15 to holders March 1; Globe-Union, 30¢ March 10 to holders March 2; General Precision Equipment, 60¢ March 15 to holders March 1; Loew's Inc., 25¢ March 31 to holders March 9; WJR The Goodwill Station Inc., 10¢ March 7 to holders Feb. 24.

Color Trends & Briefs: All-out for color, WTVJ, Miami, this week received shipment of complete RCA equipment—for live, film & slide transmission. Reporting that station has unloaded 118 crates of equipment, WTVJ pres. Mitchell Wolfson said he expects colorcasting to begin March 21, when station begins 8th year. With addition of WTVJ, stations equipped for live originations now total 23, RCA reports, listing them as follows:

KJEO, Fresno; KMTV, Omaha; KNXT, Los Angeles; KOMO-TV, Seattle; KRCA, Los Angeles; KRON-TV, San Francisco; KTLA, Los Angeles; WBAP-TV, Ft. Worth; WBAL-TV, Baltimore; WBEN-TV, Buffalo; WBTB, Charlotte; WCBS-TV, New York; WCCO-TV, Minneapolis; WDSU-TV, New Orleans; WFBM-TV, Indianapolis; WJBK-TV, Detroit; WKY-TV, Oklahoma City; WNBQ, Chicago; WOAI-TV, San Antonio; WRCA-TV, New York; WSAZ-TV, Huntington; WTMJ-TV, Milwaukee; WTVJ, Miami.

In addition to stations with live cameras, approximately 70 have film & slide equipment. Stations' plans for color expansion are fluid, as they have been since color standards were adopted. For example, our new Spring-Summer *TV Factbook No. 22* (pp. 372-373) shows—in addition to those equipped as of Jan. 15—19 stations planning to acquire live cameras this year, 6 next year, balance offering no targets. Some will beat their estimates, choosing to pioneer; others will seek to gear color equipment acquisition more nearly to growth of color set circulation.

The *Factbook* section, titled "Color Status of Network Affiliates," also indicates all stations now capable of re-broadcasting network color—limited to NBC-TV & CBS-TV affiliates because ABC-TV isn't yet offering color.

* * * *

"Next biggest development in the TV industry will be color which, after getting off to a rocky start, currently shows signs of reaching a sounder base." Thus Lee B. Wailes, exec. v.p. of Storer Broadcasting Co., biggest of the group station operators, stated his company's attitude toward color TV at recent meeting of N. Y. Society of Security Analysts. He continued:

"Those of you who have color sets or have seen good color shows are doubtlessly impressed by its impact. Color will open the gates to many types of products for advertising over TV, which heretofore have not used the medium to any great extent. The advertising in color of automobiles, fabrics, foods, furniture, fashions, cosmetics, resorts, etc.—in short, practically all consumer products—will be immeasurably more effective if shown in their natural colors. Americans will become more color conscious as they see on almost hourly TV schedules the broadcasts of the greatest showmen of all times.

"From an advertising standpoint, color will be a factor only when a sufficient number of American families own color sets to constitute a real market for the various advertised products. This will come about when and if the manufacturers produce a satisfactory color set at a price which will appeal to Mr. Average Citizen—possibly around \$500. Our [station] rates charged will probably be 20-25% higher . . ."

* * * *

Technical change in FCC color rules, promulgated by Commission this week, amends Sec. 3.687(a) (6) to read: "The radio frequency signal, as radiated, shall have an envelope as would be produced by a modulating signal in conformity with Section 3.682 and Fig. 6 or 7 of Section 3.699, as modified by vestigial sideband operation specified in Fig. 5 of Section 3.699." Change was made at request of RETMA which said previous language was ambiguous and subject to misinterpretation. [Full text of FCC color rules and standards in *TV Factbook No. 22* should be changed on p. 371 to reflect new wording.]

Network Color Schedules

(Feb. 20 - March 5, 1956)

- Feb. 20—NBC: *Howdy Doody*, 5:30-6 p.m.
 Feb. 21—NBC: *Howdy Doody*, 5:30-6 p.m.; *Milton Berle Show*, 8-9 p.m.; *Armstrong Circle Theatre*, "Terror at My Heels," 9:30-10:30 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 22—NBC: *Howdy Doody*, 5:30-6 p.m.
 Feb. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 25—CBS: *Gene Autry Show*, 7-7:30 p.m.
 Feb. 26—NBC: *Antarctica: Third World*, 4-5 p.m.; *The Sunday Spectacular*, "Panorama," 7:30-9 p.m.
 Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m. CBS: *Climax*, 8:30-9:30 p.m.
 March 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 3—CBS: *Gene Autry Show*, 7-7:30 p.m.
 March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Producers' Showcase*, "Caesar and Cleopatra," 8-9:30 p.m.

DuMONT'S "VITASCAN" live color equipment goes on the road, starting Feb. 20 in Miami, when Owens-Corning Fiberglas Corp. inaugurates "Fiberglas Color Cavalcade" at Burdine's dept. store. Major stores in some 30 cities will be visited in new display merchandising project. With help of 2 DuMont engineers, Owens-Corning will set up color studio in each store, and via closed-circuit will colorcast great variety of merchandise to dozen or more color sets throughout store.

"Cavalcade" will spend 8 days in each city. Next stop will be either N. Y. or Philadelphia March 12, then group will swing out to midwest, far west, to midwest again. Equipment will be carried in 2 trucks, and a second group will start in June. Owens-Corning declined to disclose itinerary on grounds it isn't firm.

Studio is made of 250 yards of Fiberglas fabric mounted on steel frame—total weight 1250 lbs. Studio is "light tight," i.e., permits no extraneous illumination to enter, because Vitascan equipment operates on principle that all light must be supplied by CR tubes (Vol. 11:21).

Added prestige for NBC-TV's premiere color showing of Laurence Olivier's *Richard III* March 11, 2:30-5:30 p.m., simultaneous with its U. S. theatre opening: Film just won 3 British Film Academy awards, for best film of 1955, best British film, best performance by a British actor. As public service, *Richard III* sponsor General Motors has made 5-min. color film of talk on Shakespeare by Dr. Frank Baxter, may substitute it for middle commercial in NBC-TV film premiere.

Average antenna isn't adequate for color, according to Milton J. Shapp, pres. of Jerrold Electronics Corp., which is promoting "blockbuster" antenna designed to serve group of homes simultaneously—somewhat in community antenna system fashion. RCA Service Co. officials disagree, state that good black-&-white antenna generally gives good color.

New distribution amplifier, designed especially for color, is now in production by General Precision Lab. which says it has already produced 250 of them for an unnamed network, with an "additional quantity on order."

Color clinic will be conducted Feb. 23 by KRON-TV, San Francisco, to open Feb. 23-25 ninth annual Western Radio & TV Conference. Clinic will present techniques of live, film & slide colorcasting.

Color set sales as of Jan. 1 totaled 44,310, according to estimate by Feb. *Television Age Magazine*. It estimated color sets-in-use at 9690 as of Jan. 1, 1955, 26,942 as of Nov. 1, 1955.

TELEVISION OWNERSHIP, as estimated by Market Research Corp. of America in quarterly report based on continuing survey of its 6000-family panel, encompassed 74% of nation's 49,000,000 households as of Jan., compared to 70% in Oct., 68% in July, 67% in April 1955. Report shows that TV ownership predominates in north-east region (86% saturation), in cities of more than 500,000 population (89%), and in families in upper fourth of income bracket where head of family has high school education. Complete breakdowns:

TELEVISION OWNERSHIP				
Percent of Families in Each Group With Television Sets				
	April 1955	July 1955	Oct. 1955	Jan. 1956
UNITED STATES TOTAL	67%	68%	70%	74%
Regions:				
Northeast	84%	85%	85%	86%
South	50	54	56	61
North Central	70	70	72	77
Mountain & Southwest	46	52	54	60
Pacific	65	66	70	74
City Size:				
Farm	38%	43%	47%	51%
Under 2500	53	56	57	63
2500 to 50,000	50	53	56	62
50,000 to 500,000	74	75	77	80
500,000 & Over	87	87	88	89
Total Family Income:				
Upper Fourth	77%	81%	83%	86%
Next Fourth	72	76	77	81
Next Fourth	69	69	71	75
Lowest Fourth	48	43	50	54
Education of Family Head:				
Grade School	60%	62%	64%	67%
High School	74	75	78	82
College	71	73	74	79
Size of Families:				
1 & 2 Members	57%	59%	62%	66%
3 Members	73	73	74	77
4 & 5 Members	77	78	80	84
6 Members & Over	62	66	68	74
Age of Housewife:				
Under 35 Years	73%	75%	77%	81%
35 thru 44 Years	74	74	75	79
45 Years & Over	59	61	63	67
Presence of Children:				
5 Years & Under	73%	75%	77%	80%
6-12 Years	75	76	78	82
13-20 Years	69	71	72	76
No Children	60	61	63	68

New count of TV sets in U. S. households will be undertaken by Census Bureau starting week of Feb. 20, as special project in connection with its monthly Current Population Survey. It will ask each family in 25,000-family sample if it owns a TV set and, if so, how many sets. Results will be published in spring or summer for country as a whole, for urban & rural areas, and for groups of cities classified by size. Statistics will not be on market-by-market basis, a project on which NARTB is still working (Vol. 12:5). Advertising Research Foundation contracted for survey, with cost defrayed by networks, NARTB & Television Bureau of Advertising. Similar survey by Census Bureau last June revealed that 67% of all U. S. households owned a TV set (Vol. 11:34).

Hal Roach Jr. will become 50% owner of Vitapix Corp., TV station-owned film distribution company, according to agreement approved by Vitapix stockholders Feb. 17 in Chicago. Deal also provides that Hal Roach Studios will produce TV films for use by Vitapix member stations—the first 30-min. series to be available this fall to members and sold nationally to other stations by Roach Studios. Vitapix currently has 57 member stations, plans to increase to “nearly 100.” Kenyon Brown was reelected president, John E. Fetzer chairman and Paul A. O'Bryan, secy.-treas. Added to board were Hal Roach Studios sales mgr. Ned Koenig and studio counsel Wm. Hinckle.

Application for Victoria, Tex., Ch. 19, was filed this week by O. L. Nelms, real estate man who owns local airport and nightclub. This brought total applications pending FCC action to 136 (22 uhf). [For details, see *TV and Radio* 22 Feb. 1956.]

New call letters KSYD-TV have been assigned to KWFT-TV, Wichita Falls, Tex. (Ch. 6), purchased last month by owners of local radio KSYD (Vol. 12:2).

Fourteen-month-old WIRI, Plattsburgh, N. Y. (Ch. 5) was sold this week to Rollins Broadcasting Co., Rehoboth Beach, Del., headed by O. Wayne Rollins (50%) with his brother John W. Rollins, lieutenant-governor of Delaware, as 45% stockholder. They're buying all common stock held by pres.-mgr. Carl F. Stohn group (see *TV Factbook No. 22*, p. 156) for \$48,750; will guarantee redemption of \$117,000 preferred stock; will assume all liabilities—for total outlay for more than \$500,000. New management will be engaged after FCC approves transfer, according to Wayne Rollins, whose company also owns radio stations WJWL, Georgetown, Del.; WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WNJR, Newark, N. J.; WBEE, Harvey, Ill.; holds CP for AM in Indianapolis; has AM application pending for Philadelphia. Among other enterprises of the brothers is Rollins Electronics Co., Lewes, Del., manufacturer of coils, transformers, small assemblies and the Rolco electronic riveter; it's headed by Robert Vogeler, the ex-IT&T v.p. who received world-wide attention when he was imprisoned and released by the Communists in Hungary.

College football controls for 1956, as proposed this week by NCAA's TV committee, are almost identical to 1955 plan, and certain to be approved in mail referendum by member colleges. Program provides again for 8 national “game-of-the-week” telecasts, and regional telecasting on 5 Saturdays. Four dates are specified for national telecasts—Sept. 22, Oct. 6, Nov. 22 (Thanksgiving), Dec. 1—with 4 more national dates to be selected by TV sponsors. Member colleges again will be permitted to make own arrangements for the regional telecasting dates. Teams again will be limited to one national and one regional appearance or 2 regional appearances. In addition, this year a team may participate twice in telecasts not released in its home NCAA district. Last year's rules permitted only one of these non-home telecasts by each team in addition to the 2 home area telecasts.

Resolution against pay-as-you-see TV was passed by 19-0 vote, 3 members abstaining, by N. Y. City Council this week. Council pres. Abe Stark, who introduced measure, accused pro-pay forces of “talking out of both sides of their mouths” by asking delay in Council vote while seeking immediate FCC approval. James M. Landis, Skiatron counsel, who also spoke for Zenith and Telemeter, called Council action “utterly meaningless,” said Stark resolution “mis-states the issue” and added that proponents “have never suggested that programs now being received free by the public should be paid for.” In Washington, meanwhile, Rep. Celler (D-N. Y.), chairman of Judiciary Committee, said he intends to press for early consideration of his anti-pay bill by Commerce Committee.

Purchase of WRDW-TV, Augusta, Ga. (Ch. 12) with WRDW for \$1,000,000 by *Augusta Chronicle* and *Herald* (Vol. 11:49) was approved this week by FCC. Wm. S. Morris, who with wife controls newspapers, is moving Pat H. Rice Jr., newspaper's gen. mgr., in as gen. mgr. of TV & radio. Sellers, each owning 20%, are Grover C. Maxwell, pres.; Allen M. Woodall, exec. v.p. (also 25% owner & mgr. of WDAK-TV, Columbus, Ga. & sole owner of WDAK); W. R. Ringson, secy.-treas.; F. Frederick Kennedy, v.p.; Harry W. Jernigan, v.p.

NARTB convention committee (Campbell Arnoux, WTAR-TV, Norfolk & E. K. Hartenbower, KCMO-TV, Kansas City, co-chairmen) meets at NARTB headquarters Feb. 23 to discuss agenda for convention April 15-19 at Chicago's Conrad Hilton Hotel.

Power increases: KPTV, Portland (Ch. 27) becomes third station to boost power to 1-megawatt ERP; KOOL-TV, Phoenix, Ariz. (Ch. 10), Feb. 17 went to 316-kw; WBEN-TV, Buffalo (Ch. 4) due to increase Feb. 20 to 100-kw.

ARB LIBRARY
FEB 4 1956
Television Digest
with **ELECTRONICS REPORTS**

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 12: No. 8

SUMMARY-INDEX OF THE WEEK'S NEWS — February 25, 1956

UHF CONVERSION STUDY underlines importance of network programs, indicates slowly increasing conversion in most markets, "deconversion" in some (p. 1).

STIMULATION OF UHF SET production sought by Senators, some of whom lean toward giving FCC power over manufacturers; color's role in uhf explored (p. 2).

36,900,000 SETS-IN-USE as year started, or 70.8% saturation, with 1,500,000 second sets 1,100,000 in public places. Table shows 12-year growth to 73.7% (p. 3).

MORE GOVT. CONTROLS frequently suggested as remedy for TV problems as FCC concludes Senate testimony, industry prepares for next week's sessions (pp. 3 & 4).

NEWSPAPER ATTACKS ON TV waste of time, says NBC pres. Sarnoff, who notes rise of other media despite TV, predicts \$9.25 billion ad total in 1956 (p. 7).

HARTFORD CH. 3 GRANT nearing as FCC clears way by denying area uhfs' petition for delay; Miami Ch. 7 appealed by uhfs and defeated applicants (p. 9).

JUNEAU, ALASKA gets first station — KINY-TV (Ch. 8), owned by Wm. Wagner. It's 464th U. S. outlet (100 uhf). Reports on upcoming new stations (p. 9).

MAGNAVOX BUYS SENTINEL, plans to expand TV-radio-phono production at Evanston, Ill. plant under direction of v.p. Leonard F. Cramer (p. 10).

HOTPOINT TO OFFER TV line to all its present distributors. Philco plans no "radical" merchandising changes. Comparison of U. S. and British exports (pp. 10 & 11).

RECORD 7,421,978 TVs shipped to dealers last year, compared to 7,161,362 in 1954, reports RETMA. N. Y. led all states. Dec. shipments totaled 800,192 (p. 12).

RCA's \$1 BILLION-PLUS volume of 1955 about 53% from manufacturing & sales, 23% NBC, 22% govt.; it's world's top electronics firm, Philips next (p. 14).

\$150,000,000 IN COLOR TIME sales by networks in 1957 forecast by NBC pres. Robt. Sarnoff, \$600,000,000 by 1960, with 12,000,000 sets-in-use (p. 13).

\$500 COLOR SET unlikely this year, says GE's Dr. Baker, who predicts 150,000 sets this year, less than 850,000 in 1957, 7,000,000 by 1964 (p. 13).

COLOR FILM PROCESSED in 1½ hours by KOMO-TV, Seattle, which reports Anscochrome easily handled by stations or local commercial laboratories (p. 16).

NEW FIGURES ON THE UHF SET CONVERSION: The tremendous importance of major network affiliation in building uhf set circulation is echoed again in analysis of hitherto unavailable 1955 & 1956 figures on percentages of set conversions in 71 of the 80 cities which have commercial uhf stations.

Our new statistics are based on uhf penetration figures from American Research Bureau's monumental new 233-city "A-to-Z" survey, from ARB's 1955 surveys, plus some compiled especially for us by ARB from material gathered in its regular TV program research. We're not permitted by ARB to divulge individual cities and their percentages of uhf conversion, but the material as a whole contains some valuable indications of uhf trends -- particularly for the 36 representative cities in which ARB had gathered directly comparable data for early 1955 & early 1956.

In addition to the paramount importance of an NBC or CBS affiliation, these trends were apparent in the figures:

(1) The 100 uhf stations which remain on the air are doing slightly better than holding their own, conversion-wise, based on 36-market sampling. The average uhf market now has 69% conversion, up from 64% in early 1955.

(2) If a uhf station has one vhf competitor, or even 2, it can maintain a near-100% conversion ratio -- provided it has good share of CBS or NBC programming.

(3) A new phenomenon -- deconversion -- has cropped up in some markets, where the number of uhf sets-in-use has actually decreased during 1955.

In one vhf-uhf market, for example, the percentage of total sets capable of receiving uhf dipped from 70% in early 1955 to 42% this year. In another, the drop was from 24% to 12%. In many cases, a small percentage drop in uhf-equipped sets may be due to increase in total TV saturation of market accompanied by a lesser increase in uhf conversion. But the big declines indicate that in a few markets uhf

sets are actually going out of service -- possibly due to failure of viewers to have defective tuners and converters repaired.

But the increases in conversion have been even more spectacular than the declines. In one market, sets equipped for uhf rose from 13% to 71% of total sets in the area in one year; in another, the increase was from 16% to 70%. Of the 36 "comparison" cities, 18 showed increases in percentage of uhf sets during the year, 13 showed declines and 5 remained unchanged.

How network programs help build conversion is illustrated by this breakdown: Our 1956 data covered 33 cities in which the uhf station or stations had CBS and/or NBC programs not duplicated by vhf outlets in immediately neighboring cities. The average of these cities has 81% uhf conversion, individual figures ranging from 41% to 100%. We had comparable 1955 figures for 28 of these same cities, which averaged 73% conversion at that time. Of these 28 cities, conversion percentage increased in 16 during the year, decreased in 7.

For 10 cities with non-network uhf outlets or with stations duplicating the network programs already available through a neighboring vhf, uhf conversion averaged slightly less than 34% in 1956, up somewhat from 1955, with individual cities' conversion ranging from an "unmeasurable amount" (counted as zero) to 78%.

"Non-intermixed" uhf cities -- those without strong vhf signals in immediate vicinity -- averaged 91% conversion in 1956. Fifteen of these were covered by our figures. Eleven of these same cities averaged 93% in 1955.

"Intermixed" cities -- mostly those with both vhf & uhf stations, but some with strong vhf signals coming over the city line -- averaged 59% conversion early in 1956, for 33 cities. Figure for 1955 was about the same.

Twenty of the 44 cities for which we had 1955 or 1956 figures were in the 90-100%-conversion bracket. Of these, 11 were in "uhf-only" territory, 9 were in markets which also had vhf -- but only one such market had more than one vhf outlet.

In sum: (a) To build set conversion and audience, uhf station must have a good amount of top network shows. (b) Presence of one vhf station in the market is not necessarily a barrier to uhf success. (c) In the aggregate, the hard core of remaining uhf stations is slowly but steadily increasing its total audience.

CONGRESS SEEKS SET-MAKERS' AID ON UHF: Congress' desire to "do something about uhf" inevitably led this week to idea of trying to entice, cajole -- or force -- manufacturers to incorporate uhf in all TV sets. But FCC members testifying at the Senate Commerce Committee's TV hearing (p. 3) indicated reluctance to attempt to enter the field of manufacturer control without clear legal authority.

Some Senators don't sound so reluctant. Sen. Bricker (R-O.), for example, already demanding FCC take direct control of networks -- which FCC hasn't requested -- stated, rather than asked, this question:

"There's no legal question but that Congress can say the whole industry, from its inception to the receiver, is involved with the public interest?"

Then there was discussion about color sets -- whether they all have uhf. Comr. Webster said he thought that growth of color would help uhf; that "I'm not sure all color sets have uhf, but I believe the move is in that direction." Comr. Bartley noted, however, that all color sets don't necessarily include uhf, leading Sen. Magnuson (D-Wash.), chairman of committee, to remark with surprise: "I thought they all had uhf." Bartley went on to caution that "the same economic forces at work in black-&-white" may well induce some manufacturers to cut uhf from sets, leading others to follow because of competitive pressure on prices.

Commissioners had little to say in response to foregoing except to indicate belief FCC could do little in the way of regulation except help create demand.

Bricker was interested in technicalities of uhf -- why it suffers in comparison with vhf. FCC chief engineer Edward Allen said that in level terrain uhf compares favorably but that it suffers in rough terrain and doesn't have as great range generally. He again pointed to the great potential of GE's ceramic receiving tube (Vol. 12:6) -- though he said he doubted whether it would reduce uhf set costs.

GROWTH OF TV HOMES & SETS-IN-USE, 1946-57: TV's fantastic rise from a scant handful of sets-in-use in 1946-47 to 36,900,000 as of Jan. 1, 1956 and prospective 39,800,000 by Jan. 1, 1957 is graphically set forth in handy table prepared by NBC Research and released this week by Hugh M. Beville Jr., v.p. in charge of planning & development.

On Jan. 1 of this year 70.8% of the nation's 48,600,000 homes had TVs, Beville estimates, including 1,500,000 second sets. There were also 1,000,000 sets in public places. By Jan. 1, 1957, he figures 73.7% of all homes (49,500,000) will have TVs, including 2,000,000 second sets -- plus 1,300,000 in public places.

NBC's estimates are projected from industry-accepted results of the Advertising Research Foundation-Politz study of May, 1954 and the ARF-Census Bureau survey of June, 1955 (Vol.11:34) plus its own reckoning of the number of sets in public places like hotels, bars, hospitals, clubs, etc. They're the most authoritative figures available, pending new Census Bureau count due by next summer (Vol.12:7).

Whereas some 4.2% of TV homes now have second sets, this may well go over 5% by next year, according to Beville. And, underlining importance of the TV replacement market, NBC estimates that 3,000,000 sets, or about 40% of the 7,421,000 sold at retail last year, were replacements of sets scrapped and that more than 6,000,000 have been scrapped since 1946.

Note: NBC's estimate of 1955 scrapperage is somewhat higher than the 2,370,000 calculated by Sylvania's Frank Mansfield, RETMA statistical chairman (Vol.12:1); incidentally, his 1953-55 figures, by quarters, on sets produced and sold by distributors and dealers, on sets scrapped, and on 10-year accumulation of sets-in-use -- all by screen sizes -- are contained in our TV Factbook No. 22 (p. 19). Here is the NBC table setting forth TV's incredibly rapid development:

TV's 12-YEAR GROWTH (Figures in 000)

<u>Jan. 1</u>	<u>TV Homes</u>	<u>Secondary Sets in Homes</u>	<u>Public Place Sets</u>	<u>Total TV Sets</u>	<u>Total Homes</u>	<u>% TV Saturation</u>
1946.....	8	---	2	10	37,825	.02
1947.....	14	---	2	16	38,575	.04
1948.....	172	1	17	190	39,950	.4
1949.....	940	10	50	1,000	41,475	2.3
1950.....	3,875	50	75	4,000	43,000	9.0
1951.....	10,320	165	115	10,600	43,888	23.5
1952.....	15,300	315	185	15,800	44,760	34.2
1953.....	20,400	505	295	21,200	45,640	44.7
1954.....	26,000	800	500	27,300	46,660	55.7
1955.....	30,700	1,000	800	32,500	47,621	64.5
1956.....	34,400	1,500	1,000	36,900	48,600	70.8
1957.....	36,500	2,000	1,300	39,800	49,500	73.7

GOVT. REGULATION—PANACEAS FOR TV ILLS? Talk of more govt. control of TV industry was a persistent theme in Feb. 20-21 hearings of Senate Commerce Committee, as FCC wound up its testimony and industry prepared for next week's sessions. As Senators and staff questioned commissioners, there was recurring suggestion that more power over the industry, both telecasting and manufacturing, may be the way to rescue faltering stations, equalize competition, provide for growth.

A House TV investigation is also in the works, meanwhile, to explore same vein -- anti-trust subcommittee under Rep. Celler (D-N. Y.) beginning hearings on monopoly in general Feb. 27 but not expecting to reach TV until about March 21.

Just how serious Congress is, in its talk about more regulation and giving FCC more power, is open to question in this election year when headlines are equated with votes. Nonetheless, a latent propensity to inject more Govt. into industry is more evident than it has been for some time -- and it was apparent among both Republicans and Democrats during this week's sessions.

The "control" idea was voiced in many ways. Sen. Bricker (R-O.) pressed again for FCC regulation of networks, left impression he has a public utilities concept of whole industry -- "from its inception to the receiver." FCC Comr. Doerfer revived idea of controlling network affiliations -- somewhat like the "share-the-programs"

concept proposed by FCC in 1950, then again suggested by DuMont during Senate's Potter hearings last year. Sen. Magnuson toyed with thought that "maybe FCC should have authority" to require manufacturers to put uhf in all receivers.

Almost every conceivable subject was touched on in this week's sessions -- from deintermixture to community antenna systems and what have you. Much of questioning was handled by majority counsel Kenneth Cox, and commissioners' majority & minority views are now quite well known to the Senators.

Commission didn't commit itself to any line of action in major areas, Chairman McConnaughey repeatedly noting that they're all being considered in rule-making proceedings which Commission hasn't completed. This goes for allocations, network study, subscription TV, etc. There were no substantial clues indicating that any major policy changes are in the works. Hearings will resume Feb. 27 with industry witnesses, are scheduled to run all day Feb. 27, 28, 29 and March 2.

[For details of this week's testimony primarily affecting stations and networks, see below; for testimony with manufacturing implications on color, uhf and excise tax, see p. 2; for witnesses scheduled next week, see p. 5.]

SENATE HEARINGS on TV problems this week, with FCC members as individual and joint witnesses served primarily to give the Senators better understanding of Commission majority and minority ideas on allocations and to get FCC's justification of actions believed to be detrimental to uhf.

Comr. Doerfer made most detailed presentation of majority view. He said that vhf is necessary in all markets west of Blue Ridge Mountains, to provide rural service. Any market that can support 3 uhfs can support 2 uhfs & one vhf, he said, thus give fringe at least one service. "I would choose one vhf service for 300,000 people rather than 3 uhf services for 250,000 if I had no other solution," he said, adding that he has faith in uhf, believes it will work in time.

Chairman McConnaughey stated: "Deintermixture is not the whole answer, but it may turn out to be an important part of the answer." Comr. Lee urged case-by-case, city-by-city approach, recognizing "area" coverage concept, relaxing standards when necessary to fit new stations in. Lee again pushed his belief that additional vhf channels would relieve the pressure, said conversion problem would be simple compared with uhf conversion—that it "may cost as little as \$1 plus a service call." McConnaughey said he questioned whether new vhf channels would provide solution "in the long run."

Comr. Hyde made strong plea for deintermixture. "There's only one place in the spectrum to find enough channels for a multi-station service—uhf. We must develop these channels, and weight of opinion suggests the deintermixture technique—certainly where uhf operates on an equal basis it does not offer an inferior service."

Sen. Pastore (D-R.I.), the committee's impatient man, complained: "We're no closer to the solution of this problem than when Mr. Potter started his hearings 2 years ago . . . I don't see why you take such an uncertain position. Apparently the only way for uhf to survive is to allow the networks to own the stations."

As for when whole business can be decided, McConnaughey stated: "No man alive can say the date" and he reiterated belief that current rule-making could be concluded in 6 months. Webster pointed out that many additional stages may be needed after that.

* * * *

Network programs are crux of matter, in Doerfer's opinion. He said FCC should "explore practicality of

writing a rule limiting an affiliate to one network service, so that one vhf affiliate—where there are U's in the market—cannot scoop off the cream of the 3 networks." His rule would apply "where there are 2 U's either operating or potentially capable of operating."

In second day's session, Sen. Bricker stated he wished FCC had control of networks. "I don't think anyone is interested in destroying networks," he said, "but if networks get too much economic or political power it's not good for the country." After hearing, Bricker told us: "Why, networks can cut off stations or advertisers! They also want to editorialize. That would enable possibly 2 or 3 networks to control public opinion." McConnaughey said network study should be completed by June 30, 1957, but that interim reports are probable.

Chief investigation counsel Kenneth Cox pressed Commission on anti-trust philosophy, asked whether any license had ever been revoked for monopolistic practices, got negative answer. He asked whether cases are referred to Justice Dept. and whether chain regulations are being reviewed. FCC assoc. gen. counsel J. Smith Henley, liaison man with Justice Dept. said that Commission might come to Congress for more anti-trust power if Supreme Court strikes down multiple ownership rule (being contested by Storer) or if network study uncovers need. Hyde said FCC should reconsider its rule limiting network affiliations for 2 years—with idea of extending period.

* * * *

Among the many other topics explored were these:

(1) Coverage and overlap: Commission said there are no exact tools for determining coverage, that a study of "average" coverage was being prepared for Potter Committee, wasn't pursued after Committee's majority counsel Robert F. Jones resigned. FCC said it would take 28 man-months of work to complete maps showing coverage.

(2) Multiple ownership: McConnaughey defended rule permitting owners of 5 vhf to acquire 2 uhf by saying that acquisitions by NBC, CBS & Storer rescued stations that "were about to go under." He said that CBS's WXIX, Milwaukee is about breaking even, "and I'll hazard they'll make money."

(3) "Market straddling": McConnaughey said recently-dropped proposal for "5-mile rule" would have been too arbitrary, that hard-&-fast rule isn't workable. Cox asked whether FCC's policy on transmitter sites is preventing development of local stations. McConnaughey gave as example Galveston-Houston area, said move of KGUL-TV nearer Houston doesn't deprive anyone of service and "if left in Galveston it might die." He added:

"We may have to go on an economic basis in order to serve more people—to see if a transmitter can be moved from serving 200,000 to where it could serve 2,000,000."

(4) Network coaxial-microwave rates: FCC Common Carrier Bureau chief Harold Cowgill said rates are under "continuing examination" as to reasonableness. McConnaughey said: "Rates are very apt to go up—from standpoint of costs."

(5) Subscription TV: Cox asked whether FCC feels it has legal authority to authorize pay-TV, and McConnaughey replied: "The general feeling is that we do." Pastore, apparently leaning towards toll approval, asked: "Does your legal staff feel you have the authority? Come to us if you don't." Asked when subscription issue could be considered, McConnaughey said that allocations should be got out of the way first, added he understand Magnuson feels same way.

(6) Community antenna TV systems: Cox and Magnuson asked why Commission hasn't decided whether it has jurisdiction over systems, said that Court of Appeals told FCC to do so in WBLK-TV, Clarksburg, W. Va. protest case. McConnaughey said FCC may have to determine its jurisdiction sooner or later. Henley stated that court merely asked Commission to determine systems' role in station overlap controversies. Cox said systems involve "an investment of some \$30,000,000 which is in more or less a dubious state until the question is decided."

* * * *

On House side, Rep. Celler said his anti-trust subcommittee would have these objectives in TV:

"The subcommittee will seek to determine whether the FCC has utilized its regulatory powers in accordance with the Congressional policy of providing a nationwide competitive system of broadcasting. [It] will explore into Commission policies and network practices to determine whether the networks have attained a dominant position in the industry to a point that may be inconsistent with anti-trust objectives. The subcommittee will also explore the vhf-uhf problem to ascertain whether existing policies and practices may thwart the Congressional objective of a nationwide competitive system of broadcasting."

Illegal vhf boosters were sat on hard by FCC in final decision ordering operator in Bridgeport, Wash. to quit by March 5, thus reversing examiner's initial decision (Vol. 11:43). Meanwhile, the Commission is speeding consideration of new uhf "translator" proposal to give illegal vhf operators means of continuing service. Commission's decision stated: "The question before the Commission is not whether a booster station may operate without a license, without securing rebroadcast permission, or without licensed operators. Whether a booster station would serve the public interest is a question which would be relevant to a determination of whether the Commission should adopt rules to provide for the licensing of such a service, but the possibility of making a showing to justify establishment of a new service does not warrant any person anticipating such action and establishing a station without benefit of any license. To hold otherwise would be to overturn the entire theory of the Communications Act and to give free rein to every person who believes he has a proper use for radio to establish an operating radio station in advance of any Commission determination of the general need for, and feasibility of, such an operation." FCC said it sympathized with public's desire for service but that this "does not alter the fact that the method by which they have chosen to achieve their objective is illegal and that they have continued to operate in this illegal manner in spite of repeated warnings and admonitions by the Commission."

TV hearings in House won't get under way until about March 21, and they may last as long as 8-10 days with FCC members as lead-off witnesses. Preliminary inquiry into whole field of regulatory agencies begins next Mon. Feb. 27 with testimony by Asst. Attorney General Stanley N. Barnes (who is also due to appear before the Magnuson committee Feb. 28), and continues Feb. 29 with testimony by non-governmental experts on law and monopoly problems.

* * * *

Witnesses scheduled to appear at next week's TV investigation hearings by Senate Interstate & Foreign Commerce Committee are as follows: Mon. Feb. 27—Harold Thoms, WISE-TV, Asheville, N. C. (Ch. 62), chairman, and Benedict Cottone, gen. counsel, UHF Industry Coordinating Committee; S. H. Patterson, KSAN-TV, San Francisco (Ch. 32); George Storer, Storer Broadcasting Co.; Harry Tenenbaum, KTVI, St. Louis (Ch. 36); John W. English, WNAO-TV, N. C. (Ch. 28) & WSEE, Erie, Pa. (Ch. 35); Nick Phillips, Pittsburgh, Pa. Feb. 28—Asst. Attorney General Stanley Barnes & Victor Kramer, anti-trust div., Justice Dept.; Philip Merryman, WICC-TV, Bridgeport (Ch. 43), pres., Hometown TV Inc. (accompanied by pres. Ben Adler of Adler Communications Labs, New Rochelle, N. Y., Bridgeport Chamber of Commerce managing director Dudley Jewell, and representatives of Catholic Churches, PTA, United Fund, Council for Inter-Church Cooperation & AFL-CIO, Bridgeport); Jesse D. Fine, WFIE, Evansville, Ind. (Ch. 62); J. Pattison Williams, off-air WKLO-TV, Louisville (Ch. 21); Frank S. Ketchum, National Council of Churches of Christ in the USA and Office of Communication of Congregational Christian Churches; Ralph Steetle, Joint Council on Educational Television. Feb. 29—Sarkes Tarzian, WTTV, Bloomington, Ind. (Ch. 4); Benito Gaguine, representing WKOW-TV, Madison, Wis. (Ch. 27); Roger Putnam, WWLP, Springfield, Mass. (Ch. 22); John J. Gunther & Louis Lubin, Americans for Democratic Action; Irving Ferman, American Civil Liberties Union. March 2 — Martin Malarkey, pres., & Fitzroy Kennedy, Spencer-Kennedy Labs, for National Community TV Assn.; Milton Shapp, pres., Jerrold Electronics; others to be announced later.

CBS's purchase of WGTH-TV, Hartford (Ch. 18) for \$650,000 from General Teleradio (Vol. 11:28) was approved this week, General Teleradio having previously acquired for undisclosed sum the 45% interest held by *Hartford Times* (Gannett). FCC approval of transfer to CBS had been delayed since mid-1955 by protest and by questions about concentration of control raised by FCC in McFarland letter (Vol. 11:33, 49). It's CBS's second uhf—other being WXIX, Milwaukee (Ch. 19)—and plans for takeover, management and possible change of call letters are still in abeyance. Still pending, but held up by protests of New Haven's WNHC-TV (Ch. 8), which had also protested the WGTH-TV deal, is sale of WKNB-TV, New Britain-Hartford (Ch. 30) to NBC (Vol. 11:2, 25-26).

FCC Chairman McConnaughey, in Feb. 21 address to NARTB-sponsored Washington conference of state TV-radio association presidents, praised broadcasting industry for self-regulatory efforts, as exemplified by observance of TV-radio codes; urged clean-up of advertising abuses before Congress imposes legislative restrictions; recommended "advance planning" by stations to meet demands for adequate time for political broadcasts.

CBC and Canada's counterpart of NARTB, the Canadian Assn. of Radio & TV Broadcasters, will be first to be heard by Royal Commission probing Dominion's TV-radio starting April 30 in Ottawa. Thereafter, the commission will go on tour to hear witnesses, according to plans of chairman R. M. Fowler.

Personal Notes: Eldon Campbell, who started as an announcer on Ft. Wayne's WOWO in 1938 and rose to become national sales mgr. of Westinghouse's 4 TV & 5 radio stations, resigned this week; Westinghouse Broadcasting Co. pres. Don McGannon said successor will be named next week . . . Herbert B. Lazarus, ex-Paramount Pictures Inc., Yale graduate, onetime law secretary to N. Y. Supreme Court Justice Irwin Untermyer, appointed gen. counsel of ABC-Paramount to succeed the late Walter W. Gross . . . Kenneth I. Tredwell Jr., v.p. in charge of programs & public relations, named v.p. & managing director of WBTV, Charlotte; J. Robert Covington, v.p. in charge of sales & promotion, named v.p. & managing director of radio WBT; Thomas E. Howard, engineering v.p., promoted to v.p. & managing director of engineering of WBTV & WBT and new general services div.; Wallace J. Jorgensen, sales mgr. of WBTV, gets new title of asst. mgr. in charge of sales for TV, Virgil V. Evans Jr. for radio . . . Frederick Buschmeyer promoted to production mgr., WGR-TV, Buffalo, replacing Warren Rossel, now TV-radio producer, Ketchum, MacLeod & Grove Adv., Pittsburgh; Jack Doudourian promoted to WGR-TV night production mgr. . . . James Hesen promoted to mgr. of production operations, CBS-TV, Hollywood, reporting to TV operations director H. Grant Theis . . . Robert H. Boulware, ex-mgr. of WLWT, Cincinnati, on March 1 joins Bryan Houston Adv., N. Y.; James J. (Steve) Crane promoted to WLWT sales mgr. . . . Dale Smith promoted to sales mgr. of Crosley's WLWD, Dayton, succeeding George Gray, now gen. sales mgr. of radio WLW, Cincinnati . . . Milton D. Friedland, gen. mgr. of WICS, Springfield, Ill., appeared on *Today* show Feb. 23 to present portrait painting of Lincoln to Dave Garroway on behalf of citizens of southern Illinois . . . Mrs. Idelle Grote, ex-Allan Marin Adv., joins Petry's Chicago office as TV traffic mgr., reporting to TV sales mgr. Louis A. Smith . . . Walter B. Bruce named merchandising director of WABD, N. Y., specializing in supermarket accounts . . . Frank Boucher has left N. Y. office of *TV Guide* to return to Washington as its regional mgr. . . . Harry S. Stone, onetime mgr. of WSM, Nashville, named to be gen.

mgr. of Ramon G. Patterson's (WAPO) upcoming WRGP-TV, Chattanooga, Tenn. (Ch. 3) . . . John S. Hayes, pres. of WTOP-TV & WTOP, Washington, and a director of Washington Post Co., named to business advisory committee of American U business school . . . Bill Coyle, promotion & research director of *Washington Star*, named director of adv., promotion & public relations of WRC-TV & WRC, Washington; he's onetime WRC announcer . . . Wm. D. Stiles, ex-KOMU-TV, Columbia, Mo., named commercial mgr. of KZTV, Reno, succeeding Richard W. Colon, now v.p.-gen. mgr. of AM affiliate KOLO . . . Eli Feldman, ex-Dancer-Fitzgerald-Sample, joins U.P.A. Pictures Inc. on agency-client liaison . . . Richard C. Wright promoted to promotion-operations mgr., WXEL, Cleveland . . . Estel D. Freeman promoted to promotion mgr., WFBM-TV, Indianapolis . . . Tom Carlisle named news director, KBTB, Denver . . . Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C., named managing director of Delaware Valley Educational TV Corp., applicant for Ch. 35, Philadelphia . . . Vincent Ramos, ex-v.p. of Caribbean Networks Inc., joins MCA-TV international dept., N. Y. . . . George Smith promoted to administrative officer of ABC's newly formed political unit, responsible for all aspects of its TV-radio political coverage, reporting to Ernest Lee Jahnce Jr., ABC v.p. & asst. to pres. . . . Otto Lang, who headed TCF-TV, set up by 20th Century-Fox last year, has resigned . . . Richard H. Close promoted to director of represented stations, NBC Spot Sales . . . Harry Harris, ex-*TV Guide*, succeeds Dan Richman as TV-radio editor of *Philadelphia Inquirer* . . . Harold Essex, v.p.-gen. mgr. of WSJS-TV, Winston-Salem, elected pres. of Broadcasting Foundation of No. Carolina Inc., formed to promote TV-radio at U of North Carolina (WUNC-TV); other officers are Richard Mason, WPTF, Raleigh, v.p.; J. Frank Jarman, WDNC, Durham, secy.; John H. Bone, WNAO-TV, Raleigh, treas. . . . William C. Grove, mgr. of KFBC-TV, Cheyenne, Wyo. and KSTF, Scottsbluff, Neb., is undergoing observation for intestinal disturbance at Mayo Clinic's St. Mary's Hospital, Rochester, Minn.

ADVERTISING AGENCIES: Clarence Hatch Jr. resigns as of March 5 as Kudner senior v.p. to return to Detroit as exec. v.p. & member of exec. committee, Campbell-Ewald; he was originally with that agency in Detroit, in 1934 was one of group founding D. P. Brothier & Co., which he left last year to join Kudner in N. Y. . . . Lester J. Blumenthal, ex-CBS, recently TV-radio v.p. of Norman, Craig & Kummel Inc., appointed exec. v.p. & gen. mgr. of Product Services Inc., whose pres. Les Persky announces agency has resigned Charles Antell Inc. account . . . Alfred R. Tennyson, Kenyon & Eckhardt TV producer, heads agency's newly formed commercial production dept., responsible for all TV-radio commercial production activities . . . Russell A. MacDonnell, ex-Grove Labs, named v.p. of Warwick & Legler, N. Y. . . . Bernard D. Kahn, ex-Biow TV creative supervisor & onetime TV copy chief of Norman, Craig & Kummel, joins Lennen & Newell as copy supervisor . . . Jesse L. Livermore, gen. mgr. of American Home Products Inc.'s cosmetic div., joins Biow Co. Inc. as specialist in cosmetic accounts; Edward H. Meyer & Charles A. Winchester promoted by Biow to supervisors on Procter & Gamble account . . . Clyde L. Clem, mgr. of NBC national audience promotion, joins Grant Adv., Detroit, in charge of Dodge TV-radio account . . . Don S. Mitchell, TV-radio director of Watts-Payne Adv., Tulsa, named "Tulsa's Most Outstanding Young Man of 1955" by local Junior Chamber of Commerce . . . Robert C. Garland, ex-sales mgr. of KOOL-TV & KOOL, Phoenix, and KOPO-TV & KOPO, Tucson, becomes partner March 1 in Charles H. Garland & Assoc., Phoenix agency.

Joseph N. Nelson, recently promoted from chief of FCC's TV Application Branch to chief of Renewal & Transfer Div., has been given \$250 superior performance award for his part in "unfreezing the freeze"—speeding grants of applications and thus hastening spread of TV after freeze ended in April, 1952.

Film Producers Assn. of N. Y. elects: pres., Robert Lawrence, Robert Lawrence Productions Inc., succeeding Walter Lowendahl, Transfilm Inc.; v.p., Harold Wondsel, Sound Masters Inc.; secy., Cal McKeon, Caravel Films Inc.; treas., Edward Lamm, Pathescope of America.

Georg Olden, director of CBS-TV graphic arts dept., has 7 of his posters, used for on-the-screen promotions, included in 1955-56 *International Poster Annual*, collection of outstanding poster art from 25 countries published in Switzerland; he had 6 in preceding edition.

Millard French, former FCC examiner who left Commission April 30, 1955, is said to be leading candidate for position as chief of TV Applications Branch.

Edward H. Butler, 72, editor & publisher of *Buffalo Evening News* and pres. of its WBEN-TV & WBEN, died at his Buffalo home Feb. 18 after a heart attack. He was ex-pres. of ANPA, v.p. of AP, director of American Airlines and Metropolitan Life Insurance Co. Besides his wife, he is survived by a daughter and 2 grandchildren.

Ralph B. Cooney, 57, v.p. of Kelly, Nason Adv. for last 18 years and frequent contributor to business publications, died Feb. 21 at Lenox Hill Hospital, N. Y., after brief illness. Surviving are his widow, 2 sons and his mother.

Network Accounts: Republican National Committee, thru BBDO, this week asked all networks to clear 10-11 p.m. time period Election Eve, Mon., Nov. 5, for nationwide rally. As far as is known, no network has replied to request, which would involve pre-emption of *Studio One* on CBS-TV and second half of *Robert Montgomery Presents* on NBC-TV. Period is sustaining on ABC-TV. Only Democratic overture to networks thus far has been to take option on last 5 min. of several *Disneyland* programs on ABC-TV this fall . . . ABC-TV has stated that it will cut any network show (except news & special events) by 5 min. to permit time purchases by national committees. CBS-TV has ruled that no program can be pre-empted more than once by the same political party. NBC-TV, still awaiting signatures of General Motors, Avco & perhaps one other sponsor for national political conventions, is opening up *Today, Home & Tonight* to one-min. purchases, plans further policy announcement next week . . . Revlon plans April showcasing on CBS-TV of its proposed 30-min. weekly giveaway program, *The Most Beautiful Girl in the World*, in which selected home viewers will vote by telephone on 3 girls competing in talent, intelligence & beauty; contestant who wins 4 straight weeks qualifies for final competition once a year, with grand prize of \$250,000 to winner . . . North American Philips Co. (Norelco razors) to sponsor *The Twisted Cross*, depicting rise and fall of Hitler, on NBC-TV March 14, Wed. 9-10 p.m., as part of NBC-TV's "Project 20" series of documentaries . . . Carrier Corp., pushing spring air conditioner drive, buys big schedule of partic. on NBC-TV's *Home & Tonight* starting Feb. 27, thru N. W. Ayer . . . Helene Curtis (toiletries) & Mogen David Wine are new alt. sponsors of *Dollar a Second* on ABC-TV starting Feb. 17, Fri. 9-9:30 p.m., both thru Weiss & Geller . . . CBS-TV to carry National Football League pro game each Sun. Sept. 30-Dec. 16.

Among advertisers currently reported using or preparing to use TV station time: Malt-O-Meal Co., Minneapolis (cereal), thru Campbell-Mithun Adv., Minneapolis; Golden Gift Inc., Deland, Fla. (fresh orange juice), thru Ellington & Co., N. Y.; H. Clay Glover Co., N. Y. (mange medicine), thru Tracy, Kent & Co., N. Y.; M. Hoffman & Co., Boston (Dubbleware work clothes), thru Alfred Black Co., Boston; Dannon Milk Products, Long Island City, N. Y. (Dannon's Yogurt), thru Zlowe Co., N. Y.; Oertel Brewing Co., Louisville, thru M.R. Kopmeyer Co., Louisville; Avochem Inc., Minneapolis (Softize for laundry), thru Olmster & Foley, Minneapolis; Reading Plastics Co., Reading, Pa. (Kwik-Fix glue), thru Ted Black Adv., Reading; Western Tool & Stamping Co., Des Moines (Homko power mowers), thru Rothbardt & Haas Adv., Chicago; Brunswick-Balke-Collender Co., Chicago (bowling equipment), thru McCann-Erickson, Chicago.

DuPont plans increase in TV spot advertising this year, as result of test campaigns showing definite sales increases in markets where spots were used last year. So said Larry Davis, adv. mgr. of DuPont finishes div., in address to CBS-TV Spot Sales meeting of station gen. mgrs. this week. TvB pres. Oliver Treyz said cigaret manufacturers could profit by his organization's survey showing TV viewers were among heaviest smokers—particularly those who watched between 11 p.m.-midnight.

"Get-out-the-vote" public service campaign, to urge citizens to register and vote in 1956 elections, is planned by NARTB for spring & summer, in cooperation with Advertising Council and American Heritage Foundation.

NBC-TV plans intensive promotion built around *Matinee Theatre* colorcasts week of Feb. 27, with many dealers offering RCA color sets (at \$695) as merchandising prizes. About 15 cities will celebrate "Matinee Theatre Week."

NEWSPAPERS' current attacks on TV (Vol. 12:4, 7) are "a waste of valuable time and effort," according to NBC pres. Robert W. Sarnoff. In his role of chairman of National Advertising Week, addressing Chicago Federated Advertising Club Feb. 23, he stated:

"Little stature would be added to the TV industry if it assumed the stance of an electronic Don Quixote and began tilting endlessly at the propaganda windmills of its competitors. It would be foolish to deny that all media are competitive—but competition can, and should be, affirmative."

He noted, further: "Black-&-white TV passed the billion dollar mark at a time that newspapers and magazines were enjoying all-time record revenues." Between 1945 and 1955, he said, daily newspaper income went from \$921,000,000 to \$3.1 billion, magazine from \$365,000,000 to \$724,000,000, radio from \$424,000,000 to \$545,000,000, direct mail from \$290,000,000 to \$1.3 billion. Only radio is suffering substantially, he said, but he predicted successful adaptation to "a new competitive environment."

Predicting great role in economy for color (see p. 13), Sarnoff said he anticipates all advertising will achieve record total of \$9.25 billion this year (vs. \$9 billion in 1955), representing 2.3% of gross national product of \$400 billion forecast by President Eisenhower. He urged all media to push for greater percentage, noted that advertising attained 3% in period between the 2 world wars when TV was non-existent and network radio & magazine color were in early stages.

Accreditation of TV-radio correspondents covering the political conventions this summer will be handled by Congressional Radio-TV Correspondents Galleries, which will mail notices and applications to all stations week of Feb. 27. For hotel space at Democratic convention in Chicago starting Aug. 13, stations should write directly to Neale Roach, Democratic National Committee, 1001 Connecticut Ave. NW, Washington; for Republican convention in San Francisco starting Aug. 20, requests should be sent to Ted Dalton, Republican National Committee, 1625 I St. NW, Washington.

BBDO used closed-circuit hookup Feb. 24 to demonstrate to its 1900 employes new ad techniques and new uses of agency services. Originating in N. Y., program linked branch offices in Los Angeles, Buffalo, Detroit, Boston, San Francisco, Minneapolis, Chicago, Pittsburgh, Cleveland. Fred B. Manchee, exec. v.p. & treas., reported that 1955 billings had increased nearly 10% to \$162,000,000, with profits up 7%, and forecast 1956 billings would go up another 10%.

Closed-circuit TV experiment conducted in officers dept. of Army Signal School at Ft. Monmouth, N. J. showed that 3 basic course sections located in different classrooms, could be instructed at one time via portable TV camera weighing only 5 lb. GPL camera on tripod in master classroom was entirely controlled by instructor, with microphones in the other classrooms so that students could ask questions. Reception was on conventional 21-in. receivers.

It's "Ladies Day" Feb. 29 at WTVD, Durham, N. C. (Ch. 11), which will observe Leap Year by turning over entire operation—except technical—to wives of staffmen and to female staffers & artists. Outside the control room, not a male will be allowed on the premises all day.

Toy Guidance Council, composed of group of toy manufacturers with headquarters at 1124 Broadway, N. Y., plans new series of 13 films for TV spots next fall, thru Friend-Reiss Adv., N. Y.

New network affiliation: XETV, Tijuana-San Diego, joins ABC-TV April 5.

Telecasting Notes: With Hollywood gobbling up good TV dramas for movie versions, and Broadway grabbing a successful TV show now and then, *Variety* has tallied up all known sales to movies and the stage and comes up in its Feb. 22 issue with itemized "scorecard," showing 38 TV plays sold to the movies and 7 to Broadway . . . Rod Serling is leading TV-to-Hollywood playwright, according to *Variety's* chart, which shows 5 of his TV dramas sold to the movies; next come Paddy Chayefsky & Robert Alan Aurthur, each with 3 sold to Hollywood and one to Broadway, and Reginald Rose with 3 movie shows . . . TV drama series most popular with Hollywood and Broadway are: *TV Playhouse* (Philco-Goodyear), represented on the table with 8 movie versions and 5 legit versions of its TV plays; *Climax* with 9 movies; *Studio One* with 8; *U. S. Steel Hour* with 4 movies & one play . . . Latest TV play sold to movies is David Karp's "Good Old Charley Faye," presented Feb. 8 on NBC-TV's *Kraft TV Theatre* and sold for \$35,000 to Joseph L. Mankiewicz's Fifaro Productions, in which NBC has part ownership . . . Another TV dramatist signed by movies: NBC-TV's Fred Coe, producer of *Playwrights '56*, contracted by United Artists to produce one film a year—working the movies in summer, TV rest of year . . . New wave of movies-on-TV alarms RCA chairman David Sarnoff, quoted in exclusive interview Feb. 22 with *Variety* editor Abel Green that "the true function of TV will have failed if the film programming snowballs as to become the dominant appeal." Feature film's role in TV, he said, should be as "the hors d'oeuvres, and the entree should still be the live shows, the big spectaculars, public service programming, shows in color, and the like" . . . Thar's gold in them thar features: NTA reportedly has sold its 35-feature "TNT Package," which includes 11 Selznick pictures, in more than 20 markets in last 3 weeks, for gross of more than \$1,000,000. First customer was WOR-TV, which reportedly paid \$198,000 for 2½-year exclusive New York rights to *Farmer's Daughter*, *Portrait of Jennie*, *Paradine Case*, *I'll Be Seeing You*, *Spiral Staircase*, *Garden of Allah*, *Bill of Divorcement*, *Intermezzo*, *Since You Went Away* . . . First RKO picture to be televised will be "King Kong," to be shown on *Million Dollar Movie* by General Teleradio's WOR-TV twice daily for week beginning March 5 . . . Katherine Cornell due to make TV debut April 2 on NBC-

TV's *Producers' Showcase* (color) in "The Barretts of Wimpole Street," directed by her husband, Guthrie McClintic . . . Igor Stravinsky will be commissioned by NBC-TV to revise score of his "Petrouchka" for 10-12 min. animated cartoon version—first in series of live action and animated folk & fairy tale films being prepared by network, to include cartoon based on "Who Killed Cock Robin," narrated by Jack Webb . . . TV film production costs increased 10% in Hollywood and 18% in east last year, and producers are budgeting another 5-30% boost for 1956, reports Feb. 20 *Radio-TV Daily*, which notes higher labor costs biggest contributing factor . . . NBC canceled ambitious plans for 2-hour color spectacular version of "Annie Get Your Gun" with Mary Martin next fall, which was to have been preceded by 12-week road tour. MGM, which owns movie & TV rights, refused to release the property. Idea may be revived later, since rights revert to authors Irving Berlin and Herbert & Dorothy Fields in 1957 . . . Ratings improved when CBS-TV switched Jackie Gleason's Sat. show to 8 p.m. starting time, even with NBC-TV's *Perry Como Show*; Feb. 18 Trendex showed 25.9 for Gleason, 25.5 for Como . . . Signs of the Hollywood times: Movie columnist Sheilah Graham now devoting some of her Hollywood gossip columns entirely to TV. Will Louella and Hedda follow?

MGM is negotiating for sale of its feature backlog to TV, but has reached no decisions, Loew's Inc. pres. Arthur Loew told stockholders meeting this week. Its library of oldies consists of 1000 sound features and more than 1100 shorts, carried on the books at nominal value of \$1. He said company had not made up its mind as to the best way to release films for TV use. He acknowledged that MGM had turned down \$15,000,000 from General Teleradio, which later acquired RKO Pictures for that amount, but this was during regime of former Loew's pres. Nicholas Schenck. Meanwhile, MGM went ahead with plans to run old feature hits serially on its ABC-TV *MGM Parade*, beginning March 14 with first of three consecutive 30-min. installments of "Captains Courageous," with Spencer Tracy, Freddie Bartholomew, Lionel Barrymore, Mickey Rooney & Melvin Douglas. The 3-part film showing will be followed April 4 & 11 by 2-part "biography" of Greta Garbo, featuring film clips.

Ted Granik and William Cook, who own 21% & 18% interests respectively in WJNO-TV, Palm Beach (Ch. 5), won a round this week in their suit to force W. Wright Esch to abide by Oct. 20, 1954 agreement to sell them his radio WMFJ, Daytona Beach (250-w, 1450 kc, ABC) along with CP for WESH-TV (Ch. 2) there. Florida Supreme Court upheld lower court ruling by denying Esch's motion to dismiss. Under option agreement, Granik, who owns *American Forum of the Air* and *Youth Wants to Know*, agreed to pay Esch \$7000 yearly for life plus \$200 monthly for site of WMFJ and 3% of the net profit from the TV-radio stations; if Mrs. Esch survived him, she was to get \$5000 a year for life. Last year, Esch sold WMFJ for \$40,000 to Harold Kaye and Emil J. Arnold (Vol. 11:27), retaining CP for TV; transmitter & studio gear haven't been delivered but building is ready. Though Granik & Cook protested the AM transfer, FCC approved it, stating that courts must determine whether Esch had violated any agreement (Vol. 11:36). Notwithstanding court edict, application was filed this week to transfer control of WESH-TV to John H. Perry Jr. newspaper family, owners of *Jacksonville Journal* and WJHP-TV, Jacksonville (Ch. 36) and 40% of *Daytona Beach News-Journal* (WNDB). Perry interests would get 495 shares of unissued treasury stock for \$5000 cash, \$150,000 loan to get station on air, \$7000 yearly to Esch for 15 years, \$37,500 for lease of building & site.

Freedoms Foundation, in annual ceremonies Feb. 22 at Valley Forge, Pa., presented grand prize for TV programming to Ziv-TV's *I Led Three Lives*, first time a syndicated program has won the award. WFIL, Philadelphia, won top radio award for its *Miracle of America* series, produced in collaboration with local Board of Education. Honor medal winners in TV: Bishop Sheen's *Life Is Worth Living* (ABC-TV); *Hallmark Hall of Fame* (NBC-TV); *Home* (NBC-TV); "Deliverance of Sister Cecilia" on *Climax* (CBS-TV); "Community Self-Survey" on *The Search* (CBS-TV); "A Conversation with Herbert Hoover" on *Conversations* (NBC-TV); *Focus on Delinquency* (KNXT, Los Angeles); *Television Classroom* (KTTS-TV, Springfield, Mo.); *Inside Our Schools* (WHAS-TV, Louisville); *Your Future Unlimited* (WMCT, Memphis); *Telerama* (WRCV-TV, Philadelphia, then WPTZ); *Our Religious Roots* (KPIX, San Francisco); *Christopher Columbus* (WBNS-TV, Columbus, O.); *Siege at Cherry Hill* (WBZ-TV, Boston); *Speak With Freedom* (WCAU-TV, Philadelphia). Additional awards went to WRGB, Schenectady, for its "Ground Observer Corps" series; Richfield Oil for its *Success Story* series; Rochester (N. Y.) Gas Co. for *Court of Public Opinion*.

Executives Radio-TV Service, Larchmont, N. Y. has released new edition of *Time Buyers Register* listing more than 2000 timebuyers and 6000 accounts for which they buy TV-radio time.

FCC CLEARED WAY for another final vhf decision in a uhf market—Hartford (Ch. 3)— while uhf operators and defeated vhf applicants in other areas continued to seek relief in courts.

Commission turned down efforts of 5 Hartford area uhf stations to block issuance of final decision on same grounds cited in similar cases—Madison, Evansville, etc.—said it saw no reason for delaying addition of vhf service. FCC also turned down petition of WTVO, Rockford, Ill. (Ch. 39) to forestall construction of WISC-TV, Madison (Ch. 3), and for same reason. Comrs. Hyde & Bartley dissented to both, would hold up vhfs until general allocations rule-making is decided.

In Court of Appeals, meanwhile, Commission grant of Ch. 7, Miami, to Biscayne TV Corp. was attacked not only by all 3 losing applicants but by uhfs WGBS-TV, Miami (Ch. 23) and WITV, Ft. Lauderdale (Ch. 17) which asked CP be frozen. Also appealed this week was FCC's denial of protest filed by WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) against Commission's grant of changed facilities to WJIM-TV, Lansing (Ch. 6). WNEM-TV had said it would suffer more adjacent-channel interference.

Obeing court's reversal in Rochester protest case, FCC scheduled March 26 for start of hearing on share-time WVET-TV & WHEC-TV (Ch. 10) to consider allegations of radio WSAY, original protestant. Commission refused to take stations off air, as WSAY said it was obligated to do.

In similar case, off-air WNET, Providence (Ch. 16) told FCC that court's recent decision required Commission to take operation of WPRO-TV (Ch. 12) out of Cherry & Webb's hands pending hearing. WNET said public interest requires station be kept operating but it proposed that trustee take over, profits to go to future educational station, charity, etc.

* * * *

FCC granted 2 uncontested vhf applications—Ch. 10, Montrose, Colo., to Western Slope Bcstg. Co. (Rex Howell), and Ch. 12, Clovis, N. M., to KICA. Commission also set up for imminent grant Ch. 11 application for Caguas, P. R., to San Juan's WKVM; this was accomplished by denying with prejudice competing application of Supreme Bcstg. Co., owner of WJMR-TV, New Orleans (Ch. 20) on grounds latter failed to file timely appearance for comparative hearing.

Commission received petition from KOTA-TV, Rapid City S. D. (Ch. 3), asking that Ch. 3 be shifted from Miles City, Mont. to Glendive, Mont. or simply deleted from Miles City.

— ■ —

All rights to "G-Line" technique of conducting TV and other broadband signals on solid wire are held by Surface Conduction Inc., 521 Fifth Ave., N. Y., according to pres. Dr. Theodore Hafner. He stated that David Bogen Co. once held limited rights, no longer retains them. Technique was employed by community antenna system for first time in Helena, Mont. (Vol. 12:7). Dr. Hafner says G-Line has had much greater acceptance in Europe but anticipates broad expansion of use here. He said Prodelin holds license for commercial antenna transmission lines.

What happens to old TV call letters? AM stations frequently get them. DuMont's WDTV, Pittsburgh, which became KDKA-TV when Westinghouse bought station, is now assigned to an AM in St. John, Virgin Islands, owned by West Indies-Caribbean Radio. Philadelphia's WPTZ, which had those call letters under both Philco and Westinghouse ownership but was replaced by WRCV-TV by new owner RCA-NBC, is being sought by new AM grantee in Indianapolis, Rollins Broadcasting Inc.

KINY-TV, JUNEAU (Ch. 8) started programming with CBS shows Feb. 19, following Feb. 14 test patterns and after being delayed by bad weather—the 464th U. S. station on air (100 uhf) and 5th in Alaska (see *TV Factbook No. 22*). It has 150-watt Adler transmitter, uses temporary 35-ft. dipole atop transmitter building for antenna. Permanent antenna will be installed on Blaw-Knox tower, also used by radio KINY. Owner Wm. J. Wagner, of Seattle, also is 6% owner of TV stations KTVA, Anchorage & KTVF, Fairbanks and is sole owner of radio stations KINY, Juneau; KFQD, Anchorage; KFRB, Fairbanks; KTKN, Ketchikan; KIFW, Sitka; KIBH, Seward. KINY-TV staff comprises: Jim Lawson, from KINY, station mgr.; Joe Mangan, from Wagner's rep firm, sales mgr.; Mrs. Irene F. Wagner, program mgr.; Richard Peter, from KINY, production mgr.; Gordon Burnett, chief engineer. Base hour is \$60, lowest rate in TV. Rep is Alaska Radio-TV Sales, Seattle, which Wagner operates as rep for all his stations.

Only RCA shipment reported is 25-kw transmitter that went out Feb. 10 to WLOS-TV, Asheville, N. C. (Ch. 13). Foto-Video Laboratories, Little Falls, N. J., reports shipments of color & monochrome equipment to WABC-TV, N. Y.; WSYR-TV, Syracuse; KTNT-TV, Tacoma, Wash.; KVOS-TV, Bellingham, Wash.; and states that its new F-101A TV Light Box has been shipped to 30 stations.

* * * *

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

WDMJ-TV, Marquette, Mich. (Ch. 6), awaiting RCA service crew to check out 10-kw transmitter, has changed target to March 15-20, plans programming via CBS Extended Market Plan 10 days later, reports gen. mgr. W. H. Treloar. RCA 12-section antenna was installed in early Feb. on 200-ft. Ideco tower. Owner is Frank J. Russell, publisher of *Marquette Mining Journal* (WDMJ), who also controls *Iron Mountain News* (WMIQ). Base hour will be \$120. Rep will be Weed.

KETA, Oklahoma City (Ch. 13, educational) is installing 10-kw RCA transmitter, hopes to meet March 15 test pattern and April 1 programming targets, writes director John W. Dunn, also in charge of U of Okla. radio KNAD, Norman. Supergain 14-section RCA antenna has been installed on 1572-ft. tower it shares with KWTV (Ch. 9). Oklahoma Educational Television Authority also holds grant for KOED-TV, Tulsa (Ch. 11), which has antenna installed on tower of KOTV (Ch. 6), but hasn't set target.

— ■ —

"Peanut booster" bill, which would legalize tiny TV boosters and exempt them from most FCC regulations, was topic of considerable discussion at Senate Commerce Committee's TV hearing Feb. 20—but actually no such bill has been introduced. Chairman Magnuson (D-Wash.) said the bill would permit 1-watt boosters to go into operation on any frequency without CP or license, subject only to inspection by FCC. He said bill had been introduced in both Senate and House and that some lawmakers were "pressing for action," but later corrected himself to say only the House had such a bill. FCC Comr. Hyde and chief engineer Edward Allen protested that the measure would cause "chaos and interference." A check in the House indicated the bill had never been introduced, though the possibility had been discussed by members of the Washington State Congressional delegation.

Fargo-Grand Forks, N. D. private microwave serving KNOX-TV has been completed, according to Michael J. Cudahy, of Inter-State Communications Co., 845 Chicago Ave., Evanston, Ill., construction contractor for Raytheon microwave equipment. He says link is 14th built by Inter-State.

EXPANDING MAGNAVOX TAKES OVER SENTINEL: Magnavox's on-again off-again purchase of Sentinel Radio was finally consummated Feb. 24. Subject to approval of 2/3 of the Sentinel shareholders at special meeting March 26 in Evanston, Ill., Magnavox takes over "substantially all the assets, properties & good will of Sentinel as a going business." It was Magnavox's second acquisition in TV field within month, having bought "certain assets" of disbanded Sparton TV-radio div. few weeks ago (Vol. 12:2).

Sentinel v.p. Milton D. Block and secy.-treas. Richard S. Lawton, acting for world-touring pres. Ernest Alschuler, signed contract with Magnavox pres. Frank M. Freimann after weeks of negotiations. Joint release stated:

"The purchase price is estimated to result in a distribution to Sentinel shareholders of \$8.63 per share, which may be increased or decreased, depending on the ultimate settlement of the Sentinel liabilities, most of which are not being assumed by Magnavox. An initial cash payment of \$8 per share will be offered Sentinel shareholders within 90 days after approval of sale at the March 26 meeting."

Sentinel closed at 8½ on American and Midwest stock exchanges Feb. 24. Its profit was \$83,422 (22¢ a share) on sales of \$12,415,185 in fiscal year ended March 31, 1955 vs. \$151,301 (40¢) on sales of \$13,532,457 in 1954 fiscal year. There were 380,000 common shares (\$1 par) outstanding as of last March 31, when assets were \$4,804,841, including \$2,128,776 cash, current liabilities \$1,225,614, debt \$415,700. Alschuler and family own 156,800 shares, or about 41% of Sentinel common.

Leonard F. Cramer, Magnavox v.p. & gen. mgr. of its TV-radio-phono div., will assume responsibility for Sentinel operations, Lawton continuing in "an executive capacity." Freimann said operations at Sentinel plant in Evanston will be expanded in near future, but did not say whether Sentinel brand name would be continued and whether its distributors will be retained. Magnavox markets direct-to-dealers.

HOTPOINT TV DISTRIBUTION PLANS UNFOLD: New Hotpoint TV line, to be shown for first time at the Chicago furniture marts in June, will be offered to all current Hotpoint distributors regardless whether they now handle a competing TV line, according to D. Edward Weston Jr., newly appointed mgr. of Hotpoint TV dept. His statement spiked trade rumors that Hotpoint TV sets would be distributed only through branches of Hotpoint Sales Co. and of GE Supply Co.

"We're going to distribute nationally and in as many markets as we possibly can," he told us. "But we're not going to force any distributor to take on a line he doesn't want or doesn't think he can sell aggressively." He emphasized that the final decisions on distribution are being worked out by pres. John C. Sharp.

"We want to call a national meeting of our regional managers shortly to get them acquainted with TV," he said. "We'll show them our models, tell them what's involved in TV merchandising -- in short, give them a primer course. After all, they've been in white goods and obviously don't know too much about TV problems."

The 11 GE Supply Co. branches which will lose GE's TV line to GE Appliance Co. in July as result of recent consumer products regrouping (Vol. 11:49) will be offered Hotpoint TV, said Weston. Hotpoint products are distributed by GE Supply Co., Hotpoint Appliance Sales Co., Graybar chain and independent outlets. In all, about 100 distributors handle the line.

Initial run of Hotpoint TV line is said to be already completed by parent GE at Syracuse plant -- though Hotpoint and GE officials would neither confirm nor deny that report. Nor would they comment on reports Hotpoint plans to produce TV sets at its Chicago factory starting next year. No radios or phonos are planned initially.

Whether Hotpoint line will have 14-in. portable at \$99.95, as does GE, also remained hot subject of speculation in trade. Previously, Mr. Sharp stated Hotpoint would have "a full line of 14-through-24-inch black-&-white sets."

Philco—Business as Usual: Philco plans no radical merchandising changes, doesn't anticipate any further reshuffling of top executives, says incoming pres. James M. Skinner Jr., who is taking over from retiring James H. Carmine (Vol. 12:7). "Why should we?" Skinner remarked. "Our share of the TV market did not slip one bit in 1955, and so I don't see any need for revolutionary changes. We're maintaining our pace in the TV market, and I'm confident we will continue to do so." He told us that Philco will have new TV line in spring -- but would not comment on new models, nor on the widely-reported big promotions which will support them. Trade scuttlebutt has Philco, like many others (Vol. 12:6-7), introducing 14-in. portable by midyear.

Export Comparisons: Though British exports of "radio equipment" rose last year to record \$93,800,000, up 12.8% from 1954, they still were a long way from the estimated \$246,000,000 U. S. exports of same equipment in 1955-- predominantly to Canada. It's interesting to note, however, that while British exports have been on the increase, U.S. exports declined from \$281,409,606 in 1954. "Radio equipment" covers TV & radio sets, radio-phonographs, tubes & components and sound reproducing equipment. A RETMA spokesman said that Britain, Holland (with its worldwide Philips of Eindhoven operations) and West Germany were our closest competitors in exports, but could not estimate how they ranked until Holland & Germany reveal 1955 data.

Consumer Credit: Federal Reserve Board, at request of President, will conduct special study of consumer installment credit which will serve as basis for future action by Administration in this field. FRB chairman Wm. McChesney Martin, in letter to President's Council of Economic Advisers, said study of effects of consumer credit on economy would be "timely." Senate Banking Committee then instructed FRB to end its survey by May 1 to allow Congress time to authorize standby credit controls if they should prove necessary. Consumer credit rose by record \$5.4 billion last year to reach total of \$27.9 billion at year's end. Meanwhile, Wm. J. Cheyney, v.p. of National Foundation for Consumer Credit, Washington, ventured opinion that the consumers themselves will voluntarily "put on the brakes" before Govt. acts.

Production: TV output totaled 146,733 week ended Feb. 17, compared to 136,189 preceding week and 135,358 week ended Feb. 3. It was year's 7th week and brought production to that date to about 1,000,000, as against 1,100,000 in first 7 weeks of 1955. Radio production totaled 284,840 (105,133 auto) week ended Feb. 17, compared to 283,553 preceding week and 277,927 week before. Radio production for 7 weeks was about 1,950,000, compared to about 1,925,000 in same 1955 period.

Trade Personals: Parker H. Ericksen resigns as exec. v.p. of Crosley & Bendix home appliances div. and as v.p. of parent Avco, will announce future plans after Fla. vacation . . . George T. Stewart, Sylvania district sales mgr., Rochester, named to new post of national distribution mgr. for TV-radio . . . John M. Palmer, tube operations mgr. of Philco's Lansdale Tube Co., named mgr. of latter's newly acquired transistor plant at Spring City, Pa. . . Mal Parks Jr., Publisher of *Parts Jobber Magazine*, owned by his father, has resigned to assume executive post with Howard W. Sams & Co., Indianapolis electronic engineering & publishing firm, under exec. v.p. J. A. (Shine) Milling . . . Ricardo Muniz, Canadian Westinghouse TV-radio mgr., appoints Harold T. Willson & T. E. Cordell as factory district mgrs. for Electrics Ltd., Canadian Westinghouse subsidiary newly formed to produce Capehart TV-radio sets at Brantford, Ont. . . John S. Holmes, pres. of Warwick Mfg. Co., Chicago, has returned from Mexico City inspection of new Electronica Mexicana, 40,000-sq. ft. factory set up jointly by Warwick and Pacific Mercury to meet increasing demand for TV-radio sets marketed by Sears Roebuck; Sears has substantial interests in both Warwick & Pacific Mercury . . . Leonard M. Murchison, for last 3 years asst. to west coast sales mgr., Standard Coil Products, recently acting west coast sales mgr., resigned as of Feb. 10 . . . Herbert J. Zeller Jr. promoted to Motorola

director of styling, reporting to engineering v.p. Elmer H. Wavering . . . Charles W. Markham resigns as Motorola mgr. of special accounts . . . Wm. Fowler resigns as Capitol Records v.p. to head new mail order record club being formed by Crowell-Collier Publishing Co. . . . George A. Kaye, ex-DuMont, named Emerson technical employment mgr., reporting to personnel mgr. P. R. Certo . . . Robert Dorsen named eastern sales mgr., Majestic International . . . Wayne D. Hudson promoted to asst. to John Mihalic, Crosley-Bendix manufacturing v.p., Cincinnati . . . Frank I. Lester appointed Hammarlund N. Y. sales rep . . . Wm. McCluney, ex-Stromberg-Carlson, named CBS-Columbia southwestern regional mgr., Houston . . . Hugh Boyer promoted to Zenith Radio district sales rep, Norfolk; Edgar F. Lindgren, Zenith rep in Atlanta, adds Chattanooga territory . . . Robert B. Zellar, ex-Scruggs-Vandervoort-Barney Inc., St. Louis, joins Crosley-Bendix as factory rep in St. Louis area . . . W. R. Rich named Washington district sales rep, Scott Radio (Meck TV) . . . John B. Farese promoted to personnel mgr., RCA tube div., Harrison, N. J., succeeding F. L. McClure, now director of RCA organization development, Camden . . . Harold F. Cook promoted to Tung-Sol director of adv. & marketing research, with Robert M. Andrews, Edward G. Hazeltine, Gerald A. Morgan as new section mgrs.

Topics & Trends of TV Trade: Shipments of TVs to dealers totaled record 7,421,978 last year, when production was 7,756,521, according to RETMA state-by-state report. They compare with 1954 shipments of 7,161,362, production of 7,346,715. New York led shipments, with 678,187; California second, 621,811; Pennsylvania third, 483,391. Dec. shipments totaled 800,192, compared with 634,742 in Nov. and 1,014,227 in Dec. 1954. Here's full 1955 report (county-by-county tables available to members from RETMA on request):

State	Total	State	Total
Alabama	129,423	New Jersey	230,692
Arizona	39,014	New Mexico	24,466
Arkansas	83,882	New York	678,187
California	621,811	North Carolina	193,982
Colorado	54,401	North Dakota	29,233
Connecticut	106,108	Ohio	395,395
Delaware	17,425	Oklahoma	105,754
District of Columbia	64,459	Oregon	89,198
Florida	257,677	Pennsylvania	483,391
Georgia	165,995	Rhode Island	36,442
Idaho	32,861	South Carolina	98,820
Illinois	415,332	South Dakota	30,875
Indiana	202,427	Tennessee	150,060
Iowa	112,875	Texas	400,640
Kansas	95,875	Utah	28,982
Kentucky	123,569	Vermont	23,070
Louisiana	153,767	Virginia	138,334
Maine	51,646	Washington	124,845
Maryland	101,677	West Virginia	82,967
Massachusetts	209,843	Wisconsin	168,040
Michigan	311,032	Wyoming	7,786
Minnesota	128,170		
Mississippi	70,718		
Missouri	197,310	U. S. Total	7,397,250
Montana	23,357	Alaska	7,490
Nebraska	68,091	Hawaii	17,238
Nevada	9,620		
New Hampshire	27,706	Grand Total	7,421,978

Importance of sound in TV sets is often underrated by bargain-hunting TV purchasers, states Leonard F. Cramer, TV-radio v.p. of Magnavox, which has built up reputation for sound quality. He said: "Most shoppers for TV receivers are under the mistaken impression that they will save a great deal of money by selecting table models over consoles. The actual difference in cost is negligible. By spending as little as \$15 or \$20 more, the customer can select a console which, because of its greater cabinet space, usually incorporates a superior audio system with larger, multiple speaker systems, a more powerful amplifier, a better acoustical cavity, and slanted baffles for ear-level sound."

Servicemen's code of ethics has been adopted by group of metropolitan N. Y. service dealers who have formed Associated Radio & TV Servicemen of N. Y., with headquarters at 220 Knickerbocker Ave., Brooklyn. According to chairman Max Liebowitz, members must post schedule of all charges in their shops and must present itemized bills to customers. Supervisory committee has been set up to police members. Code of ethics was adopted only week after 2 N. Y. service dealers were sentenced to 9-month jail terms for bilking public (Vol. 12:7).

First 15x20-ft. color projection unit has been delivered by RCA to Sheraton Closed-Circuit TV Inc., for installation in New York's Sheraton-Astor Hotel. A second, for Chicago's Sheraton, will be shipped in 30 days. Organization has been equipping its hotels with regular 21-in. color sets, expects to make closed-circuit color TV facilities available to 100 hotels by June (Vol. 11:51).

Sylvania resumed TV production at its Batavia, N. Y. plant Feb. 21 after 3-week shutdown due to "technical difficulties" and in change-over to new receivers, according to plant mgr. Harry H. Martin. About 800 furloughed workers were recalled.

Raytheon added 1032 dealers during Dec., reports v.p.-gen. mgr. Henry F. Argento, attributing big increase to "Year-End Bonanza Contest."

Rocky Mountain Home Furnishings Market, sponsored by local F.U.R.N. Club (Sam Lustig, market committee chairman), is scheduled Aug. 4-6 at Denver Coliseum.

DISTRIBUTOR NOTES: Sylvania appoints Philadelphia Distributors (Albert E. Hughes, pres.), ex-Stromberg-Carlson outlet, replacing Philadelphia Wholesale Distributing Corp. . . . Motorola establishes factory branch in Grand Rapids as sub-dept. of Motorola-Detroit, replacing B&W Distributing Co. . . . CBS-Columbia appoints City Electric Co., 514 W. Genessee St., Syracuse (J. S. Isaacs, pres.) . . . Whirlpool-Seeger appoints Sidles Co., Des Moines (Carl H. Kruse, gen. mgr.), replacing Roycraft-Iowa Inc. . . . Hotpoint Appliance Sales Co., Jacksonville, appoints C. S. Hackett, from parent company, as gen. mgr.; Archie L. Bailey, ex-GE Supply Co., named Hotpoint Appliance Sales Co. branch in Savannah . . . Hamburg Bros. Inc., Pittsburgh (RCA) promotes Ralph W. Will to v.p. . . . RCA Victor Distributing Corp., Los Angeles, appoints Ross Mason adv. mgr., replacing Robert Christy, resigned . . . Hoffman Sales Corp., Fresno, promotes Kenneth Bilsten to field sales mgr. . . . Frankelite Co., Cleveland (Crosley-Bendix) appoints Sidney Arlen field sales mgr., succeeding Warren Hall . . . GE Supply Co., Kansas City, appoints R. S. Nesbitt merchandising mgr. . . . Muntz TV appoints Julnor Inc., 2900 14th St. NW, Washington, as exclusive dealer rep. . . . L&P Electric Co., Brooklyn, relinquishes Raytheon line . . . CBS-Columbia of Detroit moves to new quarters at 10217 Linwood Ave.

* * * *

Is consent decree imminent in RCA patent anti-trust suit (Vol. 10:47-48 & 12:4)? Asst. Attorney General Stanley N. Barnes, who heads Justice Dept.'s anti-trust div., departed from his traditional tight-lipped silence on such matters to concede that possible settlement is being negotiated with RCA. In third of series of articles on govt. anti-trust suits in Feb. 22 *N. Y. Herald Tribune*, Barnes is quoted: "If we can click on RCA, it could mean cheaper TV sets . . . If we are right in our fundamental economic assumption, prices should go down with greater competition . . . We recognize a patent monopoly, but we don't recognize RCA's right to have an unlawful monopoly of lawful monopolies." Justice Dept.'s suit is aimed at breaking up "packaged licensing" aspect of RCA's industry-wide patent pool.

Fellowships and scholarships totaling \$250,000 have been established for 1956 by RCA, whose v.p. & technical director Dr. C. B. Jolliffe this week announced 10 graduate fellowships for employes, each valued at about \$3500, in fields of science, business administration & dramatic arts—set up in honor of RCA chairman David Sarnoff's 50th anniversary with the company. In addition, RCA is awarding 10 other graduate fellowships this year, including one in medical electronics already established at Johns Hopkins and others at California Tech, Carnegie Tech, Columbia, Cornell, U of Illinois, New York U, Princeton, Rutgers, Yale. Also granted are 33 undergraduate scholarships, at \$800 each, recipients to be named by various institutions of higher learning.

RCA introduced 6 new portable radios, all with non-breakable "Impac" plastic cases, priced from \$30 to \$140. Four radios have new "Wavefinder" rotating directional antenna. Also introduced was a 3-speed portable phonograph at \$40. James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & "Victrola" div., said "flying task forces" of company executives will hold distributor & field sales meetings in 45 cities in next 10 days to preview new models.

Two annual scholarships for full tuition up to 5 years at any recognized institution of higher learning in engineering or science have been established by Stromberg-Carlson for sons of employes whose salaries do not exceed \$10,000 a year; scholarships also include \$250 cash yearly to help defray other costs.

Color Trends & Briefs: Network color time sales of \$150,000,000 in 1957, increasing to \$600,000,000 by 1960 when there will be "conservatively estimated" 12,000,000 color sets-in-use, were anticipated by NBC pres. Robert W. Sarnoff in address before Chicago Federated Advertising Club at Morrison Hotel Feb. 23. Speaking as chairman of National Advertising Week, he stated his conviction that "color can be the antidote to any economic decline in the second half of this decade." He said he's sure that black-&-white "provided the basic advertising thrust that helped move the economy out of its recession trough in late '40s."

"In the classic tradition of growth through obsolescence," said Sarnoff, "color TV is already beginning to supplant black-&-white. Even this year, in my opinion, it can be an important factor in moving the economy forward, in exploding it to new heights of abundance. Study your TV log page tonight and you'll find that a week never goes by, indeed hardly a day, when color attractions are not available for home viewing. That fact will become progressively more apparent as we enroll our new color facilities during the coming season."

"The roster of those companies sponsoring network color programs is a roster of industrial leadership. The same companies that have always pioneered new techniques, that have always associated their products with the most daring and forward-looking creative advertising concepts; these companies are with us in color now. And those who are fighting the fiercest competitive battles, who are looking for the extras that spell leadership, have used color from the start . . .

"Color has an intrinsic sense of excitement that can radiate through all media. Others need not fear it, for our history shows that the development of one new medium is not destructive of others—or surely not those with healthy roots in service that the public wants."

Note: 1955 RCA annual report (p. 14) is replete with enthusiastic predictions about color, reasserts RCA's intention of producing "upwards of 200,000 color sets in 1956."

* * * *

Prime exponent of "color gradualism," GE v.p. Dr. W. R. G. Baker, who is also chairman of RETMA's engineering committee, reiterated his conservative prognosis in speech Feb. 21 before Technical & Engineering Council of the Southern N. Y. area in Endicott, N. Y. Though there's little love lost between GE and color's sparkplug RCA, and though Baker's cautious approach is in direct contrast with RCA's all-out drive, he makes no bones about the fact he's impressed with RCA's color efforts—stating recently that "you certainly have to admire their guts." But he made these major points in Endicott speech:

(1) "There is nothing on the horizon to justify predictions of a phenomenal step forward in 1956" to produce a color set selling for less than \$500. (2) He expects this year's color production will run about 150,000—compared with many other manufacturers' predictions of 300,000 or more. (3) "If more than 850,000 receivers are made and sold on an industry-wide basis next year, we will be happily surprised."

But Baker retains his great expectations regarding color's potential. He looks for sales of about 1,000,000 in 1958, then for color and black-&-white sales to run about neck-&-neck in 1959-60—and by 1964 he expects color to sell at rate of some 7,000,000 annually. Meanwhile, though, he says he thinks current color set price range of \$700-\$900 certainly isn't within reach of average consumer. He said the "class market" appears willing to pay a differential of about 40% more for color than for black-&-white, and he estimated spread would drop to 25% by 1960.

There's nothing wrong with color, said Dr. Baker, that "more technological development will not cure." And he added that laboratory work is continuing at brisk rate.

Network Color Schedules

(Feb. 27 - March 11, 1956)

- Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 CBS: *Climax*, 8:30-9:30 p.m.
 March 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 3—NBC: *George Gobel Show*, 10-10:30 p.m.; CBS: *Gene Autry Show*, 7-7:30 p.m.
 March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Gordon MacRae Show*, 7:30-7:45 p.m.; *Producers' Showcase*, "Caesar and Cleopatra," 8-9:30 p.m.
 March 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 March 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *This Is Your Life*, 10-10:30 p.m.
 March 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.; *Dinah Shore Show*, 7:30-7:45 p.m.
 March 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Howdy Doody*, 5:30-6 p.m.
 March 10—CBS: *Gene Autry Show*, 7-7:30 p.m.
 March 11—NBC: *Wide World*, "Richard III," 2:30-5:30 p.m.

Color TV demonstrations for foreign members of International Radio Consultative Committee (CCIR) will be held under NTSC auspices by Hazeltine & CBS March 6 & 7, Philco March 8 and AT&T March 9. RCA will give own demonstration to delegates March 12. More than 100 foreign visitors are due to attend sessions beginning March 5 at UN Bldg. in New York, with address by FCC Chairman McConaughy, discussions on U. S. color systems by NTSC Chairman Dr. W. R. G. Baker and Hazeltine's Arthur Loughren and address on CCIR color study activities by Eric Esping, chairman of Royal Board of Swedish Telecommunications. Visit will end officially March 13 with question-&-answer period at UN, but delegates will spend March 13-17 visiting DuMont, Bell Labs, RCA & NBC by individual invitation. Countries which have indicated so far that they will send delegates: Australia, Austria, Canada, U. S., France, Italy, Japan, Luxembourg, Norway, New Zealand, Netherlands, Poland, Germany, United Kingdom, Sweden, Switzerland, Czechoslovakia, USSR. Further CCIR activities will be held in France March 28-30, Great Britain April 3-7, Netherlands April 10-11, with windup at 8th Plenary Assembly of CCIR scheduled Aug. 9 in Warsaw.

Accelerated NBC-TV color schedule will include 8 programs in March not previously scheduled, plus 2 revivals of Broadway hits on *Producers' Showcase* in April & May. The 8 new March shows: *George Gobel Show*, 10-10:30 p.m. March 3; *Dinah Shore Show*, 7:30-7:45 p.m., March 6, 8, 20 & 22; *This Is Your Life*, 10-10:30 p.m., March 7; *Texaco Star Theatre*, 9:30-10 p.m., March 24; *Lux Video Theatre*, 10-11 p.m., March 29. The Broadway hits are *Dodsworth*, based on Sinclair Lewis' novel, which opened on Broadway in 1934, scheduled for April 30, and *Bloomer Girl*, which ran in 1944, tentatively due May 28.

A \$200,000 mobile color unit, including 2 studio cameras and a 3-V live camera, has been purchased from RCA by Smith, Kline & French pharmaceutical firm, pioneer medical colorcaster. Equipment will enable SK&F for first time to originate medical color programs for stations and networks. SK&F started in color with closed-circuit presentations, using CBS system and disc receivers, at AMA convention in Atlantic City in June, 1949. It has since presented color to 79 medical meetings, offering 1135 clinical presentations and 706 surgical operations—totaling nearly 900 hours and seen by 400,000.

"Candidates Color Clinic," designed to instruct political candidates in proper color techniques of makeup, costume, visual aids, etc., will be conducted by WRCA-TV at 30 Rockefeller Plaza, N. Y., 4 p.m., March 9.

Financial & Trade Notes: RCA derived 52.9% of its record 1955 revenues of \$1,055,266,000 from manufacturing & sales to commercial customers, 23.3% from NBC, 21.7% from govt. contracts, 2% from RCA Communications Inc., .1% from RCA Institutes, according to annual report released this week to its 170,122 stockholders. By breaking the \$1 billion mark, it claims to rank among the top 25 industrial companies in the U.S. [Exact rankings aren't available yet, but "Directory of the 500 Largest U.S. Industrial Corporations" published by *Fortune Magazine* last July (Vol. 11:27) ranked RCA 23rd on basis of 1954 sales.]

Net profit for 1955 was \$100,107,000 before Federal income taxes, \$47,525,000 (\$3.16 per share) after taxes. In 1954, profit before taxes was \$83,501,000, after taxes \$40,525,000 (\$2.66) on sales of \$940,950,000. Company makes particular point in 1955 report of noting that its total Federal, state & local taxes amounted to \$66,611,000, that excise taxes ran an additional \$31,387,000, making total tax bill \$97,998,000, or equivalent of \$6.98 per common share.

Manufacturing & services (sales to commercial customers) accounted for \$558,277,000, or 52.9% of gross revenues vs. \$500,394,000 (53.2%) in 1954; NBC's total revenues were \$246,173,000 (23.3%) vs. \$200,423,000 (21.3%); govt. contracts ran \$228,604,000 (21.7%) vs. \$220,646,000 (23.5%); RCA Communications & related services, \$20,808,000 (2%) vs. \$18,423,000 (1.9%); RCA Institutes, \$1,404,000 (.1%) vs. \$1,304,000 (.1%). Some 80% of 1955 sales were in products & services that did not exist or were not commercially developed only 10 years ago, when the company's 1946 volume was \$237,000,000.

NBC-TV billings went up 35% during year, backlog of govt. orders amounted to about \$235,000,000 at year's end, TV sets made and sold numbered "more than 1,000,000 black-&-white receivers," RCA Victor radios sold went up nearly 40% in unit volume—these were other salient features of the report. It also pointed out that expansion of production facilities during the year amounted to \$23,700,000; that employes now total 78,500, up 8000 from 1954; that wages & salaries amounted to \$345,473,000, or 33¢ out of each sales dollar; that some 7500 companies in 43 states supply materials & services to the company.

Total current assets at Dec. 31, 1955 amounted to \$479,915,000, compared with \$386,522,000 at end of 1954.

Note: Though it does business in fields also occupied by GE and Westinghouse, nearest all-electronics company in the world to RCA, in dollar volume, is Philips Gloeilamp-fabriek (Philips Lamp Works) of Eindhoven, Holland, traded over the counter in this country. Last reports show its 1954 world turnover was \$508,006,000, profit after taxes \$31,225,000; in 6 months ended June 30, 1955, its gross was \$258,726,000, profit after taxes \$15,744,000. Its total assets at end of 1954 were \$380,692,000, it has about 30 factories in Europe, had 119,000 employes as of Sept. 1954.

* * * *

Tung-Sol achieved new records in sales & earnings during 1955, reporting net sales of \$51,114,000, up 30% from \$39,052,458 in 1954 and 27% ahead of previous record of \$40,017,549 in 1953. Net income rose to \$3,239,393, or \$4.65 a share on 649,333 common outstanding, in 1955, as against \$2,077,062 (\$3.51 on 640,212 shares) in 1954. Outlook was reported "good" by chairman Harvey W. Harper and pres. Louis Rieben because of additional business in tubes of all kinds, transistors and other semiconductor products.

Indiana Steel Products Co. reports 1955 net income of \$766,945, or \$2.70 per share on 284,298 shares outstanding, compared with \$587,854 in 1954 (\$4.14 on 142,149 shares).

Storer Broadcasting Co. is subject of report by Francis I. DuPont & Co., 1 Wall St., N. Y. based on recent speech by its exec. v.p. Lee B. Wailes (Vol. 12:7).

Consolidated TV & Radio Broadcasters Inc. (Bitner) reports net income of \$701,940 on gross revenues of \$7,299,972 during year ended Nov. 30, 1955 vs. \$1,253,661 on sales of \$6,677,195 in preceding fiscal year. This is equivalent of \$1.11 per share on 315,000 common and 291,600 "B" common outstanding vs. preceding year's \$2.02 on 182,550 common and 424,650 "B" common. Annual report by pres. Harry M. Bitner Jr. points out that year was one of expansion, construction and changes unmatched in previous years, included April 1955 acquisition of TV-radio facilities in Minneapolis (Vol. 11:5) which had been unprofitable and represented non-recurring loss of more than \$125,000. Acquiring the stations, which he said may be expected to contribute substantially to the overall financial position in future fiscal years, the long-term financing required paying out more than \$80,000 during the adjustment period. Sale of AM station in Evansville also represented loss of about \$100,000. Firm has increased stockholders from about 500 to more than 1300. While most of its revenues derive from its TV stations—WFBM-TV, Indianapolis; WOOD-TV, Grand Rapids; WTCN-TV, Minneapolis—Mr. Bitner notes that "radio operations have shown a satisfactory profit during the year, and radio broadcasting as an industry now indicates a more prosperous future in contrast to the unsettled period of the last several years." Firm's total assets at end of 1955 fiscal year were \$9,912,916, up from \$6,869,505 in 1954.

Storer Broadcasting Co.'s net earnings after taxes and preferred dividends of \$52,500 were \$4,277,928 during 1955, or \$1.73 per share, compared with \$3,575,779 (\$1.45) in 1954. Report released Feb. 23 did not give revenue figures, but they're understood to have considerably exceeded record \$17,736,531 of 1954. The 1955 earnings increase was especially noteworthy, inasmuch as there was no non-recurring profit item such as \$897,655 realized in 1954 after sale of San Antonio stations. Fourth quarter 1955 earnings were \$1,466,159 (59¢) vs. \$1,298,554 (52¢) in same 1954 period. (For Storer's annual sales, earnings & other figures, 1950-54, see *TV Factbook No. 22*, p. 424). Note: Neither the networks, Westinghouse, nor Crosley, among the other multiple-station operators, reports TV and/or radio station figures separately from parent company, but this week's annual Avco report says this about Crosley's 4 TV stations plus WLW: "The TV operations of Crosley Broadcasting Corp. in 1955 again showed a substantial increase in revenue [but] revenues from station WLW continued to decline . . . due to attrition of income from network programs." Crosley stations were said to have shown a 1955 operating profit 25% above 1954.

The late Walter C. Gross, v.p. & director of ABC-Paramount, who died Feb. 18, sold 2500 shares of his stock in that company in Jan., reducing his holdings to 10,100 shares, according to SEC records. Among other officer & director transactions reported: Philip D. Reed, chairman of GE, sold 1000 shares, reducing direct holdings to 5300; John J. Smith, pres. of Sparks-Withington, bought 3000, now holds 8241; K. R. Herman, v.p., Sperry Rand, bought 27,300, his present total holdings; Harry A. Ehle, exec. v.p., International Resistance Co., sold 500, holds 16,500; Earnest Searing, chairman, International Resistance Co., transferred 52,350 to trust of which he is life income beneficiary; A. J. Ostheimer 3rd, director, EL-Tronics Inc., made gift of 4300, sold 700, holds 30,100.

TV-radio stocks as a whole enjoyed 10% gain in 1955 over 1954, while electrical equipment category was up 12% according to Jan. 23 report by United Business Service based on Standard & Poor's index. (For changes in individual stocks in TV-radio-electronics fields, see p. 10 of our Special Report of Jan. 14 headed Financial Data on Major TV-Electronics Companies.)

Record year for the giants: AT&T last year earned \$634,243,416 (\$13.10 per share) on operating revenues of \$5,297,043,174, up from \$549,931,223 (\$11.92) on revenues of \$4,784,500,427 in 1954. General Electric earned \$200,923,835 (\$2.32 per share) in 1955 on sales of \$3,095,352,063, up from \$198,913,221 (\$2.30) on \$2,959,077,548 in 1954—and pres. Ralph J. Cordiner said GE “expects to achieve increases in production and shipments during 1956 & 1957.” Western Electric’s 1955 net income rose to \$63,339,798 on sales of \$1,853,299,056 from \$55,836,430 on \$1,526,231,329 in 1954; sales to parent Bell System (\$1,230,915,000) accounted for 66% of total volume, while military equipment & services rose to \$558,717,000 from \$452,200,000 preceding year. In 1955, WE spent \$58,692,000 on new construction & facilities, increasing plant investment to \$498,945,000. IT&T’s comptroller, Paul F. Swantee, speaking Feb. 21 before Cleveland Society of Security Analysts, disclosed that its consolidated 1955 revenues will be shown at around \$500,000,000 compared with previous high of \$424,000,000 in 1954, with consolidated income around \$3.15 a share vs. \$2.80—the 1955 report including German subsidiaries for first time and taking account of adverse effect of devaluation of the Argentine peso.

Van Norman Industries Inc., which last year acquired Insuline Corp. of America, Transitron Inc. and Super Tool Co., reports consolidated net sales of \$20,172,776 in 1955 with earnings of \$633,398 after taxes—equivalent of \$1.09 on the 581,559 shares of common stock outstanding at end of year. Comparisons with preceding years are difficult because of operations of new companies. Earnings of H. W. Butterworth & Sons Co., acquired in Jan. 1956, amounted to \$271,383 after taxes and were not consolidated; Van Norman issued 71,930 shares of \$2.28 dividend conv. preferred stock to effect this acquisition.

Wall Street Journal reports Feb. 24 that Motorola 1955 sales are believed to have risen more than 10% from 1954’s \$205,000,000, which would mean 4% higher than record \$218,000,000 of 1953; net income is said to have topped \$8,000,000. Same newspaper, quoting pres. Robert C. Tait, states Feb. 23 that Stromberg-Carlson div. of General Dynamics expects 1956 sales to rise above \$90,000,000 from estimated \$78,000,000 in 1955; some 110,000 sq. ft. of new space will be ready this year and 169,000 more added in 1957, with present employment of 6000 expected to rise to about 6800 before year’s end.

Consolidated Electronics Industries Corp., formerly Reynolds Spring Co., reports net sales of \$7,787,082 in quarter ended Dec. 31 and net income of \$813,509 (\$1.18 per share); this compares with \$1,419,556 sales and \$46,060 loss in 1954 period, when company was still engaged only in automotive spring business.

Columbia Pictures earned \$1,606,000 (\$1.43 per share) in 27 weeks ended Dec. 31, 1955 vs. \$2,823,000 (\$2.59) in 26 weeks ended Dec. 25, 1954. For 13 weeks ended Sept. 24, net profit was \$899,000 (81¢) vs. \$1,349,000 (\$1.24) in corresponding 1954 period.

Warner Bros. earned \$927,495 (27¢ a share) in quarter ended Nov. 26 vs. \$1,203,224 (48¢) in same 1954 quarter. Gross receipts were \$19,132,139 in 1955 quarter vs. \$18,414,817.

* * * *

Dividends: Philco, 40¢ payable March 12 to stockholders of record March 5; Sprague Electric, 30¢ March 14 to holders Feb. 29; Sylvania, 50¢ April 1 to holders March 9; Canadian GE, \$2 April 2 to holders March 16; Sperry Rand, 20¢ March 30 to holders March 9; Clevite Corp., 25¢ March 10 to holders March 2; Hoffman Electronics, 25¢ March 31 to holders March 15; Radio Condenser, 5¢ March 20 to holders March 1; 20th Century-Fox, 40¢ March 31 to holders March 16; Whirlpool-Seeger, 35¢ March 10 to holders March 2.

Electronics Reports: New portable TV camera-transmitter with many potential commercial uses was unveiled this week as a tactical military device by Army Signal Corps. Developed at Ft. Monmouth labs and built by RCA, new system is said to be completely different from portable TV transmitters shown by Defense Dept. in May 1954 (Vol. 10:19).

New “creepy-peepy” is battery-powered, and one man can carry its hand-held 8-lb. camera with 47-lb. transmitter & power supply on his back. While releasing no technical details, Signal Corps claims it can transmit “an image equal to or better than commercial quality.” With choice of 4 lenses, camera can “see” objects up to a mile away, while its transmission range is ½ mi. A 5-channel receiver-monitor can be mounted in jeep, operated from regular automotive battery or house current. Camera may be carried and operated by scouting patrols or mounted on tripod for unattended operation.

* * * *

Sprague Electric Co. will shortly start construction of new 20,000-sq. ft. plant at Concord, N. H. for manufacture of surface-barrier transistors, expected to be in production by next fall with payroll of 200. Jesse Ault, ex-works mgr. of Western Electric plants at Haverhill & Andover, Mass. will be gen. mgr.; John Puppolo, supt. of Sprague’s tantalum electrolytic capacitor operations at North Adams, will be factory mgr. Sprague now employs 6000 at plants in 10 cities.

Airborne industrial TV camera will be manufactured by General Precision Lab for Lockheed Aircraft Corp. for such uses as monitoring operation of landing gear during take-off & landing or viewing exhaust stack of turbo-compound aircraft engine from within plane’s cabin. In use tests, GPL says the unit produced excellent results even under conditions found at altitudes up to 70,000 ft.; one camera was used in 800 hours of flight tests without failure.

New tubes: RCA introduces 2 new beam power tubes (6CU5 & 12CU5) primarily for audio output use in TV receivers. Sylvania announces 14 new tubes for industrial applications, comprising 7 thyratrons, 4 industrial ignitrons, 2 high-vacuum amplifiers (for broadcast and induction heating equipment), high-vacuum rectifier designed for electronic air cleaners.

Astron Corp., East Newark, N. J. maker of capacitors and filters, has acquired all capital stock of Skottie Electronics Inc., Pecksville, Pa.

* * * *

Chilton Publishing Co., Philadelphia, controlled by the Pew interests, this week acquired ownership of *Tele-Tech & Electronics Industries*, monthly founded and published by Caldwell-Clements Co. It’s part of Chilton expansion program, said Chilton pres. G. Carroll Buzby. Editor Bernard F. Osbahr and staff continue in N. Y. office, which Caldwell-Clements will manage while continuing its ownership of *Mart*, *Technician* and Caldwell-Clements Manuals Corp.

Herbert C. Guterman, ex-GE, Emerson Radio, Arma, American Bosch & Freed Electronics (latter recently merged into Fairchild Camera & Instrument Corp.) has been elected chairman of board of National Co., Malden, Mass. He succeeds Raymond Cosgrove.

George J. Parker, ex-pres. of Daystrom instrument div., Archbald, Pa., named v.p. of Daystrom Inc. in charge of Washington office, handling electronic & nucleonic sales; v.p. Walter W. Slocum succeeds him at Archbald.

Fred Gluck, ex-Fada Radio, named engineering director, Astatic Corp., Conneaut, O.

C. Cornell Remsen Jr. named director of IT&T patent contract dept.

FAST COLOR FILM processing technique employed by KOMO-TV, Seattle (Vol. 12:6), which has proved time can be cut down to 1½ hours, has excited NBC officials who say it has "great industry significance." Prime importance of development is that it frees stations of dependence on distant laboratories—with inherent delays—and enables them to whip color film through own processing equipment or get job done in local laboratories. Network people also see implications for speedier color kinescoping.

Discussing KOMO-TV's experience with mgr. Willard Warren and developer Merle Severn, station's chief newsreel cameraman, we found there's no "secret formula" involved. It was simply that Severn decided he wanted color film in a hurry, tried developing it in his kitchen sink, literally in coffee cans, found it worked beautifully. Says Severn: "You could process color very comfortably in a hotel room."

What makes it all possible, according to Warren and Severn, is that Anscochrome color film, introduced just last year, is extremely simple to process—far less critical than Kodachrome.

Depending on station's need, they said, station or local lab can build processing unit "for \$30 up to \$30,000."

An additional factor with Anscochrome, Severn says, is that it can be shot extremely "fast"—i.e., with low light levels—then overdeveloped and still produce excellent color. Seattle's Forde Motion Picture Labs is now building unit to handle film. One day this week, all local newsreels on KOMO-TV, which recently took delivery on complete RCA color camera & film equipment, were shot and transmitted in color.

Severn has worked for Black Star photographic agency, Audubon Society, *Sports Afield Magazine*, besides spending 7 years as free-lancer.

Political broadcasting changes, as proposed by Senate majority leader Lyndon Johnson (D-Tex.) in an over-all campaign reform bill to be introduced shortly, would permit stations to present major-party presidential candidates on news and forum shows without being subject to equal-time demands from all minor candidates. His proposed bill is designed to meet many of the objections raised in House Commerce subcommittee hearings on similar bill to permit "electronic Lincoln-Douglas debates" on TV-radio (Vol. 12:5-7). Principal difference is that it limits the equal-time exemption to presidential candidates, and sets up criteria to define a "major" party. Sen. Knowland (R-Cal.), Senate minority leader, announced his support of proposal, thus making its passage near-certain. Note: Brookings Institution, 722 Jackson Place, NW, Washington, in book titled *Television and Presidential Politics* released this week, urged amendment of Sec. 315 of Communications Act (equal-time) to apply only to leading candidates of major parties. "This move would help other candidates who represent important groups or bodies of opinion to gain access to TV, because networks or stations would be able to choose the most newsworthy and important among them without incurring an obligation to make time available to all candidates for any office, however trivial their candidacy or slight their chances of election," said Brookings release. Book was written by Charles A. H. Thomson, of Brookings staff, under grant from John Randolph Haynes & Dora Haynes Foundation, Los Angeles.

Two new TV applications were filed with FCC this week, bringing total pending to 135 (22 uhf). Applications were for Ch. 6 in Pocatello, Ida., by radio KSEI, and for Ch. 2 in Dickinson, N. D., by radio KDIX. [For details, see *TV Addenda 22-G* herewith.]

"Open market" trial for subscription TV, without further hearings, was urged by FCC Comr. Lee in reply to questions following his address to Radio & TV Executives Society luncheon in N. Y. this week. Emphasizing that he was expressing only his own views, Lee said that hearings would unnecessarily delay a decision on pay TV for 2-3 years and that he doubted legislation is necessary to enable FCC to authorize subscription TV trial. [Pay TV] is "just another invention in a free enterprise system, deserving a try on the open market," he said, adding that a 2-year trial period would determine its value. He "hoped" FCC would reach decision on subject sometime this year. Lee's views on subscription TV will be detailed further in article by him in March 20 *Look Magazine*, due on newsstands March 7. Meanwhile, Lee's pay-TV advocacy stirred Abe Stark, pres. of N. Y. City Council, to wire FCC Chairman McConnaughey that Lee has "prejudged" the issue, should therefore disqualify himself from participating in decision. Skiratron pres. Arthur Levey told stockholders Lee's position has given him "great encouragement," also stated company is expanding into radar, computers, ultrasonics, etc., has more than \$400,000 in govt. contracts.

Tentative agenda for NARTB convention April 15-19 at Chicago's Conrad Hilton Hotel, approved this week by convention committee, designates April 18 at TV Day—to be featured by discussions of TV code, film policies, color, political telecasts, and a sales presentation by TvB. NARTB pres. Harold Fellows will address luncheon that day. On Association Day, April 17, keynote address will be delivered by ABC pres. Robert E. Kintner, recipient of annual industry award, to be followed by luncheon address by FCC Chairman McConnaughey, panel discussion by all FCC commissioners, special presentation on freedom of information. Radio Day, April 19, will feature panel on selection and motivation of sales personnel; discussions on future of radio audience research, standards of practice, audience promotion & outline of plans for Radio Week; presentation by Radio Advertising Bureau. Broadcast Engineering Conference, held in conjunction with convention, devotes April 16 entirely to color engineering. April 17 will consist of joint sessions with management, April 18 is radio engineering day, April 19 TV engineering day.

England's second commercial TV station was opened Feb. 17 at Lichfield, with studios in Birmingham and designed to cover the Midlands. Sir Kenneth Clark, chairman of Independent TV Authority, addressing first-night audience, promised best of London programs and "the cream of New York shows"—and initial schedule included *I Love Lucy* as well as *Sunday Night at the Palladium*. Hookups via coaxial with London are to be regular for both program contracting concerns—Associated Television Ltd. (Prince Littler & Norman Collins group) and Associated British TV, motion picture group headed by Sir Philip Warter, who divide the weekday and weekend programming, respectively. An estimated 250,000 converted TV sets are now capable of tuning in either BBC or ITA shows, representing audience of 1,500,000 or more. Next projected ITA transmitters: Lancashire (at Winter Hill) in April or May, Yorkshire (Emley Moor) next autumn. Note: Commercial interests are concerned lest new hire-purchase (installment buying) restrictions imposed by Govt., requiring 50% down payment (Vol. 12:7), will not only adversely affect TV set sales but discourage TV sponsorships, particularly of luxury items which curbs are designed to restrain.

TV Guide, one of the biggest circulating media of them all, sold 1,060,000 copies of Dec. 31 edition through supermarkets—said to be a record. Total circulation now exceeds 4,000,000 weekly.