

Television Digest

with **ELECTRONICS REPORTS**

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ALLOCATIONS POSITIONS unchanged as some 200 parties file comments on all-uhf concept. Research group agrees on 10-mon board, paid monogor (p. 1).

RCA RESEARCH ON 3 "PRESENTS" shows brisk progress in electronic home tape recorder, light amplifier, refrigerator & air conditioner (p. 2).

BIG TRANSLATOR GROWTH seen by Ben Adler. Grantees get on air quickly. Efforts to convert operators of unauthorized vhf boosters (p. 3).

QUICK STARTER KSIX-TV, Corpus Christi (Ch. 10) on air month after construction start. Uhf WNOW-TV, York Ch. 49) surprise returnee, cites demand (p. 6).

AMPEX COLOR VIDEOTAPE recorder on way, company reporting all major problems virtually solved, but production will await demand from industry (p. 7).

COURT APPEAL by WWL-TV, New Orleans, charges recent uhf grant in city is illegal. Four translators granted. Many channels shifts finalized or proposed (p. 8).

TV-RADIO OUTLOOK rest of year regarded as favorable, despite dip in Sept. TV sales, plant layoffs. Some soft spots in major appliances (pp. 9-10).

SERIES OF SERVICE CLINICS planned by NARDA, starting in Detroit Nov. 11-12, in effort to improve work of technicians and fight factory service (p. 11).

MAGNAVOX'S GROWTH PATTERN reflected in annual report comparing its position on Feb. 28, 1946 with June 30, 1956. Executive compensations listed (p. 11).

RADIO STATION SALES negotiated at record clip, many approved by FCC, as flow of new applications for transfers continues unabated (p. 4).

AUDITORIUM-SIZE color projection units, giving picture up to 4½x6 ft., offered by RCA at \$4250; first go to Smith, Kline & French. New monochrome unit planned (p. 8).

TIGHT MONEY seen as danger signal for small TV film producers and syndicators. Many forced to sources with high interest rates (p. 8).

LITTLE SHIFT IN ALLOCATIONS LINEUP: No significant change in allocations picture was apparent this week after industry filed some 200 comments on FCC's suggested all-uhf move and industry allocations committee met to firm up research plans.

Comments were much as expected. Vhf operators urged that vhf is needed for widespread coverage; that much more investigation of uhf is required before full assessment of its capabilities can be made. Uhf operators renewed pitch for quick and broad deintermixture, very few endorsing all-uhf move. Generally, tenor of comments was that both vhf & uhf are essential for continued growth.

Networks differed somewhat in approaches. ABC urged use of both vhf & uhf, extensive deintermixture, vhf mileage reductions, release of some educational channels, move of some vhf assignments. In addition, it said it will shortly submit an analysis that "will show that the quality of the present vhf service can be maintained, by the use of simple directional antennas and precision offset, even with the reduced mileage separations that are the only practical solution in some markets." It urged that uhf research not delay other remedies.

CBS said it's possible that all-uhf system could provide more competitive service, but cautioned that more study is needed to determine if shift is feasible. It said that present service is not at all bad; that 99% of population is within range of one signal, 94% have choice of 2, 87% choice of 3 -- with average TV family having pick of 5.1. CBS said it would make own vhf-uhf comparison, studying effects of set performance, antenna heights and types, terrain, foliage, etc.

NBC's main contention was that both vhf & uhf are needed; that uhf be fostered by repeal of excise tax on all-channel sets, more deintermixture, relaxation of uhf station ownership, etc. (Vol. 12:39).

Assn. of Maximum Service Telecasters reiterated that more study is needed; that FCC should aim to determine "whether and how the uhf can be made and kept an integral part of the broadcast band."

Committee for Competitive TV said greater emphasis should be put on local

service, which uhf can supply adequately. It urged more deintermixture, including addition of more vhf channels to cities where uhf has no chance.

Committee for Hometown TV repeated earlier recommendation that all stations be limited in coverage to their own retail trading areas; that more deintermixture should be applied where uhf has possibility of success.

RETMA again offered help in collecting technical data. NARTB opposed all-uhf move, said both bands are needed, urged more study. GE offered support for deintermixture, said it would contribute to uhf research. Philco said nothing should be done to disrupt present service. It said more research should be done before any major move is made toward deintermixture, vhf drop-ins or all-uhf shift. It added: "Threat of such a major move might well demoralize the market for existing types of receivers before it would be possible to determine what alternative types can and should be provided to the public to serve its best interests."

Many uhf stations feared deintermixture would be delayed by uhf research; all-uhf move, without further study, was recommended only by 2-3.

Indefinite extension of time for filing more comments, by everyone, was announced by FCC at week's end. Commission said that any all-uhf shift would be so "far-reaching" and "long-range" that continuous supply of industry information and ideas would be helpful.

Ten-man industry allocations committee formed Sept. 20 (Vol. 12:38) met again this week, came up with these basic recommendations: (1) A permanent 10-man board should be set up, 2 from each of 5 original organizations -- AMST, CCT, JCET, NARTB, RETMA. (2) Paid staff should coordinate work.

Since agreement was unanimous, it's expected the 5 groups will appoint board which will meet Oct. 23 and go to work. Board will select own chairman, determine how to admit other groups, make other major policy decisions. Though RETMA pres. Dr. W.R.G. Baker has been acting chairman, there's speculation he may not be available for permanent chairmanship. There's even talk that an FCC commissioner, such as T. A. M. Craven, could hold the position.

Group has made no choice of a paid manager yet. Previously mentioned as possibilities were former FCC Comr. George Sterling & Arthur Loughren, ex-Hazeltine research v.p. Latest name added is that of Axel Jensen, Bell Labs TV veteran.

No agreement about financing was reached, though RETMA said it would put \$12,000 in kitty. Name of organization hasn't been finalized, either. FCC had suggested TV Allocations Research Committee (TARC) but this conflicts with name of TARC Electronics Inc., the Westbury, L. I. manufacturer.

Following attended the Oct. 2 meeting: AMST -- John DeWitt & Ernest Jennes; CCT -- John Johnson & John English; JCET -- Ralph Steetle & Dr. Edgar Fuller; NARTB -- Harold Fellows & Thad Brown; RETMA -- Dr. W.R.G. Baker & David Smith.

PROGRESS REPORT ON RCA'S 'PRESENTS': Very substantial progress in development of the 3 "presents" requested by RCA chairman David Sarnoff was evident in demonstrations to newsmen at RCA Princeton Labs this week -- strengthening Gen. Sarnoff's prediction that all will be available commercially 5 years hence.

The 3 devices are objectives placed before RCA research men by Gen. Sarnoff 5 years ago -- and the requests are having salutary effect of stimulating not only the RCA organization but of spurring numerous competitors, whose scientists get a natural kick out of trying to beat the RCA team to the punch. For example, Ampex hit market first with a black-&-white tape recorder for stations & networks, now reports progress with color (p. 7). Following are status reports, based on our observations at Princeton this week:

(1) Home TV tape player was most unexpected device demonstrated, and progress shown was remarkable. Called a "hear-see" or "see and hear" unit, it weighs only 70 lbs., has 26 tubes, and is "about as simple or complex as a black-&-white TV set," according to Dr. Harry F. Olson, who headed development. It gives about 160 lines (2 mc) resolution on half of ¼-in. tape running at 10 ft. per sec., and RCA senior exec. v.p. Dr. E. W. Engstrom said further development should bring quality up to at least as good as kines, reducing present streaking, etc.

Seven-inch reel gives 4-min. of program, can be turned over for 4 min. more. Program material shown included specially recorded Vaughn Monroe segment plus off-air pickups from WRCA-TV, N.Y. -- including Eddie Fisher show microwaved from west coast. Dr. Olson said 10-in. reel would give 16 min., 14-in. 33 min. -- and that thinner tapes under development would increase playing time per reel.

Recording is in longitudinal tracks, no transverse rotating head employed. To make device a home recorder as well as player, Dr. Olson said added equipment would make instrument only 6-in. higher.

RCA's professional color recorder, previously demonstrated, is still undergoing tests at NBC in N. Y.; target date for regular use wasn't disclosed.

Gen. Sarnoff foresaw home unit opening whole new field, producing market for pre-recorded tapes, and he envisioned camera-microphone setup for home use.

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(2) Electronic light amplifier may have earliest commercial use of the developments demonstrated. It amplifies projected light 1000 times, x-rays 100 times. Device could find application soon in industrial fluoroscopy, giving quick, bright picture of metal flaws, etc. In lighted room, ordinary fluoroscope washed out completely, while new device gave excellent picture. Advantages listed by Dr. David Epstein and Benjamin Kazan: great gain, simple circuitry, unlimited size. These were achieved, they said, through new photoconductive powder, more efficient phosphors and improved preparation techniques. Fundamentally, amplifier is layer of photoconductive powder and layer of phosphor, totaling 1/50-in. thick, bonded to 1/4-in. glass. Electric current is permitted to pass when light strikes first layer -- activating phosphor in proper places with proper intensity.

Present limitation of amplifier is slow reaction, as far as "mural TV" is concerned. It takes several seconds to reproduce changes. Thus, it can't be used for TV or medical fluoroscopy for observation of movement. However, it would be good for quick look at broken bones, foreign objects in body. It works with low x-ray intensity, gives bright picture, high contrast. Dr. Engstrom said problem of showing movement isn't unsolvable, but "we appreciate magnitude of the problem."

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(3) Electronic refrigerator and air conditioner have come along substantially since early model of refrigerator was demonstrated in 1954 with 1 cu. ft. unit. Present refrigerator, quite bulky, has 4 cu. ft. food space, also freezes 30 cu. in. of ice in compartment below.

Air conditioner is in form of panels about 5x5-ft., and Nils E. Lindenblad, chief of development group, said that panels using 8-900 watts produce as much cooling effect as 1/4-ton conventional air conditioner.

Neither device has any moving parts. Walls in air-conditioned room collect moisture, and troughs at bottom carry it off. Principle of both devices is "Peltier Effect." When current is sent through junction of certain dissimilar materials, the junction either absorbs or emits heat. Dr. Engstrom said much of progress was due to RCA's discovery of improved materials. He didn't disclose those now employed; Lindenblad said materials tested include zinc antimonide and lead telluride. Up to 80-degree Fahrenheit drop in temperature has been achieved at junctions. Scientists also pointed out that air conditioner becomes a room heater through simple flip of switch changing direction of current.

Gen. Sarnoff summed up developments thus: "These demonstrations show that the principles are understood and samples can be demonstrated. They show correctness of the principles. From here on, there's a lot of work to be done in translating these into commercial products. No one can tell how long that will take, but there's been phenomenal progress in bringing these things to reality. I'd expect them to be on the market within 5 years."

UHF TRANSLATOR TRENDS—BIG POTENTIAL? Uhf translators have much bigger potential than the mere 29 applications filed to date would indicate -- according to the sole manufacturer of translator transmitters, Ben Adler, of Adler Communications Labs. He says that there's tremendous demand developing; that he's already scheduled run of second 100 units which sell for \$2750.

Adler says typical examples of way growth will develop are municipal setups in Kingman, Ariz. and Truth or Consequences, N.M. Former is using available tax money. Latter proposes to levy \$15 assessment on each set owner, plus \$5 annually, to be reduced when possible.

FCC has granted 10 CPs so far, and Adler says grantees usually get on air almost immediately. They've generally built receiving setup, complete with house, power, etc., to test availability of signals to rebroadcast. When CP is obtained, transmitter-antenna installation can be made within hours. Adler reports operations have started in Hawthorne, Nev. and Bishop, Cal., says Kingman is next.

Cost of 1-channel translator station is about \$3-\$5000, plus cost of running power & road to site -- which can vary enormously. Adler estimates year's operating cost of 3-translator setup at about \$1500.

Of 4 more CPs this week, most interesting is one in Doyleville, Colo. The application of L.H. Faast was originally for Gunnison, which has some 5000 pop. FCC engineers said Gunnison site couldn't possibly serve anything but fraction of town, and application included letter from Gunnison mayor giving Faast permission to build community antenna system. Faced with Commission's doubts about such plans, Faast changed site to Doyleville, town of couple hundred. FCC mulled application this week, granted it, aware that Faast's signal will be inadequate to serve Gunnison but can be used to feed Gunnison CATV system -- if one is built. However, he'll serve town for which he applied -- Doyleville.

No illegal booster operators have applied for translators, and Adler is doing missionary work in effort to convert them. On Oct. 11-13, he's putting on special show for them in Quincy, Wash., also inviting FCC engineers, Sen. Magnuson and Gov. Langlie. With side-by-side comparison, he hopes to show set owners that translator can give good service -- with no question of legality.

Radio station sales and transfers approved by the FCC: WIOK, Tampa, and WSOK, Nashville, by H. C. Young Jr., to Robert W. Rounsaville for \$540,000 (Vol. 12:34). WBAT, Marion, Ind. by John L. Ramp to operators of WKBV, Richmond, Ind. (Clarence M. Brown, pres.) for \$140,000 (Vol. 12:35). WARE, Ware, Mass. by Scott Killgore group to Dr. Bertram Roberts, Al Roberts and Sherwood Tarlow for \$105,000 (Vol. 12:35). WLEU, Erie, Pa. by Commodore Perry Bestg. Service (Leo. J. Omelian family) to Joseph P. Wardlaw Jr., ex-IBM salesman and son-in-law of broadcaster John J. Laux, for \$85,000. WBIW, Bedford, Ind. by William C. Smith Jr. to rep Joseph Hershey McGillvra and Mrs. McGillvra for \$72,500. KWHN, Fort Smith, Ark. by Salome Nakdimen for \$75,000, selling 52.5% interest held by husband's estate, to other KWHN owners, who are retiring stock to treasury. She is keeping CP for KNAC-TV, Fort Smith (Ch. 5). WDKD, Kingstree, S. C. 50% by M. L. Few to other partner E. G. Robinson Jr. for \$70,000 (Vol. 12:38). KQUE, Albuquerque, N. M. by Wm. W. Phelps and Hugh DeWitt Landis to Harold W. Cassill and associates, also owners of KEOK, Ft. Dodge, Ia., for \$135,000 (Vol. 12:35). WBUX, Doylestown, Pa. by James Stolcz to WBUX Bestg. (of which he and Geo. Steiner own 49% each), for \$100,000.

Sale of KCCC-TV, Sacramento, Cal. (Ch. 40) to Lincoln Dellar's Sacramento radio KXOA by Ashley Robison and Harry McCart (Vol. 12:37) was approved this week. KXOA is paying \$67,500 cash, lending \$35,000 and assuming more than \$125,000 in obligations. He also owns KXL, Portland, Ore.; KHMO, Hannibal, Mo.; 50% of KJR, Seattle. Robison is buying KOVO, Provo, Utah for \$100,000 (Vol. 12:38).

John H. Phipps' \$880,000 purchase of WJNO-TV, Palm Beach (Ch. 5), approximately \$500,000 being in cash and rest in obligations (Vol. 12:37), was approved by FCC this week. Selling principals are WJNO Inc., 50% owner (George H. Buck, pres.); TV producer Theodore Granik, 21%; attorney Wm. H. Cook, 21%.

Radio station sales and transfers reported this week: WRIT, Milwaukee, by McLendon Investment Corp., Dallas, for more than \$400,000 to H. & E. Balaban Corp. (50%) and Atlantic Brewing officials Harold & Leo Lederer (25% each). Balabans also own 50% of WTVO, Rockford (Ch. 39) and WICS, Springfield (Ch. 20) both Ill. KFBI, Wichita, 50% (holdings of C. Howard Lane and estate of late Horace L. Lohnes) for \$102,000 to H. & E. Balaban Corp., other KFBI principal being E. Hale Bondurant. WATG, Ashland, O. by Ashland Bestg. Corp. (R. S. Burke, pres.) for \$112,500 to Charles D. Calhoun and associates; Calhoun is mgr. & chief engineer of WLOH, Princeton, W. Va. KXLR, North Little Rock, by Arkansas Airwaves Co. (John F. Wells, pres.) for approximately \$81,000 to adman J. M. Sanders, who also assumes \$32,500 in notes due stockholders and advances nearly \$15,000 to pay off bank loan. KBKI, Alice, Tex. by Alice Bestg. Corp. (Givens A. Parr, pres.) for \$75,000 to co-owners Jules J. Paglin and Stanley W. Ray, Jr., who also operate radio stations in La., Tex. & Tenn.

Planning to retire from active owner-managership of stations, Wm. J. Wagner is selling first of radio properties, KFQD, Anchorage, Alaska, for \$80,000, to group including station mgr. Ernest Spink, chief engineer Wm. E. Duck, announcer Edward R. Mack, and several Anchorage businessmen. Application filed with FCC announcing Wagner's intention to retire states he "desires to work out easy deals for key employees to obtain ownership." He also owns all of KINY-TV, Juneau (Ch. 8) & KINY; 6% of KTVA, Anchorage (Ch. 11) & KTVF, Fairbanks (Ch. 11); 100% of Alaska radios KFRD, Fairbanks; KTKN, Ketchikan; KIFW, Sitka; KIBH, Seward.

NBC's \$1,500,000 Buffalo TV Center for WBUF (Ch. 19) will be dedicated Oct. 11 on NBC-TV's *Today*, RCA-NBC executives and press being flown in from N. Y. for ceremonies.

Licensed TV sets in Great Britain totaled 5,979,510 at end of July, increase of 57,490 during month.

Personal Notes: Earl Rettig, v.p. in charge of TV network services, promoted to v.p.-treas. of NBC, assuming duties of treas. Joseph A. McDonald, who moves up to asst. general attorney, reporting to Thomas E. Ervin, v.p. & general attorney. Other promotions approved at board meeting Oct. 5: Wm. R. (Billy) Goodheart Jr. to v.p. in charge of TV network sales, Wm. K. McDaniel to v.p. for radio network sales, Jerry A. Danzig to v.p. for radio network programs, Charles H. Colledge to v.p. facilities operations for TV & radio . . . Donald N. Martin, public relations director of British Travel Assn. in N. Y. since 1950, originator of "Come to Britain" promotion, formerly with Cecil & Presbrey and onetime San Francisco newsman, joins NARTB in Nov. as asst. to pres. in charge of public relations, taking over NARTB's projected expansion of all public relations activities . . . Ken Carter, gen. mgr. of WAAM, Baltimore, elected a v.p. of WAAM Inc. . . . Edmond R. (Curly) Vadeboncoeur, pres. of WSYR-TV & WSYR, Syracuse, elected pres. of N. Y. State Broadcasters Assn. . . . Robert Cochrane, WMAR-TV, Baltimore, elected pres. of Maryland-D. C. TV & Radio Broadcasters Assn., succeeding Ben Strouse, WWDC, Washington . . . Harry M. Plotkin, former FCC asst. gen. counsel, with firm of Arnold, Fortas & Porter since 1951, becomes a senior partner in Berge, Fox & Arent, Ring Bldg., Washington (Executive 3-7373) . . . Max Bradbard promoted to eastern sales mgr. of General Teleradio's RKO Television, N. Y.; Wm. Gorman promoted to western sales mgr., Los Angeles . . . Willis K. (Bud) Freiert appointed asst. station mgr., WBAL-TV, Baltimore, reporting to station mgr. Leslie H. Peard Jr. . . . John Brubaker named regional sales mgr., George Bronson local sales

mgr., WNHC-TV, New Haven, both reporting to gen. sales mgr. J. Vincent Callanan . . . Rex B. Ross, ex-mgr. of Goodland Chamber of Commerce, named asst. mgr., reporting to owner-gen. mgr. Jim Blair, of upcoming KWGB-TV, Goodland, Kan. (Ch. 10), with no definite target; Herbert Stegman will be chief engineer . . . Jack Purves, ex-N. W. Ayer, named CBS-TV sports sales mgr. . . . Morrie Roizman, ex-*March of Time* & Fox Movietone News, named mgr. of short subject dept. of Ely Landau's National Telefilm Assoc. . . . Paul Frincke resigns as chief engineer of WJBK-TV & WJBK, Detroit . . . Murray Messner, ex-radio CJOB & CKY, Winnipeg, named mgr. of Winnipeg branch, S. W. Caldwell Ltd. . . . Barry Tucker resigns as commercial mgr. of KIDO-TV, Boise, Ida. . . . Francis F. (Sandy) Sanford, ex-Screen Gems, named eastern sales mgr., Telestudios Inc. . . . Michael J. Ambrosino, ex-TV coordinator of closed-circuit experiments in Schenectady public schools, named asst. to operations director of non-commercial WGBH-TV, Boston.

Fred H. Trimmer, 45, telecommunications adviser to U. S. Information Agency and authority on international broadcasting, died suddenly Oct. 5 at his Arlington, Va. home. Starting with Office of War Information in 1942, he helped build 22 radio transmitters in U. S. for Voice of America, as well as several stations overseas during and after the war. He is survived by his widow, an infant daughter and a brother.

Joseph F. Wright, 37, ex-WJIM-TV, Lansing, and WLVA-TV, Lynchburg, Va., serving most recently with Collins Radio, died of heart attack Sept. 27 at Cedar Rapids, Ia. He is survived by his widow, 2 children.

ADVERTISING AGENCIES: Harry Wayne McMahan resigns as McCann-Erickson v.p. in charge of TV-radio production and member of its creative plans board to become special consultant to Institute for Motivational Research, Croton-on-Hudson, N. Y., on psychological methods of testing TV commercials . . . Stuart D. Watson, ex-S. C. Johnson Co. & Standard Oil of Indiana, joins McCann-Erickson, N. Y., as v.p. & senior marketing executive . . . Oliver Barbour, Benton & Bowles director of TV programming, elected a v.p. . . . Richard O. Howe elected v.p. in charge of BBDO's Boston office, succeeding Burton E. Vaughan, now v.p. in charge of Pittsburgh office . . . Wm. L. Calhoun Jr. elected v.p. of Young & Rubicam, San Francisco, serving as contact supervisor on Kaiser Aluminum and Kaiser Steel accounts . . . John B. Lyman, ex-NBC, and Sheldon Stuart, ex-KCOP, Los Angeles, join Foote, Cone & Belding broadcast div., Hollywood, as TV production supervisors . . . Robert G. Hurd named TV-radio director, Cole & Weber, Seattle, replacing David F. Titus, now v.p. of Song Ad-Film Radio Productions, Los Angeles . . . Frank Gosfield, ex-WBKB, Chicago & McCann-Erickson, joins TV creative staff, Gardner Adv., St. Louis.

Name of Sylvester L. (Pat) Weaver, former NBC chairman, came up this week as possible successor to Arthur M. Loew as pres. of Loew's Inc., parent of MGM—and though nobody in Loew's organization would comment, film industry rumors later in week said that Weaver had been rejected in favor of someone with movie background. Among other names mentioned were MPAA pres. Eric A. Johnston and Music Corp. of America pres. Lew R. Wasserman. Loew's resignation after 11 months service as pres. was followed by resignations of 2 board members connected with investment houses—Paul D. Mannheim of Lehman Bros. and Charles J. Stewart of Lazard Freres. The top-level resignations aren't expected to change Loew's announced intention of plunging into TV wholeheartedly—which already has resulted in some \$25,000,000 in sales of MGM feature backlog library, 25% ownership in 2 TV stations and preparation for first TV film series, *Goodbye Mr. Chips*. Latest film library sale by MGM, announced this week, was to San Antonio's WOAI-TV for \$800,000.

Application of engineering philosophy to economic, social & political problems was urged this week by Dr. E. W. Engstrom, RCA senior exec. v.p., in speech before Industrial Design Institute in Norwalk, Conn. Noting success at solution of complex technical problems through the engineering approach—broad scope, cooperation, compromise, thoroughness—he concluded: "Surely a philosophy which encourages these traits need not be confined in the future to the field of technology alone."

Franklin C. Salisbury, Washington communications attorney, is author of *Speaking of Politics* (294 pp., \$3.75), an exposition of meaning of political words, expressions, labels, etc., published by Vantage Press, 120 W. 31st St., N. Y. Work was subsidized by Latin American Institute.

Martin Codel, editor & publisher of *Television Digest*, recuperating at Emergency Hospital, Washington, after successful abdominal operation last week, was scheduled to be discharged Oct. 6 or 7.

Television Pioneers is new fraternal organization being formed by committee headed by W. D. (Dub) Rogers Jr., KDUB-TV, Lubbock, with about 200 invited as charter members. Membership is restricted to station and network executives in TV before 1952 freeze-end. Charter associates include officials of industry associations active before freeze. Organization meeting will be held during NARTB convention next April.

Jack R. Poppele, who recently resigned as director of U. S. Information Agency's Voice of America program, elected pres. of Essex County (N.J.) Chapter of American Cancer Society.

Blair Television Associates is new name for Hoag-Blair Co., effective Oct. 1, following resignation of pres. Robert B. Hoag in Sept.

“SLEEPER” KSIX-TV, Corpus Christi (Ch. 10) is lone new starter this week, having made debut Sept. 30 with CBS-TV programming. There was also a surprise resumption by uhf WNOW-TV, York, Pa. (Ch. 49), which goes back on Oct. 12 after going dark Sept. 30 (Vol. 12:39). In letter to FCC, WNOW-TV stated that public demand prompted decision to resume; that “even though the immediate outlook remains unchanged and not promising, we shall continue with the hope that conditions will improve with the passage of time.” This week’s additions bring on-air total to 489 (96 uhf).

KSIX-TV was built in less than month, principal owner & gen. mgr. Vann M. Kennedy stating that first concrete was poured Sept. 9. It’s city’s third outlet, KRIS-TV (Ch. 6) having started last May, KVDO-TV (Ch. 22) in June 1954. When steel strike held up delivery of permanent tower, it obtained permission to use 340-ft. Stainless guyed tower with temporary antenna, employing GE 50-kw transmitter and producing 128-kw interim power. Permanent 650-ft. Stainless tower and 12-bay GE antenna are due in Dec. William Patton, ex-KTBS-TV, Shreveport, is commercial mgr.; Gene Looper, from KSIX, is program-production mgr.; Frank Leins, ex-KRBB, El Dorado, Ark. & KBMT, Beaumont, chief engineer. Base hour is \$250. Reps are H-R Television and Clarke Brown (South).

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

WAGM-TV, Presque Isle, Me. (Ch. 8) plans start shortly after it gets FCC approval of pending modification to increase power to 58.9-kw. Armed Forces’ AFL-TV, Limestone, Me. (Ch. 8) is prepared to get off channel whenever WAGM-TV is ready to begin, and latter plans to continue some programs of AFL-TV. WAGM-TV has 5-kw DuMont transmitter, 300-ft. Stainless guyed tower, 6-bay custom-built RCA antenna. It has signed as CBS Extended

Federal Trade Commission this week approved consent orders prohibiting Bymart-Tintair Inc., Newark (beauty preparations) and Johnson & Johnson, New Brunswick, N. J. (surgical dressings, first-aid kits, baby products) from granting promotional allowances to some, but not all, of their customers for TV-radio advertising. Companies were originally charged with paying United Cigar-Whelan Drug chain for participation in TV shows which they sponsored. FTC contended that under Robinson-Patman amendment to Clayton Anti-Trust Act, proportionately equal payment should have been made to United-Whelan competitors. Similar case, involving complaint that 9 major grocery product manufacturers gave unlawful promotional allowances in form of free TV-radio time to favored supermarket customers in exchange for promotion of their products (Vol. 12:30), still pends at FTC.

Rules on identification of recorded programs were relaxed this week by FCC to require announcement “only with respect to recorded programs or material in which the element of time is of special significance and the lack of an announcement might create the impression or belief in the mind of the listener or viewer that the event or program is, in fact, occurring simultaneously with the broadcast.” No identification will be required for recorded programs one min. or less, nor when network programs are transcribed and rebroadcast one hour later because of time differentials. Only a single daily announcement is required to identify all such programs transmitted for delayed broadcast.

Market Plan affiliate. Base hour will be \$150. Rep will be Venard, Rintoul & McConnell.

KGEZ-TV, Kalispell, Mont. (Ch. 8) began construction of studio-transmitter building Sept. 26, but on-air target hasn’t been set, reports v.p.-gen. mgr. Richard V. Vick. It will have 300-ft. tower, RCA equipment throughout. Frank Reardon, pres. & controlling stockholder, also controls radio KGEZ and Butte radio KBOW, has 2.22% interest in KXLF-TV, Butte (Ch. 6). Robert S. Bennett will be commercial mgr. Base hourly rate not set. Rep will be Donald Cooke.

KLSE, Monroe, La. (Ch. 13, educational), owned by Louisiana Dept. of Education, is expected to start programming in about 60 days. It has 5-kw RCA transmitter installed in plant of off-air KFAZ (Ch. 43), 6-bay antenna on 300-ft. KFAZ tower. Studios include live facilities at Forsythe Ave. transmitter site.

Equipment shipments and orders reported this week: By RCA—25-kw amplifier Oct. 2 to WTVW, Evansville, Ind. (Ch. 7), planning increase to 316-kw after beginning operation with temporary installation (Vol. 12:34); 12-section superturnstile antenna Oct. 3 to KSWM-TV, Joplin, Mo. (Ch. 12), planning boost to 316-kw, using 25-kw amplifier shipped Sept. 28; 14-section custom-built superturnstile antenna Oct. 3 to KHSL-TV, Chico, Cal. (Ch. 12), planning 232.5-kw with 25-kw amplifier shipped Aug. 6; 6-section superturnstile antenna Oct. 1 to WNEM-TV, Bay City-Saginaw (Ch. 5). By Standard Electronics—order for 50-kw transmitter from WGEM-TV, Quincy, Ill. (Ch. 10), planning 316-kw; 5-kw driver from WMAL-TV, Washington (Ch. 7); 500-watt transmitter from CHEK-TV, Victoria, B. C. (Ch. 6), due on air this fall.

Move of KGEO-TV, Enid, Okla. (Ch. 5) to new 1356-ft. tower 31-mi. southeast of city (Vol. 12:39) was delayed when 22-ton antenna crashed this week as it was being removed from original tower for installation at new site. No one was injured and new antenna is being obtained from RCA, KGEO-TV operating meanwhile with temporary antenna atop Broadway Tower in Enid.

TV advertising information center, using new “electronic brain” developed by IBM, will be set up by TvB in about 18 months. New machine, the IBM 305 RAMAC and called TELEVIC, will immediately feed facts-&-figures on TV advertising by products. Explained TvB pres. Oliver Treyz: “An advertising agency seeking the latest pertinent data on sponsorship history for automobile tires, for example, will be able to contact TELEVIC and immediately receive a complete rundown on the subject, by network and national spot, by time period, by brands, by dates, by dollars invested, etc. in any conceivable combination. All this information will be current.” “Brain” uses continuous accounting principle, holds 5,000,000 characters in its memory, rents for \$3200 a month.

Application for sale of KRIS, Corpus Christi, for \$225,000 reveals that seller T. Frank Smith’s Gulf Coast Bestg. Co., including KRIS-TV (Ch. 6), had \$243,035 earned surplus as of July 31. Pro forma balance sheet dated July 31, 1956, filed to show effect of radio sale, lists KRIS-TV total assets at \$875,875, of which fixed assets are \$339,463, current \$226,070 (\$156,878 cash). Buyer is new Texas Bestg. Co. Inc., whose ownership interlocks with Houston radio KTHT. Among principals is ex-mayor of Houston Roy Hofheinz, who also owns 16% of KTRK-TV, Houston (Ch. 13).

Tracy Moore & Assoc. Inc. enters TV rep field, with offices at 6381 Hollywood Blvd., Los Angeles (Hollywood 2-2351) and 260 Kearney St., San Francisco (Exbrook 2-6444). It’s West Coast rep for KXLF-TV, Butte, Mont. and KSAN-TV, San Francisco.

AMPEX COLOR Videotape Recorder is on its way—and limiting factor in further development will be telecaster demand, not engineering bottlenecks. So we were told this week by Ampex video equipment sales mgr. Ross Snyder. Said he: "We're very encouraged. We now know exactly how we will do it."

Compatibility will be byword in Ampex's color efforts. Its engineers see no obstacle to using same width tape, running at same speed as with Ampex monochrome recorder, and using same rotating head principle. Among company's other aims in developing color recorder: Conversion kit to modify monochrome recorders for color, and sufficient compatibility to get good black-&-white pictures when color tape is played on monochrome Videotape player.

As to price, Ampex's market research has convinced it that color recorder can't be sold at "anything like twice the price of the monochrome model," which sells for \$45,000, according to Snyder. "It must be much below that."

While working on color and aiming to show prototype model at NARTB convention next April, the company is "putting the largest part of our effort on the monochrome recorder, because that's what the industry wants most and needs most," said Snyder, adding: "When the industry wants color, we'll have color."

First prototype monochrome recorders are nearly ready, with CBS-TV technicians due to begin final check-out of first one next week at Ampex Redwood City, Cal. plant. While NBC & CBS have both ordered prototype recorders, neither would state when they will be put into use, CBS denying earlier reports that Nov. 1 was its target date. CBS engineering v.p. Wm. Lodge declines to give target, except to say it's after Nov. 1.

Production models of monochrome recorder are due to start flowing from factory in late Feb. or early March, Snyder said. With "more than 100" firm orders, company is promising delivery in Sept. 1957 on recorders ordered now.

Tape won't be a bottleneck when recorders are available, Snyder promised. Minnesota Mining, Orradio and Reeves are all making the 2-in. tape, with Audiotape scheduled to begin production soon.

Official Films announces international sales organization with offices or representatives in London, Berlin, Paris, Belgium, Rome & Sweden. Many of Official's properties will be dubbed into foreign languages for European push. On his return from 4-week tour of 6 European nations, sales v.p. Herman Rush sized up foreign TV film market thus: "In addition to England, 10 countries comprise the basic [European] market for American product—Netherlands, Belgium, France, Italy, Luxembourg, Monaco, Saar Basin, Switzerland, West Germany, Sweden and Denmark."

Printers' Ink Foundation Inc. is name of newly incorporated non-profit foundation which will publish *Printers' Ink Magazine* (Vol. 12:39). As certified this week by N. Y. State Supreme Court, foundation will, in addition to publishing the magazine: (1) sponsor or conduct communications industry research; (2) sponsor or conduct meetings and forums to spur more scientific advertising; (3) award scholarships, prizes, awards, etc. for encouragement of meritorious personal achievements. Printers' Ink Publishing Co. will change its name and enter other business fields.

NARTB code review board this week approved amended plan to admit to affiliate subscription the 18 member companies of Alliance of TV Film Producers, representing about 75% of all TV film production. Details weren't disclosed, pending new meeting with ATRF in Hollywood week of Oct. 8.

Network Accounts: ABC-TV's "third network" competitive status is enhanced by its report this week that national sponsors have bought 19 out of total of 22 evening hours of network option time. Schedule breaks down to 9 hours of full sponsorship, 7 of alt. week, 3 co-op & partic. Biggest new sponsors are Plymouth (*Ray Anthony Show*) and Chesebrough-Pond (*Conflict, Jim Bowie*). Biggest sales holes to be filled are 30-min. each of *Omnibus* and *Wire Service* . . . Pabst Beer is giving up sponsorship of boxing bouts after 7 years, cancelling alt. sponsorship of Wed. fights on ABC-TV, 10-11 p.m., effective in Jan.; Philip Morris Co. (Marlboro cigarettes) will replace Pabst, thru Leo Burnett Co., Chicago, with Mennen remaining as alt. sponsor . . . Mennen Co. cancels alt. sponsorship of *High Finance* on CBS-TV in Jan., when show will go off air, will replace Schick as alt. sponsor (with Johnson's Wax) of *Robert Montgomery Presents* on NBC-TV starting Jan. 28, Mon. 9:30-10:30 p.m., thru McCann-Erickson . . . Kellogg to be alt. sponsor (with Whitehall Pharmacal) of *Name That Tune* on CBS-TV, Tue. 7:30-8 p.m., thru Leo Burnett Co., Chicago . . . Gerber Baby Foods to sponsor alt. 15 min. weekly of *Captain Kangaroo* on CBS-TV, Mon.-thru-Fri. 8-9 a.m., and alt. 15 min. weekly of *Our Miss Brooks* on CBS-TV, Mon.-thru-Fri., 2-2:30 p.m., thru D'Arcy Adv., N. Y. . . . New partic. sponsors of *Afternoon Film Festival* on ABC-TV Mon.-thru-Fri. 3-5 p.m.: Bon Ami, thru Ruthrauff & Ryan; Exquisite Form Brassieres, thru Grey Adv.; Lipton Soups, thru Young & Rubicam; Norwich Pharmacal, thru Benton & Bowles; Union Underwear, thru Grey Adv. . . . Knapp-Monarch Co. (electrical appliances) to sponsor several partic. on *Famous Film Festival* on ABC-TV, Sat. 7:30-9 p.m., thru Frank Block Assoc., St. Louis.

NBC-TV reports \$600,000 worth of sales on *Today, Home & Tonight* from these sponsors: Hanes Knitting Co. 24 partic. on *Today*, thru N. W. Ayer; Polaroid Cameras, 19 on *Tonight*, thru Doyle Dane Bernbach; Lea & Perrin (Worcestershire sauce), 14 on *Home*, thru H. B. Humphrey, Alley & Richards Inc.; International Shoe Co., 8 on *Today*, 5 on *Tonight*, thru Storm Adv., Rochester, N. Y.; Dow Chemical, 4 on *Home*, thru MacManus, John & Adams; Cadillac, 3 on *Today*, 1 each on *Home & Tonight*, thru MacManus, John & Adams; California Packing Corp., 3 on *Today*, thru McCann-Erickson; Miriam Gates Inc. (lingerie), 2 on *Today* thru Storm Adv.

Rate increases: WWJ-TV, Detroit, Oct. 1 raised base hour from \$2000 to \$2400, 20 sec. \$500 to \$600. WMAR-TV, Baltimore, Nov. 1 adds new Class AA hour (7:59-10:31 p.m. daily) at \$1500, min. at \$350, Class A hour going from \$1250 to \$1150. WKNB-TV, Hartford, Oct. 1 raised base hour from \$500 to \$600, min. \$100 to \$120. KVOS-TV, Bellingham, Wash. has raised base hour from \$300 to \$350, min. \$60 to \$70. Market Maker group (KCJB-TV, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarek) has raised combination hour from \$637.50 to \$680, min. \$127.50 to \$136. Spot increase: KGUL-TV, Galveston, Sept. 15 raised ID from \$100 to \$120.

Closer tieup of Mutual & RKO Radio Pictures is planned by parent RKO Teleradio Pictures in "every facet of the radio and motion picture activities of both subsidiaries, with emphasis placed on programming, sales and client services, promotion, exploitation & publicity," said chairman Thomas F. O'Neil. Plan envisions use of RKO stars on Mutual programs, adaptations of RKO story material for radio and closer promotional tie-ins.

British commercial TV's ad revenues totaled more than \$23,000,000 during its first year, while number of receivers able to receive commercial programs increased from 200,000 to 1,700,000 (out of nearly 6,000,000 sets-in-use), with conversion still proceeding at rate of nearly 20,000 a week.

Color Trends & Briefs: Auditorium-size color TV projection system for closed-circuit or off-air reception was announced this week by RCA for availability this fall at approximately \$4250. System produces NTSC pictures up to 4½x6-ft., is designed for audiences of up to 500 persons, for use in schools, hospitals, business and industry. Two custom-designed models have been purchased by Smith, Kline & French Labs, Philadelphia pharmaceutical firm, for closed-circuit medical demonstrations and were shown for first time last week at medical meeting in Kansas City.

Also slated for production next fall at same price is RCA auditorium-size monochrome projection system, identical with color model except that it uses black-&-white instead of color projection tubes; it produces pictures up to 6x8-ft. Both systems will be produced and handled by RCA's broadcast & TV equipment dept., under mgr. A. R. Hopkins.

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ANA convention Oct. 22-24 at Chicago's Drake Hotel will hear talks on color programming, present and projected, by Richard A. Pinkham, NBC v.p. for TV network programs, and Richard Day, NBC color consultant. Embellishing the talks at special session Oct. 23 will be live closed-circuit colorcast from N. Y. showing packaging improvements on several products and their special applications to color, plus other special considerations involving color TV.

"Color TV Annual" will be issued in December by Ziff-Davis Publishing Co. (*Radio & Television News*, *Popular Electronics*), as guide to selection, operation and servicing of color sets.

Telecasting Notes: Fiscal danger signals for small TV film producers and syndicators are reported in Oct. 6 *Billboard*, which says current hard money conditions "could have a serious effect on the future supply of film programming." Article says high discount rate and tight govt. credit control has left banks with little money to finance TV film production and distribution, and "many film suppliers over recent months have been compelled to turn to secondary money sources, such as factors, and consequently pay around 18% interest instead of 6%. These secondary sources are drying up fast, too, says *Billboard*, and situation "could well constrict some small operators who, over the years, have given a great deal of vitality, savvy and good programming to the business" . . . Judy Garland's 2 performances on CBS-TV's *Ford Star Jubilee* this season will span 18 years: her first will be Nov. 3 when show will offer the 1939 MGM movie, "Wizard of Oz," which elevated her to stardom; second will be early next year, when she's due to recreate her variety bill currently featured at Palace Theatre . . . Jimmy Durante returns this season to do 4 spectaculars or special hour shows for NBC-TV . . . ABC coup: Examining the Trendexes, Oct. 3 *Variety* reports that of the first 10 ABC-TV shows to have their season's premiere, 7 walked away with first-place ratings for their time period . . . Some 2500 women are now employed in TV-radio broadcasting, an all-time high, reports American Women in Radio & TV . . . Father-daughter team: *NBC Matinee Theatre* marks first anniversary Oct. 13 with live colorcast starring Sarah Churchill in adaptation of Sir Winston Churchill's only published novel, "Savrola" . . . Second safari in search of color film footage for *Zoo Parade* will be launched by NBC-TV in Nov.—this time to Upper Amazon jungle—for material for early 1957 telecasts. Last year's trip to Africa netted material for 12 shows . . . Record audience for regularly scheduled TV show viewed Sept. 9 *Ed Sullivan Show*, according to American Research Bureau, which placed total viewers for the performance at 60,710,000. Previous high was in Sept. 1955, when \$64,000 *Question* drew 58,900,000.

Network Color Schedules (October 7-20, 1956)

Oct. 7—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
 Oct. 8—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m.
 Oct. 9—NBC: *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Oct. 10—NBC: *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Oct. 11—NBC: *Lux Video Theatre*, 10-11 p.m.
 Oct. 12—NBC: *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Oct. 13—NBC: *Perry Como Show*, 8-9 p.m.
 Oct. 14—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
 Oct. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "The Letter," 8-9:30 p.m. CBS: *Studio One*, 10-11 p.m.
 Oct. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Oct. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Oct. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Oct. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Oct. 20—NBC: *Perry Como Show*, 8-9 p.m.

"Michigan's first live color program" was Detroit's WJBK-TV Oct. 2 "sneak preview" of 1957 Ford on 11 p.m. news show. Station has invited all auto makers to participate in future color previews as their new models debut.

Goldblatt Bros., big Chicago dept. store chain (19 stores), is giving color big promotional pitch in Oct., devoting at least one window in each of 14 stores to RCA color sets, plans another promotion shortly before Christmas.

UNUSUAL COURT APPEAL was filed this week by grantee WWL-TV, New Orleans (Ch. 4) which cannot build pending FCC's consideration of plan to deintermix city by moving channel out of town.

WWL-TV charges Commission erred in granting uhf Ch. 32 to WWL-TV in New Orleans last week. WWL-TV asserts that if Ch. 4 is taken away, it should have first access to Ch. 32; that WWL-TV filed for the channel after deintermixture rule-making started and after WWL-TV got its Ch. 4 grant.

Court sent back to Commission old competitive case for KSLA-TV, Shreveport (Ch. 12), asserting that FCC must weigh significance of death of Don George, major principal of winner Shreveport TV Co.

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No regular CPs were granted this week, but 4 translator CPs were awarded: Ch. 80, Center, Colo., to Eugene Strausser; Ch. 70, Doyleville, Colo., to L. H. Faast; Ch. 70, Truth or Consequences, N. M., to city; Ch. 71, Ellensburg, Wash., to Kittitas Valley TV Assn.

Flock of final allocations actions were taken: (1) Ch. 12, Lincoln, Neb., now used by U of Nebraska's KUON-TV, was declared an educational channel. (2) Ch. 26 was shifted from Indianapolis to Anderson, Ind., replaced by Ch. 39. (3) Ch. 8 was moved from Woodward to Elk City, Okla., replaced by Ch. 35. (4) Ch. 5 was added to Glendive, Mont.

These changes were proposed by Commission: (1) Shift Ch. 56 from Cortland to Binghamton, N. Y., to be replaced by Ch. 72. (2) Assign Ch. 5 to Nashville instead of Old Hickory. (3) Assign Ch. 13 to Macon instead of Warner Robins. (4) Swap Ch. 59 & 18 between Lebanon and Lafayette, Ind.

One new allocations change was sought—WABA asking for addition of Ch. 13 to Aguadilla, P. R.

Improved vidicon tube for industrial & military use, developed by RCA, features tipless structure, longer deflecting yoke, reduced distortion, improved focus.

TV-RADIO MARKET—MOSTLY ROSES, SOME THORNS: The TV-radio outlook for rest of year continues to be regarded as generally favorable by trade's leading market analysts, despite some recent unsettling symptoms. For one thing, Sept. TV sales did not come up to expectations, shipments to dealers totaling some 800,000 for the 5-week month, or about 20% below the 1,019,191 shipped in Sept. 1955. Retail sales data is not in yet, but it would be surprising if total approached 978,838 of Sept. 1955. Also, there are disquieting reports of layoffs at Sylvania and Crosley TV-radio plants.

That leading set makers are unworried, however, is manifest in their comments to us this week. Said RCA spokesman: "We're looking forward to our biggest Christmas selling season, and we confidently expect that 1956 will be our best year in TV." Commented GE: "We are going great guns in TV, thanks mainly to portables, and our production goal of well over 1,000,000 sets this year seems to be in the bag." Similar expressions of confidence came from Admiral, Philco, Motorola, other "biggs."

Slow whittling of TV inventories is also cause for optimism. Inventories as of Oct. 1 were estimated at 2,400,000-2,500,000 at all levels, declining slightly from preceding month and considered in safe range in light of increased demand.

Another favorable factor is state of U. S. economy. While here, too, there are pluses and minuses, fact is that almost all major indexes are at record levels. Gross national product has been running at annual rate of \$408.5 billion. Personal income has topped annual rate of \$323 billion, with consumer expenditures exceeding \$263 billion. Business spending for new plant and equipment has been running close to \$35 billion. Record 66,800,000 workers are employed.

The character of TV market is changing, though demand remains relatively constant. Wm. F. E. Long, mgr. of RETMA statistical div., estimates that of the 590,000 sets sold at retail in Aug., 42% were replacements, 27% multiple sets, 31% initial receivers. By contrast, he said, about 80% of the 586,577 TVs sold at retail in Aug. 1955 went to first-time buyers.

While portables made up biggest part of the 27% sold to multiple-set homes and some of those sold as initial receivers, there's no evidence whatever to justify claims of some that portables are running away with the TV market. Conventional large-screen receivers still form bulk of replacement and first-set business, are likely to for some time to come, especially when color gets going.

Radios are enjoying boom of their own, and pickup in auto radio production (see below) strengthens widely-held belief that 1956 sales will approximate, perhaps exceed, the 13,696,968 radios sold in 1955. All types of radios are hitting on all cylinders, should go still higher with impetus of Christmas promotions.

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Dip in Sept. TV sales has industry puzzled, though it's generally blamed on failures of big promotions. As far as TV set sales were concerned, the World Series was considered a flop -- drained of much public interest by fact that 2 N. Y. teams were competing for 6th time in last 10 years. Even in metropolitan N. Y., sales were below a normal Sept. -- and few of those could be traced directly to Series.

National TV Week Sept. 23-29 didn't stimulate market much, either, judging from early returns. Whatever the causes, and there could be many, the promotion just didn't seem to arouse type of salesmanship required at all levels of trade.

Crosley laid off 265 workers at TV plant in Cincinnati, representing about 25% of its work force there -- and once again the trade's rumor mills were grinding about reports that its TV-radio operations would be disposed of shortly. And, as before, the reports were denied. Spokesman said layoffs were designed to correct "unbalanced inventories," would give no estimate of when they would be recalled. Sylvania laid off about 100 workers at TV-radio plant in Batavia, N. Y., plans to bring them back around Jan. 1.

Appliance Soft Spots: Though TV-radio sales have held up quite well, you can't say the same about some big-ticket major appliances. Going into 4th quarter, major appliances form one of the few soft spots in national economy -- and unless there's decided pickup in Christmas business, sales will be considerably below year ago. Manufacturers are reporting back-up condition in refrigerators, freezers, ranges and ironers -- and all manner of price deals have proven ineffective in reducing inventories. Dealers, on the other hand, are cutting down on number of lines handled and are holding buying to a minimum, according to Wall Street Journal survey. National Electrical Manufacturers Assn. figures for first 7 months of 1956, latest period covered, show 2,089,851 refrigerators shipped by factories, compared to 2,383,340 in same 1955 period. For full 1955, 3,685,166 refrigerators were shipped by factories, 4,025,000 sold at retail. Retailing Daily says it's estimated that retail sales in 1956 may be about 25% below year ago.

Production: TV output continued steady rise, totaled 204,655 for week ended Sept. 28, highest for any week in last 21 months, comparing to 187,852 in preceding week and 186,467 in corresponding week of 1955. It was 39th week of year, brought production for 9 calendar months to about 5,245,000, compared to 5,760,506 in first 9 months of 1955. Radio production totaled 314,993 (109,219 auto) week ended Sept. 28, highest for any week this year, comparing to 285,798 (74,178 auto) in preceding week and 284,949 (103,932 auto) in like 1955 week. Radio output for 9 months was about 9,543,000 (3,051,492 auto) vs. 9,949,620 (4,902,715) in same 1955 period.

Trade Personals: Henry C. Bonfig, ex-pres. of now-discontinued CBS-Columbia, reassigned as CBS Inc. v.p. in charge of marketing services, working on distribution problems affecting CBS-Hytron and Columbia Records . . . Robert L. Shaw, pres. of Victor H. Meyer Distributing Corp., N. Y., wholly-owned Sylvania subsidiary, appointed national sales mgr. of Sylvania TV-radio div., reporting to gen. sales mgr. Bernard O. Holsinger; Thomas P. Ryan, field sales mgr. of TV-radio div., named central regional sales mgr., Chicago; Raymond B. Huey promoted to western regional sales mgr., Los Angeles . . . Herbert C. Darroch, v.p., elected pres. & director of Moffats Ltd., Avco's Canadian subsidiary for Crosley TV-radio production, replacing Donald R. Moffat, who resigned this week after serving as exec. v.p. following sale of his interest to Avco; Cecil A. Winder promoted to v.p.-gen. mgr. of Moffats . . . J. R. Johnson promoted to Standard Coil v.p. in charge of sales & merchandising . . . Arthur F. Baldensperger Jr., Sylvania supervisor of TV-radio sales training, named Pittsburgh district sales mgr.; John D. Thuet, national radio sales mgr., named Cincinnati district sales mgr.; Peter L. Leeb, ex-Norge, named San Francisco district sales mgr.; Joseph A. Stockhausen, Buffalo district sales mgr., transferred to Cleveland . . . John MacNair Searing promoted to sales mgr. of International Resistance Co. Philadelphia plant; Walter Canfield to sales mgr., Boone, N. C. plant; Andrew J. Callanan to sales mgr., Burlington, Ia. plant . . . E. D. Treanor appointed district sales mgr. for GE tubes & components, Birmingham . . . R. H. Severance promoted to chief engineer of Magnavox's new Urbana, Ill. div. (govt. & industrial); Henry R. Boler promoted to mgr. of facilities . . . Theodore W. Buchter promoted to new post of gen. asst. to Morris Sobin, pres. of Unitronics Corp., parent of Olympic Radio & David Bogen Co.; Jack Ravdin promoted to special asst. to pres., in charge of coordinating engineering & manufacturing; Benno Bordiga promoted to manufacturing v.p., Benjamin Parzen to engineering v.p., Wm. S. Hegyi to purchasing v.p. . . . Peter G. Buttacavoli promoted to service mgr., DuMont TV receiver div., succeeding Joseph A. Hatchwell, now director of new govt. div. field service dept. . . . W. A. Hayes named eastern district mgr. of Westinghouse electronic tube div., H. G. Cheney midwest mgr., G. Sherman Pacific mgr., all reporting to J. J. Doyle, div. mgr. of re-

newal sales . . . John E. Doane transferred from Newark to Dallas as district sales mgr., CBS-Hytron . . . C. F. Weeks, Admiral regional mgr. in Los Angeles, transferred to Portland, Ore., as regional mgr. for appliances . . . Sigurd Tranmal, Stromberg-Carlson tax mgr., promoted to asst. to v.p.-controller D. G. Schuman . . . George E. Gynn promoted to asst. sales mgr., Magnecord tape recorder div. . . . Michael D. Kelly resigns as Hallicrafters marketing director . . . Edwin B. Hinck resigns as replacement sales mgr., DuMont CR tube div. . . . L. M. Daley named TV receiver marketing mgr., Canadian Marconi, Montreal . . . Irving I. Needle, ex-Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix), named asst. sales mgr. of Pilot Radio, replacing Norman Sanders, now with Harman-Kardon Inc. . . . Joseph P. Rice, ex-Mark Simpson Mfg. Co., appointed chief engineer of Fanon Electric (phonos) . . . Frank Newman, ex-DuMont adv. & promotion mgr., named merchandising mgr., Arrow Metal Products Corp., Haskell, N. J.

Mrs. Frank M. Folsom, 58, wife of the RCA president, died of a heart attack Oct. 4 at their N. Y. home. Folsom was with his wife when she was stricken. Born Gladys Jordan in San Francisco, she was married to Folsom Aug. 5, 1917. She was active in Catholic charities in N. Y., particularly in Little Sisters of the Poor and Lots for Little, as well as in N. Y. Foundlings Hospital. In addition to her husband, she is survived by a son, Fred E. Folsom, Chicago; 3 daughters, Mrs. Edward L. Leslie Jr. of Scarsdale, N. Y., Mrs. Robert M. Macrae of Toronto, Mrs. Wm. H. Cook of West Palm Beach, Fla.; a brother, P. W. Jordan, San Francisco. Pontifical requiem mass will be celebrated Oct. 8 at St. Vincent Ferrer Church, N. Y., with burial in Gate of Heaven Cemetery, Hawthorne, N. Y.

Harry N. Spector, 57, v.p.-treas. of D&H Distributing Co., RCA distributor in Baltimore and Harrisburg, Pa., died Oct. 1 in Harrisburg. Survivors are his widow, son, daughter, 3 sisters, 2 grandchildren.

Gordon G. Hoit, exec. v.p. of Stromberg-Carlson, receives one of 4 Distinguished Service Awards from American Management Assn., for his "service to the profession of management" as v.p. of finance div. since 1954; other 3 recipients were not in TV-radio-electronics industry.

Topics & Trends of TV Trade: Spread of factory servicing some by TV-radio-appliance manufacturers continues to arouse resentment and angry words from servicemen and dealers—but it remained for NARDA this week to do something about it. While making clear its opposition to “captive” service, NARDA disclosed plans for series of regional clinics for technicians and servicemen, working with local service groups, in effort to improve quality of their work and to impress on set owners their qualifications to handle servicing, rather than factory branches. First clinic will be in Detroit, Nov. 11-12.

NARDA managing director A. W. Bernsohn noted that two-thirds of NARDA members handle their own servicing and thus have most at stake in drive to halt “the abrupt expansion of central servicing.” He said that NARDA will attempt to line up “the best industry speakers possible” to discuss all phases of servicing.

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Philco has appointed BBDO to handle advertising for all consumer products, effective Jan. 1, signaling start of “the most extensive advertising and promotional activity” in Philco history, announced pres. James M. Skinner Jr. To take on Philco, BBDO will be forced to relinquish Zenith account—and MacFarland, Aveyard & Co., Chicago, now handling Zenith hearing aids, was reported most likely to get it. Hutchins Adv., which had handled Philco for 21 years, will continue only with Philco service and national telephone directory accounts from its Rochester, N. Y. office, and with all Philco of Canada operations.

NARDA’s 1957 Home Appliance Blue Book, containing trade-in values on all major white goods, will be published in first week of Nov., single copies available for \$7.50 from National Appliance Trade-In Guide Co., 2105 Sherman Ave., Madison, Wis., with quantity discounts.

Financial & Trade Notes: Magnavox’s pattern of 10-year growth is detailed in company’s annual report comparing its position at end of 1946 fiscal year (Feb. 28) and end of last fiscal year June 30, 1956. Net income rose from \$430,748 (51¢) in fiscal 1946 to \$3,100,442 (\$3.54) in last fiscal year; net sales from \$16,801,546 to \$70,529,646; net worth from \$2,217,775 to \$20,419,040; working capital from \$2,091,898 to \$15,532,532.

Dividends of \$1.50 per share have been paid in last 5 years on common, \$1.20 average for last 10 years; in addition, 5 stock dividends have been paid in last 10 years. On Feb. 28, 1946, Magnavox occupied 260,000-sq. ft. of manufacturing & research facilities; currently it has 1,120,000-sq. ft.

Proxy notice for annual meeting Oct. 31 also revealed these compensations to key executives in last fiscal year: R. A. O’Connor, chairman, \$65,000; Frank Freimann, pres., \$75,000; Leonard F. Cramer, v.p.-gen. mgr. of TV-radio-phono div., \$50,000; Gerard M. Ungaro, v.p.-secy. & gen. counsel, \$40,000.

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WPFH Broadcasting Co., licensee of WPFH, Wilmington, Del. (Ch. 12) and radio WIBG in Philadelphia, reports a net loss of \$72,155 on net income of \$725,753 in first 6 months of 1956. TV operations resulted in loss of \$146,068, partially offset by profit of \$68,170 on radio, \$5742 on operations of subsidiary National Wired Music Inc. For quarter ended June 30, combined net loss was \$57,858. Figures were issued by station which is now partly publicly owned, having filed registration with SEC May 25 (Vol. 12:21). Registration included 1,243,404 shares of \$1 Class A common, 1,953,721 shares of \$1 Class B common and \$80,125 of 5% subordinated income debentures due 1960.

DISTRIBUTOR NOTES: Victor H. Meyer Distributing Corp., N. Y., Sylvania’s wholly owned subsidiary, appoints Forrest W. Price as pres., succeeding Robert L. Shaw, now national sales mgr. of Sylvania TV-radio div.; Price is ex-director of branch operations for now-discontinued CBS-Columbia . . . Sylvania forming own Buffalo-Rochester factory branch, to be known as Buffalo branch of Sylvania Sales Corp. (Lester F. Hopkins, branch mgr.), replacing Cladco Distributors Inc., which will continue with Norge appliances; Sylvania also appoints Cook Appliances Inc., Minneapolis, replacing Sterling Electric Co. . . . Hotpoint Appliance Sales Co., Fresno, takes over Hotpoint TV & appliances from local GE Supply Co. branch, which continues with GE traffic appliances; Jerry Wimmer, mgr. of Gesco branch, named mgr. of Hasco branch . . . Magnavox appoints Federated Distributing Corp., 1414 S. West St., Indianapolis (M. G. Biesecker, pres.) as manufacturer’s rep for Spartan line, being merchandised direct-to-dealers . . . Olympic Radio appoints Appliances Inc., Atlanta (Wm. H. Martin, pres.) . . . DuMont appoints Horn & Cox, Los Angeles, for radios only . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints M. A. Becker, ex-Simon Distributing Corp., Washington, as controller; Simon has gone out of business, relinquishing Zenith franchise to Jos. M. Zamoiski Co. . . . Hotpoint Appliance Sales Co., Chicago, names John M. Coppinger, ex-GE, as adv. mgr., replacing R. L. Hoffman, resigned . . . Electrical Distributors Ltd., Honolulu (Motorola) appoints George Geoffroy as director of wholesale sales . . . Admiral appoints Major Appliance Co., Lansing (M. F. Cotes, pres.).

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Columbia Records increased prices this week from \$4.98 to \$5.98 on its albums using original show casts—but other leading manufacturers said they did not intend to follow suit.

ELECTRONICS PERSONALS: Dr. Lloyd P. Smith, v.p. of Avco and pres. of its research & advanced development div., and Dr. Arthur R. Kantrowitz, v.p. & director of research lab, elected Avco directors . . . Dr. James F. Battey named gen. mgr., Allen J. Dusault gen. sales mgr., Cle vite Transistor Products; Dr. Roland B. Holt resigns as pres., Ed-mour F. Giguere as sales v.p. . . . Joseph Kleiman named v.p.-gen. mgr., Lawrence J. Levine engineering v.p., Belock Instrument Corp.; Mrs. Helen Neuschaefer resigns as v.p. & director . . . Samuel H. Fishbein, ex-American Machine & Foundry, named mgr. of new Boston field contact & engineering office, DuMont govt. sales dept. . . . Marshall P. Wilder, ex-Superior Tube Co., joins DuMont tube re-search div. as staff engineer in charge of storage tube development . . . Eric Sullivan, mgr. of Pye Canada scientific instruments div., named mgr. of new Ottawa branch (78 Bank St.). . . . L. Irvine placed in charge of Canadian Admiral’s new electronics div., for research & production of non-consumer electronic products . . . E. Finley Carter, ex-Sylvania v.p. & technical director, promoted to director & chief executive officer of Stanford Research Institute . . . Raymond D. Griffiths promoted to technical liaison mgr., Sylvania electronic labs, Waltham, Mass.

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Magnecord Inc. has established new div., Magne Matic, to specialize in development and production of magnetic tape recording equipment for industry, particularly in fields of automation and advanced instrumentation. Mag-necord recently purchased all designs of A-V Manufac-turing Corp., with A-V pres. Charles Rynd retained as con-sultant on new industrial equipment. Also this week, Magnecord appointed Rocke International Corp., N. Y., with branches in 69 countries, to handle its export sales (except in Canada and Mexico, which are covered by Magnecord subsidiaries).

ASCAP-BMI recriminations continued bitterly this week in aftermath of Celler anti-trust subcommittee's New York hearings. Rep. Celler himself, appearing Sept. 30 on *Between the Lines* panel show on New York's WABD, made his strongest statement yet on the subject when he said flatly that the networks "must sever all relationships" with BMI, and, at another point, that "the remedy finally is divestiture." All other panelists, plus moderator Lester L. Wolff, joined in attack on BMI—only subject discussed, though topic ostensibly was "broadcasting investigations." Other panelists were composers Arthur Schwartz & Oscar Hammerstein II and New York Herald Tribune Syndicate columnist John Crosby. A prominent TV station operator, meanwhile, took sharp issue with recent Crosby column repeating Billy Rose's charges against BMI. Pres. Lawrence H. (Bud) Rogers II of WSAZ-TV & WSAZ, Huntington, W. Va., wrote letter to Crosby pointing out that 90% of his station's general entertainment music is selected from ASCAP catalog, adding that any investigation of music licensing should include question of why fees "border on extortion." He said WSAZ-TV will pay about \$4000 for use of music in Sept., averaging "\$18.75 for every piece of music used on the station." Both music licensing organizations, he said, "have the greatest built-in gravy train the world has ever seen—all riding on the fantastic ability of TV to move goods with or without music."

Week-long demonstrations of DuMont Electronicam live-film camera system as aid to Hollywood moviemaking drew favorable comments from TV & theatrical film producers, with TV film makers expressing greater enthusiasm for the process than the generally more hidebound movie makers. Using the 35mm Mitchell camera and image orthicon system, DuMont claims as much as 30% savings in below-the-line production costs.

Election night TV coverage will feature electronic computers again this year—with Underwood Corp.'s new "Elecom 125" rising to challenge Remington Rand's Univac. ABC-TV will feature Elecom, which "will type its own forecast about every half-hour on a special typewriter before the ABC-TV cameras." Note: Election returns on DuMont's WABD will be sponsored by *New York Herald Tribune*—8-hour live pickup from newspaper's city room and mechanical departments, featuring not only election returns but behind-the-scenes views of a big newspaper covering election.

GOP TV gimmicks: President Eisenhower plans political telecast later this month, using split-screen techniques, enabling him to answer questions of a succession of "little people" in TV studios all over country. Using similar, but more simplified technique, Vice President Nixon Oct. 4 held what he called "world's first transcontinental press conference" on NBC-TV. While Nixon appeared on screen, newsmen in 8 cities fired questions at him via telephone hookup.

"Surprise" birthday party for President Eisenhower has been scheduled on CBS-TV for Sat., Oct. 13, 10-10:30 p.m., the time being purchased by National "Ike" Day Committee. Originations in Washington and Hollywood will feature show business celebrities, with James Stewart master of ceremonies.

Shying from touchy political overtones, CBS removed David Orrick from role of U. S. president in *Playhouse 90* drama Oct. 5, because someone remarked, earlier same day, that Orrick's voice sounded like Adlai Stevenson's. Another actor read lines; camera gave no shots of him.

TV-radio coverage of political conventions reached more than 8 out of every 10 American homes, A. C. Nielsen Co. reported this week. Grand totals were 40,900,000 homes for Democratic convention, 39,500,000 for Republicans.

Four applications for TV stations and one for translator station were filed this week with FCC, bringing total pending to 133 for stations (29 uhf) and 19 for translators. Week's applications: (1) San Francisco, Ch. 26, by Alex Rosenman, Eliot Hyman & David M. Harris, who also are applicants for uhf stations in Detroit & St. Louis. (2) Des Moines, Ch. 11 (educational), by local Independent School District. (3) Monahans, Tex., Ch. 9, by banker J. Conrad Dunnigan, pres. of KMID-TV, Midland, and drug store owners K. E. Burrows & D. W. Bozeman Jr. (4) Reno, Nev., Ch. 4 (already granted to KAKJ), by Charles E. Halstead Jr. Translator application is for Parker, Ariz., Ch. 70, by local Chamber of Commerce. [For details, see *TV Addenda 23-M* herewith.]

Recommendations on allocations were submitted by several consulting engineers, who filed on their own for Oct. 1 deadline in FCC's inquiry about all-uhf shift. A. Earl Cullum suggested Commission again explore exchange of channels with military before making any decision. He also submitted plan for predicting service areas by applying figures taking into account 4 kinds of terrain—very smooth, smooth, rolling, rough. Robert L. Hammett also urged another study of whole spectrum, including military, and suggested reexamination of bandwidth and standards. Raymond Wilmotte again advocated "Polycasting"—use of several low-powered transmitters by each licensee, in lieu of one high-powered.

WTOM-TV, Lansing, Mich. (Ch. 54), now in hands of receiver John L. Mayer, appointed by county circuit court, is being sold, reports gen. mgr. L. G. Christian. Buyer is unidentified local businessman with extensive real estate holdings in Lansing, northern Mich. and Fla. He plans to emphasize local live programming. Station was founded by John C. Pomeroy family in Aug. 1953, was taken over by Inland TV Co. in fall of 1954.

Joint antenna tower for Philadelphia's WFIL-TV & WRCV-TV was proposed by stations' owners Triangle Publications & NBC, in applications filed with FCC this week. Antennas would be stacked, one atop the other, on 1000-ft. guyed tower near WFIL-TV's present antenna site, WFIL-TV using its present transmitter building and WRCV-TV installing new facilities.

NARTB's group life insurance plan for broadcasting industry employes, through Metropolitan Life, was put into effect Oct. 1. All NARTB member stations and associate members are eligible to participate except those in Texas and Ohio, where state insurance laws prevent participation in group plans.

"World's tallest TV tower"—1800 ft.—is under construction in Soviet capital, Moscow radio reported this week. Tallest TV tower currently is KWTV's 1572-ft. structure at Oklahoma City, though Louisville's WHAS-TV is seeking approval for 2000-ft. and Selma, Ala. grantee WSLA-TV hopes to build 1993-ft. tower.

Significance of newspapers to readers is subject of 32-p. *People Speak Their Inner Minds About Newspapers*, published by ANPA's Bureau of Advertising, 570 Lexington Ave., N. Y. Based on a "motivation research study," report summarizes readers' reactions to editorial and advertising matter.

Hard and soft sell begin at home—and BBDO this week launched internal campaign to encourage its 2100 employes to patronize products of clients, inserting humorous "gentle reminders" in pay envelopes that more business for clients means more income for agency and its employes.

Theatre-size TV projection system, delivered recently to CBS N. Y. studios by GPL, was featured in Oct. 2 premiere of *Herb Shriner Show*, when Shriner stood beside big projected picture of guest Red Skelton, who was televised live from Hollywood.



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SUMMARY-INDEX OF THE WEEK'S NEWS — October 13, 1956

NETWORK AFFILIATION PACTS being analyzed by Celler subcommittee for inclusion in hearing record; variations in CBS compensation summarized (pp. 1 & 6).

WHITNEY'S \$10,000,000 PURCHASE of Indiana stations approved by FCC. Crowell-Collier and Westinghouse purchase applications filed (pp. 1 & 4).

FIRST FILM NETWORK begins programming, riding crest of wave of station & viewer enthusiasm for good movies; sponsors, new films reported in sight (p. 2).

VIDEOTOWN SURVEY finds TV viewing at plateau this year, reports trends in reading, movie-going, set sales, attitudes toward color, etc. (p. 3).

NBC's FIRST UHF STATION dedicated in Buffalo, as pres. Robert Sarnoff calls it "symbol of faith in uhf," pledges to make it "model operation" (p. 6).

ALLOCATIONS ODDS-&-ENDS being cleared up by FCC, but complexities of big deintermixture cases may force change of Nov. 15 comments deadline (p. 7).

110-DEGREE TUBES being made available to industry, but set makers see no need to rush with new receivers while TV sales stay high (pp. 10 & 11).

ELECTRONICS, 9th LARGEST INDUSTRY, officially sized up by RETMA as \$9.7 billion giant in 1955, due to double its size in next 10 years (p. 13).

"COLOR TV FAIR," RCA mobile unit, to tour stores, starts in Philadelphia Oct. 15. Allied Stores color caravan underway, itinerary outlined (p. 9).

YEAR'S 40th NEW STATION starts, WAGM-TV, Preque Isle, Me. taking over Ch. 8 from Armed Forces AFL-TV. Philadelphia uhf educational due (p. 8).

EUROPEAN TV TO EXPAND into uhf band, with Italy & West Germany planning action soon; international meeting fails to agree on all-Europe color system (p. 8).

NEW RECORDS IN BILLINGS achieved by all 3 TV networks in Aug., 40.7% gain over Aug. 1955. Eight months' total hits \$314,945,801, up 22.3% (p. 14).

CELLER ANALYZES AFFILIATION CONTRACTS: Detailed analysis of terms of each network's agreements with each of its affiliates will form an important appendix to printed record of Celler anti-trust subcommittee's TV hearings.

Each network will be subject of separate analysis, comparing terms negotiated with each of its affiliates -- based on hitherto sacrosanct affiliation agreements, kept only in confidential files of FCC and the networks.

First analysis, of CBS agreements, has been completed by staff, which is now sifting through NBC & ABC pacts. The CBS comparison indicates that about 50 of its primary affiliates have signed a "standard contract" with no significant modifications. Then, point-by-point, the cases of deviation from standard contract form are analyzed -- variations in rate of compensation, in free time, in termination and renewal clauses, provisions relating to cable-microwave charges, etc.

We have summarized on p. 6 the differences in compensation rates to CBS-TV affiliates, on basis of Celler staff compilation. Needless to say, these variations don't tell whole story. As network presidents pointed out at recent N.Y. hearings, many factors are responsible for differences in network compensation to its affiliates -- unusual cable charges, payment of cable charges by station, strong bargaining power of affiliate, etc. Similar summaries of ABC & NBC primary agreements will be reported when compiled by subcommittee.

WHITNEY PURCHASE APPROVED, OTHERS FILED: Big names figured in this week's station sale activity: (1) Crowell-Collier's filing of application for the approximately \$16,000,000 purchase of Consolidated TV & Radio Broadcasters Inc. (Bitner) 3 TV & 4 radio stations. (2) FCC's approval of J.H. Whitney firm's \$10,000,000 acquisition of WISH-TV, Indianapolis (Ch. 8) and WINT, Ft. Wayne (Ch. 15) with their radio adjuncts. (3) Westinghouse's filing for approval of approximately \$5,300,000 purchase of radio WIND, Chicago. (4) Henry J. Kaiser's filing of application for new Ch. 13 station in Honolulu.

Collier's financing took a little doing, perusal of application shows. It

includes, among other things, sale of its Springfield, O. plant to huge Webb & Knapp real estate organization for \$5,000,000, leasing it back at \$750,000 annually. On other hand, Whitney financing is mostly straight bank loans. (For financial details of this week's activity, see p. 4.)

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The Indiana purchases give Whitney ownership of 4 TV stations, 2 AMs -- the other TVs being KOTV, Tulsa (Ch. 8) and KGUL-TV, Galveston-Houston (Ch. 11), both also acquired by purchases.

FCC action was by 5 commissioners -- McConnaughey absent, Hyde abstaining. Comr. Bartley was sole dissenter, calling for "further exploration." "It appears," he said, "that the primary purpose of [Whitney] is to diversify its corporate activities, which are already widespread, and to expand into so-called 'growth industries.' Of late, this trend toward 'diversification' by major corporate interests seems to be increasing and the broadcast and electronics industries have apparently attracted those seeking profitable investment opportunities. The development and implementation of such a trend could have profound effects on our present competitive broadcast structure, extending to network affiliation, national spot advertising and even local advertising."

Bartley also said he's concerned about possible "trafficking" in licenses because sellers bought WINT last July 17 and are selling at a profit.

Hyde didn't announce why he abstained from voting. It's understood he was in favor of approval but objected to fact majority declined to give its reasons for approval. Majority saw no need for it. Hyde is said to believe Whitney's station holdings, which are well within current ceiling of 7 TVs & 7 radios, shouldn't give Commission any worry about concentration of ownership. However, he's strongly set against lifting ceiling. Commission had been considering easing multiple-ownership rules but decided to shelve project until January.

FILM NETWORK STARTS; FEATURES 'HOT': Amid mounting indications that good movies will constitute this season's only significant programming innovation, the rapidly-expanding film distributor National Telefilm Associates next week will become first organization ever to get a "film network" off the ground.

How far off the ground, and how long it will stay off the ground, remain to be proved to hard-to-convince industryites, who have seen more than half-dozen film networks come and go before the first telecast. But the fact remains that next week NTA Film Network begins supplying one first-run movie a week to 108 outlets.

Film network had a hectic week: It failed to get the feature product it wanted (but has hopes of concluding deal in week or so); it failed to get sponsor, or sponsors, at the outset (but hints of "imminent" announcement); it may even be in warm (not hot) water with FCC over wording of its affiliation agreements (but is willing to revise them if Commission thinks there's doubt of their legality).

Though NTA has inside track on new batch of 156 20th Century-Fox features for showing on its film network -- having offered \$12,000,000 plus split in gross -- 20th's board still must mull the offer, which it calls "best yet." And NTA couldn't sell sponsor until it had product to display.

As a stopgap, it bought Rainbow Productions from Paramount Pictures -- first feature sale by that movie giant -- concluding deal at week's end. It plunked down \$775,000 for outright ownership of 4 features, Western Hemisphere rights to two others. So next week's show on NTA Network's 108 affiliates -- programmed at different hours by different stations -- will be "Good Sam" (Gary Cooper-Ann Sheridan) -- and the following 2 weeks probably will see W. Somerset Maugham's "Trio" and "Encore." After that, NTA hopes to have movies from 20th-Fox.

Also involved in Rainbow purchase was one of top-grossing theatrical films -- "Bells of St. Mary's" (Bing Crosby-Ingrid Bergman), which NTA plans to reissue to theatres before offering to TV -- plus 2 Max Fleischer full-length color cartoons, "Gulliver's Travels" and "Mr. Bug Goes to Town," which probably will be reserved for sale to TV in special color film package.

As to its possible FCC difficulties, NTA has asked for conference with the Commission staff on questions raised by its affiliate KGEO-TV, Enid, Okla., as to

legality of affiliation agreement (Vol. 12:38-39). While expressing belief that contract conforms to rules, NTA wrote Commission: "If any question exists as to the right of any given licensee to enter into the contract, [we stand] ready to cooperate in any feasible plan to remove such questions so that the important task of providing new and healthy competition to the major networks without artificial deterrence may go forward..."

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NTA's confidence in feature film network plan is doubtless bolstered by its record in selling its 52-film 20th Century-Fox package to 125 stations for total of \$3,500,000, and the other mounting indications that stations and viewers are enthusiastic about good movies as top program fare. This week's reports:

(1) Newark-New York's WATV, which almost consistently ranks 7th in ratings among the 7 metropolitan area stations, this week started its continuous-performance showings of 20th Century-Fox features and pulled its ranking up to third in the hot 7-8 p.m. Monday rivalry, fourth 8-9 p.m., third 10-11 p.m. & 11-midnight.

(2) Anticipated popularity of features caused Westinghouse's KDKA-TV, Pittsburgh, to cancel all afternoon local shows beginning Nov. 12, to make room for RKO films. Denver's KTVR, now 25% owned by MGM, dropped all live shows for movies.

(3) Matty Fox's C&C TV, which owns 742-feature RKO backlog, is now itching to release its 74 post-1948 films, and he's negotiating independently with unions for payment formula. If Fox runs true to form, he may well be first with new films.

(4) TV holdout Paramount, softened by its Rainbow Productions sale to NTA, is now seriously considering TV offers for entire backlog, will decide soon.

VIDEOTOWN SURVEY FINDS TV 'PLATEAU': "In this 9th year, TV has reached a plateau."

That sums up latest annual "Videotown" survey, Cunningham & Walsh's authoritative & exhaustive study of New Brunswick, N.J. (pop. 40,000). For first time in 9 years, report states, actual viewing has slipped. Actual viewers per day averaged 26,485 vs. 28,278 in 1955, with total hours per week running 450,241 vs. 505,437 in 1955. Here are survey's principal findings:

(1) Viewing. Most of drop occurred in weekday evening viewing, which apparently reached plateau in 1953. Morning viewing has held steady, and afternoon watching has dropped slightly. Early TV fans are still most ardent viewers, individuals who had sets before 1954 watching about 12 hours & 15 min. during 1956 week-day evenings vs. 10 hours & 10 min. for newer owners.

(2) Entertaining & visiting. Slight increase was reported -- 12% engaging in such activities vs. 10% in 1954-55.

(3) Movie-going. Picked up during 1953-55 (though still less than 2/3 pre-TV level), but dropped again in 1956 -- though researchers say there may have been an increase since survey was made in spring.

(4) Magazine reading. Though there was 53% drop first year TV set came into average home, increases were reported from 1953 on -- until this year, when it slipped back to less than 1955, to about 25% above 1954 level. Loss was among the housewives, because men actually increased reading.

(5) Newspaper reading. Never hurt by TV, it has shown only slight fluctuations through the TV years.

(6) Radio listening. Hit badly with advent of TV, it has come back steadily. In average home, some 60% of people listened on weekday evenings before TV, only 5% in first year after TV was installed. But listening rose to 8% in 1952, 9% in 1953, 10% in 1954 & 1955, 12% in 1956. Afternoon listening has shown a gradual increase, while morning listening -- never much affected by TV -- increased until this year when there was slight drop.

(7) Set sales. Purchases were 2777 in 1950 but dropped to 1555 in 1953, rose unexpectedly to 1793 in 1954, slipped to 1477 in 1955. With saturation rising rapidly, only 40% of sales were to new TV homes in 1955.

Estimates of total sales in 1956 run 1380 to 1487, with replacements to run between 821 & 901. Multiple-set homes totaled only 1% in 1951, now run 8.7%.

Some 3/5 of sales in 1955 were consoles, 1/3 table models, 2% combinations, 2% portables. Top 5 brands accounted for 50% of 1955-56 sales, top 10 for 77%.

Average set is 4 years old, repaired every 11-12 months at average cost of \$7.17. Pre-1954 set repairs average \$7.75. Only 2% have service contracts, compared with 12% last year. Only 18% have had picture tube replaced; of those purchased in 1953 or earlier, 25% have new picture tube.

Of all sets in use, 10-in. or smaller comprise 13%; 12-in. 10%; 15-16-in. 10%; 17-19-in. 30%; 20-in. or over 47%.

(8) Color. Some 23% had seen color in 1956 -- vs. 17% in 1955, 8% in 1954. About 2/5 were favorably impressed, other 3/5 not. About half those interviewed said they'd like to own color sets, and median "fair price" mentioned was \$363. Two of homes visited had color sets. Special canvass of dealers in April showed 18 color sets in area, 7 of them in bars.

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First findings on NBC-BBDO's "ColorTown" survey were released this week. Sponsors say it's too early to discern many details, but they report these trends:

Color shows get double the audience they do in homes with black-&-white sets -- and "color owners will watch a program when it is in color even though they do not care much for that same program when it is only in black-&-white."

"Total recall" of commercials is more than doubled, and viewers consider color commercials superior to black-&-white. "Color more than doubles the number of viewers who report they are 'more inclined to buy this product' after seeing the commercial." Color set owners earn more, are more influential in their community, participate in more civic activities, etc. Complete report is due at year's end.

CROWELL-COLLIER drew on variety of sources to finance its \$16,000,000 purchase of Bitner properties (p. 1)—WFBM-TV, Indianapolis, (Ch. 6) & WFBM; WTCN-TV, Minneapolis (Ch. 11) & WTCN; WOOD-TV, Grand Rapids (Ch. 8) & WOOD; radio WFDF, Flint.

It gets \$5,000,000 from Webb & Knapp for its Springfield, O. printing plant, leasing it for \$750,000 annually, holding option to buy it back after 5 years for \$7,500,000.

From group headed by investment consultant Eliot Janeway, loan of \$6,000,000 is to be obtained—details to be filed with FCC later. Janeway group includes Henry Crown family, owners of Empire State Bldg., among other properties, and Nate Dolin, Cleveland Indians v.p.

New Collier Broadcasting Co. is offering \$20 a share (\$19.50 net after 50¢ commission) for the 607,200 shares outstanding. Bitner family, which holds 340,285 shares (56%), is taking cash and 8-year 5% notes. H. M. Bitner Sr. will get \$467,250 cash at closing, take \$2,569,875 in notes, for his 155,750 shares; his wife Evelyn H. Bitner \$168,750 cash, \$1,027,125 notes, for 62,250 shares; son H. M. Bitner Jr. and daughter Evelyn H. Pearson each \$60,090 cash, \$330,495 notes, for 20,030 shares. Son & daughter have, in addition, total of 82,225 shares for which they may obtain cash (at \$19.50 net), as can the public stockholders.

H. M. Bitner Sr. has been asked to serve on boards of both parent and subsidiary corporations, younger Bitner to continue as president of Collier Broadcasting Co., secy-treas. Melvin C. Green to become treas. & asst. secy. of new license.

July 31 balance sheets for the stations, no breakdown between TV & radio, are as follows: WFBM-TV & WFBM, \$296,759 profit for year, earned surplus of \$2,581,369; WOOD-TV & WOOD, \$359,518 profit, \$1,097,565 surplus; WTCN-TV & WTCN, \$110,876 loss, deficit of \$475,666 as of Nov. 30, 1955; WFDF, \$109 loss, \$214,009 surplus.

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The Whitney purchases were financed with \$2,500,000 loan at 4% for 3 years from First National City Bank of

N. Y.; \$5,000,000 loan at 4½% for 5 years from Bankers Trust Co. In addition, Whitney firm advances \$1,000,000 to its Indiana Broadcasting Corp., subscribes to 250,000 of \$1 common stock and 12,500 shares of 5% cumulative preferred at \$100.

Board will include Whitney partner C. Wrede Petersmeyer, pres., and 3 other Whitney partners, along with seller Bruce McConnell (who held 54.74%), son Robert B. McConnell who continues as gen. mgr., engineering v.p. Stokes Gresham Jr. and Frank E. McKinney, former chairman of Democratic National Committee who held 10%.

Westinghouse's purchase of WIND, Chicago, is for 91,755 shares of Westinghouse stock—worth about \$5,300,000 when deal was made Aug. 24, about \$4,770,000 now.

Application discloses that Westinghouse Broadcasting Co. had 1955 net income after taxes of \$3,139,381 vs. \$1,638,743 in 1954. It had broadcast revenues of \$22,095,810 in 1955, net income of \$6,546,381 before federal taxes. The 1954 broadcast revenues were \$13,938,428, net before taxes \$3,393,743. WIND balance sheet dated Aug. 31, 1956 shows \$1,111,298 surplus. Of total \$2,024,223 assets, \$364,199 was cash, \$219,422 accounts receivable. Station is known to make about \$1,500,000 annually on gross of nearly \$3,000,000.

Industrialist Henry J. Kaiser's Ch. 13 Honolulu application is his first foray into TV. He's pres. & 75% owner of applicant Kaiser Hawaiian Village TV Inc.; Hal Lewis, local time salesman & announcer, holds 25%. They're 50-50 partners in recent Honolulu AM application. Application says no live programs are planned initially, though station will carry color film as well as monochrome. It said live facilities will be added "as soon as economically feasible."

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Louis R. Draughon's purchase of 1/3 of WSIX-TV, Nashville (Ch. 8) with WSIX, giving him 2/3 control, was approved this week by FCC. He's buying out W. H. Criswell, paying \$50,000 cash and \$200,000 by note (Vol. 12:38).

Personal Notes: Alan W. Livingston, pres. of NBC subsidiary California National Productions (formerly Kagran Corp.) and former exec. v.p. of Capitol Records, named head of NBC-TV programs originating from Pacific div., is slated to become v.p. at next board meeting Nov. 2; husband of actress Betty Hutton, he replaces Frederic W. Wile Jr., resigned . . . Lew Arnold, from Paramount N. Y. office, named gen. mgr. of KTLA, Los Angeles, succeeding late Klaus Landsberg; Henry Flynn, ex-gen. mgr. of CBS Radio Spot Sales, N. Y., named asst. gen. mgr. of KTLA; Robert Mohr promoted to gen. sales mgr. . . . Vincent Francis named ABC-TV western div. sales mgr., San Francisco; Harry Woodworth named western sales mgr. for radio, Hollywood . . . Ed L. Teer promoted to station mgr. of KAVE-TV, Carlsbad, N. M., reporting to gen. mgr. John Battison . . . Don Bishop, publicity director of WRCA-TV & WRCA, N. Y., promoted to new position of publicity & community services director of all NBC owned stations & NBC Spot Sales . . . Ben Wolfe, engineering director of WAAM, Baltimore, elected a v.p. . . . Paul Huhndorff promoted to operations mgr., KPRC-TV, Houston, replacing Bert Mitchell, resigned . . . Adolph N. Hult, ex-MBS, named Screen Gems sales development director; Pierre Marquis promoted to director of sales planning . . . Claude Barrere resigns as BMI's eastern TV director to become exec. director of Radio & TV Executives Society . . . Paul Dobin, of Cohn & Marks law firm, named chairman of communications committee, administrative law section, American Bar Assn. . . . Wm. R. Wyatt, Nielsen v.p. & central div. mgr. for local broadcast measurement services, heads new Nielsen office at 360 N. Michigan Ave., Chicago, assisted by Bernard T. Wilson and Elliott H. Johnson; Nielsen national headquarters remains 2101 Howard St., Chicago . . . Robert C. Miller, ex-KCRG-TV Cedar Rapids, Ia., named midwest sales mgr. of CBS Radio Spot Sales, Chicago . . . Leslie C. Johnson, WHBF-TV & WHBF, Rock Island, Ill., reappointed chairman of NARTB employer-employee relations committee; Worth Kramer, WJR, Detroit, named chairman of radio standards of practice committee, succeeding Walter Wagstaff, KGW-TV, Portland, Ore.; Grover C. Cobb, KVGB, Great Bend, Kans., reappointed chairman of AM radio committee, E. K. Hartenbower, KCMO-TV & KCMO, Kansas City, chairman of radio research committee . . . Lillian Eisenberg named press & public relations mgr., American Research Bureau . . . Milton Burgh, ex-NBC, resigns as Mutual news director . . . Franklyn Farnum, v.p. of Screen Actors Guild, elected pres., succeeding late Richard H. Gordon . . . Thad H. Brown Jr., NARTB's v.p. for TV, recuperating at home from attack of

glandular fever, which caused him to miss regional meeting in Washington Oct. 11-12 . . . John G. Ponie, ex-ABC, named western mgr. of *Cosmopolitan Magazine*, Chicago . . . George Tompkins, ex-Lennen & Newell, and Charles Green, ex-Doyle Dane Bernbach, form Signal Productions, 5 E. 51st St., N. Y., for TV film commercials.

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New officers of SMPTE: Barton Kreuzer, RCA, pres.; Norwood L. Simmons, Eastman Kodak, exec. v.p.; Glenn E. Matthews, Eastman, editorial v.p.; G. Carleton Hunt, General Film Labs, convention v.p.; Wilton R. Holm, DuPont, secy. Other officers were elected for 2-year terms last year. These new members were elected to board of governors: Gerald G. Graham, National Film Board of Canada; Howard A. Chinn, CBS; W. Wallace Lozier, National Carbon; James L. Wassell, Bell & Howell; Ub Iwerks, Walt Disney Productions; Edwin W. Templin, Westrex.

Edward R. Murrow resigned this week as a CBS director because he felt it "inappropriate" to serve on board while his current negotiations with CBS on new long-term TV-radio contract are in progress. Murrow, who joined CBS in 1935, served as a v.p. in 1946-47 and as a director since 1949, received \$316,076 last year—more than was paid CBS Inc. pres. Frank Stanton or chairman Wm. S. Paley. He refused to divulge terms of proposed new contract, but speculation was that it would gross him nearly \$500,000 a year.

Robert E. Kintner was reported to have submitted his resignation as ABC pres. this week—but ABC spokesmen denied the rumor, printed originally by *N. Y. Journal-American* TV columnist Jack O'Brien, and subsequently picked up by International News Service. Said ABC spokesman: "Mr. Kintner is still president of ABC, period." Kintner was unavailable for comment—and speculation continued to reverberate despite denials.

Wm. E. Steers, exec. v.p. of Doherty, Clifford, Steers & Shenfield, elected pres., succeeding Donald K. Clifford, who moves up to chairman.

Mrs. Robert T. Bartley, wife of the FCC commissioner, recuperating at Emergency Hospital, Washington, following surgery last week.

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Rep. J. Percy Priest (D-Tenn.), 56, chairman of House Interstate & Foreign Commerce Committee, died Oct. 12 in Nashville, 8 days after operation for duodenal ulcer. The former House majority whip was third member of House Commerce Committee—which has jurisdiction over FCC and TV-radio-communications—to die in last 5 months. Rep. Hinshaw (R-Cal.) died Aug. 5, Rep. Granahan (D-Pa.) May 25.

Radio station sales reported this week: KDON, Salinas, Cal. by Frank Oxarart and John D. Feldman Jr. for \$156,250 (including obligations) to co-purchasers Clark E. Fee and Glen M. Stadler, of Springfield, Ore. where Stadler operates radio KEED. Sellers acquired KDON year ago for \$115,000 from Charles B. Grant (Vol. 11:50). WAAA, Winston-Salem, by Ronald B. Woodyard and associates for \$150,000 to Robert Monroe, ex-Mutual program v.p. and Arnold Schneidman, N. Y. lawyer. Woodyard also heads WONE, Dayton, O., which holds CP for off-air WIFE (Ch. 22). Broker was Blackburn-Hamilton. WGAT, Utica, N. Y. by J. Eric Williams for \$85,000 to Maurice R. Forman's Star Bcstg. Co., operator of N. Y. radios WBBF, Rochester, and WGVA, Geneva, and holder of CP for WCBF-TV, Rochester (Ch. 15). WTAM, Atlanta, Ga. (formerly WGLS) by Trinity Investment Corp., Dallas & Henry W. Lanham for \$85,000 to Harold Kay-Emil Arnold interests, also owners of WORC, Worcester, Mass.;

WLOW, Portsmouth, Va.; WMFJ, Daytona Beach. Sellers bought station for \$40,500 last year from Guy W. Rutland (Vol. 11:53). Blackburn-Hamilton was broker. KCLO, Leavenworth, Kan. by owners of WIZZ, Streator, Ill. (interlocking with Ch. 14 grantee WKYT, Owensboro, Ky.) for \$46,500 to George B. Anderson, also owner of KLIR, Denver; KJRG, Newton, Kan.; KJSK, Columbus, Neb.

New TV resolution chart offered by RETMA features increase of wedge resolution from 600 to 800 lines, 100% rag stock paper of extreme whiteness and no gloss, very flat blacks & greys. In addition, paste-on photographic grey scales are supplied. Chart is \$4, set of 4 grey scales \$2, available from engineering dept., 11 W. 42nd St. N. Y.

New rep offices: Avery-Knodel opens Detroit office at 1446 National Bank Bldg. (Woodward 1-9607); Young Television Corp. moves Chicago office to Suite 2022 Prudential Plaza (Michigan 2-6190); Clarke Brown opens Denver office at 5350 W. 20th St. (Belmont 7-2734).

CBS's AGREEMENTS with its primary affiliates—as analyzed by Celler subcommittee staff (see p. 1)—mostly follow “standard contract” pattern, providing for network payment to station of 30% of gross time charges, less 150% “converted hour” deduction (5 free hours per week). Following are among major deviations in compensation to stations as noted in analysis of each contract by staff members:

Storer's WBRC-TV, Birmingham; WJW-TV, Cleveland, & WJBK-TV, Detroit: Compensation for first 5 hours weekly at 10%, next 5 hours at 20%, all over 10 hours at 37½%. WHEN-TV, Syracuse: First 5 hours, no payment; next 25 hours, 33⅓%; all over 30 hours, 35%. WBNS-TV, Columbus: First 5 hours, 10%; next 5 hours, 20%; next 5 hours, 10%; next 10 hours, 34%; all over 25 hours, 36%.

WTAR-TV, Norfolk: No option time; first 5 hours, 10%; next 5 hours, 20% all over 10 hours, 35%. KFMB-TV, San Diego: First 5 hours, 30%; next 10 hours, 33⅓%; all over 15 hours, 35%.

WHBF-TV, Rock Island, Ill. & WBEN-TV, Buffalo: First 5 hours, 10%; next 5 hours, 20%; all over 10 hours, 35%. KRLD-TV, Dallas: First 5 hours, 10%; next 5 hours, 15%; next 5 hours, 20%; all over 15 hours, 35%. KCMO-TV, Kansas City: First 5 hours, no payment; next 25 hours, 33⅓%; all over 30 hours, 35%.

WBTW, Charlotte, N. C.; KLZ-TV, Denver; KOIN-TV, Portland, Ore.: First 5 hours, 10%; next 5 hours, 20%; all over 10 hours, 33⅓%. KTBC-TV, Austin & KWTX-TV, Waco: First 5 hours, 10%; next 5 hours, 20%; next 5 hours, 30%; all over 15 hours, 33⅓%. WMBR-TV, Jacksonville: First 10 hours, 18%; all over 10 hours, 32½%. WTVJ, Miami: First 10 hours, 10%; all over 10, 32½%.

WKBN-TV, Youngstown; WMAR-TV, Baltimore; KENS-TV, San Antonio: First 5 hours, 10%; next 5 hours, 20%; all over 10 hours, 30%. WOW-TV, Omaha: First 5 hours, no payment; next 25 hours, 33⅓%; all over 30 hours, 35%. KCJB-TV, Minot & KCXB-TV, Valley City, N. D.: Straight 33⅓% payment.

WAGA-TV, Atlanta, & KPIX, San Francisco: Straight 33⅓%, less equivalent of 6 hours free time in “converted hour” deduction in lieu of standard 5 hours. WNOK-TV, Columbia, S. C.; WFMY-TV, Greensboro, N. C.; WAFB-TV, Baton Rouge: Give 6 hours free time.

Extension of “magazine concept” to cover all TV programming, with single-sponsor shows disappearing, was forecast by TV film producer Hal Roach Jr. in address this week to Radio-TV Women of Southern California. He predicted that TV would evolve “new concept of programming in which a house producer or film producer would be allocated blocks of air time for which to create programs designed to meet advertisers' and viewers' desires.” He compared TV producer's future role to printed media's editorial staff, with advertisers continuing to foot bill for increased program costs “through an extension of the multiple sponsorship structure.” He also saw TV developing form of “guaranteed audience circulation” similar to printed media, to meet advertisers' requirement for valid cost-per-thousand yardstick. Roach gave this unique view of color's future: “Color TV will eventually resolve to the integration of color commercials into black-&-white programs, almost exclusively. For, in the viewer's case, ‘the show is still the thing,’ and the advertiser's principal interest remains in color identification with his product.”

FCC rules on practice & procedure (Part 1) are being amended, were issued in form of proposed rule-making this week. Drafted with aid of Federal Communications Bar Assn., huge document is available for inspection at FCC offices.

NBC's FIRST UHF station—Buffalo's WBUF (Ch. 17) was dedicated this week as “a striking symbol of our faith in the future of uhf broadcasting,” and pres. Robert W. Sarnoff pledged to run it as “a model operation, a station performing a full measure of service to its community, and delivering a profit which will permit its expansion through the years ahead.”

Said Sarnoff in dedication statement: “Our substantial investment was not made as a token gesture to uhf. It was committed as a sound business investment designed to pay dividends.”

Oct. 11 dedication climaxed all-out promotional whoop-de-do, which included 2-day junket to Buffalo for trade press, special dedication breakfast for 150 newsmen, civic leaders and RCA-NBC executives, with actual dedicating done by NBC exec. v.p. Charles R. Denny on NBC-TV's *Today* program in special Buffalo origination, featuring Mayor Steven Pankow, who issued proclamation designating Oct. 11 as “WBUF Day.”

Immediate object of the dedication was new \$1,500,000 TV center at 2077 Elmwood Ave., marking first phase of WBUF building program, which eventually will see studio-transmitter building expanded to provide additional offices, studios and storage space. Station increased power Sept. 30 to 500-kw from new 670-ft. tower, eventually will boost to 1-megawatt or more, with height increased to 740-ft.

Much interest was centered on NBC's uhf conversion promotion program, which has kept WBUF constantly in the news in Buffalo, increasing uhf penetration from 105,000 sets at end of 1955 to 160,000—or nearly 50% conversion—by mid-1956.

Extraordinary cultural programming project is being undertaken by CBS-TV in *Odyssey*, series of weekly programs designed to dramatize highlights of man's “journey from prehistoric caves to the frontiers of space.” With Charles Collingwood as narrator, series is scheduled Sun. 4-5 p.m. starting Jan. 6. Details of project were revealed this week at news conference and dinner in Washington in connection with observance of International Museum Week. Irving Gitlin, CBS director of public affairs, explained that each program will begin in a museum and will be devoted to a single episode in man's development. Among programs announced: history of American music, underwater exploration off Florida Keys for wreckage of Spanish galleons still holding treasure in Inca gold, Salem witchcraft trial, diary of a “Roman G.I.” No sponsor has been signed yet.

Unprecedented last-minute cancellation of a top drama show because star didn't show up attracted heavy attention in press this week—and mystery of Margaret Sullavan's failure to appear for her scheduled *Studio One* show Oct. 8 wasn't cleared up for 3 days. As 67 members of cast stood by, CBS substituted kine of old show for scheduled drama about first nun to receive pilot's license. After several reports that Miss Sullavan was in hospital, actress issued statement that she had told producer she felt she couldn't do justice to role, and she thought she had resigned from the cast—but “the producer apparently did not take me seriously.”

NBC's second annual “President's Award”—to “help perpetuate high standards in radio and TV drama”—goes to Morton L. Heilig, Long Beach, N. Y. who has directed for Italian and Mexican film producers since 1949. He starts work at NBC this month.

In-school TV teaching began last week in Wilkes-Barre, Pa., using facilities of WBRE-TV (Ch. 28). Staged by board of education and using classroom TV receivers contributed by PTAs, daily sessions will feature elementary school science and music.

ALLOCATIONS ACTIVITY of FCC this week consisted mainly of trying to clean up big backlog of minor cases, but its mind is on the "big ones" involving deintermixture. Nov. 15 is still deadline for comments on the specific deintermixture proposals, but there's considerable doubt whether it can be maintained. Among other things, there are questions on engineering data regarding coverage computations of uhf vs. vhf. And there's insistent legal argument by "frozen" vhf grantees in New Orleans, Hartford, Peoria & Springfield that Commission is bound by law to unshackle them.

Commission was glad, meanwhile, when Court of Appeals this week refused to order stay of Ch. 12 CP granted to Florida-Georgia TV Co., Jacksonville. Uhf WJHP-TV (Ch. 36) had asked court to hold up construction pending consideration of appeal which charges that Jacksonville is just as good a candidate for deintermixture as the cities for which FCC has proposed it.

There was one unusual allocations proposal by Commission this week. Previously proposing to deintermix Springfield, Ill. by moving its Ch. 2 to St. Louis, replacing it with Ch. 39, this week it proposed instead to move Ch. 36 from St. Louis to Springfield as substitute for Ch. 2. Ch. 36 is now occupied by KTVI in St. Louis, but station hadn't petitioned for the move; it was done on Commission's own motion. Presumption is that taking Ch. 36 from KTVI would give it a priority on Ch. 2—if it finally winds up in St. Louis. Commission didn't propose to give Ch. 2 to KTVI, merely said "such additional proceedings which may be necessary can be instituted later."

Reason for new proposal, FCC said, is that there are a lot of sets between St. Louis & Springfield already equipped to get Ch. 36.

Allocations actions finalized this week: (1) Shift of Ch. 6 from Nashaquitsa to New Bedford, Mass., permitted by new rules affecting transmitter locations. (2) Addition of Ch. 26 to Shinglehouse, Pa., Ch. 37 to Clymer, N. Y., substituting Ch. 62 for Ch. 37 in Meadville, Pa. WGR-TV, Buffalo (Ch. 2) proposes to build satellites in Shinglehouse

& Clymer. (3) Shift of Ch. 8 to Missoula, Mont., substituting Ch. 9 for Ch. 8 in Kalispell, Ch. 23 for Ch. 9 in Sandpoint, Ida. KTBK, Missoula, asked for the assignment, says it will apply.

There were 3 petitions for channel changes: (1) KSAN-TV, San Francisco (Ch. 32) asked assignment of Ch. 13 to city, substituting Ch. 6 for Ch. 13 in Stockton, educational Ch. 19 for educational Ch. 6 in Sacramento. (2) Harwell V. Shepard, Denton, Tex., sought to get city's Ch. 2 commercialized. (3) KUMA, Pendleton, Ore., requested shift of Ch. 5 from Walla Walla.

There was but one CP granted: WARL, Arlington, Va. getting Ch. 20, relinquished by radio WGMS, Washington.

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The clock figured prominently in FCC activities this week. Radio WRLD, Lanett, Ala., had protested AM grant to Confederate Radio Co., West Point. FCC dismissed protest, saying it was filed too late, and protestant appealed to courts. On deadline day for filing, WRLD's attorney got to Commission shortly before 5 p.m. closing, assembled his documents there and filed at 5:20. "Too late," FCC said. Judges Miller, Fahy & Burger ruled this week: "Zeal for orderly procedures hardly calls for such Cinderella-like treatment of a protest when the filing party is in the filing office before closing time to present the necessary documents. The denial of the right to a public hearing in these circumstances cannot be allowed to stand on such arbitrary grounds."

Late filing was fatal in another case, Commission ruled this week, throwing out objections of KIVA, Yuma (Ch. 11) against CP granted new KYAT (Ch. 13). Initial decision favoring KYAT was issued by examiner Aug. 3, and he indicated that exceptions to decision could be filed for 20 days, as provided in Sec. 1.853 of FCC rules. KIVA filed within 18 days. However, FCC's previous order in the case specified 15-day limit, and this week it held that examiner had no authority to extend deadline; that KIVA's exceptions, therefore, were filed too late. Comr. Hyde dissented, said majority was relying on "a technical point of dubious validity."

Telecasting Notes: Merchandising rights to TV shows and characters take on an ever-increasing importance each Christmas. TV tie-ins are almost certain to set a record this year, with Walt Disney items again on top and riding crest of the wave of popularity of his ABC-TV shows . . . It was Davy Crockett the last 2 Christmases, but this year it will be Mickey Mouse all the way, according to survey in Oct. 13 *Billboard*, which reports Mickey Mouse and associated Disney items should gross \$60,000,000 in 4th quarter alone, about \$100,000,000 for all of 1956. Some 2000 different *Mickey Mouse Club* items are now licensed to more than 100 firms, according to article, which says they cover everything from 2-for-1¢ lollypops to a \$49.95 RCA Victor Mickey Mouse record player. *Billboard* predicts *Mickey Mouse Club* merchandising this year "is a cinch to put past merchandising efforts to shame" . . . TV museum, housing TV films and kines of important and typical programs, is project approved this week by board of governors of N. Y. chapter, Academy of TV Arts & Sciences . . . TV critics find very little to like about season's new TV shows; only ones to date getting anything like acclaim have been *Playhouse 90* (CBS), *Hiram Holliday* (NBC), *Walter Winchell* (NBC), with returning *Omnibus* (ABC) & *Dinah Shore Show* (NBC) also being well-received. New situation comedies generally got worst panning . . . Despite the critics, public likes current TV programming, according to nationwide poll of 150 civic leaders by National Audience Board. Overwhelming majority found programs entertaining, more than 99% found nothing "offensive" in specific programs reviewed, 70% found commercials effective, 22% ineffec-

tive, 8% didn't answer that one . . . Another movie-plug format bites the dust: Starting next month, 20th Century-Fox will drop movie plugs from its *General Electric Hour* on CBS-TV because of failure to find the "right formula" . . . Rare preemption by CBS-TV: Upcoming 90-min. Rodgers & Hammerstein musical version of "Cinderella," starring Julie Andrews, will be slotted in Sun. 7:30-9 p.m. period March 31, knocking off *Ed Sullivan* . . . CBS's answer to *Disneyland*, UPA's *Gerald McBoing-Boing Show*, now definitely slotted at 5:30-6 p.m. Sun., in color, beginning Dec. 9 . . . Gilbert & Sullivan will come to TV in definitive series of 13 hour-long color films (8 operettas, some in 2 parts), to be produced by Broadway producer S. M. Chartock in Chile, with cast headed by Martyn Green; series may be shown in theatres first . . . Dr. Milton Eisenhower, pres. of Johns Hopkins U, will appear on several of new *Johns Hopkins File 7* programs, which premiere on ABC-TV Sun. Nov. 11, 3:30-4 p.m.; live series originated by Baltimore's WAAM marks university's 7th year in TV, will be devoted to current research in science, humanities or arts . . . CBS-TV's 2½ hours of drama Thursday night—with *Climax* and *Playhouse 90* back-to-back—won Trendex sweep first try, both shows dominating their time periods.

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"Biased, slanted and distorted" news is being carried on NBC's radio *Richfield Reporter* on west coast—according complaint filed with FCC by Cal. Committee Opposed to Oil Monopoly, which charges that NBC has abdicated control of program to sponsor Richfield Oil.

ONE STARTER this week — WAGM-TV, Presque Isle, Me. (Ch. 8)—began commercial operation noon Oct. 13, the day after Armed Forces' AFL-TV, Limestone, Me. relinquished the channel, advising viewers of WAGM-TV's debut. Another uhf left air, WTOM-TV, Lansing (Ch. 54), going off temporarily Oct. 9 pending reorganization, according to letter sent FCC by R. F. Rhead, attorney for receiver John L. Mayer. He asked that suspension be effective for 90 days. Station is in process of being transferred to unidentified local businessman (Vol. 12:40).

WAGM-TV is year's 40th new starter, and, with WTOM-TV currently off, total box score for operating stations is 489 (95 uhf).

WAGM-TV has signed with CBS under Extended Market Plan. It uses 5-kw DuMont transmitter, 6-bay custom-built RCA directional antenna on 300-ft. Stainless guyed tower to get out with 58.9-kw visual ERP. Principals are gen. mgr. Harold D. Glidden and H. E. Umphrey. Forrest Craig, from WAGM, is sales mgr.; Don Jordan, ex-WLAM-TV, Lewiston, Me., program mgr.; Ted Coffin, production mgr.; Elmer Snow, ex-WABI-TV, Bangor, chief engr. Base hour is \$150; rep Venard, Rintoul & McConnell.

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

WHYY-TV, Philadelphia (Ch. 35, educational) plans Oct. 20 test patterns, Nov. 24 programming, writes manag-

ing director Richard S. Burdick, who adds that station recently got \$150,000 grant from Fund for Adult Education to buy kinescope recorder and other equipment. It's installing 12½-kw RCA transmitter at 17th & Samson Sts., where 500-ft. Blaw-Knox tower & RCA antenna are ready. Studios at 1622 Chestnut St., are due to be ready Nov. 10.

WIPR-TV, San Juan, P. R. (Ch. 6, educational) has changed targets to Feb. for test patterns, March for programming, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education. RCA 25-kw transmitter is due in Dec., 6-bay antenna in Jan., and construction has just begun on 200-ft. Blaw-Knox tower. It has \$860,000 appropriation for elaborate TV-radio plant being constructed 15 mi. from San Juan. Leo S. Lavandero, Yale U drama prof, will be program mgr.; Rafael Rodriguez, ex-WKAQ-TV, San Juan, chief engineer.

CHEK-TV, Victoria, B. C. (Ch. 6), planning Nov. 15 program debut, has changed test pattern target to Nov. 10, writes v.p.-gen. mgr. Charles R. White, ex-KLEW-TV, Lewiston, Ida. Standard Electronics 500-watt transmitter is due Oct. 22. Construction of 180-ft. Stainless tower has begun and Alford antenna is to be shipped Oct. 20. CHEK-TV pres. is David M. Armstrong, owner of radio CKDA, Victoria. Douglas W. Keough, ex-sales mgr. of CJLH-TV, Lethbridge, Alta., will be sales mgr.; Robert Hallock, ex-KLEW-TV and KPTV, Portland, Ore., program director; Norman E. Bergquist, chief engineer, also continuing as CKDA chief engineer. Base hour will be \$210. Reps will be Forjoe and TV representatives Ltd.

UHF BAND will be used for TV in several European countries, with start of regular service planned soon by at least 2 nations. This was revealed by broadcasting chiefs of the various nations in discussions at recent 8th Plenary Assembly of International Radio Consultative Committee (CCIR) at Warsaw. Though principal discussion topic of Study Group XI (TV) was color TV, no formal action was taken on main agenda item—all-European color TV standards.

Color action was held up principally by the British, who use 405-line monochrome system and are now experimenting with several color systems; they said no system had been decided upon, and they weren't yet ready to make a move. One of proposals being considered by study group was all-European 625-line color system in uhf band. While this wasn't endorsed, some European countries indicated informally that they had already decided to use uhf—but for monochrome first.

Italian and West German delegates declared that their countries will have to start using uhf band soon. The reason: As in U. S., demand for TV service is great, and spectrum space is extremely short. Britain didn't indicate any uhf plans—nor did France, which announced it was sticking to its 819-line system.

Iron curtain delegates listened carefully to discussions, but didn't take active part. Their countries use 625-line system with 8-mc bandwidth—which is incompatible with majority of continental European nations, which use 7-mc band. Russian delegation surprised conference when, during last day of meeting, it invited TV study group to hold its 1958 meeting in Moscow.

Ernest Metzler, head of radio section of Swiss Post, Telephone & Telegraph Administration, was elected director of CCIR, succeeding Prof. Balthazar von der Pol.

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Red China saw TV for first time last week end at exhibition of Japanese industry in Peiping. Japanese set up transmitter, with receivers at 35 points in city, including parks and museums, drawing large crowds to witness live telecast of opening of exhibition.

Soviet TV fizzled during first week of Turkey's Izmir Fair last month, while U. S. closed-circuit exhibit using RCA equipment & technicians worked perfectly from start, Commerce Dept. reported this week. At other trade fairs around world, Commerce says U. S. TV is having "a tremendous impact" on visitors, including thousands of Syrians who crowd Damascus Fair nightly to view local version of *Double or Nothing*. Following demonstration of CBS color TV system & TV microscope at Vienna Fair last week by CBS Labs pres. Dr. Peter Goldmark, equipment was loaned to U of Vienna medical school for education & research during fall semester.

British TV has hurt movie attendance, may cut it more, though soccer games and art galleries are drawing bigger crowds than ever, according to Wm. A. Belson, senior psychologist of BBC's audience research dept. Belson said in Sheffield, England, this week that British viewers go to movies 11% fewer times during first year after TV set purchase, 42% less during next 3 years, but "full impact of these losses has probably not hit the cinema industry yet because the main loss is restricted so far to a minority of the population." Movies recover partially in 5th year, he said, noting that viewers then go to theatres 30% fewer times than non-TV owners.

Commercial TV in Germany will begin Nov. 3, on stations operated by Bayerischer Rundfunk (Bavarian Radio), with commercials initially confined to 6 minutes of 7:25-7:55 p.m. period daily. Time will be sold at rate of DM 3000 per minute (about \$716 at current exchange rate), with about 50,000 sets-in-use in Bavaria. Operating the commercial service will be new company, Bayerischer Werbefernseh-GmbH, whose board consists of 8 members, 4 representing Bayerischer Rundfunk, 2 the Federal Post Office, one the Bavarian banks and one the Assn. of Producers of Proprietary Goods.

Federal Caribe Inc., Santa Isabela, Puerto Rico, is newly organized Federal Telephone & Radio subsidiary for production of selenium rectifiers and other components.

Color Trends & Briefs: "Color TV Fair," RCA mobile unit including closed-circuit color equipment and exhibit of electronic advances, starts tour of department stores Oct. 15 at Gimbels, Philadelphia. Other cities and stores will be announced later, presumably will include all cities in which NBC owns stations.

With 8-man staff, live shows will be presented in stores, displaying products and including a "see-yourself-on-color-TV" feature. The RCA electronic exhibits cover advances in home instruments, electron microscopes, TV tape, "mural TV," etc.

Meanwhile, Allied Stores' color caravan (Vol. 12:38), has made 4-day stands at Pomeroy's stores in Harrisburg and Reading, starting Oct. 1 and Oct. 10, respectively, has following itinerary:

Oct. 17, Pomeroy's, Wilkes-Barre; Oct. 24, Pomeroy's, Levittown, Pa.; Oct. 31, Washington, store not indicated; Nov. 5, Polsky, Akron; Nov. 12, Rollman, Cincinnati; Nov. 19, Morehouse-Fashions, Columbus; Nov. 26, Sattler's, Buffalo; Dec. 3, Sterling, Lindner, Davis, Cleveland. Next year's tour hasn't been firmly set.

Allied employs 6 color sets at each store, local RCA distributor assisting with installations. Crew of 3 travels with caravan—master of ceremonies, cameraman, engineer.

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After 10,000 hours of operation, equivalent of 7 years' home use, color picture tube gives picture comparable with that of new tube, according to C. Price Smith, RCA mgr. of engineering, color tube operations dept., Lancaster, Pa. In life tests, tubes were picked at random from production lines.

Network Accounts: Institutional advertising is headed for comeback on network TV, Oct. 10 *Variety* noting that American Gas Assn. has told Lennen & Newell it wants to be alt. sponsor of a "major TV showcase," for which it's prepared to spend \$2,000,000. It's reported considering sponsorship of *Break the Bank* on NBC-TV or *Playhouse 90* on CBS-TV as means of counteracting electrical industry's inroads on gas appliances. Others in market are Union Electric Co. and Standard Oil of New Jersey, latter planning to sponsor 2-hour spectacular next season for its 75th anniversary celebration, with "several million dollars" earmarked for TV . . . Welch Grape Juice buys alt. Thu. 5:15-5:30 p.m. segment of *Comedy Time* on NBC-TV starting Oct. 11, Mon-thru-Fri. 5-5:30 p.m., thru Richard K. Manoff Inc., N. Y. . . Johnson & Johnson buys alt. 15 min. weekly of *Our Miss Brooks* on CBS-TV starting in Nov., Fri. 8:30-9 p.m., thru Young & Rubicam . . . Breast O' Chicken Tuna buys *Maurice Chevalier's Paris*, first of NBC-TV "Telescope" telementary series, no date set, thru Foote, Cone & Belding, Los Angeles . . . W. F. Young Inc. (Absorbine Jr.) buys once-weekly partic. on NBC-TV's *Today and Tonight*, starting Jan. 4, thru J. Walter Thompson . . . Corn Products Refining Co. buys partic. schedules in *It Could Be You* on NBC-TV starting Dec. 5, Mon-thru-Fri. 12:30-1 p.m., and *Matinee Theatre* on NBC-TV starting Dec. 14, Mon-thru-Fri. 3-4 p.m., thru C. L. Miller Co. . . Shulton Inc. buys 3 *December Bride* programs on CBS-TV Mon. 9:30-10 p.m., thru Wesley Assoc. . . GE to sponsor Thanksgiving Eve parade in Newark, staged by Bamberger's dept. store, on ABC-TV Nov. 21, 7-7:30 p.m., thru Young & Rubicam . . . Liggett & Myers joins Frigidaire in cancelling Edgar Bergen's *Do You Trust Your Wife?*, effective in Jan., when show leaves CBS-TV.

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New reps: WJMR-TV, New Orleans, to Weed (from Bolling); WNCT, Greenville, N. C. to Pearson (from Hollingbery).

Network Color Schedules (October 14-27, 1956)

- Oct. 14—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
- Oct. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "The Letter," 8-9:30 p.m. CBS: *Studio One*, 10-11 p.m.
- Oct. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Oct. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Oct. 18—NBC: *Home* segment, 11 a.m.-noon; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Oct. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Oct. 20—NBC: *Perry Como Show*, 8-9 p.m.
- Oct. 21—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m.
- Oct. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
- Oct. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Oct. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
- Oct. 25—CBS: *Big Payoff*, 3-3:30 p.m. NBC: *Lux Video Theatre*, 10-11 p.m.
- Oct. 26—CBS: *Big Payoff*, 3-3:30 p.m.; *Bob Crosby Show*, 3:30-4 p.m. NBC: *Walter Winchell Show*, 8:30-9 p.m.
- Oct. 27—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "Manhattan Tower," 9-10:30 p.m.

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Recommended Reading: "Color Jumps His TV Volume \$200 a Set," in Oct. *Electrical Merchandising*, reporting how dealer Art Becker of Becker Music Co., Evanston, Ill., used aggressive merchandising to switch prospects from black-&-white to color, resulting in 34 color sales in 9 months (when far bigger Chicago dealers sold only 1 or 2).

Color set sales in Colorado as of Sept. 1 total 290, last year 252, according to Rocky Mountain Electrical League.

POLITICAL SPENDING by major parties on network TV-radio for 1956 Presidential campaign now totals \$2,976,000 in time purchased or reserved, Sen. Gore (D-Tenn.) reported this week as his special Senate elections subcommittee started new round of hearings on campaign contributions and spending.

His TV-radio network time breakdown showed Republicans spending \$826,675 more than Democrats. Staff tabulation indicated GOP has spent \$411,651 to date and has contracted for an additional \$1,489,668 worth of network time, while Democratic Party has spent \$384,617, with \$690,026 worth of additional time reserved.

Prof. Alexander Heard of U of North Carolina testified that 40-45% of GOP & Democratic national campaign expenditures would be for TV-radio time. In 1952, he said, national committees spent \$11,100,000, or about one-third of total campaign costs, on TV-radio.

Subcommittee also heard exec. committee chairman Robert R. Nathan of Americans for Democratic Action urge that networks be required to provide "reasonable amount" of free time for major candidates, and Mutual pres. Jack Poor urged elimination of equal-time rule.

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Radio station sales approved by FCC this week: WROD, Daytona Beach, by Mr. & Mrs. Edgar J. Sperry to John E. Murphy, ex-WDXI-TV, Jackson, Tenn. and James F. McDonough, ex-WDXN, Clarksville, Tenn. for \$125,000 (Vol. 12:37). KRNR, Roseburg, Ore., by *Roseburg News-Review* (Frank Jenkins, pres.), 25% owned by Rep. Harris Ellsworth (R-Ore.), to James E. Doyle, former principal owner of KVWC, Vernon, Tex. for \$90,000 (Vol. 12:38). WSTP, Salisbury, N. C. by Piedmont Bestg. Corp. (Robert M. Wallace, pres.) to co-owners Ted Austin, ex-WGEM-TV, Quincy, Ill. and Tom Harrell, ex-WFNC, Fayetteville, N. C. for \$83,000 (Vol. 12:35). KTKN, Ketchikan, Alaska, by Wm. J. Wagner to station mgr. Robert C. Mehan for \$40,000—this being first approval of several Alaska AMs to be sold by Wagner (Vol. 12:40).

SET MAKERS GO SLOWLY ON 'SLIM' RECEIVERS: Don't look for any mass effort to market TV sets incorporating 110-degree tubes much before March 1957, if by then. That's the general reaction we get from receiver manufacturers in wake of RCA announcement this week that its 110-degree tube would be available in "limited production quantities" in 21-in. during Nov., and that industry is now getting 17 & 21-in. samples.

Though RCA was first to announce development of 110-degree tube, it declined to comment on when its own sets would be marketed with such a tube. Spokesmen explained: "The whole matter of timing is up in the air."

Reasoning of other major receiver makers seems to be: Why introduce a new gimmick into a TV market that's now clicking on all cylinders? GE, going to town with its portables, summarized the attitude of many set makers with this comment on introduction of narrower, lighter receivers:

"The rate of sale on our current line is at such a high rate that we do not anticipate any needed tube changes at the present time and will introduce the 110-degree tube receivers as soon as we think the consumer market is ready for them."

Best bet is that first quantity-marketing of such sets will take place in latter part of first quarter 1957, at the earliest -- though there's ever-present possibility, of course, that some smaller set makers will come up with a 110-degree receiver here and there before then. John L. Hanigan, v.p.-gen. mgr. of Corning Glass electrical products div., which is one of the bulb suppliers to RCA and others making 110-degree tubes, said: "We will have production quantities of all size bulbs by December. I don't want to predict the actions of set manufacturers, but I don't see how many can come up with sets before the first quarter of 1957."

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No major set maker has set a target date for introduction of the new sets, which will require redesigned cabinets and circuitry. In fact, Motorola v.p. Edward R. Taylor tells us: "We will not have anything in 110-degree sets by Jan. 4-5, when we hold our distributor convention in Miami Beach." He explained that Motorola is just starting shipments of 17-in. 90-degree sets.

Philco's Lansdale Tube div. will provide 110-degree tubes for parent company starting in Nov. -- in 14 & 17-in. at outset. Philco purchases almost entire output of Lansdale, buying remainder of its tubes from Sylvania, which said it's currently sampling industry with 14 & 17-in. tubes, will start 21-in. samples shortly. Other major tube makers, notably GE, Westinghouse & DuMont, and such big independents as National Video Corp., Tung-Sol and Thomas Electronics have announced they're now sampling industry, or intend to do so in near future.

Westinghouse is investigating all aspects of the new tubes but isn't prepared to say when it will market its first sets, said Gilbert C. Larson, asst. gen. mgr. of TV-radio div. Richard T. Orth, v.p. of Westinghouse electronic tube div., said: "It looks like this tube is going to get hot now. Some of the new lines which go into production around March and thereafter may have the new tube."

Emerson pres. Benjamin Abrams said he saw nothing revolutionary in new tube, characterized it as merely another phase of TV's technological progress, stressed that new tube would not obsolete present sets on market.

New sets incorporating 110-degree tubes will cost slightly more than conventional receivers using 90-degree tubes, set makers say. Harold Cole, sales mgr. of National Video, whose 2 biggest customers are Admiral and Motorola, said that a 110-degree tube would cost set maker \$1 more than 90-degree tube in 14-in., \$1.50 more in 17-in., \$2 more in 21. This would raise price of a 14-in. tube to set maker to \$14, 17-in. to \$15.50, 21-in. to \$21.25. Prices apply only to aluminized types, which constitute about 80% of all current tube production.

Most new sets will have straight-gun design, eliminating ion trap magnet but necessitating aluminized screen. Parts for the new guns, said Cole, are 20¢ higher per gun. Components are more expensive. Only cabinets will be cheaper.

RCA's new 21-in. 110-degree rectangular aluminized tube, said tube marketing mgr. L. F. Holleran, has over-all diagonal dimension of 21 3/8-in., over-all length of 14½-in. (compared to 20-in. for conventional 90-degree), viewing area of 262-sq. in., weighs less than 23 lbs. Tube has neck diameter of only 1 1/8-in., making possible the use of a "deflecting yoke having increased deflection sensitivity and enables the economical deflection of the electron beam . . . with only slightly more power than is required to scan with a 90-degree deflection angle."

Tube uses "straight" electron gun with pre-focus structure to maintain and improve image sharpness. It also has glass-button base with straight-through leads fitted with an indexing plug. This new basing, explained Holleran, eliminates any possibility of loose base-pin connections.

Industry is now being sampled with 17 & 21-in. sizes, and 14 & 24-in. will be made available to meet demand, said Holleran. Tubes are made at Marion, Ind.

Production: TV output climbed to 215,480 week ended Oct. 5, compared to 204,655 in preceding week and 185,435 in corresponding week of 1955. It was 40th week of year by RETMA calculations, brought production for year to date to about 5,460,000, compared to 5,950,440 in same period year ago. Radio production totaled 307,865 (113,594 auto) week ended Oct. 5, compared to 314,993 (109,219 auto) in preceding week and 334,816 (125,780 auto) in corresponding 1955 week. For 40 weeks, radio output totaled 9,851,000 (3,165,086 auto) vs. 10,298,759 (5,039,557) same 1955 period. RETMA this week put official 8-month production at 4,365,060, compared to 4,820,991 in first 8 months of 1955; radio production for first 8 months totaled 8,216,707 (2,710,303 auto) vs. 8,707,477 (4,451,644 auto) in same 1955 period.

Retail Sales: Aug. retail TV sales of 566,158 were highest for any month since Jan. but were slightly below Aug. 1955, when 586,577 were sold, according to RETMA monthly tabulation released this week. Sales in first 8 months totaled 3,839,718, compared to 4,171,139 in first 8 months of 1955. Aug. radio sales totaled 879,986 (198,087 auto), compared to 842,410 (385,785 auto) in Aug. 1955. Sales in first 8 months totaled 7,359,757 (2,710,303 auto), compared to 7,641,252 (4,451,644 auto) in corresponding period year ago. Here's RETMA monthly recapitulation of retail sales:

	<u>TV Retail Sales</u>		<u>Home Radio Sales</u>		<u>Auto Radio Sales</u>	
	<u>1956</u>	<u>1955</u>	<u>1956</u>	<u>1955</u>	<u>1956</u>	<u>1955</u>
January...	614,213	647,585	531,206	474,945	519,648	573,837
February..	530,554	626,613	454,867	317,908	437,611	597,742
March.....	544,411	669,794	527,649	448,488	478,272	774,025
April.....	347,630	411,748	471,193	367,841	299,253	567,876
May.....	392,080	416,908	566,357	398,449	282,611	563,369
June.....	439,362	430,347	839,830	421,387	296,256	584,567
July.....	405,310	381,567	576,453	303,965	198,565	404,443
August....	<u>566,158</u>	<u>586,577</u>	<u>681,899</u>	<u>456,625</u>	<u>198,087</u>	<u>385,785</u>
Totals...	<u>3,839,718</u>	<u>4,171,139</u>	<u>4,649,454</u>	<u>3,189,608</u>	<u>2,710,303</u>	<u>4,451,644</u>

GE pres. Ralph J. Cordiner, echoing and supporting his v.p., Dr. W. R. G. Baker, in bearish comments on color, told heavily-publicized Washington news conference this week that "if you have a color set, you've almost got to have an engineer living in the house with you." He added: "When color is ready, we'll be there. But right now there are too few programs and nobody yet has developed a color set which doesn't give a sepia tone when it is used for black-&-white reception." He said that portable TVs (in which GE is specializing) are a far better buy.

Unique color promotion: Starting Oct. 15, RCA distributor Dulaney's, Oklahoma City, will sponsor daily hour "Giant Color Mystery Contest" on WKY-TV, with special card containing rules & directions not visible on black-&-white sets. Objective is to get moppets to inveigle parents into taking them to stores with color sets.

Federal Trade Commission this week told NARDA to produce tangible evidence that major appliances purchased by builders are being diverted into retail channels "on a relatively large scale" (Vol. 12:37). Letter from FTC chairman Gwynne to NARDA managing director A. W. Bernsohn requested identification of manufacturers, builders and dealers involved. Bernsohn said NARDA "is gathering this information . . . as a supplement to the responses from many of the 15,000 dealers surveyed earlier this year which showed the extent of dealer concern over the looseness with which builder sales have been monitored by manufacturers."

Kentron Hawaii Ltd. is new Honolulu firm organized by Donald C. Kenney, ex-partner of pioneer Electronics, for production of picture tubes for commercial TV and variety of electronic devices for armed forces.

Topics & Trends of TV Trade: Tremendous growth potential of TV and appliances in next 10 years is underscored by Hotpoint's annual industry-wide marketing forecast for next decade, released by its research department this week. It predicts that 7,200,000 TV sets will be sold at retail this year, of which 175,000 will be color; in 1961, sales will rise to 9,200,000, including 4,000,000 color; in 1966, sales will reach 11,000,000 (8,500,000 color). Among forecasts for other major appliances:

Automatic washers—Sales of 3,250,000 units in 1956, increasing to 3,540,000 in 1961 and 3,800,000 in 1966. It was estimated that 84.4% of all unit sales in 1966 would be for replacements.

Refrigerators—Sales of 3,700,000 units in 1956, rising to 4,400,000 in 1961 and 5,500,000 in 1966. Number of refrigerators in use will rise from 44,790,000 in 1956 to 50,600,000 in 1961 and 55,600,000 in 1966.

Air conditioners—Record 1,600,000 units will be sold in 1956, going up to 2,700,000 in 1961 and 3,900,000 in 1966. From 4,191,000 currently, air conditioners in use will increase to 12,301,000 in 1961 and 25,096,000 in 1966.

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"Man with a gimmick" is how Oct. 7 *New York Herald Tribune* characterized Emerson pres. Benjamin Abrams in feature story describing how company strives to offer "something extra" in a merchandising fillip with each product. "Emerson does not want to be a me-too concern in any phase of its business," says Abrams, revealing that Emerson is currently working in labs on "a really portable TV set with rechargeable batteries."

Trade Personals: Milton R. Schulte, v.p. & director of Tung-Sol, elected to new post of exec. v.p. . . . A. R. Hopkins, mgr. of RCA broadcast & TV equipment dept., named to new post of mgr. of commercial electronic marketing dept., with responsibility for product planning and marketing of all RCA commercial electronic products, Camden . . . Richard M. Klein promoted to mgr. of product engineering, Sylvania electronic product sales dept., N.Y.; Joseph H. Loughlin promoted to coordinator of product engineering, CR tube div., Seneca Falls, N. Y. . . . Frank M. Folsom, RCA pres., elected a director of John P. Maguire & Co. Inc., N. Y. textile factoring house . . . James H. Carmine, ex-pres. of Philco, elected a director of Schiek Inc. . . . Arthur S. Brown, v.p.-gen mgr. of Magnecord Inc., elected pres . . . Earl L. Hadley rejoins Westinghouse TV-radio div. as asst. adv. mgr., having served last 2 years in adv. posts with Necchi Sewing Machine and others; he succeeds Daniel J. Tell, who becomes sales promotion mgr. . . . Robert B. Cody named mgr. of GE's new electronic tube office in Denver . . . Henry N. Muller Jr., ex-Magnavox regional sales mgr., Richmond, named asst. service mgr. of Magnovox's Sentinel Radio Co. . . . Richard C. Hess promoted to sales mgr. of Federal Telephone instrument div. . . . Don Larson, ex-Hoffman adv. director, promoted to business mgr. of Western Electronic Show and Convention (WESCON), for which he has been gen. mgr. last 2 years . . . Edwin B. Hinck, ex-DuMont replacement tube sales mgr., named v.p. of C&M Industries Inc., 111 E. 44th St., N. Y., electronics marketing organization . . . Wm. J. Livermore named Westinghouse district mgr. of major appliances for So. Cal., succeeding R. F. McGillivray, now west coast regional sales promotion mgr. for major appliances . . . Daniel Newman, ex-CBS-Columbia & DeMont, joins Fairchild's upcoming *Electronic News* as midwestern adv. sales rep., Chicago . . . G. Gilbert Thorne, ex-pres. of Motorola Distributors, appointed sales director of Burton-Dine Corp., Chicago (bedding) . . . Gilbert S. McKean, ex-Columbia Records, named sales &

Picture tube sales in first 8 months totaled 6,837,728, valued at \$125,286,416, compared to 6,478,351 at \$124,204,295 in first 8 months of 1955, reports RETMA. Receiving tube sales totaled 303,004,000, worth \$244,144,000, in first 8 months of 1956, as against 300,080,000 at \$222,948,000 in same period year ago. RETMA's monthly breakdown:

	Picture Tubes Units	Value	Receiving Tubes Units	Value
Jan.	892,385	\$ 17,016,391	40,141,000	\$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)	843,055	15,714,365	42,525,000	34,849,000
April	230,932	15,141,461	35,184,000	28,616,000
May	995,732	16,123,625	33,015,000	27,145,000
June (5 wk)	776,601	13,663,408	39,037,000	32,176,000
July	585,330	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
TOTAL	6,837,728	\$125,286,416	303,004,000	\$244,144,000

Hazeltine was awarded \$250,000 plus \$3630 in costs and allowable disbursements in patent-infringement suit against Avco, Federal Judge Win G. Knoch fully releasing Harry Alter Co., former Crosley Chicago distributor, in amended judgment this week. Patent was for TV receiver synchronization.

Admiral has sold 1500 21-in. receivers to Hotel Corp. of America for installation in Edgewater Beach, Chicago; Mayflower, Washington; Roosevelt, N. Y.; Somerset, Boston; Cleveland Hotel, Cleveland. Sets are specially designed for use with Jerrold antenna system.

Brand Names Foundation, 437 5th Ave., N. Y., opens nominations for 1956 Retailer-of-the-Year awards in TV-radio-appliances and other merchandising categories, will present awards to winners May 3, 1957, at banquet in N. Y.

promotion mgr. of Crowell-Collier's new mail order record clubs . . . Lester E. Steinman, ex-gen. mgr. of old CBS-Columbia factory branch in Philadelphia, has purchased control of S&S Wholesale Co., Chester, Pa. . . . Ludwig J. Ulrich named southeastern rep for Stromberg-Carlson radios & phonos, Atlanta.

John S. Mills, 50, who recently founded Mills Electro-Dynamics Corp., Coral Gables, Fla. (hi-fi systems), having served with Emerson, Stromberg-Carlson and old Tele-tone Radio Corp., died Oct. 7 in Miami Beach. He is survived by his widow & son.

DISTRIBUTOR NOTES: Sylvania appoints Moore-Handley Hardware Co., 492 Craighead St., Chattanooga, and 226 E. 11th St., Nashville (W. W. French Jr., pres.); Mid-Continent Distributing Co., 224 E. 10th St., Sioux Falls, S. D. (Paul J. Modica, pres.); R. and R. Electronic Co., 707 S. Adams St., Amarillo (H. E. Brown, pres.); R. and R. Supply Co. Inc., 1607 Ave. G, Lubbock (R. C. Hewett, pres.) . . . Hoffman Electronics appoints Brown & Lawson Inc., Dallas . . . Magnavox appoints Barnette Distributing Inc., 908 Cedar St., Charlotte (Fred A. Barnette, pres.) as manufacturer's rep for Spartan factory-to-dealer line . . . Hotpoint Appliance Sales Co. plans branch in Birmingham (Al Henson, operating mgr.) . . . McWhorter, Weaver & Co., Zenith distributor in Nashville, extends territory to cover Chattanooga . . . GE Supply Co., Seattle, names Bruce Heywood, from Portland, Ore. branch, as district mgr., succeeding V. L. Hopson, now sales mgr. of GE Appliances Co., San Francisco . . . Cooper Distributing Co., Newark (Motorola) reports resignation of Howard Gross as mgr. of TV-radio div.; he's onetime gen. mgr. of CBS-Columbia N. Y. factory branch & Motorola eastern regional mgr. Hopkins Equipment Co., Atlanta (DuMont) appoints Randy Jones as TV service mgr. . . . Southern Wholesalers Inc., Washington (RCA) promotes Edward S. Shapiro to new post of color TV sales supervisor.

Electronics Reports: Electronics, America's 9th largest industry, was a "9.7 billion giant" in 1955, nine times its size at end of World War II, but only half its expected size 10 years from now. That's official size-up of the industry by its own trade association—RETMA—in newly published *Electronics Industry Fact Book* (RETMA, 777 14th St. N.W., Washington, 32 pp., 50¢ to non-members).

The \$9.7 billion figure, RETMA explains, includes distribution & maintenance costs and broadcasting revenues, as well as value of electronic items produced. Factory value of industry's products alone will come to \$5.5 billion this year. And RETMA predicts that next 10 years' rate of growth in industrial electronics will exceed that of consumer electronics during last 10 years. RETMA's official industry breakdown:

TV-radio-phonos, 1955 factory value, \$1.1 billion; military electronics, 1955 value, \$2.4 billion, to continue at same rate for several years; industrial electronics, \$700,000,000 in 1955, with growing trend to automation bringing figure to more than \$1.2 billion by 1960 and \$2 billion by 1965; parts & tubes, \$2.1 billion in 1955.

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Two new RCA awards, including gold medals, first to be presented in fall of 1957: "David Sarnoff Outstanding Achievement Awards," one to member of research staff, other to engineer from any division.

Growth of electronics industry is subject of 12-p. 3-color brochure offered by *Electronics Industries Magazine*, 56th & Chestnut Sts., Philadelphia.

Celebrating more 1,000,000 channel-miles of its microwave systems in use, RCA commercial electronic products dept., Camden, has issued brochure listing installations.

Airborne Instruments Laboratory earned \$154,000 (77¢ per share on 199,332 common shares outstanding) on sales of about \$5,000,000 in 6 months ended June 30. No comparison with same 1955 period was listed; full 1955 earnings were \$568,265 (\$2.87) on sales of \$9,255,950, but earnings included non-recurring income resulting from contract renegotiation and recovery of prior-year depreciation costs. July and Aug. operations continued favorable pattern, pres. Hector R. Skifter told stockholders. Backlog of unfilled orders was approximately \$6,000,000 as of Sept. 28.

General Instrument Corp. earned \$35,561 (2¢ per share) on sales of \$13,979,913 in 6 months ended Aug. 31, compared to net loss of \$10,796 on sales of \$13,350,127 in corresponding period of preceding fiscal year. For quarter ended Aug. 31, earnings were \$119,916 (9¢) on sales of \$8,311,834, compared to loss of \$71,792 on \$5,877,648 in same 1955 quarter. Second-quarter figures include, for first time, operations of newly acquired Micamold Electronics subsidiary.

Unitronics Corp., for first 6 months of 1956, reports combined earnings of \$251,928 (55¢ per share on 453,552 common shares outstanding) for affiliates Olympic Radio and David Bogen Co. Combined 6-month sales of Olympic and 5-month sales of David Bogen (acquired Jan. 31, 1956) totaled \$12,498,832. Olympic sales were 22% ahead of first 6 months of 1955.

Nucleonics Chemistry & Electronics Shares Inc., investment firm, filed registration statement with SEC Oct. 9 covering 800 monthly investment plan certificates aggregating \$2,400,000. John M. Templeton of Englewood, N. J., is listed as pres. of company, as well as 70% owner of N. C. Shares Distributor, N. Y., the underwriter.

Howard W. Sams & Co. earned \$174,049 (\$1.37 per share) after taxes of \$190,935 on sales of \$3,707,874, compared to \$140,027 (\$1.09) after \$149,763 on \$3,278,377 in preceding fiscal year.

ELECTRONICS PERSONALS: John J. Burke, ex-chief of guidance and electronics divs. of Cal Tech Jet Propulsion Lab, elected engineering v.p. of Hallamore Electronics, Anaheim, Cal., div. of Siegler Corp. . . . George Rappaport, ex-director of Air Force countermeasures program, named director of special projects, Emerson Radio govt. electronics div. . . . F. B. Llewellyn promoted to asst. to Bell Labs pres. Dr. Mervin J. Kelly . . . Garth W. Edwards named comptroller, Sylvania atomic energy div., succeeding Emerson S. Norris, now mgr. of facilities engineering . . . Dr. Bernard Salzberg named chief scientist, research & engineering div., Airborne Instruments Lab.

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"Compatible single-sideband transmission" was put into operation this week by VOA's 1,000,000-watt long-wave AM station near Munich, Germany, beaming programs behind Iron Curtain. New transmission system, developed by Kahn Research Labs, Freeport, N. Y., is said to provide most ordinary AM receivers with up to twice as much power as possible with standard AM method and improve reception by limiting fading and decreasing interference between stations.

New AM radio communication technique—synchronous communications—has been developed by GE for Air Force, GE engineer Dr. John P. Costas revealed at IRE Symposium on Aeronautical Communications in Utica this week. New technique, Dr. Costas said, uses both sidebands and suppresses the carrier, providing better reception than conventional AM, more resistance to jamming and interference than single-sideband AM.

Raytheon announced \$60,000,000-plus Navy contract to produce air-to-air guided missiles.

Hazeltine Corp. earnings in calendar 1956 are expected to rise to at least \$1,800,000, from the \$1,604,824 (\$2.29 per share) of 1955, v.p.-treas. W. M. McFarland told N. Y. Society of Security Analysts Oct. 9. He said that Hazeltine had experienced "a considerable improvement in billings" but that earnings had not kept pace with sales because of higher operating costs and concentration on "low-profit" govt. contracts. Sales last year were \$5,947,166.

Sprague Electric sales in calendar 1956 are expected to be about 5% higher than its \$44,353,042 in 1955, but earnings will fall below last year's \$2.42 per share, pres. Julian K. Sprague told St. Louis Society of Financial Analysts this week. Earnings last year were \$3,003,128—and for first 6 months this year were \$1,028,080 (83¢ per share). He attributed lower profits to heavy expenditures on extensive development program, predicted improved earnings starting next year.

Consolidated TV & Radio Broadcasters Inc. (Bitner group), being sold to Crowell-Collier (see page 1), had net profit of \$590,304 (97¢ per share) on gross revenues of \$6,153,511 in 9 months ended Aug. 31, compared to profit of \$441,152 (73¢) on revenues of \$4,822,336 in corresponding period of preceding fiscal year. Pre-tax profit was \$1,370,340 vs. \$1,120,183 year ago.

Charles F. Stromeyer, v.p. of CBS Inc. and pres. of CBS-Hytron, is revealed by N. Y. Stock Exchange to have purchased 7803 shares of CBS "A" stock in Aug., increasing his direct "A" holdings to 8873; in July, he bought 2500 CBS "B," holding 3570 personally and 5788 jointly, according to SEC.

Columbia Pictures earned \$2,670,000 (\$2.28 per share) in fiscal year ended June 30, compared to \$4,949,000 (\$4.40) in preceding fiscal year.

Republic Pictures earned \$946,595 (32¢ per share) in 39 weeks ended July 28, compared to \$1,333,168 (51¢) in corresponding period of preceding fiscal year.

Network Television Billings

August 1956 and January-August 1956
(For July report see *Television Digest*, Vol. 12:37)

HIGHEST MONTHLY BILLINGS on record were achieved by all 3 TV networks in Aug., each showing exceptional gains over Aug. 1955, according to Publishers Information Bureau. CBS hit \$19,430,748, a 29.9% gain over year ago; NBC achieved \$16,414,935, up 39.5%; ABC rose to \$6,842,292, up 92.1%. Total of the 3 for month was \$42,687,975, a 40.7% gain over same 1955 month.

The sharp Aug. rise further increases gain over last year—the Jan.-Aug. total reaching \$314,945,801—a 22.3% increase over the \$257,517,496 for same 1955 period. The complete PIB Aug. report:

NETWORK TELEVISION						
	Aug. 1956	Aug. 1955	% Change	Jan.-Aug. 1956	Jan.-Aug. 1955	% Change
CBS	\$19,430,748	\$14,959,098	+29.9	\$144,411,892	\$123,285,950	+17.1
NBC	16,414,935	11,767,789	+39.5	119,678,432	102,545,292	+16.7
ABC	6,842,292	3,562,676	+92.1	50,855,477	28,595,084	+77.8
DuMont*		55,385	---		3,091,170	---
Total	\$42,687,975	\$30,344,948	+40.7	\$314,945,801	\$257,517,496	+22.3

1956 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NEC	Total
Jan.	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719†	13,733,765†	37,747,514†
Aug.	6,842,292	19,430,748	16,414,935	42,687,975
Total	\$50,855,477	\$144,411,892	\$119,678,432	\$314,945,801

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

† Revised as of Oct. 9, 1956.

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.

Important victory for community antenna operators came this week when California Supreme Court ruled that CATV systems can't be classified as "telephone systems," hence are outside jurisdiction of Public Utilities Commission. First such judicial ruling, it serves as precedent for all other states with similar laws. Case arose when subscribers of system in Martinez complained to PUC that they were getting inferior service. PUC then said it had jurisdiction and prepared to regulate state's CATV systems. National Community TV Assn., through counsel E. Stratford Smith, joined in appeal to Supreme Court. NCTA's job now is to keep state legislature from amending law to put systems specifically under PUC.

One application for TV station and 2 for translators were filed this week with FCC, bringing total pending to 133 for stations (28 uhf) and 21 for translators. Application for TV station was for Ch. 13, Honolulu, by Kaiser Hawaiian Village TV Inc., owned 75% by industrialist Henry J. Kaiser (see p. 4). Translator applications were for Ch. 73 in Salida, Colo., by N. E. Vance, and Ch. 70 in W. Lebanon, N. H., by Nelson A. Crawford, who also proposes to serve Wilder and White River Junction, Vt.—first eastern application. [For details, see *TV Addenda 23-N* herewith.]

Sharp restrictions on TV-radio in Brazil are contained in draft of new press control law submitted to Brazilian Congress this week. But without waiting for the law, Brazilian Communications Minister Meiro ruled that TV-radio stations must exclude from programs, under penalty of 30-day suspension or cancellation of licenses, any material considered "subversive, obscene or injurious" to Brazilian authorities. But neither the bill nor Meiro specified what is permissible.

Drive against fraudulent ads on TV-radio was intensified this week when Federal Trade Commission formalized creation of a special investigative unit to monitor TV-radio commercials, as recommended by exec. director Alex Akerman Jr. (Vol. 12:37). T. Harold Scott, veteran FTC attorney, will head new unit as legal adviser & asst. for TV-radio to chief project attorney, bureau of investigation. Chairman Gwynne explained that FTC attorneys in 8 branch offices (N. Y., Chicago, New Orleans, Cleveland, Kansas City, San Francisco, Seattle & Washington) will assist special unit monitoring TV-radio commercials on part-time basis. Akerman explained: "While TV and radio stations have done a generally good job of screening out false advertising, the help that trained legal investigators of the FTC can give undoubtedly will offer even greater protection to the public."

Ad agency profit margins haven't shrunk much since 1930, according to article in Oct. *Fortune Magazine* based on hitherto confidential AAAA report. Titled "The Battle of the 15%," article reports that cross-section of agencies billing at least \$10,000,000 a year averaged net profit after taxes of 7.05% in 1955, compared with 7.89% in 1951, 5.76% in 1952, 6.22% in 1953, 6.99% in 1954. Using as its index the pre-tax profits plus salaries & bonuses paid to owners of 10% or more of agencies' capital stock, *Fortune* claims average return for agencies of all sizes was 29.85% in 1953, just 1% below 1930 figure of 30.88%. Article also reports that of 40 corporate ad mgrs. interviewed, "only 2 expressed any interest in dispensing with the services of outside advertising agencies, even if media discounts should be abolished." Article is second in series on advertising industry.

NARTB code review board is "on the verge" of asking 3 unidentified eastern TV stations to resign from code because of "continued and apparent willful violations," code board chairman G. Richard Shafto, WIS-TV, Columbia, S. C., told NARTB regional conference in Washington this week. He said code board staff is contacting those stations to give them "a final opportunity to alter their practices." Latest staff report showed more than 90% of stations recently monitored were operating consistent with code, he said. Board is also checking network originations closely, he said, adding that only this week it "expressed concern" to one network that 2 of its high-rated programs frequently exceeded code's commercial time allowance.

Quoteworthy quotes: "A TV station has the impelling persuasion to create a gigantic market place for products, to bring thousands of new buyers for services, to generate understanding for the needs of others, to bring cultural uplift and inspiration, and to elect better public officeholders. Its future influence upon our society cannot be foretold or overestimated . . . TV is too big, too great, to be long entrusted to opportunist management."—G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of NARTB code review board, to NARTB regional meeting in Washington Oct. 11.

Maturity of broadcasting was saluted by FCC comr. Robert E. Lee in speech before NARTB regional meeting in Washington this week when he asked: "Should not the broadcaster, like the press, be permitted to shoulder its responsibility without either legislative or administrative second-guessing or directive?" He also plumped for another Congressional look at political broadcasting laws (Sec. 315 of Communications Act), deploring fact that "fringe parties" are entitled to equal time on stations along with major parties.

GPL has shipped second video recorder to Australia—this week's shipment going to upcoming HSV, Melbourne (Herald-Sun Pty. Ltd.).

Television Digest

with **ELECTRONICS REPORTS**

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DECENTRALIZATION OF ABC, delegation of authority, are goals of AB-PT pres. Goldenson. Kintner resigns as ABC pres.; Treyz heads TV network (p. 1).

FIRST RATINGS OF TOP MOVIES indicate vast new importance of feature film programming, giving independents biggest chance to compete with networks (p. 2).

"HOME THEATRE" wired pay-TV system for Bartlesville, Okla. planned by Video Independent Theatres & Jerrold. One major movie producer committed (p. 3).

ALL-SPECTRUM STUDY, from 25 kc on up, being considered by FCC, may start early next year. Uhf-study 10-man board prepares for Oct. 23 meeting (p. 6).

REP. EVINS ON LOOSE AGAIN, charges networks trying to kill his subcommittee report, which urges less Presidential "interference" in FCC (p. 6).

PROBE OF DISTRIBUTION in TV-radio-appliances by Senate Small Business Committee shaping up, inspired by complaints of wholesalers on franchise terms (p. 9).

TRANSISTORIZED PORTABLE TV should be on market in 2 years, Dr. Baker predicts; Sylvania announces transistorization practical in 3 TV circuits (p. 10).

COLOR PROGRESS in sharp dispute, RCA's Sarnoff reiterating prediction of 200,000 sales this year, expecting 500,000 in 1957. Others bearish (p. 8).

PHILADELPHIA EDUCATIONAL UHF outlet begins operation as nation's 23rd non-commercial TV, 490th station; reports from upcoming stations (p. 7).

STORER SELLS ATLANTA STATIONS WAGA-TV & WAGA to Washington Post for \$6,500,000—deal contingent on FCC approval of Manchester, N.H. purchase (p. 12).

HIGH-LEVEL CHANGES AT ABC—WHAT'S AHEAD?

"Strengthening in depth" of network executives at ABC-TV will be first order of the day -- following this week's resignation of pres. Robert E. Kintner, forced by majority of parent AB-PT board under leadership of pres. Leonard Goldenson, who had persuaded board that network was progressing too slowly under Kintner's "one-man rule."

Goldenson took "direct supervision of the broadcasting division," immediately named TvB pres. Oliver Treyz "head" of ABC-TV (an interim title pending next AB-PT board meeting Nov. 15, when he's due to be named v.p. in charge of the TV network). Treyz actually succeeds John H. Mitchell, who moves up to new position of special asst. to Goldenson. Don Durgin continues as v.p. in charge of radio network, which is not due for extensive reorganization.

Goldenson made it clear that "strengthening" means hiring additional personnel and administrative realignment.

"We're going to be completely decentralized, with operating responsibilities resting fully with the heads of departments," Treyz told us -- thus touching on the basic issue underlying Kintner's resignation. As one director said, "when you thought of ABC, you thought only of Kintner. It was too much of a one-man show."

AB-PT leadership obviously considered ABC-TV's progress insufficient, though statistics do show that considerable gains have been made. Latest PIB tabulation (Vol. 12:41) credits ABC-TV with billings of \$50,855,477 in first 8 months of 1956, up 77.8% from \$28,595,084 in first 8 months of 1955. Aug. billings of \$6,842,292 were 92.1% over \$3,562,676 of Aug. 1955. Impressive as the percentage gains were, they still left ABC-TV far behind CBS-TV's 8-month billings of \$144,411,892, or NBC-TV's \$119,678,432; in Aug. alone, CBS-TV had \$19,430,748, NBC-TV \$16,414,935. ABC last year operated at a profit for first time since merger with Paramount Theatres in 1953 (Vol. 12:13).

"ABC-TV sales are not up to expectations for the next 3 quarters," Goldenson stated this week in releasing AB-PT's financial report for 3rd quarter and 9 months of this year. Though prime evening sales for fall season were 19½ hours weekly vs. 17½ last year, Mickey Mouse Club sales "are considerably below those of last year," despite its high ratings, Goldenson reported.

Consolidated earnings of AB-PT for 9 months were \$6,616,000 (\$1.53 per share) vs. \$5,286,000 (\$1.21) same 1955 period -- including \$930,000 capital gains, compared with \$32,000 capital gains last year. Third quarter net operating profit was \$1,484,000 (34¢ a share) vs. \$1,899,000 (43¢) same quarter last year. Goldenson noted that theatre business was up from second quarter but below 3rd quarter 1955.

* * * *

"We're out to develop competitive program strength in all time periods," said Treyz. "We're going to watch ratings very closely, and if the opposition clobbers us in some time periods, we'll have to make some adjustments. Right now I'd say we are very strong on Tuesday and Wednesday nights.

"Wherever we move, we'll move as a team. Beyond that, I can't be more specific -- except to say that, for the moment, we're not concerned with whether we are a first, second or a third network. Our chief concern is that we be an 'A' network, that is to say, a quality network."

Selection of the 38-year-old Treyz was in recognition of his organizational skill, a talent he demonstrated dynamically as first pres. of Television Bureau of Advertising in last 20 months. An effervescent personality combined with an unflagging faith in his product -- namely TV -- made him a "salesman's salesman." And that says nothing of his administrative ability which developed TvB from a shell to a going concern with membership of 212 stations, 15 reps, 3 networks. Norman (Pete) Cash, his v.p., succeeds him as pres. of TvB.

Treyz thus returns to ABC, where he served as director of radio network and previously as director of research & sales development before joining TvB. Before joining ABC in 1948, he was research mgr. of Sullivan, Stauffer, Colwell & Bayles and served in BBDO program development dept.

Reports of uneasiness in upper levels of ABC had been circulating for some time -- long before story of Kintner's resignation broke last week (and was denied by ABC at that time). That there had been some intramural sniping between the broadcasting and theatre representatives was well known. In fact, Kintner's letter of resignation to Goldenson stated flatly:

"We are in substantial dispute concerning policies relating to the organization and operation of the American Broadcasting Co." Goldenson's letter of reply acknowledged existence of "major policy differences."

Kintner, 47, joined ABC in 1944 after career as newsman, being part of Alsop and Kintner column team. He served first as v.p., became exec. v.p. in 1946 and pres. (at \$100,000 a year) on Dec. 30, 1949. He reportedly plans European and Mediterranean cruise, has made no announcement of future plans. Settlement of his contract, which runs until Dec. 1957, is said to specify that he cannot join a competing organization until next Jan.

MOVIE RATINGS ARE BETTER THAN EVER: First significant reports are in on ratings of new top-notch feature films, and they tend to prove this thesis:

Good movies in prime time can hold their own against network shows. This preliminary, and still tentative, conclusion may have far-reaching implications for boosting the strength of independent stations vis-a-vis network outlets.

Most talked-about test of movies on TV was Oct. 12 premiere of Colgate-sponsored MGM features on Los Angeles' KTTV -- 2½-hour showing of "Thirty Seconds Over Tokyo," widely publicized in advance through newspaper ads and TV spots. Special ARB survey gave these figures on just how badly independent KTTV drubbed opposition:

For the full 2½ hours, KTTV's average audience was greater than that of all other Los Angeles stations put together and nearly double that of the 3 local network stations combined! Its average rating was 30.8, reportedly highest of any new show, local or national, this season. In same period, other Los Angeles channels had average ratings of 7.4, 6.4, 3.7, 3.5, 3.2 and 2.2.

Even the movie theatres suffered on MGM debut night -- N. Y. Times survey reporting over-all 25% drop in area attendance during TV premiere of 11-year-old film.

MGM's TV chief Charles (Bud) Barry couldn't resist temptation to rub it in a little. Pointing out that the networks had turned down opportunity to lease the

features, he hailed KTTV results as "most dramatic evidence of the fact that the networks failed to recognize the importance of features as a top program source." He said he expected ratings to result in rash of new MGM library sales.

Though news from Los Angeles was most spectacular, these other reports filtered in this week, showing new importance of feature programming:

(1) In New York, WATV's 16-times-a-week showing of first of its 20th Century-Fox features, "How Green Was My Valley," garnered cumulative Pulse rating of 64 -- indicating that more than 3,000,000 of the 4,700,000 sets in area had been tuned to that feature sometime during week.

(2) Recent 16-performance-a-week show of RKO's "Top Hat" (Fred Astaire-Ginger Rogers) on New York's WOR-TV Million Dollar Movie drew 69.4 cumulative Pulse.

(3) Another N. Y. independent, DuMont's WABD, reported biggest national spot business in years for its twice-each-Sunday Warner Bros. feature show.

(4) In Boston, WBZ-TV installed Warner Bros. movies in daily 5:30-6 p.m. strip, boosting its average ARB rating from 4.4 in Aug. to 13.7 in Sept. -- bringing it to No. 1 in that time period, surpassing even Mickey Mouse Club. During its first week, show pulled more than 33,000 pieces of mail.

'CABLE THEATRE' TRIAL SHAPES UP IN OKLA.: Closed-circuit subscription-TV is finally seriously in the works. After long wooing of major movie producers, Jerrold Electronics Corp. has cracked one, obtained firm commitment for first-run feature films. At same time, it has made deal with a big theatre chain and is virtually set to wire up town now getting plenty of TV -- to give pay-TV full-scale tryout.

Name of movie producer hasn't been disclosed, but it's understood others among the majors may join in deal soon. Exhibitor is Video Independent Theatres and the town is Bartlesville, Okla. Headed by Henry S. Griffing, VIT has headquarters in Oklahoma City, operates some 150 theatres in Okla.-Tex., is already heavily in TV with 12½% ownership of KWTW, Oklahoma City (Ch. 9), holding CPs for KSPS, Hot Springs, Ark. (Ch. 9) and KUIT, Santa Fe (Ch. 2), applying for Ch. 13 in Sioux Falls, S. D. -- and operating community antenna systems in Ardmore, Hobart & Hugo, Okla., Childress & Wellington, Tex.

Details of arrangements among principals haven't been finalized, but they say little chance of hitch is seen -- because all are eager to test thesis that vast movie audience can be recaptured by "bringing the mountain to Mohammed." Bartlesville was chosen not only because it offers potential of 10-11,000 homes but because it now gets considerable free TV -- presenting fertile field for testing.

Shapp and his asst. Zal Garfield have long argued that scrambled-TV on stations, the type urged by Paramount Pictures' International Telemeter, Skiatron and Zenith, hasn't got a chance -- because public can break code and bootleg pictures. Wired system, they claim, is completely secure -- and they've argued against telecast pay-TV systems in hearings before congressional committees and FCC. Pay-TV proponents pooch-pooch Shapp's claims of ability to break their codes, haven't deigned to accept his challenge to FCC-refereed contest.

One advantage that wired system holds over telecast techniques is that FCC approval isn't needed for closed circuit -- and Commission is scarcely even lukewarm about authorizing toll TV on stations.

Hope for what they call "Home Theatre," on part of wired-system entrepreneurs, is that they can get enough first-run movies to give home audience 2 fresh features weekly. Price per movie hasn't been set, but good guess is that it will run about \$1 per home per show. If system is operating by next spring, as hoped, it will get most intense study by movie & TV industries -- another "Videotown." Plan is to try variety of releasing techniques -- presenting movies simultaneously with first-run on local theatres, then before and after.

Producer & exhibitor principals of the combination naturally look for total theatre-home boxoffice to exceed theatre take alone. And Jerrold, largest manufacturer of community-antenna equipment, not only hopes for vastly expanded equipment market but aims to share operating profits with producers & exhibitors.

Personal Notes: Edwin C. Tracy promoted to mgr. of RCA broadcast & TV equipment dept., succeeding A. R. Hopkins, now mgr. of RCA commercial electronic marketing dept. . . . Frank Stanton, CBS pres., returned to desk this week, cutting short European vacation . . . Wendell B. Campbell, who joined General Teleradio in Aug. after serving as v.p. in charge of CBS radio spot sales, elected v.p. for national sales of RKO Teleradio Pictures, handling sales of its owned-&-operated stations and Mutual . . . Leavit Pope, asst. gen. operations mgr., and controller T. E. Mitchell elected v.p.'s of WPIX, N. Y.; Ward Quaal, v.p.-gen. mgr. of WGN Inc., Chicago, elected to WPIX board . . . Howard Duncan named sales mgr. of WTVN, Columbus, replacing Ed Richter, now pres.-gen. mgr. and part owner of WEHT, Henderson, Ky.-Evansville, Ind. . . . Campbell Arnoux, WTAR-TV, Norfolk, appointed chairman of NARTB's audit TV circulation committee, succeeding Robert D. Swezey, WDSU-TV, New Orleans; Joseph A. McDonald, NBC, reappointed chairman of copyright committee . . . Jay Eliasberg, asst. director of CBS-TV research since May, becomes acting director, succeeding Oscar Katz, now v.p. in charge of TV daytime programming . . . Robert H. Teter, exec. asst. to Westinghouse stations pres. Donald H. McGannon, and Frank A. Tooke, mgr. of Westinghouse's WBZ-TV, Boston, flying to Munich Oct. 21 for inspection of Radio Free Europe facilities . . . John O'Keefe promoted to publicity director, WRCA-TV & WRCA, N. Y., succeeding Don Bishop, now publicity & community services director of NBC owned stations & Spot Sales . . . Augie Cavallaro promoted to exec. asst. to Ted Cott, v.p.-gen. mgr. of DuMont's WABD, N. Y. & WTTG, Washington, succeeding Lewis Arnold, now gen. mgr. of KTLA, Los Angeles . . . Joe B. Foster, from AM affiliate, named commercial mgr. of KTBS-TV, Shreveport . . . Mucio F. Delgado promoted to program director of Radio Free Europe, replacing Wm. T. Raphael, who returns to N. Y. to join headquarters staff of Crusade for Freedom, which supports Radio Free Europe . . . Ted Walworth promoted to sales director of WRCV-TV, Philadelphia, Harold W. Waddell to sales director of WRCV . . . Harry Trenner resigns as Mutual sales v.p. to devote full time to his radio WFEC, Miami, and to other AM properties he plans to acquire; Harold Gold promoted to MBS director of press information & audience promotion, re-

placing Francis X. Zuzulo, resigned . . . Clifford M. Kirtland Jr. promoted to treas. & controller of Transcontinent TV Corp., owners of WROC-TV (formerly WHAM-TV), Rochester, N. Y., and 50% owners of WSVA-TV & WSVA, Harrisonburg, Va. . . . Wm. J. Reilly promoted to v.p. in charge of enlarged Chicago TV-radio office of Adam Young rep firms; J. Taggart Simler promoted to TV midwestern sales mgr. . . . Glenn W. Gilbert named head of Avery-Knodel's new Detroit office . . . Kenneth E. Palmer heads Clarke Brown Co.'s new Denver office . . . Robin C. Armstrong joins Toronto office of reps All-Canada TV . . . Richard Ross, ex-KING-TV, Seattle, named news director of KGW-TV, Portland, Ore. . . . Herbert J. Weber named gen. sales mgr. of WJBK-TV, Detroit . . . Harry Fuchs, ex-Skouras Theatres, forms Radio & TV Monitors, 71 Tamarack Road, Port Chester, N. Y., as consultants on commercials . . . Jack House, ex-Wm. Esty director of station relations & TV account supervisor joins Screen Gems, N. Y. . . . Russ Raycraft, ex-Roland Reed TV & Dancer-Fitzgerald-Sample, named director of new TV div. of Wilding Picture Productions . . . Robert S. Taplinger, new v.p. & adv.-public relations director of Warner Bros., has merged his public relations agency with Carl Ruff Assoc., forming Taplinger-Ruff Assoc., 608 Fifth Ave., N. Y. . . . Dan S. Blumenthal, ex-DuMont & NBC, appointed v.p. of David O. Alber Assoc., handling public relations for DuMont Labs . . . J. Morrison Smith elected pres. of National Radio Institute, Washington, succeeding father James E. Smith, founder of 42-year-old correspondence school, who becomes chairman.

Next NBC executive changes, due to be announced within 2 or 3 weeks: Nat Wolff, director of NBC-TV program planning, will become v.p. in charge of network TV programs, N. Y., succeeding Richard A. R. Pinkham, who will be named pres. of NBC's California National Productions, replacing Alan W. Livingston, now head of TV programming originating from west coast and due to be elected v.p. at next board meeting Nov. 2.

Martin Codel, publisher of *Television Digest*, convalescing from recent surgery, leaves Oct. 27 on cruise to Spain, returning in about 3 weeks via air; he will be accompanied by Mrs. Codel and sister-in-law Mrs. Edward Codel, wife of the Katz Agency v.p.

ADVERTISING AGENCIES: Frank Ott, D'Arcy v.p. & business mgr. of TV-radio dept., elected v.p. in charge of TV-radio, replacing Paul Louis, forming own consulting firm with D'Arcy as client . . . Ray J. Mauer elected v.p. & asst. creative director of Geyer Adv., in charge of TV-radio copy & TV art; Lee A. Emmerich promoted to TV-radio production mgr.; Donald W. McGuinn, TV-radio business mgr., assumes additional duties of TV-radio traffic mgr. . . . John Masterson, ex-pres. of TV-radio production firm of Masterson, Reddy & Nelson, named TV-radio mgr., Tatham-Laird Inc., N. Y. . . . Frank P. McCord, mgr. of Ted Bates research dept., ex-v.p. & research director of Grant Adv. and Cecil & Presbrey, elected Ted Bates v.p.; Charles D. Dunkin, mgr. of client service, also elected a v.p. . . . Frank D. Jacoby, ex-Biow, BBDO & NBC, named exec. TV producer, Product Services Inc., N. Y. . . . Charles M. Wilds, mgr. of TV-radio timebuying, N. W. Ayer, N. Y., returns to Philadelphia as agency's mgr. of TV-radio sports staff; Irene Sandray and Margaret R. Brenner join TV-radio dept., N. Y. . . . Alan Hahn promoted to TV-radio copy director, Joseph Katz Co., N. Y. . . . Sylvia Dowling, ex-TV copy supervisor at Sullivan, Stauffer, Colwell & Bayles, joins Benton & Bowles as senior copywriter . . . John L. Del Mar promoted to mgr. of AAAA's new western regional office, to be opened about Nov. 1 at 235 Montgomery St., San Francisco; Margaret Dodd will assist him.

Alfred Starr, 58, leading movie exhibitor, died Oct. 15 of heart attack at his desk in Nashville. Partner in Bijou Amusement Co., operator of 50 Negro theatres in 6 southern states, he was a former president of Theatre Owners of America and a leader in fight against subscription TV. Close friend of Sen. Kefauver, he was member of Volunteers for Stevenson-Kefauver finance committee in Tennessee. He was founder of Nashville Symphony Orchestra, pres. of Community Chest, incorporator of city's Educational TV Foundation. He was educated at Vanderbilt, Harvard, U of Dijon in France, taught mathematics for a while at Peabody College in Nashville. He is survived by his widow, 2 sons, 2 daughters, 3 brothers, 2 sisters.

Frank Burke, 61, editor of *Radio-TV Daily* since 1943, died Oct. 15 in Hospital for Joint Diseases, New York, after 4½ months' illness. Veteran of journalism and show business, he achieved broad recognition in the industry. He was native of Waterloo, Ia., worked on several midwestern newspapers, including *Minneapolis Tribune*, before serving in publicity and personal management positions with RKO, Consolidated Radio Artists, MCA, Olsen & Johnson, Paul Whiteman, Don McNeill. He is survived by his wife, daughter, 2 sisters and a brother. Requiem Mass was at Holy Innocent's Church, Pleasantville, N. Y. Family requested that in lieu of flowers, donations be sent to Rosary Hill Cancer Home, Hawthorne, N. Y.

BROADCASTING INDUSTRY saluted *Broadcasting-Telecasting Magazine* this week on occasion of its 25th anniversary, celebrated with big (276-pp.) ad-packed edition Oct. 15 carrying an interesting chronology of important radio & TV events over the quarter century. One of earliest and most successful publications in the radio field, its genesis is an intriguing footnote to the history of American printed and audible journalism.

Magazine was originally conceived in 1930 by its founder-editor Martin Codel as a publication dedicated to fight against the powerful lobby which was urging govt. ownership of radio, and to persuade more newspapers to join radio as operators rather than try to strangle it is a competitor. Reporter Codel, then operating his Radio News Bureau syndicate, now editor & publisher of *Television Digest*, had first sought to persuade bitterly anti-radio Marlen Pew Sr., editor of the newspaper trade journal *Editor & Publisher*, to carry a page or column on newspapers' activity in radio. Pew's now-historical response: "This monster must be crushed."

The press was largely anti-radio, playing up every mite of news unfavorable to it—and such other tough battlers as Joy Elmer Morgan, of the American Education Assn., and the often apoplectic H. O. Davis, late publisher of the *Ventura (Cal.) Free Press*,* fed a constant grist into the anti-radio publicity mill. They even seemed to have some strong people on Capitol Hill sold on constantly more rigid controls of radio if not outright govt. ownership.

After vain efforts to persuade McGraw-Hill, Capper Publications, et al., to angel his brain-child, which he had dummied up as a sort of replica of *Editor & Publisher*, and having induced Sol Taishoff, his ex-colleague on the editorial staff of David Lawrence's old *United States Daily*, to come into the project with him when and if backing could be obtained, Codel got the break he sought when lawyer Phil Loucks helped them persuade client Harry Shaw, Iowa newspaper publisher and station owner, to finance the magazine to the extent of \$20,000 for 51% control. The late Mr. Shaw, who became president of the National Assn. of Broadcasters, pulled out in a matter of months due to the banking crisis, and Codel became editor-publisher (59%), Taishoff managing editor (41%).

It was kept going mainly because the publisher persuaded CBS's Bill Paley, NBC's Deke Aylesworth and WOR's Al McCosker to pay for advertising in advance (their first use of paid space, for which they hired their first promotion men); because the publisher took no salary the first year while crack reporter Taishoff got the munifi-

cent salary of \$55 a week; and because the two of them did just about all of the work. Within a year they paid off the \$5200 Shaw had advanced, and within 2 years the paper, with a staff grown to a half dozen, was showing a modest profit that was nearly all ploughed back into expansion.

Need for missionary work among newspapers evaporated early in the days of the semi-monthly (first called *Broadcasting, The News Magazine of the Fifth Estate*) as true believers in and rising operators of the medium gave instant support to its news and editorial policies. These included such newspapers and their radio chiefs as the *Chicago Daily News* (Bill Hedges), *Chicago Tribune* (Quin Ryan), *Milwaukee Journal* (Walter Damm), *Atlanta Journal* (Lambdin Kay), *Louisville Courier-Journal* (Credo Harris), *Worcester Telegram & Gazette* (George Booth), *Detroit News* (Bill Scripps), *Kansas City Star* (Dean Fitzer), *St. Louis Post-Dispatch* (George Burbach)—to say nothing of the many non-newspaper station owners and operators.

One of the earliest contributors of articles—and very authoritative they were, too, on various surveys of Ohio radio set ownership, listener habits, etc.—was a young Ph.D. and instructor at Ohio Wesleyan U named Frank Stanton, now CBS pres. A secret ally in the hard-won fight to get the press associations to sell their services to networks and stations was UP pres. Karl Bickel. First desk man employed was a *Washington Post* reporter, James Secrest, now RETMA exec. v.p. Of many other alumni, 2 are publishing own successful trade magazines—Norman Glenn, who shortly celebrates the 10th anniversary of *Sponsor* by going from bi-weekly to weekly; Sol Paul, who recently converted his *Television Age* from monthly to semi-monthly.

Early in the war period, the paper now very prosperous, Publisher Codel and Editor Taishoff disagreed, mainly on editorial and advertising policies. Codel sold him part of his stock, went overseas for service with the American Red Cross. Returning from North Africa on leave, Codel in 1944 sold the remainder of his stock to Taishoff. Just after VJ-Day in 1945, Codel founded the adless *Television Digest*, which also has clicked—its top-echelon circulation penetrating not only the broadcasting fields but even more deeply into the TV-radio-electronics manufacturing, vending, banking and associated fields.

Broadcasting-Telecasting has continued to prosper through the years, reflecting the growth of radio and TV broadcasting, and Publisher Taishoff took occasion of 25th birthday to announce that B-T will soon join the Audit Bureau of Circulations.

Familiar subscription-TV arguments, pro & con, have been given another airing recently by *New York Herald Tribune* advertising columnist Joseph Kaselow. On Sept. 23, he gave essence of Skiatron counsel James M. Landis' Sept. 21 presentation to Canadian Royal Commission on Broadcasting—that toll TV could cater to minority audiences and could help uhf. In Oct. 14 column, uhf operator Thomas P. Chisman, of NBC-affiliated WVEC-TV, Norfolk, argued that pay TV could scarcely give viewers anything they don't get now; that toll TV would inevitably gravitate to programs attracting greatest audiences, siphoning off programs public now gets free; that a uhf station such as his own can become successful if it gets top-notch programming, notably from networks.

Eldridge Peterson, editor of *Printers' Ink*, which he joined in 1926, named publisher, replacing Robert E. Kenyon, who becomes pres. of Magazine Publishers Assn. Jan. 1. Ownership of *Printers' Ink* will shortly pass into hands of newly incorporated Printers' Ink Foundation.

* Now published by TV-radio owning Copley Press Inc. For list of newspaper-owned radio stations, see *B-T Yearbooks*; for newspaper ownership of TV stations, see *TV Factbook* No. 23.

Rate increases: KDKA-TV, Pittsburgh, Nov. 1 raises base hour from \$1700 to \$2000, min. \$400 to \$500. WBAL-TV, Baltimore, Oct. 16 raised hour from \$1250 to \$1500, min. \$275 to \$350. WPRO-TV, Providence, Oct. 1 raised Class A hour from \$1000 to \$1100, min. only Class AA from \$240 to \$300. WTTV, Bloomington, Ind. has added Class AA hour (7-10 p.m. daily) at \$1000, min. at \$180, Class A hour going from \$800 to \$720. WHCT, Hartford, Conn. Oct. 15 raised base hour from \$500 to \$650 and added Class AA 20 sec. rate (7:50-10:30 p.m. daily) at \$130. WSAU-TV, Wausau, Wis. Nov. 1 adds Class AA hour (7-10 p.m. daily) at \$350, min. at \$70, Class A hour remaining \$300. WGEM-TV, Quincy, Ill. Oct. 1 raised hour from \$200 to \$250, min. \$40 to \$50. WAPA-TV, San Juan, Nov. 1 adds Class AA hour (7-9 p.m. daily) at \$250, min. at \$55, Class A hour going from \$200 to \$212.50. Spot increases: WBKB, Chicago, Oct. 1 raised 20 sec. rate from \$525 to \$700 and withdrew Class AA and Class A 5 & 10 min. rates. WTVT, Tampa, has added Class AA min. (7:30-10:30 p.m. daily) at \$150, Class A min. remaining \$120.

A LLOCATIONS PICTURE may be broadening beyond the uhf question to include entire radio spectrum from 25 kc on up. FCC this week discussed the vast, conflicting demands for kilocyclic "lebensraum" from virtually every industry in the nation, is giving serious thought to starting en banc hearing early next year to evaluate changes in use of radio since last complete allocation 10 years ago.

Meanwhile, 10-man board of new uhf-study organization prepared for Oct. 23 meeting at FCC, is expected to elect permanent chairman, finalize setup. Acting chairman, RETMA pres. Dr. W. R. G. Baker, will bow out—RETMA apparently feeling this is largely "the telecaster's show." RETMA's 2 representatives on board are expected to be staffers Capt. Henry Bernstein, its military engineering coordinator, and asst. gen. counsel Wm. Reynolds. There's no clearcut indication who'll be chairman. For paid staff director, 2 names are mentioned prominently: consultants Walter Compton and Richard Doherty.

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FCC activity continued relatively light. Court of Appeals took another swipe at Commission, ordering hearing on McClatchy's protest against grant of modification to KBET-TV, Sacramento (Ch. 10), which had won original grant in competitive hearing with McClatchy. Commission had said McClatchy had no standing to protest the modification, but court ruled: "We think that modifying some of the basic characteristics of a construction permit is tantamount to the issuance of a new and different permit. To do this without affording the parties to the comparative hearing a chance to protest and be heard amounts to granting a permit for construction which had not been proposed before or during the hearing and which therefore had not been compared with the proposals of other applicants . . . If the reduction in coverage had been proposed during the hearing, obviously McClatchy might have had in its superior coverage proposal an additional preference which might have turned the balance in its favor."

MORE SOUND & FURY came this week from Rep. Evins (D-Tenn.), who last March issued press release charging that networks "have power to hire & fire" FCC employes—and then drew virtual blank at hearings on subject (Vol. 12:11-12). As chairman of 3-man Small Business subcommittee, he came out this week with a new—and equally mystifying—press release, accompanied by a one-man draft report on his subcommittee's hearings on Federal regulatory agencies.

Release this week charged that certain "outside persons" have gotten hold of Evins' preliminary draft report, and are fighting to suppress it. As result of this "leak," said Evins, he has decided to have report printed and release it—even though subcommittee's other 2 members haven't yet acted upon it.

Evins specifically charged that "officials of the 2 major networks, NBC and CBS," had copies of one of his preliminary draft reports and presumably were lobbying to keep it from coming out. Upon questioning the networks, we drew a complete and unequivocal denial. Said an NBC official: "We never heard of the report, we have never seen it, we have never asked for a copy." CBS spokesman said he had checked and "nobody from Stanton on down" has seen the report.

Gist of Rep. Evins' 90-page report is that executive branch of Govt. has too much power over such independent regulatory agencies as FCC, FTC, CAA, which should be responsible only to Congress. He recommends that

In another much-litigated case, FCC complied with court decision by ordering hearing to start by Nov. 16 on grantee WJRT, Flint (Ch. 12)—to determine differences between its original grant and later application for modification, and to determine whether its action in requesting the modification reflects on its "character and fitness."

One protest case was wound up in final decision—Commission affirming grant of uhf satellite KBAS-TV, Ephrata, Wash. (Ch. 43) to owners of KIMA-TV, Yakima, over protest of radio KSEM, Moses Lake. Commission said the only effect of rescinding grant would be to deprive area of service.

There were several allocations actions: (1) Finalized assignment of Ch. 45 to Youngstown-New Castle rather than New Castle alone. (2) Added to New Orleans rule-making the proposal to delete Ch. 6. (3) Added to Evansville rule-making the proposal to shift its Ch. 7 to Louisville. (4) Added to Madison rule-making the proposal to shift Ch. 3 to Rockford. (5) Proposed to shift Ch. 18 from Jackson, La. to Baton Rouge. (6) Turned down request of WMUR-TV, Manchester, N. H. (Ch. 9) that Zone I-II boundary be shifted. (7) Denied petitions for reconsideration, filed by Des Moines' WGTW (Ch. 17) and radio KIOA, that city's Ch. 11 be made commercial.

Among rule-making petitions filed was series of alternatives proposed by KVDO-TV, Corpus Christi (Ch. 22) to add Ch. 2, 3 or 13 to city or area. KVAN-TV, Vancouver, Wash. (Ch. 21) sought assignment of Ch. 2. In Ann Arbor, Mich., WPAG-TV (Ch. 20) asked that Ch. 12 be shifted from Flint, added that it had spent \$119,801 to build, suffered loss of \$24,989 in 1953, \$30,036 in 1954, \$30,056 in 1955, \$16,468 in 6 months of 1956.

One CP for regular station was granted—Ch. 2, Casper, Wyo. going to Harriscop Inc., Beverly Hills, Cal. film distributor (Burt I. Harris, pres.). A translator (Ch. 70) was granted in Cortez, Colo. to TV Inc. (Mel E. Sarpy, pres.). And Commission waived Sec. 3.607(a) of rules to permit WCBC-TV, Anderson, Ind. (Ch. 61) to apply for Ch. 26.

chairmen of these commissions be selected by members themselves—not by the President—and that such agencies not be required to get approval or permission from any other branch of Govt. (such as Budget Bureau, Solicitor General, etc.) before asking Congress for appropriations, appealing cases to Supreme Court, asking for data, etc.

In its specific references to FCC, report cites Bricker anti-network report, testimony of uhf spokesmen and statement by Billy Rose before Celler subcommittee hearings, in attempt to show Commission has been lax in upholding anti-trust laws. Then it adds these sentences:

"Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small business man and competition in the communications industry, the record is eloquent on the factual showing that it has not prevented the establishment and growth of monopolistic industries [sic] in that industry. . . . The present chairman of the FCC has admitted that more than half of the failures which have occurred among small and independent operators of uhf TV stations have occurred since he became chairman of the FCC in 1954. He has also testified that he believes that you can rely more on big business to give you accurate information about their respective problems."

This is not subcommittee's final report; if there is one at all, it will come out after elections. Evins' press release, said one network spokesman, "smacks of real panic." Both networks expressed belief that his charges of "leak" was mere tool to justify release of one-man report before rest of subcommittee had taken any position on it.

PHILADELPHIA'S educational WHYY-TV (Ch. 35), all set for test patterns Oct. 22-23, will be 23rd non-commercial outlet, bringing on-air box score to 490 (96 uhf). Managing director Richard S. Burdick, ex-WUNC-TV, Chapel Hill, N. C., says programming will begin Nov. 26 on 10:30-noon & 5-9:15 p.m. schedule Mon.-Fri. Power will be 20.9 kw, later increasing to 158-kw ERP.

WHYY-TV has 12½-kw RCA transmitter and 500-ft. Blaw-Knox tower at 17th & Sansom Sts., site of WHYY-FM. It will occupy former WCAU-TV & WCAU studios at 1622 Chestnut St. Station is owned by corporation comprising educational & cultural institutions in area, with Walter Biddle Saul as pres.; John Ullrich, from WHYY-FM, exec. producer; Wm. J. McCarter, ex-WFIL-TV, production mgr.; Paul Blanshard Jr., ex-George School, Newtown, Pa., community relations director; Samuel H. Barbour, ex-WFIL-TV, chief engineer. City schools already have 350 sets, plan to convert them to uhf, and suburban schools are planning to purchase sets. Campaign for conversion of home sets is being conducted by 1200 business & professional groups, plus all PTAs, Home & School Councils and local servicemen's TV Advisory Council.

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

WRAL-TV, Raleigh, N. C. (Ch. 5), aiming for test patterns week of Dec. 2, NBC programming Dec. 15, has GE 35-kw transmitter due about Nov. 1, reports v.p.-gen. mgr. Fred Fletcher. Footings have been poured and most of 1000-ft. Stainless tower is on hand. GE 4-bay antenna is to be installed Nov. 15. Principal owner is pres. A. J. Fletcher, with 90%. Base hour will be \$600. Rep will be H-R Television.

WTWV, Tupelo, Miss. (Ch. 9) has changed target to Nov. 15 for start with NBC programs, reports gen. mgr. & 35% owner Frank K. Spain, ex-engineering director of WHEN-TV, Syracuse, N. Y. Custom-built 5-kw transmitter, constructed in own New York City shop, is being installed in converted Beech Spring School, 2 mi. N. of Tupelo. It will use GE antenna on 500-ft. Stainless tower. Walter D. Spain will be sales mgr. & 15% owner; Joseph G. Petit, ex-TV development engineer with NBC-TV in N. Y., chief engineer & 25% owner. Base hour will be \$150. Rep not chosen.

WAVY-TV, Portsmouth-Norfolk, Va. (Ch. 10), still planning Jan. 1 start, has signed with ABC, according to v.p.-gen. mgr. Carl J. Burkland, onetime CBS executive. It will use RCA equipment and 1050-ft. Ideco tower. Construction of studio-transmitter building is underway. Rep will be H-R Television.

KYAT, Yuma, Ariz. (Ch. 13), owned by Wrather-Alvarez Bestg. Inc., operator of KFMB-TV, San Diego (Ch. 8) & KFMB, hasn't set target or started construction, pending filing of application for new site, reports KFMB-TV gen. mgr. George Whitney. Wrather-Alvarez Bestg. has 5-kw GE transmitter on hand which it plans to use for KYAT. KYAT rep not chosen; KFMB-TV rep is Petry.

Translator K70AE, Truth or Consequences, N. M. (Ch. 70) expects to be operating by Nov. 1, repeating programs of KOB-TV, Albuquerque, reports city mgr. Robert B. Laursen.

Only equipment shipments reported this week were RCA antennas to WMT-TV, Cedar Rapids, Ia. (Ch. 2) and KGEO-TV, Enid, Okla. (Ch. 5).

Network Accounts: "Spread the risk" trend, whereby an advertiser buys a small part of several shows as against sinking a large sum in full or alt. sponsorship of one or 2 high-rated programs, is becoming increasingly evident among largest network advertisers. Procter & Gamble has part-sponsorship in 17 programs, Toni 11, American Home Products & General Foods 9 each, General Mills & General Motors 8 each . . . Oldsmobile, for 4th straight year, to sponsor annual motion picture "Oscar" awards on NBC-TV Wed., March 27, 10:30 p.m.-12:15 a.m., thru D. P. Brother & Co., Detroit . . . Hazel Bishop orders Sat. 10:30-11 p.m. time period on CBS-TV for new show, probably *You're on Your Own*, starting in Jan., when *High Finance* goes off air, having been cancelled by Mennen . . . Corn Products Refining Co. to sponsor alt. 15 min. on Wed. & Fri. of *Queen for a Day* on NBC-TV starting Oct. 29, Mon.-thru-Fri. 4:30-5 p.m., thru C. L. Miller Co.; Martha Rountree's *Press Conference*, also sponsored by Corn Products Refining, has been definitely scheduled for ABC-TV starting Oct. 28, Sun. 8:30-9 p.m. . . . Studebaker-Packard to sponsor Mon. segment of Chet Huntley-David Brinkley *News Caravan* on NBC-TV starting Oct. 29, Mon.-thru-Fri. 7:45-8 p.m., thru Benton & Bowles; Sperry Rand sponsors on Tue., Miles Labs on Thu. and alt. with *Life Magazine* on Wed., with Fri. unsponsored . . . Toni to sponsor Mon. 12:15-12:30 p.m. segment of *Tic Tac Dough*, new quiz program, on NBC-TV starting Jan. 7, Mon.-thru-Fri. noon-12:30 p.m., thru North Adv., Chicago . . . Prestone (anti-freeze) buys 5 min. of *Football Roundup* on CBS-TV, Sat. 2:30-5:30 p.m., thru Wm. Esty Co. . . . Pan American Airways to drop alt. sponsorship (with Johns Manville) of *Meet the Press* on NBC-TV after Dec. 30 show. 6-6:30 p.m. . . . Chrysler, for 3rd straight year, to sponsor J. L. Hudson Co.'s Thanksgiving Day parade in Detroit on ABC-TV Thu. Nov. 22, 10:15-11 a.m., thru McCann-Erickson, Detroit.

Telecasting Notes: Negotiations for release of post-1948 features to TV have been snagged by major studios' unexpected counter-demand to unions' request for payment formula for TV use of the newer movies. The majors' proposal: No money to unions until we recoup costs on unprofitable pictures. Movie makers pointed out that only one picture in 5 made since 1949 has returned its negative cost. Before majors made their demand, Motion Picture Producers Assn. had proposed schedule giving 35% of TV proceeds to the various unions and guilds involved in making the movies . . . The late Fred Allen narrates second of NBC-TV's "Project 20" documentaries—*The Jazz Age*—scheduled Dec. 6, 10-11 p.m. NBC described show as Allen's "last major undertaking" . . . INS-Telenews enters entertainment film distribution, acquires national distribution rights to *Ask the Camera*, now being seen only on NBC-TV's WRCA-TV, New York, and KRCA, Los Angeles . . . Second repeat for CBS-TV's *Out of Darkness* 60-min. documentary on mental illness is planned Nov. 25, to coincide with meeting of National Assn. for Mental Health . . . U. S. Information Agency's 30-min. documentary, *America Presents America*—showing USIA in action—gets TV premiere Oct. 21 on 9 TV stations. Prints are available to all stations for public service showing . . . Top winners in filmed TV commercials competition at recent Cannes Film Festival: "Ford Doctor" (Ford, produced by Storyboard Inc.) and "Mr. Magoo Household" (Rheingold Beer, UPA Pictures) . . . Exit situation comedy: Season's only live situation comedy, Max Liebman's *Stanley* (NBC-TV), starring Buddy Hackett, is being recast as variety show without story line following disappointing reviews and ratings . . . Spot spectaculars may be offered to stations this year by CBS-TV Film Sales for special holiday use: Hour-long filmed "Christmas Carol," starring Frederic March, originally shown on *Climax*; 2½-hour film biography of Lincoln, originally produced for *Omnibus*.

COLOR TV'S ACCEPTANCE has grown into subject of sharp disagreement in last few weeks—RCA reporting substantial rate of sales, others issuing bearish statements. Speaking at RCA "Color TV Fair" at Gimbel's dept. store in Philadelphia this week, RCA chairman Brig. Gen. David Sarnoff not only reiterated company's claim it would sell 200,000 color sets this year but added: "It is a conservative estimate that RCA alone will produce and sell 500,000 color TV sets in 1957."

He said that RCA is now in short supply of 3 lower-priced models, those priced at \$495, \$550 & \$595. At same time, Thomas F. Joyce, pres. of RCA Philadelphia distributor Raymond Rosen & Co., stated that he'd shipped 1107 color sets to area dealers previous week; that Rosen's Oct. color TV billings (retail value) would reach \$2,000,000; that his color sales now exceed black-&-white; that Rosen "looks forward with confidence to selling more than 50,000 RCA Victor color TV receivers in 1957."

Asked about bearish statement on color by president "of a large electrical manufacturing company" (presumably GE's Ralph J. Cordiner, Vol. 12:41) Sarnoff stated: "Anyone who wants to wait until the wagon is rolling and then get on for a free ride should have the courtesy to remain silent. TV started in 1946. The company represented by the man who said that color is not here did not realize that black-&-white TV was here for 10 years. That company did not get going in TV until 1956."

There were upbeat color reports from some other points. RCA Washington distributor Southern Wholesalers said color sales in 30 days ended Oct. 19 represented 42% of total TV dollar volume.

In recent visit to midwest, we were told by RCA dealer in little Adrian, Mich. (pop. 24,000) that he can't get enough color sets. Mgr. Walt Jasmund, of Jasmund Bros., said he sold 10 last month "and I'm selling all I can get my hands on" and that \$495 model is very scarce.

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One of most bearish reports was that of *Wall Street Journal's* Kenneth G. Slocum last week. Interviewing Chicago dealers, tavern operators, etc., he found little to support RCA-NBC's early expectations that all-color schedule of WNEQ would really spark color sales. One dealer said: "We're not stocked with color TV—we're stuck with it." Another: "We have just sold our first set for this year and we sold only 2 last year." Razzle-dazzle retailer Sol Polk, who predicted in June he'd sell 10,000 color sets this year, said he'd moved 1600 so far.

Interviewing 10 color set owners, reporter Slocum said 4 claimed they'd wait longer before buying if they had it to do over again. One thought a few color shows—but not enough—had been terrific. Another complained about quality of black-&-white on color set. One was ecstatic: "It's the most marvelous thing that ever came into my home—with the exception of my wife, of course."

In article headed "Faded Rainbow," Oct. 22 *Time Magazine* states: "As [GE pres.] Cordiner and virtually every other U. S. electronics manufacturer are well aware, color TV has turned out to be the most resounding flop of 1956." Problem, magazine reports, seems to be that black-&-white programs are "wan and whiskery on color sets"; that sets require "such keen tuning"; that color "must be live to be good" and appears blue on west coast kines; that simpler & cheaper sets and tubes seem to be needed.

In report to stockholders this week, Packard-Bell pres. Robert S. Bell stated that biggest problem is lack of low-priced picture tube. Furthermore, he said, chassis are too complicated and bulky, though they're "triumphs of engineering."

Network Color Schedules

(Oct. 21 - Nov. 3, 1956)

- Oct. 21—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m.
 Oct. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
 Oct. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Red Skelton Show*, 9:30-10 p.m.
 Oct. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
 Oct. 25—CBS: *Big Payoff*, 3-3:30 p.m. NBC: *Lux Video Theatre*, 10-11 p.m.
 Oct. 26—CBS: *Big Payoff*, 3-3:30 p.m.; *Bob Crosby Show*, 3:30-4 p.m.
 Oct. 27—NBC: *Perry Como Show*, 8-9 p.m.; *The Saturday Spectacular*, "Manhattan Tower," 9-10:30 p.m.
 Oct. 28—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Hallmark Hall of Fame*, "Born Yesterday," 7:30-9 p.m.; *Good-year TV Playhouse*, 9-10 p.m.
 Oct. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
 Oct. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.
 Oct. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Nov. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Big Payoff*, 3-3:30 p.m.; *Shower of Stars*, 8:30-9:30 p.m.
 Nov. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m. CBS: *Big Payoff*, 3-3:30 p.m.
 Nov. 3—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, "Wizard of Oz," 9-11 p.m.

Latest RCA color promotions: "Compatible colors" tie-in will be featured by 15 major manufacturers of clothing, accessories & home furnishings, ads, displays, etc., carrying theme "Inspired by RCA Victor Compatible Color Television." Participators include Botany, Congoleum-Nairn, Foster Sportswear, Hudson Hosiery, Linda-Lo Dresses, Lo-Bel, Majestic Sportswear, Naturalizer Shoes, Perfect Knit Togs, Pioneer Suspender, Rabhor Robes, Roblee Shoes, John B. Stetson, Superba Cravats, Varsity Pajamas. In a "Color the Kids" contest, Birds Eye div. of General Foods will distribute entry blanks showing "Birds Eye Kids" on black-&-white set. These are to be colored in crayon, submitted with 25-words-or-less sentence starting: "If I were buying a TV set, I would buy RCA Victor Compatible Color TV because . . ."

John S. Hayes, pres. of WTOP-TV & WTOP, Washington, and WMBR-TV & WMBR, Jacksonville, Fla., appointed chairman of new Navy broadcasting advisory board, formed to assist Bureau of Naval Personnel on public service and recruiting policies and public relations programs. Other members are Niles Trammell, WCKT & WCKR, Miami; Robert E. Dunville, Crosley stations; Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia; G. Bennett Larson, KTVT & KDYL, Salt Lake City; Philip G. Lasky, KPIX, San Francisco; Jack W. Harris, KPRC-TV & KPRC, Houston; Wm. Grant, KOA-TV & KOA, Denver; Elliott M. Sanger, WQXR, N. Y.; Harry Novik, WLIB, N. Y.; Todd Storz, Storz stations.

Loew's Inc. top executive shake-up this week apparently leaves company as strongly committed to TV as ever, since ex-pres. Arthur M. Loew, one of prime movers in reorienting firm to TV, is now board chairman. Ex-Loew's Theatre pres. Joseph R. Vogel is new pres., chairman Nicholas M. Schenck was elevated to honorary chairman.

New reps: WHCT (formerly WGTH-TV), Hartford, Conn. to CBS Spot (from H-R Television); upcoming KGW-TV, Portland, Ore. (Ch. 8) names Blair TV; Hollingbery remains rep of WNCT, Greenville, N. C.—our report of change last week being in error (Vol. 12:41).

Joseph H. Ream, onetime exec. v.p. of CBS, practicing law in Tallahassee since retirement 4 years ago, has undertaken special national security assignments for Defense Dept. in Washington.

DISTRIBUTION INVESTIGATION IN THE WORKS: A full-scale probe of TV-radio-appliance distribution is shaping up for 1957 on Capitol Hill -- inspired by complaints of wholesalers that their franchise agreements are one-sided documents in favor of the manufacturers; that those franchises have been abruptly terminated in many cases without cause; that factory branches are making it difficult for independents to compete on equal terms in some markets.

Senate Small Business Committee, which has received the complaints, is now engaged in informal fact-finding discussions with leading TV-radio-appliance manufacturers. Committee staff, headed by director Walter Stults, has so far discussed distribution problems with 6 or 7 leading manufacturers on basis of case-by-case complaints, plans to call more. Stults declined to identify the producers.

"There is a very strong possibility that our subcommittee on distribution will undertake a full-scale investigation of electrical appliance distribution next year, regardless of the outcome of the election," he said. "Our responsibility is to protect the small businessman and our exploratory talks thus far indicate that this is an industry requiring further investigation. I want to emphasize, however, that a final decision on an investigation has not been reached."

Manufacturers who have been called thus far seem genuinely convinced that the investigation will take place, and are assembling data in defense of their franchise agreements. However, none would speculate publicly on outcome of probe.

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Demise of many smaller TV manufacturers in last 2 years as a consequence of increasing competition among the giants will also be studied by committee as part of its investigation -- if it's found that distribution was a major factor in their quitting the business. Counsel for one major manufacturer, who has been called to Capitol Hill, told us: "The committee is sure to hit that angle hard."

Consent decree signed recently by Philco, settling Justice Dept. anti-trust suit on legality of its distributor franchise agreements (Vol. 12:28), doesn't exempt Philco from the inquiry, Stults said, explaining: "We're not necessarily interested in the same thing as the Justice Dept. is. They're concerned with possible anti-trust law violations. We're concerned with protecting the small businessman." The Whirlpool-Seeger merger, involving RCA, is being judged by same standard.

RETMA has not been invited to sit in on any of the conferences with the manufacturers and, in deference to any possible implication of collusion by a trade association, is adopting official hands-off policy.

Sen. Sparkman (D-Ala.) is chairman of full committee, Sen. Thye (R-Minn.) the ranking minority member and Sen. Humphrey (D-Minn.) chairman of distribution subcommittee. Stults said all are fully aware of distribution problems in electrical appliances, but haven't been asked yet to commit themselves to an investigation.

Note: Justice Dept. is currently studying another big development in trade, spread of factory servicing, for possible anti-trust violations regarding restraint of trade. Big National Alliance of TV & Electronic Service Assns. (NATESA), headed by Frank Moch, sent letter of complaint to Senate Small Business Committee, which turned it over to Justice. Spokesman for Justice Dept. confirmed that complaint had been received and was under study. Betting in industry, however, is that nothing will come of it. Even NARDA and service groups have cooled off on subject.

Brief highlights of other major trade developments this week:

* * * *

Philco-Bendix Deal: Crosley-Bendix this week agreed to produce Philco electric ranges under Philco brand at its plant in Nashville, with Philco closing down its range plant in Mt. Clemens, Mich. Oct. 31. It's prelude to still-pending deal in

which Crosley-Bendix would also produce part of Philco's laundry line at Nashville, to be marketed under Philco-Bendix brand. Deal might be enlarged to include outright sale of Bendix brand name and assets to Philco. Meanwhile, scuttlebutt in trade still centered around possible liquidation of Crosley TV-radio operations -- but, as in the past, the rumors were denied.

Production: TV output totaled 205,970 week ended Oct. 12, compared to 215,480 in preceding week and 198,831 in corresponding week of 1955. It was 41st week of year on RETMA calendar and brought production for year to date to about 5,666,000, compared to 6,140,374 in same period year ago. Radio production totaled 335,206 (127,129 auto) week ended Oct. 12, compared to 307,865 (113,594 auto) in preceding week and 350,351 (149,163 auto) in same 1955 week. Radio output for 41 weeks was about 10,186,000 (3,292,215 auto) vs. 10,647,898 (5,176,399) in same 1955 period.

Topics & Trends of TV Trade: "The true portable" —battery-operated transistorized TV—should be on the market within 2 years, RETMA pres. Dr. W. R. G. Baker told RETMA-IRE Radio Fall Meeting in Syracuse this week. And a Sylvania engineer backed up Dr. Baker's statement with a report that use of transistors in some TV circuits is now practical.

Sylvania's George Schiess said experimental work already completed indicates that transistorized vertical deflection systems are "practical and comparable to tube circuits in performance and circuitry," and that transistorization is now practical in audio & sync circuits as well.

Dr. Baker's prediction of transistorized portables was part of optimistic report on TV's future prepared by the RETMA pres. and delivered by IRE pres. Arthur V. Loughren because of Dr. Baker's inability to be present at the session. Among other predictions in his report:

(1) About 10,000,000 TV sets will be sold annually by 1960, in contrast to current 7,500,000 rate.

(2) Industry-wide sales of closed-circuit industrial TV systems will grow from today's \$6,000,000 to \$24,000,000 a year by 1960.

(3) Transoceanic telecasts using scatter transmission techniques are "only a matter of time."

* * * *

TV set sales by Canadian distributors totaled 313,285 in first 8 months of 1956, compared to 344,620 in same period of 1955, reports RETMA of Canada. Of shipments this year, 158,483 were consoles, 147,913 table models, 6889 3-way combinations. Aug. sales were 61,058, compared to 71,108 in Aug. 1955. Montreal led in 8-month sales, with 60,743; Toronto, 50,597; other Ontario, 30,509; British Columbia, 23,192; Alberta, 21,785; Quebec City, 20,382; Manitoba, 19,512; Ottawa & eastern Ontario, 18,836; Hamilton-Niagara, 15,629; Nova Scotia, 14,430; New Brunswick & Prince Edward Island, 9731; Windsor, 9057; Saskatchewan, 9035; other Quebec, 6164; Newfoundland, 3683.

TV shipments to dealers totaled 3,761,116 in first 8 months of 1956, when production was 4,365,060, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compared with shipments of 4,155,541, production of 4,820,991, in first 8 months of 1955. Aug. shipments were 535,936, compared to 450,158 in July and 605,664 in Aug. 1955.

GE's TV production was curtailed Oct. 15 by one-day "wildcat" strike of 1500-2000 IUE workers at Syracuse plant (out of 5500 work force), who walked out in "retaliation" against recent disciplinary action of company. On Oct. 12, GE laid off about 200 employes for one day because they left work preceding week after complaining of poor air conditioning.

Sylvania's special fall TV promotion features a new 21-in. deluxe table model, with remote control, for \$266.

Trade Personals: Robert S. Bell, exec. v.p. & gen. mgr. of Packard-Bell Electronics Corp. (new name approved this week) elected pres., succeeding founder Herbert A. Bell, his uncle, who moves up to chairman . . . Arthur A. Currie, ex-Sylvania TV-radio sales mgr., serving since July 1955 as v.p.-gen. mgr. of Sylvania outlet Adams Distributors Co., Boston, joins Westinghouse TV-radio div. as asst. gen. sales mgr., reporting to gen. sales mgr. Thomas B. Kalbfus . . . Robert Van Brundt promoted to Motorola mgr. of TV adv. & sales promotion, Peter H. Whelen to radio adv. & sales promotion mgr., both reporting to Harold J. McCormick, adv. & sales promotion director; Hugh Engelman promoted to mgr. of adv. administration, George Mahoney to mgr. of adv. services . . . Robert K. Daniel, ex-Hotpoint Appliance Sales Co., Detroit, appointed retail adv. mgr., Magnavox TV-radio-phono div. . . Douglas Y. Smith, v.p.-gen. mgr. of RCA tube div., awarded citation by alma mater Cooper Union for 25-year service to electrical engineering . . . Milton Gabler elected Decca Records v.p. in charge of artists & repertoire . . . Howard Gross, ex-Cooper Distributing Co., Newark (Motorola), rejoins Motorola in N. Y. in unspecified duties . . . R. D. Harris promoted to southwest regional mgr., Westinghouse TV-radio div. . . Robert B. Cody named district sales mgr. of GE electronic tube office, Kansas City . . . J. Gordon Millett, ex-Philco, named Chicago district mgr. for Stromberg-Carlson hi-fi products . . . Wayne K. Bright promoted to gen. accounting mgr. of Stromberg-Carlson . . . Donald B. Smith, ex-Crosley-Bendix adv. & sales promotion director, serving for last year in same capacity with Norge, joins Leo Burnett Co., Chicago . . . W. J. Vines named district mgr. of Majestic International, Denver . . . George Wilkins, Magnavox eastern regional mgr., named chairman of TV-radio committee for 1957 Boy Scouts fund-raising campaign . . . Les Schmidt, ex-Raytheon regional mgr., named Philadelphia-Southern N. J. district merchandiser for Spartan div., Magnavox Co.

Jack S. Rosen, sales v.p. of RCA Philadelphia distributor Raymond Rosen & Co., was shot and seriously wounded by a gunman during an attempted holdup as he left his office about 9 p.m. Oct. 17. He staggered back to the office and telephoned police, who rushed him to Lankenau Hospital, where he underwent emergency operation for removal of bullet. He's reported in good condition, but is due to be confined to hospital at least another week. Only 15 months ago, Rosen, who is son of the late founder of company, was slugged and robbed near his home.

Rear Adm. Thomas P. Wynkoop Jr., USN (Ret.), v.p. of RCA commercial marine distribution, elected pres. of Propeller Club of U. S., merchant marine organization.

RETMA marketing data dept. is new name of expanded statistical dept., continuing under supervision of Wm. F. E. Long.

Financial & Trade Notes: RCA's 9-month report, released this week, indicates clearly that a second straight billion-dollar-plus year is in prospect for 1956. Report lists sales of \$812,524,000 for first 9 months, a new record for the period and up 10% from the \$740,622,000 in same period of 1955. Net earnings were \$27,893,000 (\$1.82 per share), down from \$30,995,000 (\$2.04) in first 9 months of 1955. For quarter ended Sept. 30, earnings were \$7,856,000 (50¢), compared to \$8,934,000 (58¢) in same 1955 period; sales totaled \$286,036,000, up 13% from the \$252,112,000 in third quarter year ago.

Decline in profits was understood to be due primarily to lower earnings of TV receiver div. as result of trend to portables, expense of launching color and increases in labor & material costs. TV unit sales in third quarter, it said, approximated last year's level despite industry-wide drop of about 12%.

* * * *

Storer Broadcasting Co. reports net earnings of \$3,911,464, or \$1.58 per share on total of common and Class B common shares outstanding, in first 9 months. They compare with \$2,864,269 (\$1.13 per share) in first 9 months of 1955—and, in fact, were close to the \$4,277,928 (\$1.73) earned in all of 1955. Revenues weren't disclosed. Third-quarter net earnings totaled \$1,066,019 (43¢), compared to \$1,012,360 (41¢) in third quarter year ago. (For Storer's annual sales, earnings & other data, 1950 through first 6 months of 1956, see *TV Factbook No. 23*, p. 454.)

Net earnings of CBS Inc. this year should approximate \$2.15 per share, after giving effect to tax credits resulting from withdrawal of CBS-Columbia from set manufacturing, estimates research report of brokers Francis I. duPont & Co. It anticipates sharp increase in profit in 1957, with earnings possibly exceeding \$3 per share, says increase in current 80¢ per share annual dividend "would not be surprising."

Dividends: Gross Telecasting, 40¢ (increased from 30¢), Class "B," 7½¢ (increased from 5¢), payable Nov. 10 to stockholders of record Oct. 26; Television-Electronics Fund, 12¢ plus 54¢ distribution from net capital gains Nov. 30 to holders Nov. 1; International Resistance, 5¢ Dec. 1 to holders Nov. 15; General Dynamics, 75¢ Nov. 10 to holders Oct. 10; Aircraft Radio, 20¢ regular & 10¢ year-end, Nov. 14 to holders Nov. 2; Capitol Records, 25¢ Dec. 31 to holders Dec. 15.

Packard-Bell pres. Robert S. Bell, addressing annual stockholders meeting this week, elaborated on his Aug. 16 address to San Francisco Security Analysts (Vol. 12:34) to report earnings of about \$800,000 (\$1.15 per share) on sales of more than \$28,000,000 in fiscal year ended Sept. 30. They compare with earnings of \$638,933 (93¢) on \$21,600,000 in preceding fiscal year. He said TV sales were up 19% in that period, while industry TV sales declined 24%. Average factory price of Packard-Bell TV set was \$160.46, compared to \$127.97 industry-wide, he said. Company is aiming for sales of \$30,000,000, pre-tax profit of \$2,000,000, in current fiscal year. Stockholders approved change of name to Packard-Bell Electronics Corp.

GE enjoyed most prosperous 9-month period in its history this year, reporting consolidated net earnings of \$160,727,000 (\$1.85 per share on 87,087,000 common shares outstanding) on sales of \$2,962,780,000. Record earnings and sales compared with profit of \$152,926,000 (\$1.76 on 86,929,000 shares) on sales of \$2,512,416,000 in first 9 months of 1955. Third-quarter earnings were \$47,863,000 (55¢) on sales of \$1,003,806,000 vs. \$45,127,000 (52¢) on \$839,404,000 in same 1955 quarter. No breakdown was given for TV-radio-appliances, but sales of all consumer products—particularly TV—are known to be ahead of 1955.

E. J. Korvette Inc., 9-store TV-radio-appliance chain in N. Y., had sales of about \$55,000,000 in fiscal year ended Sept. 30, compared to \$36,292,393 in preceding fiscal year, with earnings exceeding \$1.30 per share vs. 94¢ a year earlier, reports *Wall Street Journal*. Present plans call for addition of several new stores next year, which could add \$40,000,000 annually to volume, says story.

RKO Teleradio Pictures' increased earnings more than offset decline in profits of parent General Tire & Rubber in 9 months ended Aug. 31, reported pres. Wm. O'Neil, who did not detail TV-radio figures other than noting that they were ahead of same period year ago.

P. R. Mallory & Co. has sold \$10,000,000 in promissory notes to Equitable Life Assurance Society, planning to use \$6,000,000 of the funds to refinance existing indebtedness with Equitable, remainder for general corporate purposes. Notes mature from 1958 through 1971.

Report on hi-fi manufacturers, indicating their investment attractions in light of booming market, has been issued by brokers Hemphill, Noyes & Co., 15 Broad St., N. Y.

DISTRIBUTOR NOTES: Philco appoints Tri-State Distributing Co., Dayton (Herbert A. Dixon, pres.) . . . Emerson Radio of Ohio opens branch office at 568 S. Aikin Ave., Pittsburgh (Michael Gisser, sales mgr.) . . . DuMont appoints Midwest Timmerman Co., 513 E. Court St., Des Moines, and Young's Wholesale Co., 400 S. Emporia St., Wichita (Merritt L. Young, pres.) . . . Magnavox appoints Tillett Distributing Co., 4450 Paxton St., Harrisburg, Pa. (Robert Tillett, pres.), ex-Bendix Radio outlet, as factory-to-dealer rep for Spartan line . . . Magnecord appoints McLoud & Raymond Co., Denver (W. Clif McLoud & Kenneth Raymond, partners) . . . Crest Corp., St. Louis, has discontinued Hallicrafters line . . . Zenith N. Y. elects George E. Hart as v.p. & TV-radio sales director . . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints Frank Louchheim as v.p. & sales mgr., replacing Kenneth C. Stewart, resigned . . . Igoe Bros., Newark (DuMont) elects Hugh A. Cole as v.p. . . . Emerson Radio of Pa. reports resignation of Harold Polin as adv. mgr.

For industrial tube sales, DuMont appoints Gassner & Clark Co., 6644 N. Western Ave., Chicago; Norvell Assoc., 5622 Dyer St., Dallas; Engineering Services Co., 6635 Delmar Blvd., St. Louis & 4550 Main St., Kansas City.

Sentinel Radio has franchised these distributors since Aug.: Allied Distributing Co., Omaha; Matthews Electric Supply Co., Birmingham; D. M. Distributors, Honolulu; Speed Queen Atlantic Co., Long Island City; Traynor-Dean Appliances Inc., Tampa; Billings & Schattinger Co., Fresno; Buchan Supply Co., N. Wilkesboro, N. C.; Dee Distributing Co., Springfield, Mass.; Falls Supply Co., Great Falls; Radio Equipment Co., Lexington, Ky.; Schwendiman Distributing Co., Idaho Falls, Ida.; Williams Wholesale Distributors, Newark, O.; Wolter Electronic Co., Fargo, N. D.; Sampson Co., Chicago.

Zenith's treble-damage counterclaim suit against RCA, GE & Western Electric, charging patent infringement, has been set for trial June 17 in Chicago Federal Court, with depositions to be taken April 1-May 15, and pre-trial conference June 3.

Miniaturized radar switchboard, ⅔ smaller and lighter than its predecessors, has been developed by Admiral for Navy, using printed circuits & printed switches and designed for assembly by automation.

Admiral offers 2 new transistorized pocket radios: 7M1 series with 7 transistors on printed board at \$59.95, and 4P2 series with 4 transistors at \$39.95 & \$44.95.

THE \$6,500,000 SALE of WAGA-TV (Ch. 5) & WAGA, Atlanta, by Storer Broadcasting Co. to *Washington Post*, carries an important contingency as Storer makes another move to upgrade its string of highly profitable stations (see Financial & Trade Notes).

Contingency is this: Sale can't be consummated until FCC approves Storer's purchase of WMUR-TV, Manchester, N. H. and its plans to move it closer to Boston (Vol. 12:28, 36). Storer had told FCC it would dispose of one of its 5 vhf stations if Manchester deal were approved. However, the move-closer-to-Boston aspect has drawn violent opposition from Boston area stations, and long fight is in prospect. Storer has similar battle brewing over its plans to acquire CP for KSLM-TV, Salem, Ore. (Ch. 3) and substitute it for uhf KPTV, Portland (Ch. 27). In this case, Storer asks waiver of multiple-ownership rules to permit it to hold 6 vhf franchises.

Atlanta purchase would give *Washington Post* its third station, all bought. It first acquired 55% of WTOP-TV, Washington (Ch. 9), buying it jointly with CBS (45%) from R. H. Macy interests for \$1,400,000 in 1950; in 1954, it bought out CBS for about \$3,000,000. It purchased WMBR-TV, Jacksonville (Ch. 4) in 1953 for \$2,470,000. *Post* has been considering additional acquisitions east of the Mississippi. Broker on Atlanta deal was Howard Stark.

Other sales activity this week: (1) Radio KFVB, Los Angeles, became first broadcast property of Crowell-Collier Publishing Co. as it closed transaction with seller Harry Maizlish; price was \$2,350,000; plus \$35,000 annually to Maizlish as consultant.

Taking over management is KFVB v.p.-gen. mgr. Robert M. Purcell, who also becomes TV-radio asst. to Crowell-Collier chairman-pres. Paul C. Smith. Collier's application for purchase of Bitner's 3 TV & 4 radio stations was filed last week (Vol. 12:41).

(2) Sale of 75% of WGBI-TV, Scranton (Ch. 22) for \$650,000 to WCAU Inc. (*Philadelphia Bulletin*, WCAU-TV) was approved this week by FCC. Mrs. M. E. Megarjee and family retain 25% interest in TV, 100% of radio WGBI (Vol. 12:31). Station is installing equipment to increase power from 178 kw to megawatt.

Radio station sales approved by FCC this week: KFXM, San Bernardino, by group headed by Willard R. Hasbrook to KFXM Bcstg. Co. (H. Phillip Dexheimer & owners of KAFY, Bakersfield, Cal.) for \$244,149 (Vol. 12:30). WLAY, Muscle Shoals, Ala. by M. C. Gregory to Mr. & Mrs. Michael R. Freeland (50% owner of WFWL, Camden, Tenn.) for \$85,000 and assumption of certain liabilities (Vol. 12:39). KFQD, Anchorage, Alaska, by Wm. J. Wagner to group including station mgr. Ernest Spink and other employees for \$80,000 (Vol. 12:40). WPFA, Pensacola, Fla. by Charles W. Lamar (retaining CP for off-air Ch. 15 WPFA-TV) to veteran Chicago broadcaster J. W. (Bill) O'Connor for \$77,500 (Vol. 12:35). KOVO, Provo, Utah, by C. A. Tolboe to Ashley Robison (former co-owner of KCCC-TV, Sacramento) for \$63,000 (Vol. 12:38).

National advertising index of *Printers' Ink* rose 13% in Aug. over same 1955 month, with network TV up 41%, network radio down 9% (but up 27% over July because of political conventions), outdoor up 8%, magazines up 7%, newspapers up 4%, business papers up 3%. For 8 months, index was up 11% over same 1955 period.

Football signals by electronics, first tried out by Cleveland Browns with instructions radioed from sideline coach to quarterback, were unanimously banned Oct. 18 by the 12 National Football League clubs. Comr. Bert Bell said protests by fans and TV-radio reporters prompted him to poll clubs by telephone this week.

ANPA's Bureau of Advertising study, *Tell It to the Teens*, based on poll of 4940 teen-agers by Eugene Gilbert & Co., makes point that TV was overwhelmingly the "most entertaining" medium, being choice of 70%. Among 13 & 14-year-olds, TV is regarded as "hardest to be without" by 55% of respondents—though figure drops to 18% by time they reach 18 or 19 years. TV also ranked second to newspapers as medium of "most practical value." Worst thing about TV was the advertising, 59% of teen-agers complaining about it. Study contains wealth of data about teen-age market, estimating that 16,000,000 teen-agers have spendable income of \$9 billion a year in earnings and family allowances.

Unique new high school in Schenectady, designed to be "functional and practical in the year 2000," will have closed-circuit TV system featuring master studio & control room, 17 origination points, receivers in all rooms. School is due for occupancy by 1700 pupils within a year. TV system and teaching techniques learned in 6-month pilot project are described in 53-page *The Schenectady Experiment*, available from Schenectady Public Schools, 108 Union St. Board of Education personnel developed own TV teaching methods in practice runs at old Mont Pleasant High School, working with cadet teachers and crew of 11 student directors & cameramen.

Second TV station in Sydney, Australia—Amalgamated TV Services' ATN—has scheduled special opening program Dec. 2, start of regular programming next day. Australia's first station—TCN, Sydney—began programs Sept. 16. In addition to Sydney's 2 commercial stations and Melbourne's 2 planned commercial outlets, each city will also have a non-commercial govt.-owned station. All 6 stations are due to be on air this winter.

Equal-time complaints against 2 Detroit stations by Socialist Labor Party and Socialist Workers Party were turned down by FCC this week on grounds that the parties did not qualify for listing on Michigan ballot or for write-in vote and therefore their candidates weren't "legally qualified" within meaning of law. Socialist Labor Party had complained against WJBK-TV, Socialist Workers Party against WWJ-TV & WWJ.

Closed-circuit TV coverage of next 3 Ohio State football games in Columbus will accommodate fans overflowing from 82,000-seat stadium on campus. School's Department of Athletics will charge \$2 admission for 7000 seats in St. John Arena for telecasts of games with Wisconsin Oct. 27, Indiana Nov. 10, Michigan Nov. 24, using two 15x20-ft. projection screens, with technical facilities supplied by Visual Electronics Corp.

More evidence of TV's pulling power: An Admiral one-min. announcement on NBC-TV's *Today* in lieu of its regular commercial, urging viewers to send mail to a seriously-burned 6-year-old girl in Winnetka, Ill., brought more than 4000 letters and cards within 10 days. Admiral had previously given child 10-in. portable.

Noted "Americana" series of ads by Storer Broadcasting Co., which won George Washington Honor Medal from Freedoms Foundation at Valley Forge, has been reprinted in booklet available from company at 1177 Kane Concourse, Miami Beach, Fla.

Co-op sales of NBC-TV affiliates in first 8 months increased by 29% over same period year ago, selling aggregate of 5843 partic., or 1080 more than in first 8 months of 1955. Of partic. sales, 39% were to national spot advertisers, remainder to local sponsors.

Lack of sponsors has forced cancellation of *NBC Bandstand* as a simulcast in latter Nov., when it will be replaced on TV by *The Price Is Right*, a live audience partic. show, Mon.-thru-Fri. 10:30-11 a.m. *NBC Bandstand* will remain on radio only.

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SUMMARY-INDEX OF THE WEEK'S NEWS — October 27, 1956

DR. SHOCKLEY'S PREDICTIONS for the transistor: Battery TVs after 1957, 25¢ transistors by 1963, annual output of 2 billion in 1965 (p. 1).

COLOR ATTITUDE CONTRAST pointed up anew in RCA's plans for big push rest of year vs. GE's cancellation of national ads. Zenith pres. blasts color (p. 1).

ALL-INDUSTRY ALLOCATIONS STUDY group officially formed, Arthur Loughren offered top executive job; FCC studies "precision offset" technique (p. 2).

TV-MOVIE DEVELOPMENTS: 20th Century dickers film network stock deal; PRM Inc. sets up TV-movie-theatre combine; RKO films may get network airing (p. 3).

NBC AFFILIATION PACTS, as analyzed by Celler subcommittee staff, show variations in payment formulas and "free time"; analysis to be in record (p. 5).

RECORD TV INVENTORIES of 2,550,000 as of Oct. 1 raise specter of liquidations early next year. Crosley suspends TV-radio production (p. 9).

SPREAD OF FACTORY SERVICE gives independents chance to prove they're better, says NARDA's Bernsohn, anticipating little help from Justice Dept. (p. 11).

SYLVANIA PROFITS & SALES establish new records for both 9 and 3-month periods; earnings up 15%, sales increase 8% over first 9 months of 1955 (p. 12).

ELECTION NIGHT COVERAGE on networks to be marked by 3-way competition among electronic brains, most vigorous race for speed in gathering returns (p. 7).

FCC CONTINUES QUIET, as big-city vhf applicants fret over delays in final decisions for Miami, St. Louis, Seattle, Indianapolis, Buffalo, etc. (p. 7).

SHOCKLEY PREDICTS TRANSISTOR GROWTH: Man credited with "inventing" the transistor, Dr. Wm. Shockley, this week looked into the future and saw transistors selling for 25¢ each in 6 or 7 years and being produced at 2-billion-a-year clip in 10 years.

Using his slide-rule for a crystal ball, Dr. Shockley -- former Bell Labs physicist who now heads Shockley Semiconductor Labs of Beckman Instruments -- projected historical patterns of electron tube and transistor growth into future, to indicate almost unlimited application of his brainchild in every electronic field. He made his forecasts in address to IRE electron devices meeting in Washington.

We asked him to go out on a limb, after his talk, and guess when battery-operated transistorized portable TVs would be on market. Based on progress from first transistorized consumer item, the hearing aid, to the second, the portable radio -- he replied transistorized TVs could emerge from labs anytime "after 1957."

Noting that 3,600,000 transistors were produced in 1955 and that 1956 output will total about 13,000,000 (some 7,000,000 were produced in first 8 months), he said that transistor production should overtake tube production in about 1965 -- with annual output being about 2 billion of each.

To compare and project costs, Dr. Shockley used "one hour's labor" as base instead of actual dollar price. On this basis, he said, in 1910 it cost 40 hours' labor to buy one vacuum tube, whereas same amount of labor today will buy a TV set.

Transistor now costs about same as tube did in 1920 -- in terms of labor -- and tube prices have dropped tenfold since then. By the time transistor production approaches volume of tube production, he said, similar price drop can be anticipated. Thus, by 1962 or 1963, transistor may cost as little as 6 minutes' labor, or about 25¢. Transistor and tube prices should be equal by about 1959, he added.

COLOR ATTITUDES — A STUDY IN CONTRASTS: Industry's differing approaches to color were seldom more sharply focused than this week. RCA, carrying the color fight to consumers almost single-handedly (in conjunction with NBC-TV) and claiming to be quite pleased with movement of sets (though revealing no figures), disclosed plan for extensive national promotional push rest of year on color. By contrast, GE has held up all national ads on color rest of year, extending perhaps into 1957.

RCA is hitting hard at dealers and consumers in its 1956 stretch drive. Last week it took NARDA executive committee on tour of plant facilities in Lancaster, Pa. and Camden and reportedly did good job of converting several skeptical dealers to color. RCA consumer products exec. v.p. Robert A. Seidel and TV div. v.p. Charles P. Baxter briefed the key retailers on immediate color plans.

RCA also took 2-page ad in Retailing Daily to urge dealers to stock up on color sets before ads are placed in 223 newspapers Nov. 11. Retailing ad declared:

"All over the country 50,000,000 readers will be told the full story of color TV -- all their questions answered for the first time...They'll be told all about Color Every Night, easy 'Color-Quick' tuning, big-as-life picture, the wonderfully natural colors, the fact that each Big Color set is like 2 sets in 1, and that the prices start at \$495 -- lowest in RCA Victor history."

GE's bearish attitude towards color, expressed often by v.p. Dr. W.R.G. Baker, reiterated 2 weeks ago by pres. Ralph J. Cordiner at Washington press conference and through Time Magazine last week (Vol. 12:41-42), seems to reflect view that present methods of manufacturing color set will not permit price reductions, and that an entirely new production technique will have to be developed. Its officials aren't even convinced that GE's own post-acceleration tube is the full answer. They say that problem lies in whole receiver-production approach.

GE's plans for introduction of color are also understood to have undergone revision. Whereas its original intent was to introduce color on a market-by-market basis, plan now is to ship color sets wherever they're in demand. However, nobody at GE seems willing to guess when such shipments will start -- especially in view of decision to hold up national advertising program.

Another bitter attack on color came from Zenith pres. E.F. McDonald Jr., who has never been very hot about color. Adding fuel to the fire, he wrote letter to all his franchised dealers Oct. 24 enclosing reprint of Time article and commenting that Polk Bros., big Chicago appliance retailers whom article credits with selling 1600 color sets, were offering \$495 sets for \$379.39. He added:

"We believe at Zenith that every radio or TV set we manufacture should make a profit for some dealer, and that no new item should be introduced until it can be profitable for all dealers. We do not believe that you should take losses to help us introduce new items. Which is one of the several reasons why we have not introduced color and will not do so until it is what the public wants and can be sold without sacrificing your profits. Some day the technical and service problems of color TV will be solved. Good non-fuzzy color TV will be enthusiastically accepted by the public and be profitable for dealers. When that day comes, we will offer you a line of outstanding color sets."

RCA's dander is up over attacks on color by some manufacturers, lethargy of others. This was well illustrated by big ad in Oct. 27 N.Y. Times, placed by RCA N.Y. distributor Bruno-N.Y. and carrying headline: "Why Are 'Certain People' Holding Back Color TV From the Public?" Ad goes on to say:

"Could it be that they are unwilling to make quality color TV sets and sell them at the low price RCA Victor does? Could it be that they fear color TV makes other TV old-fashioned? RCA, who pioneered black-&-white as well as color TV, believes that now is the time to buy color...and TV experts and thousands of New Yorkers who own color TV agree."

Holding to predictions they'll sell 200,000 color sets themselves this year, RCA topkicks say dollar volume will be equivalent to 800,000 black-&-white sales.

PROGRESS REPORT ON ALLOCATIONS STUDIES: Search for solutions to uhf-vhf allocations problems moved couple more steps this week, as FCC-stimulated all-industry group was officially formed, and Assn. of Maximum Service Telecasters' board met to firm up its own allocations research plans.

TV Allocations Study Organization (TASO) is new name of all-industry group, and its 10-man board met at FCC offices Oct. 23 to agree on objectives, appoint committees to select executive director and determine budget.

Group will discuss aims with FCC Chairman McConnaughey next week, and all

factions seem pleased with results of this week's session. Basic tenet, unanimously agreed upon, was to search out technical facts and shy away from economic controversies -- and this concept got wholehearted endorsement of board.

Job of executive director is being offered Arthur V. Loughren, pres. of IRE and ex-research v.p. of Hazeltine. His answer is expected within a week. Position will pay \$25,000. Loughren has indicated that if he takes job, he wants to devote full time to it for several months, then undertake consulting work in addition.

Chairmanship of TASO will rotate among board members, NARTB pres. Harold Fellows serving this week. Next meeting is week of Nov. 5. Board composition, and organizations they represent: AMST -- John S. Hayes, WTOP-TV, Washington; John H. DeWitt, WSM-TV, Nashville. Committee for Competitive TV -- John G. Johnson, WTOB-TV, Winston-Salem; Wm. L. Putnam, WWLP, Springfield, Mass. NARTB -- Fellows and Thad H. Brown. Joint Council Educational TV -- Ralph Steetle and Dr. Edgar Fuller. RETMA -- Wm. L. Reynolds and H.E. Bernstein.

Also meeting in Washington this week, AMST board appointed 4-man committee headed by Jack Harris, KPRC-TV, Houston, to pick an executive director, who, with a secretary, will compose Washington staff. Harris says many candidates are being considered, in addition to the 2 mentioned last week -- Walter Compton and Richard Doherty -- and that selection is expected within a month. AMST also voted to pledge \$12,000 to TASO, as RETMA did earlier.

AMST's uhf-vhf field strength surveys are due to get underway very soon, 2 mobile units being almost ready. Plan is to start measurements of Wilkes-Barre and New Orleans stations simultaneously.

* * * *

Big question on deintermixture front is whether FCC will postpone Nov. 15 deadline for filing comments on the key cases. Commission has yet to come up with new "Appendix A" for computing uhf & vhf service and "white" areas. It's widely anticipated that more time will be granted.

Meanwhile, FCC is continuing to study "precision offset" technique of reducing co-channel interference (Vol. 12:39). Commission engineers say it looks "promising," at least for Ch. 2-6 initially. If FCC adopts system, fight is likely to develop over whether it should be used to add more vhf stations or to reduce interference among existing stations. Proponents of latter course argue that tropospheric interference has proved greater than FCC anticipated and that all means should be employed to give stations the coverage originally expected.

The taking of Ch. 2 from TV was suggested this week by American Trucking Assn., as it recommended to FCC methods of relieving crowding in mobile radio bands. Noting that "scatter" transmission, employed by the military, works in 25-60-mc band, ATA urged that spectrum be taken from TV rather than from mobile services using frequencies below Ch. 2, which occupies 54-60-mc.

FILM NETWORK OWNERSHIP FOR 20th CENTURY-FOX? As top feature films continued to show they could hold their own against network programs this week, big movie major 20th Century-Fox was understood to be planning really heavy plunge into TV by acquiring substantial ownership in National Telefilm Associates' NTA Film Network.

Movie company would put up no cash, presumably -- merely agree to release its future backlog through NTA -- in exchange for perhaps nearly 50% ownership in the 2-week-old feature film network. This would benefit NTA by giving it top-quality program material and prestige of 20th Century name behind its film network. The movie maker, in turn, would get ready outlet for its future made-for-TV films as well as substantial profit participation in the commercial end of TV.

Owner of Warner Bros. feature film backlog -- big TV film distributor PRM Inc. -- meanwhile announced start of what may be new entertainment colossus in Hollywood. Chairman Lou Chesler and subsidiary Associated Artists pres. Eliot Hyman announced establishment of entertainment investment and production company, with an initial "war chest of \$5,000,000."

Backed by TV feature film money, new company intends to "finance, develop, create and package motion picture, TV and theatrical enterprises, as well as finance

any and all elements concerned in the entertainment field." Its pres. is Ray Stark, former v.p. of Famous Artists Corp., talent agency.

There were these other new developments, meanwhile, on the movie-TV front:

Movies continued to show their mettle in terms of ratings. Following MGM's Los Angeles triumph on KTTV (Vol. 12:42), Denver's KTVR kicked off its MGM movies with 9 p.m. showing of "Johnny Eager," drawing 24.6 ARB rating, greater than other 3 stations combined. In 8 p.m. Mon. period, Portland's KLOR-TV drew 22.3 Pulse with Warner Bros. features, outpulling all network shows.

RKO Teleradio, which still holds TV rights to 150 top RKO pictures (Matty Fox's C&C TV holds the rest), decided to give networks second chance to buy its wares. It previously had given up trying to sell networks on feature films, now is reported to have at least one national sponsor very interested.

National sponsors are definitely enthusiastic about spot buys of TV features and are even paying premium prices for the better films. And Colgate, happy with its full sponsorship of best MGM features on KTTV, is spreading the word that it is looking for similar top movie deals in other markets.

Even CBS flagship WCBS-TV, N.Y., is thinking in terms of feature spectaculars on its Sat. night Late Show -- using cream of movies from Warners, Columbia & MGM libraries, selling entire show to single sponsor for perhaps \$30,000 a week or more.

Telecasting Notes: Incisive look at program development inside NBC is taken by writer Martin Mayer in first of 2-part series, "Television's Lords of Creation" in Nov. *Harper's* magazine (Part 2 in Dec. issue will deal mainly with CBS) . . . NBC's "lords of creation," as described in article, are "program planners and executive producers [who] belong to management, [who] do what Pat Weaver used to call 'strategic thinking'." One of Weaver's creations which survived the "Great Purge," says article, is Program Development Dept., headed by NBC's durable Leonard Hole. Hole is quoted thus: "All I know is 2 things. One, I've seen Bobby Sarnoff and he's told me to keep working just as I was, keep the capital D's in Development Dept. Two, there's a sign on my desk, reading, 'Somebody Up There Likes Me' ". . . "We have 300 spectaculars in development," article quotes Hole, "in all stages—from a 1-page outline all the way to book done, music done, all we need is the right producer, the one with the right taste" . . . NBC without Weaver—what will it be like? Sums up Mayer: "A less interesting place to work in, and a less entertaining place to read about [but] whether the broadcast programs will be better or worse is a question that ought not to be answered until the new, businesslike administration has found its own solutions to the problems of programming" . . . Producer-director Sheldon Reynolds signs 7-year contract with NBC, with \$1,000,000 guarantee, whereby he masterminds NBC-TV's foreign TV film production, with a reported 50% profit participation on all shows he creates which are sold by NBC. Reynolds is currently producing filmed Milton Berle series for NBC, will immediately begin 3 new adventure series and situation comedy, all to be filmed in Europe . . . Tremendous variety of film available for TV sponsorship is listed in new *TV Film Program Directory*, just published by Broadcast Information Bureau, 535 Fifth Ave. Included, with titles and source listed, are 5835 theatrical features for TV (including 725 MGM features, 754 Warner Bros., 742 RKO, 52 Twentieth Century-Fox, 39 United Artists, 104 Columbia), 103 serials, 6172 theatrical short subjects and 611 TV film series . . . Disney's "Davy Crockett," produced for TV (ABC's *Disneyland*) at cost of \$700,000, grossed \$2,000,000 in theatrical showings. But Disney isn't taking any chances on his "Johnny Tremain"—he produced it for "TV first," but changed his mind, will give theatres first crack at it . . . First independently produced spectacular will be *Alcoa Hour's* "Stingiest Man in Town," musical

version of Dickens' "Christmas Carol" slated for Dec. 23 on NBC-TV. Network has no ownership in show, with sponsor Alcoa having right to finance any stage or screen versions . . . Cooperating to promote Salt Lake-Ogden-Provo market, Salt Lake City's 3 TV stations are buying joint ads in trade magazines . . . Another top movie name goes TV: Producer Wm. Goetz to do hour-long color film series, *Book of Books*, based on Biblical themes, in association with Columbia Pictures' Screen Gems . . . Movie version of CBS-TV's first *Playhouse 90* production, "Forbidden Area," may be made by CBS itself. Network has taken option on motion picture rights . . . Pittsburgh Opera season's opener Oct. 25 was again telecast by KDKA-TV, pre-empting 1½ hours of commercial shows . . . Hit Broadway musical, "Pal Joey," now scheduled as NBC-TV spectacular Jan. 7, featuring Jose Ferrer, same time as Columbia Pictures begins shooting movie version with Frank Sinatra & Rita Hayworth . . . NBC Opera Company's first "in person" tour of 47 cities is enjoying rave reviews; meanwhile, opening production in its TV season (with different personnel from touring unit) will be Puccini's "La Boheme" in color Nov. 18, 2-4 p.m.

First anniversary of NBC-TV's *Matinee Theater* is reached Oct. 31 with total of 248 hour-long plays produced and several awards won, including citation by Academy of TV Arts and Sciences as "best contribution to daytime TV." NBC says that more than 25% of "qualified actors in Hollywood" have been employed on programs; that nearly 12,000 performers & agents were interviewed by casting dept.; that 5 RCA color cameras were used for 9240 hours for programs equal to 5 seasons of weekly TV plays; that 500,000 man hours were expended on programs.

"Distinguishable" picture from BBC, including audio, was picked up by NBC-TV Oct. 25 at its Riverhead, L. I. relay point in experiment which capitalized on sunspots. NBC-TV joyfully announced that "a fuzzy but recognizable image of a woman" was picked up shortly before noon, then faded out. At noon, BBC's test pattern was picked up, as well as additional pictures in afternoon. All pictures were kinescoped for use on *Wide Wide World* program Oct. 28.

Cash awards to students & teachers totaling \$2000 are offered in pupil essay contest by North Dakota Bestg. Co., operator of KBMB-TV, Bismarck; KCJB-TV, Minot, and KXJB-TV, Valley City. Subject: "Why I Think My Teacher, or Instructor, Deserves Recognition."

NBC's AGREEMENTS with its affiliates are now being analyzed by Celler anti-trust subcommittee, as were CBS affiliation agreements (Vol. 12:41). Detailed analysis of each network's contracts with every one of its affiliates will be included in hearing record. In NBC analysis, as with CBS, Celler staff notes every variation from standard contract in station-by-station rundown.

At week's end, staff had compiled analyses of little over half of the 210 NBC affiliation contracts on file. From these detailed analyses, we have compiled the table below

Affiliate	Free hours per month	% of gross paid to affiliate	Affiliate	Free hours per month	% of gross paid to affiliate	Affiliate	Free hours per month	% of gross paid to affiliate
KRBC-TV, Abilene, Tex.	none	20	WFIE, Evansville, Ind.	none	30	KTVO, Ottumwa, Ia.	none	25
KUAM-TV, Agana, Guam	none	10	KFAR-TV, Fairbanks, Alaska	none	15	WJDM, Panama City, Fla.	none	15
WALB-TV, Albany, Ga.	none	25	WFLB-TV, Fayetteville, N. C.	none	20	WTAP, Parkersburg, W. Va.	none	20
KALB-TV, Alexandria, La.	24	30	WBTW, Florence, S. C.	none	25	WXEX-TV, Petersburg, Va.	24	30
WFBG-TV, Altoona, Pa.	none	25	KQTV, Ft. Dodge, Ia.	none	20	KOAM-TV, Pittsburg, Kans.	36	30
KENI-TV, Anchorage, Alaska	none	15	KFSA-TV, Ft. Smith, Ark.	none	10	KPTV, Portland, Ore.	24	33 1/3
KVSO-TV, Ardmore, Okla.	none	15	KMJ-TV, Fresno, Cal.	24	33 1/3	KVIP, Redding, Cal.	24	30
WJBF, Augusta, Ga.	24	30	KFBB, Great Falls, Mont.	none	25	WSLS-TV, Roanoke, Va.	24	33 1/3
KERO-TV, Bakersfield, Cal.	none	25	KLRJ-TV, Henderson, Nev.	none	25	KROC-TV, Rochester, Minn.	24	33 1/3
WABT, Birmingham, Ala.	24	33 1/3	KID-TV, Idaho Falls, Ida.	none	10	WHAM-TV, Rochester, N. Y.	24	33 1/3
WBZ-TV, Boston, Mass.	24	33 1/3	WFMB-TV, Indianapolis, Ind.	none	25	WTVO, Rockford, Ill.	27	33 1/3
KXLF-TV, Butte, Mont.	none	10	WLBT, Jackson, Miss.	24	33 1/3	KSWs-TV, Roswell, N. M.	none	15
KFVS-TV, Cape Girardeau, Mo.	none	25	WJHP-TV, Jacksonville, Fla.	24	30	KCRA-TV, Sacramento, Cal.	24	30
WCIA, Champaign, Ill.	none	25	KHAS-TV, Hastings, Neb.	24	30	KSBW-TV, Salinas, Cal.	none	*
WUSN-TV, Charleston, S. C.	30	30	WDAM-TV, Hattiesburg, Miss.	none	15	WAPA-TV, San Juan, P. R.	none	25
WBTW, Charlotte, N. C.	none	25	WDAF-TV, Kansas City, Mo.	24	33 1/3	WRGB, Schenectady, N. Y.	24	33 1/3
WLWT, Cincinnati, O.	24	33 1/3	WKNY-TV, Kingston, N. Y.	none	30	WWLP, Springfield, Mass.	24	25
KYW-TV, Cleveland, O.	24	33 1/3	WKBT, La Crosse, Wis.	none	25	WDSM-TV, Superior, Wis.	35	30
KRDO-TV, Colorado Springs, Colo.	none	15	KHAD-TV, Laredo, Tex.	none	15	WSYR-TV, Syracuse, N. Y.	24	33 1/3
WCBI-TV, Columbus, Miss.	none	15	WLEX-TV, Lexington, Ky.	none	25	WFLA-TV, Tampa, Fla.	24	30
WLWC, Columbus, O.	24	33 1/3	KARK-TV, Little Rock, Ark.	24	30	KCEN-TV, Temple-Waco, Tex.	24	33 1/3
WFAA-TV, Dallas, Tex.	12	33 1/3	KCBZ-TV, Lubbock, Tex.	35	25	WCTV, Thomasville, Ga.	none	15
WBAP-TV, Ft. Worth, Tex.	12	33 1/3	WMAZ-TV, Macon, Ga.	none	25	KVOA-TV, Tucson, Ariz.	40.3	33 1/3
WOC-TV, Davenport, Ia.	24	33 1/3	WMTV, Madison, Wis.	24	25	KVOO-TV, Tulsa, Okla.	24	33 1/3
WLWD, Dayton, O.	none	25	WMBV-TV, Marinette, Wis.	46	30	KLIX-TV, Twin Falls, Ida.	none	15
WMSL-TV, Decatur, Ala.	none	10	KBES-TV, Medford, Ore.	none	25	KLTV, Tyler, Tex.	none	25
KOA-TV, Denver, Colo.	24	33 1/3	WTOK-TV, Meridian, Miss.	none	20	WITN, Washington, N. C.	40	30
WHO-TV, Des Moines, Ia.	24	33 1/3	KMID-TV, Midland, Tex.	none	15	KWWL-TV, Waterloo, Ia.	24	30
WEAU-TV, Eau Claire, Wis.	24	30	WTMJ-TV, Milwaukee, Wis.	24	33 1/3	WMFD-TV, Wilmington, N. C.	none	25
KRBB, El Dorado, Ark.	none	20	KCJB-TV, Minot, N. D.	none	20	WSJS-TV, Winston-Salem, N. C.	24	33 1/3
KTSM-TV, El Paso, Tex.	50	33 1/3	WALA-TV, Mobile, Ala.	30	30	KIVA, Yuma, Ariz.	none	10
WICU, Erie, Pa.	24	33 1/3	KNOE-TV, Monroe, La.	none	30	WHIZ-TV, Zanesville, O.	none	30
KVAL-TV, Eugene, Ore.	24	30	WSFA-TV, Montgomery, Ala.	24	33 1/3			
KIEM-TV, Eureka, Cal.	none	25	WLBC-TV, Muncie, Ind.	none	25			
			WKNB-TV, New Britain, Conn.	24	30			
			WDBO-TV, Orlando, Fla.	none	25			

*15% if less than 20 hours are broadcast, 30% if more than 20.

Network Accounts: Automotive industry is spending 13% less on prime evening time on network TV this season than year ago, or \$76,700,000 vs. \$88,900,000, with only ABC-TV increasing its automotive billings (going from \$21,000,000 to \$28,575,000), reports Oct. 27 *Billboard*. ABC-TV, incidentally, notes that 7 auto accounts will be represented on its network Nov. 4-11, with 5 of them regular sponsors . . . General Mills to sponsor new quiz show, *Giant Step*, on CBS-TV starting Nov. 7, Wed. 7:30-8 p.m., thru BBDO . . . Philip Morris to sponsor alt. 30 min. of *Playhouse 90* on CBS-TV, Thu. 9:30-11 p.m., thru Leo Burnett Co. . . . Corn Products Refining Co. continuing heavy daytime purchases, buys 15 min. alt. Wed. & Fri. of *It Could Be You* on NBC-TV starting Dec. 5, Mon.-thru-Fri. 12:30-1 p.m., and schedule of partic. on *Matinee Theatre* on NBC-TV, Mon.thru-Fri. 3-4 p.m., thru C.L. Miller Co. . . . Carter Products (Rise shaving cream) and Vitalis each buys alt. 15 min. of NBC-TV's pro basketball schedule starting Dec. 15, Sat. 2 p.m. . . . Bissell Carpet Sweeper Co. buys 52-week partic. schedule on *Matinee Theatre* on NBC-TV starting in Jan., Mon.-thru-Fri. 3-4 p.m., thru N.W. Ayer . . . Oldsmobile Dealers Assn. to sponsor one-shot *1957 Rocket Revue* variety show on ABC-TV Nov. 8, Thu. 8:30-9 p.m., thru D.P. Brother & Co.

Roanoke's WDBJ-TV (Ch. 7) & WDBJ are now occupying new quarters in Times-World Bldg., remodeled at cost of \$2,000,000, plan public open house week of Nov. 11.

Beautiful brochure has been issued by Storer Broadcasting Co. in connection with recent dedication of new studios for its WJBK-TV & WJBK, Detroit.

showing number of free hours given network monthly by each station and payment made to station by network (as percentage of gross time charge). It should be noted that differences in payment and free hours among various affiliates can often be misleading because of other clauses in contracts. For example, in cases where station isn't required to give network any free hours, it often pays all or a large part of the cable-microwave charges normally borne by network.

Following are free hours and payment as provided in first group of NBC-TV affiliate agreements analyzed by Celler subcommittee staff:

Rate increases: WPIX, New York, Oct. 1 raised base hour from \$1750 to \$2000, min. \$425 to \$500. WAAM, Baltimore, Nov. 1 adds Class AA hour (7:59-10:31 p.m. daily) at \$1275, min. at \$250, Class A hour remaining \$1100. WNBC-TV, Binghamton, Nov. 1 raises hour from \$800 to \$1000, min. \$185 to \$225. WHBQ-TV, Memphis, Nov. 1 adds Class AA hour (7-9:30 p.m. daily) at \$800, min. at \$175, Class A hour remaining \$700. KIMA-TV, Yakima, Oct. 15 raised base hour from \$400 to \$450, min. \$80 to \$90. WKBN-TV, Youngstown, O. Oct. 1 raised hour from \$350 to \$450, min. \$70 to \$90. WKAQ-TV, San Juan, P. R. has added Class AA hour (7-9 p.m. daily) at \$375, min. at \$80, Class A hour remaining \$300. WTWO, Bangor, Nov. 1 raises hour from \$250 to \$300, min. \$50 to \$60. KIDO-TV, Boise, Ida. Nov. 1 raises hour from \$225 to \$250, min. \$45 to \$60. Spot increases: WOC-TV, Davenport, Ia. Nov. 4 raises 20 sec. from \$180 to \$200. WICU, Erie, Pa. has added Class AA 20 sec. rate (7:59-10:31 p.m. daily) at \$160. KUTV, Salt Lake City, has added Class AA min. (7:29-9:30 p.m. daily) at \$90. New combination rate: KSBW-TV, Salinas & KVEC-TV, San Luis Obispo Nov. 1 offer base hour at \$500, min. \$104.

New reps: WFBG-TV, Altoona, Pa. Nov. 1 to Blair-TV (from H-R Television); WAFB-TV, Baton Rouge, to Blair TV Assoc. (from Young); WMTV, Madison, Wis. to Young (from Bolling); WCTV, Thomasville, Ga. to Blair TV Assoc. (from Meeker).

Pitch for more dept. store advertising on TV will be launched by TvB, which will offer its services free to dept. stores in planning programs, techniques, formats, expenditures, etc.

Personal Notes: Richard A. R. Pinkham, v.p. in charge of TV network programming, named NBC adv. v.p., reporting to Kenneth W. Bilby, v.p. for public relations; it was last-minute switch of assignment for Pinkham, who had been slated to become pres. of NBC subsidiary California National Productions, now headed by v.p.-gen. mgr. Robert D. Levitt as chief executive officer . . . Ralph W. Hardy, CBS Washington v.p., left by air Oct. 26 to inspect CBS news facilities in London, Paris & Rome before going to New Delhi as delegate to UNESCO conference; he returns to desk about Dec. 10 . . . Ralph L. Helmreich, AT&T long lines operations director, named v.p.-gen. mgr., Bell Telephone Labs, switching positions with James E. Dingman, who becomes long lines operations director . . . Wm. B. Colvin promoted to TvB director of expanded station relations dept., succeeding Norman E. (Pete) Cash, who succeeded Oliver Treyz as TvB pres. . . . Thad H. Brown Jr., NARTB v.p. for TV, returned to desk Oct. 22 following bout with glandular fever . . . Jerome (Tad) Reeves, ex-program director of WBNS-TV, Columbus, O., named gen. mgr. of Westinghouse's KDKA-TV, Pittsburgh, reporting to v.p. Harold Lund; he's succeeded by John A. Haldi as program director . . . William F. Fairbanks promoted to manager of NBC Radio eastern network sales, N. Y.; David A. Engles to mgr. of radio sales, San Francisco; Wm. A. Loudon to same position in Los Angeles . . . Ben S. Lochridge replaces Wm. D. Shaw as CBS Radio network sales mgr., is succeeded as eastern sales mgr. by Wm. W. Firman from Detroit office; Shaw becomes gen. mgr. of KSFO, San Francisco . . . Theodore W. Herbert promoted to eastern sales mgr. of General Teleradio owned TV & radio stations . . . James Anderson, New York sales rep of WTTG, Washington, named general manager of the station, replacing Leslie G. Arries Jr., now with Chicago office of CBS-TV Spot Sales; Richard S. Stakes promoted to asst. gen. mgr. of WTTG . . . Dewey DuBois promoted to mgr. of KVOA-TV, Tucson, replacing Jack Underwood, resigned; Ray Owens promoted to mgr. of radio KVOA . . . Ed Winton, ex-radio KLIF, Dallas, named mgr. of KILT, El Paso . . . Ira DeLumen promoted to business mgr. of CBS-TV operations dept. . . . Joseph Jerkins promoted to program mgr. of WKY-TV & WKY, Oklahoma City, succeeding Robert Olson, transferred to WTVT, Tampa-St. Petersburg, also owned by

WKY Television Systems Inc.; Field Duskin promoted to business mgr. of WKY-TV & WKY, succeeding Norman Bagwell, also joining WTVT; Kieth Mathers promoted to operations mgr. . . . Bennet H. Korn, sales director of WABD, N. Y., elected sales v.p. . . . Wm. Fay, WROC-TV, Rochester, N. Y., reappointed chairman of NARTB community antenna committee . . . G. R. Giroux and R. E. Short promoted to assoc. program mgrs. of Procter & Gamble Productions, former headquartering in Hollywood, latter in N. Y.; both report to Gail Smith, TV-radio mgr. . . . Ed Lytle, ex-TV-radio v.p. of Western Adv., Los Angeles, appointed mgr. of Los Angeles office of rep Wm. G. Rambeau Co. . . . Milford Fenster promoted to film buying supervisor for owned stations of General Teleradio; Daniel German returns from WHCT, Hartford, to succeed him as film mgr. of WOR-TV, New York . . . Dick Canaday, ex-KIRX, Kirksville, Mo., named sales mgr. & asst. to pres. A. J. Mosby of KGVO-TV, Missoula, Mont. . . . Murray Benson named TPA merchandising director . . . Robert E. Baluta, ex-Frank H. McIntosh consulting engineers, now dissolved, Nov. 1 joins Page Communications Engineers, Washington, to specialize in antenna & transmission-line design for ionospheric scatter . . . James Bentley, ex-Mallory Adv. TV-radio director, San Jose, named asst. program mgr. of KRON-TV, San Francisco . . . Arthur Holch resigns as chief writer of NBC-TV's *News Caravan* to join Arthur Lodge Productions Inc., TV & industrial film packagers . . . James Rue, ex-KNXT, Los Angeles, named adv. & promotion director of KTLA, Los Angeles . . . Harvey A. Tepfer, ex-KRON-TV, San Francisco, named promotion mgr. of KBET-TV, Sacramento . . . Donald R. Collins, ex-ABC-TV, named chief engineer of Metropolitan Educational TV Assn., now building TV production facility at 345 E. 46th St., N. Y. . . . Michael R. Hanna, gen. mgr. of radio WHCU, Ithaca, N. Y., elected a trustee of Ithaca College . . . James A. Cowan, pres. of Canadian Film Institute, elected to board of S. W. Caldwell Ltd., Toronto.

Lee F. Curran, 53, promotion-publicity director of KTRK-TV, Houston, and publicity director of radio KDKA, Pittsburgh, from 1945-55, died of lung cancer Oct. 21. He is survived by his widow, parents, 3 daughters, 3 sisters, 2 brothers.

ADVERTISING AGENCIES: F. Kenneth Beirn, ex-pres. of old Biow-Beirn-Toigo, elected pres. of Ruthrauff & Ryan, where he has served since Feb. as director of creative services; he succeeds Robert M. Watson, who moves up to vice-chairman . . . Wm. L. Calhoun, handling GE account in Young & Rubicam N. Y. office, transferred to San Francisco office as v.p. & account supervisor . . . Richard M. Dunn, ex-Roy Winsor Productions, named exec. TV-radio producer, Compton Adv. . . . Eugene Ortiz joins Geyer Adv. as TV art director . . . J. Nelson Wisner, ex-J. Walter Thompson, joins TV-radio dept., National Export Advertising Service . . . Roy Campbell, exec. v.p. of Foote, Cone & Belding western div., elected pres. of AAAA western region; Walter Guild, of Guild, Bascom & Bonfigli, elected vice-chairman; Ray Clinton, Philip J. Meany Co., secy-treas.

New officers of National Assn. of Educational Broadcasters, elected at Atlanta convention last week: Burton Paulu, U of Minnesota (KUOM), pres.; Richard Hull, Ohio State U (WOSU-TV & WOSU), v.p.; Jack McBride, U of Nebraska (KUON-TV), secy. Robert Coleman, Michigan State U (WKAR-TV & WKAR), re-elected treas.

Robert C. Hough promoted to supt. of Senate TV-Radio Gallery, effective Jan. 1, when D. Harold McGrath retires.

Mutual Affiliates Advisory Committee elects these new members: Edward Breen, KQTV & KVFD, Ft. Dodge, Ia.; Richman G. Lewin, KTRE-TV & KTRE, Lufkin, Tex.; Victor C. Diehm, WAZL-TV (CP) & WAZL, Hazleton, Pa.; E. Z. Jones, WBBB, Burlington, N. C.; Mike Layman, WSFC, Somerset, Ky.; Sam W. Anderson, KFFA, Helena, Ark.; Wayne Phelps, KALG, Alamogordo, N. M.

A. A. Schechter Assoc., public relations consultants, Nov. 1 opens these offices: 580 Fifth Ave., N. Y. (Judson 6-2420); Tribune Tower, Chicago; Guaranty Bldg., Los Angeles; 2 Mansfield St., London.

Charles G. Mortimer, pres. of General Foods Corp., is winner of 1956 *Printers' Ink* Advertising Award as "out-standing member of the advertising community."

Free Salk polio vaccine inoculations will be given by NBC to all employes under 40, in program started at Democratic convention in Chicago for personnel covering it.

New CBS affiliations under Extended Market Plan: KICA-TV, Clovis, N. M. (Ch. 12), effective Nov. 15; KGEZ-TV, Kalispell, Mont. (Ch. 8) March 1, 1957.

Station broker Allen Kander has moved Washington office to Cafritz Bldg. (National 8-1990).

Minot TV Inc. now located at 120 E. 56th St., N. Y. (Plaza 1-5090).

ELECTION NIGHT coverage on the networks promises more electronic gadgetry than ever before, with more emphasis than ever on competitive speed in gathering returns and on early predictions of presidential and congressional balloting.

For first time, each network has its own electronic computing system—to use for either predicting or super-rapid tabulating. To speed returns, NBC has devised elaborate system using 114 IBM machines around nation and another 28 in its N. Y. Studio 8-H. Using 62 leased press service wires, NBC says “the special electronic network marks the first major departure from the traditional manually based collection and transmittal of returns for years.” New system transmits IBM card data from all 48 states directly to tabulating machines in N. Y. studio. In addition, IBM “705” computer will spot and interpret election trends for NBC.

ABC will pit man against machine in forecasting key contest results. The machine is Underwood’s new Elecom “125,” which will busy itself with the usual things that electronic computers do on election night TV. The humans will be in “research team whose sole purpose will be to predict early on election night, and ahead of the machine if possible, who the winner will be,” according to ABC v.p. John Daly. Team headed by Louis Harris, of Louis Harris Assoc. election analysts, will concentrate its study on 54 carefully selected election units—wards, districts or counties—representing cross-section of key voting blocs and believed to hold key to final outcome of election. Through tie-in with *Collier’s* magazine, viewers will be able to read up in advance on the 54 key units and their behavior in other elections in special article in current (Nov. 9) issue, with scoresheet to be filled out while watching ABC-TV.

CBS-TV is willing to stand on the record of past performances by its Remington Rand Univac, will employ the big brain again this year. In release this week it pointed out that this granddaddy of electronic election forecasters quoted 100-to-1 odds in favor of Eisenhower victory by 8:30 p.m. on Election Day 1952, predicted Democratic sweep of both houses of Congress almost as early on Election Day 1954 and was amazingly accurate in forecasting electoral vote and number of Congress seats. CBS coverage is sponsored by Westinghouse, ABC by Buick, NBC by Oldsmobile, Sunbeam & RCA.

Democrats’ shortage of ready cash caused CBS-TV to drop 5-min. political telecast 3:25 p.m. Oct. 25 because Party didn’t pay in advance. Democrats are revamping their TV schedule, canceling a few reserved time segments, presumably because of their money troubles. The Democratic Party nearly had to call off its 27-city closed-circuit TV rally Oct. 20 after Nathan L. Halpern’s Theatre Network TV withdrew from the picture Oct. 18 because Democratic National Committee was unable to pay in advance. At virtually last minute, however, Bill Rosensohn’s Sheraton Closed-Circuit TV (Sheraton Hotels)—which doesn’t require advance payment for political jobs—took over project, using chartered planes to fly equipment to hotels.

NBC’s purchase of uhf WKNB-TV, New Britain (Ch. 30) with WKNB should be approved, FCC’s Broadcast Bureau recommended to Commission, stating that overlap with NBC’s New York stations is negligible; that the stations serve different markets; that numerous other services are available in overlap area; that acquisition would add little to area and population now served by NBC-owned stations.

Call letter changes: WJNO-TV, Palm Beach, Fla. (Ch. 5) to WPTV; KCTE-TV, St. Paul (Ch. 2, educational) to KTCA.

QUIET WEEK AT FCC produced few actions, and contestants in big-city vhf hearings continued to stew, wondering when final decisions would be issued. Not only applicants, but networks—particularly ABC—have huge stake in decisions. Just a few key grants and prompt construction could produce literally millions in revenue to ABC, with very little extra cost.

Among cities & channels awaiting final decisions: Buffalo Ch. 7, Charlotte Ch. 9, Indianapolis Ch. 13, Miami Ch. 10, Orlando Ch. 9, St. Louis Ch. 11, Seattle Ch. 7.

Among those awaiting oral argument, after which final decisions may be issued: Boston Ch. 5, Pittsburgh Ch. 4 & 11, San Francisco Ch. 2. Boston hearing, incidentally, now has only 4 contestants—FCC this week granting *Boston Post* permission to dismiss.

Delays in decisions—some of which have been pending since oral argument over year ago—is given various explanations at Commission: “short on staff,” “legal maneuvering of the parties,” “inability to muster a majority for any applicant,” etc.

Meanwhile, another final decision was appealed—Beachview Broadcasting Corp. challenging Ch. 10 grant to WAVY-TV, Portsmouth, Va., alleging concealed ownership.

One uncontested CP was granted—Ch. 8 satellite in Walla Walla, Wash. to owners of KIMA-TV, Yakima, who also operate KEPR-TV, Pasco (Ch. 19); KLEW-TV, Lewiston (Ch. 3); hold CP for KBAS-TV, Ephrata (Ch. 43).

Attempt of Texas Tech to get Lubbock’s Ch. 5 labeled “educational” was turned down by Commission which noted that commercial applicants have shown up and said that college could compete for channel if it wants to.

For Charlotte, N.C., radio WAYS sought partial de-intermixture by requesting that Ch. 20 & 77 be substituted for Ch. 9.

J. Elroy McCaw is buying KDAY, Santa Monica, and disposing of interest in KORC, Mineral Wells, Tex. and KLOQ, Yakima, Wash. McCaw’s Gotham Bestg. Co., licensee of WINS, New York, is buying KDAY from *Santa Monica Outlook* (J. D. Funk, publisher) for \$650,000. He’s selling 100% of KORC for \$55,000 to co-partners Leeland M. Judd and Ramon C. C. Curry, announcer-engineer of KSTN, Stockton, Cal. He disposes of his 1/3 of KLOQ for approximately \$30,000 to gen. mgr. Warren J. Durham, other 1/3 owners being Robert S. McCaw and Tom Olsen. J. Elroy McCaw’s other properties are KTVW, Tacoma; 50% of KTVR-TV, Denver; 25% of KONA, Honolulu; 50% of KYA, San Francisco and KELA, Centralia, Wash.; 1/3 of KALE, Richland, Wash.

Sale of WEHT, Henderson, Ky. (Ch. 50) with radio WEOA, Evansville, Ind. for \$820,000 by M. A. Lightman’s Malco Theatres Inc. (Vol. 12:35) was approved this week by FCC. Edwin G. Richter Jr., ex-local sales mgr. of WTVN-TV, Columbus, will be pres.-gen. mgr. & 22% owner. Holding approximately 36% each are Cincinnati’s Henry S. Hilberg family (meat packing) and members of R. L. Buse Jr. family, owners of Distiller Products (stock to be voted by brother-in-law John R. Clark Jr., Cincinnati attorney). Owner of remaining 5% is TV-radio management consultant Ernest Felix.

Radio station sales approved this week by FCC: KRIS, Corpus Christi, by T. Frank Smith family to Texas Bestg. Co. Inc. (interlocking ownership with Houston radio KTHT), for \$255,000 (Vol. 12:40). KXLR, North Little Rock, by Arkansas Airwaves Co. (John F. Wells, pres.) to adman J. M. Sanders, for \$81,460 (Vol. 12:40). KRSN, Los Alamos, by Wm. W. Phelps and associates, who recently sold KQUE, Albuquerque (Vol. 12:40) to Virgil Allen Parker III and Darrel K. Burns (employees of KORE, Eugene, Ore.) for \$62,000.

Network Color Schedules (Oct. 28 - Nov. 10, 1956)

Oct. 28—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Hallmark Hall of Fame*, "Born Yesterday," 7:30-9 p.m.; *Good-year TV Playhouse*, 9-10 p.m.

Oct. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Oct. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.

Oct. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Nov. 1—NBC: *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.

Nov. 2—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m.; *Chevy Show*, 9-10 p.m.

Nov. 3—NBC: *Perry Como Show*, 8-9 p.m. CBS: *Ford Star Jubilee*, "Wizard of Oz," 9-11 p.m.

Nov. 4—CBS: *Heckle & Jeckle Cartoon Show*, 1-1:30 p.m. NBC: *Zoo Parade*, 3:30-4 p.m.; *Alcoa Hour*, 9-10 p.m.

Nov. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Nov. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Jonathan Winters Show*, 7:30-7:45 p.m.; *Noah's Ark*, 8:30-9 p.m.

Nov. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.

Nov. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Playhouse 90*, 9:30-11 p.m.

Nov. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Walter Winchell Show*, 8:30-9 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

Nov. 10—NBC: *Perry Como Show*, 8-9 p.m.

First public "preview" of color tape recording was presented by NBC during *Jonathan Winters Show* 7:30-7:45 p.m. Oct. 23, but NBC officials make it clear that tape is still in developmental stage, declining to estimate when it will be ready for regular commercial use. The 2½-min. sequence was fair, rather noisy, comparable to rather poor color film. Equipmental model employed was developmental unit built by RCA Labs, Princeton, using ½-in. tape running at 20-ft. per second. Introducing taped feature, Winters said: "While still in the experimental stage, it ultimately promises the whole world of colorful, exciting entertainment recorded on ½-in. of plastic. This is not film—but an instantaneous tape with pictures that can be played back immediately after the recording."

"Subjective color" experiments in Britain (Vol. 12:36) gave some viewers a color effect on black-&-white sets, according to reports in British trade press. *Commercial TV News* says Associated TV Ltd. received some 3000 responses from viewers, most of whom said they saw color—though description of what they saw isn't clear. *Wireless Trader* reports that 2 of its staff members received "the effect of red and green colours." Technique hasn't been disclosed but is said to involve film that "flutters."

ABC's color plans remain unchanged, will depend on set sales, chairman-pres. Leonard H. Goldenson stated this week. He said that Nov.-Dec. sales will be watched closely "and on the basis of our findings we may decide in February whether to go to color in the fall of 1957." Meanwhile, ABC-TV facilities in N. Y., Chicago & Los Angeles are being remodeled to handle color.

Continuous closed-circuit color, 10 a.m.-5 p.m. daily, will be offered by NBC's WNBQ, Chicago, to all set manufacturers & distributors with showrooms on 11th floor of Merchandise Mart. Station has been feeding color to 20th floor RCA-NBC "Hall of Color" and 11th floor RCA Victor showrooms. Color programs include NBC network, WNBQ live & film, special film.

Stressing color push, RCA N. Y. distributor Bruno N. Y. has appointed David Wolff to new position of color TV sales mgr. Exec. v.p. Irving Sarnoff stated that he anticipates 1957 sales of 50,000 sets, with billings of \$20,000,000.

Live 20-sec. color spots at same cost of 20-sec. black-&-white film spots are now being offered by WRCA-TV, N. Y.; 16 such spots are available across the board 11 a.m.-11:45 p.m.

Lenticular film process for color kines is saving NBC about 58% over cost of using color negative film, RCA Labs' R. D. Kell told recent SMPTE convention in Los Angeles. He listed these advantages of Eastman Kodak's lenticular film process: It is capable of quality comparable to black-&-white kine recording; processing time allows "some safety factor" in 3-hour delay between recording and playback on west coast; 16mm color prints can be made from it. The embossed film itself costs less than color negative and processing cost is approximately half, he added.

Advertisers will spend \$150,000,000 in network color in 1957, \$600,000,000 by 1960, NBC adv. & promotion v.p. Richard A. R. Pinkham told Assn. of National Advertisers convention in Chicago this week. "The roster of companies supporting color TV," he said, "is a roster of industrial leadership—the same companies who have built a reputation for pioneering new techniques, having always associated themselves and their products in the eyes of the public with the most daring and forward looking advertising concepts."

Magnavox started shipments this week on 4 previously-introduced color models—\$745 for 21-in. "low-boy" table model, \$950 each for 3 consoles.

Admiral reports 3000 servicemen trained to handle color sets this year, its field engineers conducting special courses in 35 cities.

Radio station sales reported this week: WSFA, Montgomery, Ala. by WKY Television System (*Oklahoma City Oklahoman* interests) for \$175,000 to Mr. & Mrs. Charles W. Holt and Robert N. Robinson, owners of WHSY, Hattiesburg, Miss. Holt also controls WHNY, McComb, Miss. and WHXY, Bogalusa, La. KFNF, Shenandoah, Ia. by Ethel S. Abbott and estate of late C. J. Abbott for \$61,000 (\$60,475 being assumption of notes) to owners & employees of Town & Farm Co. Inc., operator of KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; KIOA, Des Moines, Ia. KSPA, Santa Paula, Cal. by Juan G. Salas for \$46,000 to actor-announcer Frank James and wife. WABV, Abbeville, S. C. by Mildred Allen & Edith Mooneyhan for \$42,000 to J. A. Gallimore, owner of 3 other AMs in S. C. and one in Lafayette, Ga. Blackburn-Hamilton was broker for WSFA and WABV sales.

Heavy influx of feature films will have little effect on syndication of TV film shows, NBC TV Films sales director Jake Keever told Pittsburgh Radio & TV Club this week. He said station owners are buying features "only to replace their older feature films and the market for syndicated film is firm and will remain firm." Stating that he doesn't go along with TV film producers who won't produce a show unless regional or national sponsor is signed beforehand, he said NBC feels there are "more than enough" blue-chip local sponsors to justify production of top-flight syndicated film shows at a profit.

Rumors of sale or lease of WOI-TV, Ames, Ia. (Ch. 5), commercial station operated by Iowa State College, are denied vehemently by pres. Dr. James Hilton who says: "Nothing to it. We've had these rumors before. We're considering no such move and I hope we never have to."

"Educational TV for Your Community" is new 24-page brochure—covering costs, programming, etc.—available from Educational TV & Radio Center, 1610 Washtenaw, Ann Arbor, Mich. Pamphlet was published jointly with JCET and National Assn. of Educational Broadcasters.

Equipment shipments reported this week: RCA antennas to WBZ-TV, Boston (Ch. 4); WFRV-TV, Green Bay, Wis. (Ch. 5); KOOK-TV, Billings, Mont. (Ch. 2).

Translator K70AF, Cortez, Colo. (Ch. 7), plans start first week in Nov., reports pres. John E. Moss.

TV PIPELINES JAMMED FOR CHRISTMAS PUSH: TV inventories were at the highest peak in history as of Oct. 1, totaling about 2,550,000 at all levels -- and some marketing men are beginning to express apprehension about the possibility of a bad case of overproduction for year unless Christmas sales start to show big increase.

"Unhealthy but not necessarily alarming" is how the inventory picture looks to Frank W. Mansfield, RETMA statistical director & Sylvania sales research director whose accurate analyses and projections have earned him title of "Mr. Statistics."

"The big buildup has been at the factory and distributor levels," he told us. "Dealer inventories are actually lower than they were a year ago. This gives us a little encouragement because manufacturers and distributors are usually in a better position than dealers to control the flow of merchandise. The next 2 months could be quite important. If we go out of 1956 with inventories anywhere near their levels at present, we could see some distress liquidations early next year."

Other market analysts echoed Mansfield's views, though they asked to remain anonymous. They generally held to belief that despite adequate warnings and better industry-wide statistical research, manufacturers lapsed into old error of producing for what they hoped would be a boom consumer market, rather than for market itself.

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Mansfield has revised downward his midyear forecast that this will be TV's second best retail sales year. "I now believe about 7,100,000 or 7,200,000 sets will be sold at retail this year, which would make it the third best year," he said. "But what's the difference? Second best or third best -- we're still playing in the same ball park, and 100,000 more or less won't make that much difference." Retail sales totaled 7,421,084 last year, 7,317,034 in 1954.

Fall sales pattern hasn't developed as strongly as originally hoped, remarked Mansfield, though he estimated 4-week Oct. retail sales at about 800,000, or roughly same as in 5-week Sept. It was Sept. that proved biggest disappointment to trade, with failure of such special events as World Series and National TV Week to provide special stimuli. Nevertheless, Mansfield still has hopes that 4th quarter TV sales will be at a "going annual rate" of 7,600,000. In first quarter of 1956, sales were at annual rate of 6,600,000; in second, at 7,200,000; in third, at 7,400,000.

NARDA chairman Mort Farr, big retailer in suburban Philadelphia, is one who agrees with Mansfield about inventory problem, but doubts that overproduction is the cause. "In my book, it's more a case of underselling than overproduction," he says. "My TV business is lousy, but I know the business is there to be had. It just requires a little extra effort to get into that big replacement market."

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More Probes Loom: TV-radio-appliances will be most thoroughly investigated industry in American economy by end of 1957, with a probe for every purpose, if the present rate of governmental activity keeps up. Latest to get into act is Federal Trade Commission, which is currently looking into GE's appliance merchandising tie-ins with Associated Merchandising Corp. chain of dept. stores. FTC's action is being watched closely by Westinghouse, which reportedly is seeking to place entire line of consumer products in Montgomery Ward stores as a key national account. The Senate Small Business Committee, meanwhile, leaves no doubt it intends to conduct full-scale investigation of TV-radio-appliance distribution next year (Vol. 12:42), though no formal announcement can be made until Congress reconvenes in Jan. But Sen. Sparkman (D-Ala.), chairman of committee, told us this week: "There is every expectation that we will conduct such an investigation, regardless of the election. I would describe it as a strong probability." Finally, there's current study by Justice Dept. on possible anti-trust aspects of factory servicing (Vol. 12:42).

Crosley TV-Radio Output Suspended: Avco board meeting in N.Y. Oct. 26 discussed Crosley's future in TV-radio-appliances but no announcement was made on the outcome. Meanwhile, Crosley this week temporarily halted all TV-radio production, and company spokesman said he could give no date for resumption. He said the action was taken to "correct our inventories," declared it was not necessarily a prelude to quitting TV-radio business entirely and denied scuttlebutt that a letter would be sent to all distributors next week notifying them that their franchises would be terminated. He did confirm, however, that entire engineering staff of Crosley & Bendix divs. had been recently absorbed by govt. products div., headed by v.p. Clarence Felix. Note: Still pending is deal whereby Philco would purchase Bendix brand name and assets.

Economic Outlook: How much TV-radio will share in national economic prosperity is a matter of opinion -- but there's little argument about the prosperity itself. And, judging from businessmen and economic pundits, it shows no sign of abating in near future. National Assn. of Purchasing Agents, in Oct. survey of its members, reports production continuing high, with 36% of respondents indicating it was higher than in Sept., 50% declaring their new orders remained at high Sept. levels. Little change in employment or inventories was reported from Sept., though continued price increases are resulting in "some shortening of the period for which purchasing executives will commit the company's money in forward buying." Authoritative United Business Service summarizes consensus of leading economic services: "Business activity will show an uptrend this fall, and outlook is favorable into early 1957. Tight credit will slow, but not prevent, further gains." N.Y. Herald Tribune's perceptive business columnist Harvey E. Runner predicts Oct. "unquestionably" will be best such month in history for business. "The upsurge is evident on all sides -- with steel output at record levels, with automotive production increasing weekly and with retail sales reaching new highs."

Continuation of high economic levels is clearly indicated by two highly regarded surveys. Dun & Bradstreet canvassed 1597 businessmen at random on outlook for the first quarter of 1957, reported that 60% expected sales to increase over first 3 months of 1956, 82% expect to employ same number of people, 56% anticipate holding price line, 43% expect higher profits (51% foresee no change). F.W. Dodge Corp., in annual survey of 221 leading economists, reports that 1957 is expected to be best business year in history, though many economists don't expect sharp increases in major economic indicators.

Production: TV output continues at high level, totaling 200,425 the week ended Oct. 19, compared to 205,970 in preceding week and 186,153 in corresponding week of 1955. It was 42nd week of year and brought production for year to date to about 5,881,000, compared to 6,330,308 in same period year ago. Radio production totaled 352,876 (162,159 auto) week ended Oct. 19, compared to 335,206 (127,129 auto) in preceding week and 374,708 (189,383 auto) in same 1955 week. Radio output for 42 weeks was about 10,531,000 (3,462,975) vs. 10,997,037 (5,313,241) same 1955 period.

Fewer business failures among TV-radio-appliance retailers in first 9 months of 1956 than in corresponding 1955 period are reported by Dun & Bradstreet. It lists 232 failures in first 9 months of 1956, representing aggregate liabilities of \$7,536,000, as against 270 failures & \$7,989,000 liabilities in first 9 months of 1955. Third-quarter failures, however, increased over same 1955 period—69 failures, \$1,799,000 liabilities vs. 61 & \$1,776,000 in 3rd quarter 1955.

Investigation of tube counterfeiting is under way in N. Y. area, announced Bronx District Attorney, following arrest of repairman there on 18-count indictment charging grand larceny and illegal copying of trademarks & copyrights. District Attorney's office said counterfeiting racket in metropolitan N. Y. had cost GE alone about \$1,000,000 a year.

Hotpoint TV receiver dept. (D. Edward Weston Jr., gen. mgr.) has moved headquarters to 715 So. 25th Ave., Bellwood, Ill., company's general offices remaining at 5600 W. Taylor St., Chicago.

Energy of light, harnessed by experimental solar battery, was used to trigger charge which severed tape at formal opening of new \$1,400,000 Los Angeles distribution center of RCA Victor Distributing Corp. this week. RCA pres. Frank Folsom, officiating at opening, reiterated his prediction of 60% increase in electronics business in next decade and forecast that Los Angeles area—which now accounts for nearly 10% of U. S. electronics production—would keep pace.

Westinghouse consumer products sales in second and third quarters this year were up 16% over same 1955 period, Assn. of National Advertisers convention was told this week by Chris J. Witting, v.p.-gen mgr. of consumer products. He said that Westinghouse's 1957 consumer products line will be introduced on its Election Night coverage on CBS.

RCA's 2 new transistorized radios, each using 4 transistors and weighing about 1 lb., were introduced this week, priced at \$40 & \$45.

Topics & Trends of TV Trade: Spread of factory servicing, now being investigated by Justice Dept. for possible violations of anti-trust laws (Vol. 12:42), need not mean end of independent service dealer, in opinion of NARDA managing director A. W. Bernsohn. In fact, he has told his members, of whom nearly two-thirds handle own service, that it gives independents an opportunity to prove their superiority in a "fair fight." Writing in *NARDA News*, Bernsohn urged:

"Let's get there faster, make customers happier, sell service contracts when we sell the merchandise, train customers to call us rather than the manufacturer or distributor if something goes wrong. Let's follow up delivery of new merchandise with a check-up service call and educate the customer that we're really interested in her satisfaction.

"And let's make sure it's a fair fight, with comparable parts costs, no preferential classified directory listings for central service and the right kind of price allowances for independent service."

Bernsohn implied that dealers and servicemen should expect little help from Govt., declaring: "Regardless of whether we like it or not, the laws and economy of this country permit such competition and no saber-rattling or threats of boycott will erase it."

Meanwhile, National Alliance of TV & Electronic Service Assns., whose letter to Senate Small Business Committee complaining of factory servicing touched off the Justice investigation, asserted that manufacturers embarked on factory servicing to compensate for "stupid" set pricing policies. In Oct. *NATESA Scope*, exec. director Frank J. Moch writes:

"It must be evident to even the blindest economist that set producers have, contrary to sane economics and in direct opposition to basic trends in all other industries, priced themselves out of their business. In a mad rush to be 'king of the hill,' they have thrown discretion to the

winds and now are stuck with a pricing structure which leaves no room for decent profits at any level . . . This utterly foolish concept has caused ruin to many brand names and the processes of attrition are grinding away to further reduce the number of companies in the field.

"It is very likely, that as a result, within one year only 5 or 6 producers will be left. By that time these super giants can envisage a very hollow victory. They will control a business that is absolutely bankrupt because of stupid price policies. They have created a 'frankenstein monster' and they must find ways of feeding it. They have, therefore, decided to take over the field of service at retail, contrary to all established principles and in direct violation of legal concepts. Obviously, then, the change they wish to make is simply one to better their own position at the cost of their historical benefactor and in many cases, prime customer."

Article in Nov. *Radio & Television News* by Wm. Leonard theorizes that one of biggest problems facing independent service organizations is how to identify ethical shops for public. "If an ad were to run in a national consumer magazine urging the public to patronize independent service shops," it states, "a reader who followed that advice and then received an unjustifiably large service bill from an unscrupulous service technician would become an implacable enemy of all independent service shops."

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Radio shipments to dealers, excluding auto sets, totaled 4,491,795 in first 8 months of 1956, compared to 3,451,512 in corresponding period of 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. Aug. shipments were 579,108, vs. 641,884 in July, 460,205 in Aug. 1955.

Introduction of first Capehart TV-radio-phono line under new Capehart Corp. management (Robert Gross, pres.) has been delayed until early 1957, while Gross negotiates with manufacturers for production.

Trade Personals: Bernard O. Holsinger, gen. sales mgr. of Sylvania TV-radio div., promoted to new position of corporate director of sales promotion, N. Y. . . . Frank M. Folsom, RCA pres., selected as a 1956 winner of Catholic Interracial Council's James J. Hoey award for interracial justice for his advocacy of equal job opportunities for all races . . . H. Warren Gieffers promoted to Motorola works mgr. for all consumer products production; Hans M. Schiff promoted to works mgr. for military production operations, auto radios & components . . . F. D. Edes promoted to asst. to N. B. Krim, v.p.-gen. mgr. of Raytheon receiver & CR tube operations . . . John P. Mathieu, ex-Capehart-Farnsworth, named Sylvania TV-radio district sales mgr., headquartering in Memphis . . . Richard B. Leng, v.p. in charge of Packard-Bell's technical products div., elected to Packard-Bell board . . . Vinton K. Ulrich resigns as gen. sales mgr. of David Bogen Co. to join Raytheon as head of applications engineering in receiving tube div. . . . Frank E. Corr, ex-Philco, joins Eitel-McCullough Inc. as asst. to v.p. for manufacturing, succeeding John F. Stenson, promoted to procurement mgr.; Tom Hall named mgr. of special development group . . . J. A. Hammond promoted to gen. sales mgr. of Canadian Marconi consumer products div. . . . Max K. Callison, Capitol Records sales mgr. in Cleveland, promoted to national sales mgr., N. Y., reporting to J. K. Maitland, v.p. & sales director . . . Frederick W. Bahl named mgr. of Packard-Bell employe relations . . . Paul Redhead, ex-Kelvinator, named Chicago district merchandiser for Magnavox's Spartan line . . . C. E. Sharp promoted to personnel mgr. of RCA components div., Camden . . . Samuel Olchak resigns from Datom Industries to rejoin DeWald Radio as gen. sales mgr. . . . Joseph P. Halpin, ex-Admiral, Crosley & Norge, named gen. mgr. of Borg-Warner builder

sales div. . . . J. Frank Leach, ex-Studebaker-Packard, joins Amphenol Electronics as manufacturing director . . . Robert K. Daniel, ex-Hotpoint Appliance Sales Co., Detroit, named Magnavox retail adv. mgr. . . . David C. Adkins, from Lynn, Mass. Chamber of Commerce, named CBS-Hytron public relations mgr., replacing Wm. J. Bakrow.

Dr. Lee de Forest has been awarded Cross of Officer of Legion of Honor by French govt. as "Father of Electronics," in Paris ceremonies observing 50th anniversary of his invention of triode vacuum tube.

DISTRIBUTOR NOTES: Philco appoints Frankelite Co., 1425 Rockwell Ave., Cleveland (David Frankel, pres.), ex-Crosley-Bendix outlet, replacing own factory branch; it reduces Philco factory branches to N. Y., Chicago, Philadelphia, Los Angeles & Newark . . . Admiral appoints Swanton Co. Inc., Portland, Me., ex-Philco outlet, replacing Coffin & Wimple, Bangor . . . Motorola appoints Nelson & Small Inc., Portland, Me., ex-Crosley-Bendix, replacing Boyd Corp. . . . Olympic Radio appoints Midland Electric Co., 2152 Superior NE, Cleveland, ex-CBS-Columbia outlet, replacing own factory branch; Peerless Electric Supply Co. Inc., 122 S. Meridian St., Indianapolis (Harry E. Rasmussen, pres.); Protective Electric Supply Co., 130 W. Columbia St., Ft. Wayne (Thomas Popp, pres.); Arace Electronics Distributors, 25 Henry St., Kingston, N. Y. (Michael Arace, pres.); Furste Auto Supply Inc., 1617 Planter St., Mattoon, Ill. (Mrs. Walter F. Furste, pres.) . . . Sonora appoints Hub Distributors Inc., 596 Commonwealth Ave., Boston (Manny Beckwith, pres.) . . . Roskin Distributors Inc., E. Hartford (Philco) appoints Bernie J. Roskin as v.p.

Financial & Trade Notes: Sylvania earnings & sales soared to new records for both 9-month and 3-month periods ended Sept. 30, chairman-pres. Don G. Mitchell telling stockholders of "continued strong markets in virtually all of Sylvania's product lines," especially in electronic tubes and lighting products. He added, however, that "unusually intensive competition in the TV set market affected both dollar and unit volume."

Net earnings for 9 months were \$10,958,617 (\$3.23 per share on 3,298,208 common shares outstanding), up 15% from previous record of \$9,556,210 (\$2.97 on 2,994,872 shares) in first 9 months of 1955 and considerably ahead of \$6,166,226 (\$1.93) in same 1954 period. Sales in first 9 months of 1956 totaled \$232,691,245, up 8% from \$216,242,559 in first 9 months year ago, and \$200,827,520 in corresponding period of 1954.

Profit for quarter ended Sept. 30 was \$3,635,102 (\$1.07) on sales of \$77,574,569, as against \$3,468,191 (\$1.07) on \$77,529,210 in third quarter year ago and \$2,643,441 (85¢) on \$73,756,822 in corresponding 1954 period.

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Robert C. Tait, director & senior v.p. of General Dynamics Corp. and pres. of its Stromberg-Carlson div., is disclosed in Oct. 18 report to stockholders to have received \$31,884 remuneration from Stromberg-Carlson for 1955 up to time of its merger on June 30, then \$32,242 from new parent corporation for second half. He would receive annual retirement of \$11,675 under new plan to be voted on by General Dynamics stockholders Nov. 19. In Feb. 1956 he purchased 1000 shares of General Dynamics at option price of \$22.25 per share; he holds 7-year option to buy 10,000 at \$56.29 without giving effect to 3-for-2 stock split payable Nov. 10.

Dividends: Sylvania, 50¢ payable Dec. 21 to stockholders of record Dec. 1; P. R. Mallory, 35¢ Dec. 10 to holders Nov. 14; Dominion Electrohome Industries, 25¢ Nov. 15 to holders Oct. 31; Consolidated Electrodynamics, 10¢ regular & 10¢ special, Dec. 14 to holders Nov. 30; Thompson Products, 35¢ Dec. 15 to holders Nov. 30.

Kay Lab reports record profit of \$150,515 on \$2,000,000 sales in first 9 months this year, compared with loss of \$44,834 on \$836,560 same 1955 period. New orders through Sept. 30 totaled \$2,060,300, compared with \$999,778 last year. Third quarter profit was \$79,275 on \$900,000 sales, while new orders exceeded \$600,000.

Columbia Pictures' Screen Gems has set up \$2,500,000 fund to finance independent TV producers seeking backing for packages containing "either star names or a powerful idea." Columbia's Irving Briskin said packages will get "everything needed from production facilities through distribution and sales."

Clevite Corp. earned \$2,630,377 (\$1.35 per share) on sales of \$53,789,891 in first 9 months, compared to \$3,219,431 (\$1.67) on \$52,261,750 in corresponding 1955 period. For 3 months ended Sept. 30, earnings were \$1,074,290 (56¢) on sales of \$17,261,847, as against \$546,474 (27¢) on \$16,033,395 in same quarter year ago.

Collins Radio Co. reports for year ended July 31 net income of \$3,042,528 (\$1.86 a share), compared to \$2,538,512 (\$1.68) for preceding fiscal year. Figures are after tax adjustment charges amounting to \$83,473 in 1956 and \$936,930 in 1955.

Daystrom Inc. reports net earnings of \$1,116,000 (\$1.26 per share) on sales of \$33,652,000 in 6 months to Sept. 30, compared to \$980,000 (\$1.01) on \$37,855,000 in same 1955 period.

Muter Co. reports net loss of \$148,773 for 9 months ended Sept. 30, compared to profit of \$161,025 (22¢ a share) for same 1955 period.

Walt Disney Productions Inc. will offer stockholders rights to purchase 186,500 shares of common, designed to raise about \$3,700,000. Stockholders may subscribe to one share of common for every 7 held, at \$20 per share. They also will receive a secondary right to subscribe, at \$20 per share, to any shares remaining after primary rights have been exercised. Additionally, for every share subscribed through primary and secondary rights, stockholders may purchase one additional share at \$22, through Nov. 30, 1957. Atlas Corp., currently holding 225,000 shares of Walt Disney Productions (17% ownership), has offered to buy all new stock not taken by other stockholders.

Litton Industries earned \$1,019,703 (97¢ per share) in fiscal year ended July 31, up 130% from \$436,413 (44¢) in preceding fiscal year, with sales of \$14,920,050 up 70% from \$8,898,797. Backlog of unfilled orders totaled \$35,000,000 on July 31. Pres. Charles B. Thornton also notified stockholders that purchase of Triad Transformer Corp. and its subsidiary Utrad Corp. had been consummated, giving Litton 9 plants and 2000 employes.

Beckman Instruments set new records in profits and sales in fiscal year ended June 30, reporting earnings of \$1,744,856 (\$1.36 per share on 1,287,227 common shares outstanding) on sales of \$29,362,131, compared to \$1,322,050 (\$1.06 on 1,249,735 shares) on \$21,330,598 in preceding fiscal year. Pres. A. O. Beckman said company is negotiating to increase its long-term loans from \$3,400,000 to \$9,000,000 in anticipation of continued growth.

Indiana Steel Products Co. reports net income of \$592,843 (\$2.02 a share) for 9 months ended Sept. 30, vs. \$553,941 (\$1.95) for comparable 1955 period. For 3 months ended Sept. 30, net income was \$192,566 (66¢) vs. \$200,416 (70¢) in 1955 quarter.

Cornell-Dubilier earned \$718,093 (\$1.32 per share) on sales of \$25,484,898 in 9 months ended June 30, compared to \$1,381,448 (\$2.61) on \$27,120,078 in corresponding period of preceding fiscal year.



Tiny radio receivers worn entirely in the ear were predicted by Inglewood, Cal. consulting engineer Glenn A. Schmidt at recent SMPTE convention in Los Angeles. The single-channel radios could be mass-produced at \$1.50 each and discarded after 6-9 mo. use, when battery was exhausted. He said tiny transistorized transmitter, to be made by Stevens Mfg. Co., Culver City, will be ready in 3 months, to replace mike boom and cable for TV & movie production.

National Union Electric Co., which sold its CR tube facilities in Hatboro, Pa. to Sylvania in Dec. 1954, concentrating on tubes research at its lab in East Orange, N. J., has purchased Armstrong Furnace Co., Columbus, O., for undisclosed sum in all-cash transaction. W. J. Olsen, pres. of Armstrong, will become v.p. of National Union and gen. mgr. of Armstrong Furnace div., announced National Union chairman-pres. C. Russell Feldmann.

Color set sales in Kansas City totaled 734 as of Sept. 30, according to city's Electric Assn. In western New York area (Buffalo), June color sales were 153, according to Niagara Mohawk Power Corp.

Westinghouse offers 11-day Caribbean air trip Jan. 19-30 to dealers (and wives) as prizes to its tube distributors in sales contest from June 1 to Nov. 30.

Sylvania started construction this week on new 190,000-sq. ft. receiving tube plant in Altoona, Pa., due for completion in late 1957.

Electronics Reports: New series of meetings between electronics industry and govt. officials will be held in Nov. & Dec. to determine if capacity of components industry is adequate to meet mobilization requirements and to explore solutions to any deficiencies. Presiding at meetings will be acting director Donald S. Parris of Business & Defense Services Administration's Electronics Div., who will announce results of BDSA-Defense Dept. surveys of industrial capacity and mobilization requirements for selected groups of electronic components.

These are dates of scheduled industry advisory committee meetings with govt. officials: quartz crystals, Nov. 14; electronic relays, Nov. 20; capacitors, Dec. 4; resistors, Dec. 5; receiving tubes, Dec. 11; transmitting & special purpose tubes, Dec. 13.

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Navy's newest air-to-air missile, the "Sidewinder," was revealed last week as already in service with 2 aircraft squadrons. New missile, said to be cheap and simple, has about same number of components as "ordinary radio set," can be assembled by workers without specialized training. Sidewinder is now being produced by Philco govt. & industrial div. Other companies involved in program are GE, which has been awarded production contract; Avion div., ACF Industries, which produced experimental missiles; Eastman Kodak, and Bulova Research & Development Labs. This week Navy awarded \$14,000,000 production contract to Philco, \$17,000,000 to GE for production of Sidewinder to meet Navy and Air Force requirements—first time 2 services have standardized on single missile.

Survey of industry's technical manpower problems will be conducted by RETMA at request of Defense Dept., with questionnaires going to all member organizations to explore various industry practices to alleviate personnel shortage. RETMA management committee's survey is designed to obtain quantitative analysis of programs already in use in industry and to submit any workable practices which have been helpful in meeting manpower challenge. Report on findings will be submitted to Defense Dept.

First crossing of Atlantic on transistor power was claimed recently by Raytheon, which announced that 3 technicians from its missile systems Bedford, Mass. lab had exchanged messages with a fellow ham in Denmark, 3800 mi. distant, using 20-meter amateur band transmitter employing 2 transistors powered by one penlight cell and two 6-volt batteries.

Closed-circuit TV makes it possible for atomic scientists safely to study shape of high-energy proton beam at Brookhaven National Lab, Upton, N. Y. Using GPL camera and remote monitor, physicists can now watch pattern made by proton beam on sodium iodide mosaic with greater clarity than ever before possible.

Liberalized industrial radio rules have been proposed by the FCC to permit radio operations by heavy construction and manufacturing firms in low-density urban population areas; currently, they're limited to "on-the-job" and "yard area" communications. FCC asks comments by Nov. 30.

"World's smallest radar," developed by Sperry Gyroscope for Army, weighs 85 lb. including motor-generator. It's drum-shaped, 14-in. diameter, 14-in. deep, has range of 6000 yds., was designed for battle area surveillance, will detect troops, vehicles, etc.

Text on scatter propagation—*Scatter Propagation Theory & Practice* by Ira Kamen & George Doundoulakis—has been published by Howard W. Sams & Co., Indianapolis (204 pp., \$3).

Federal Telephone & Radio Corp. (IT&T) to build selenium rectifier plant at Santa Isabela, Puerto Rico.

ELECTRONICS PERSONALS: Dr. Frank Stanton, CBS pres., and Dr. Ernest O. Lawrence, director of California U radiation laboratory and winner of 1939 Nobel Prize in physics, elected trustees of Rand Corp., Santa Monica, Cal., non-profit scientific research organization for Govt. . . . Donald W. Black, gen. superintendent of Federal Telephone & Radio components div., named v.p.-gen. mgr., Federal Caribe Inc., new Puerto Rican manufacturing arm of the IT&T subsidiary . . . Wm. Q. Nicholson, engineering director of Hycon instrument div., promoted to chief staff engineer; Grover Judy named v.p.-gen. mgr. of Hycon Aerial Surveys . . . Raymond E. Lee, elected pres. & director, TelAutograph Corp., succeeding Louis R. Kurtin, who resigned because of ill health . . . George Friedl Jr. Nov. 1 leaves post of v.p.-director of advanced planning, Link Aviation, to become v.p. of Litton Industries, Beverly Hills, Cal. . . . Marvin J. Gaut, ex-Northrop Aircraft, named mgr., Otis Elevator electronics div. . . . L. E. King appointed administrative sales mgr., Texas Instruments semiconductor-components div.; Harry E. Goff named products sales mgr., Mark S. Campbell semiconductor sales mgr., J. N. Carman chief mechanical engineer.

Average labor force in U. S. may range from 89,800,000 to 93,700,000 in 1975 if high employment levels are maintained, estimates Census Bureau in series of 4 projections released this week (Series P-50, No. 69, available for 10¢ from Govt. Printing Office, Washington, or we'll get one for you). Average labor force last year was estimated by Census Bureau at 68,900,000.

Dr. Alfred N. Goldsmith, electronics inventor, consultant to RCA and other electronics companies, longtime editor of *Proceedings of IRE*, named consultant to Fairchild's new weekly *Electronic News*, starting publication early next year.

White dot generator for color receiver servicing is being offered at \$79.95 by Admiral, which says unit is half as large and half the price of similar equipment now on market.

RCA introduces 2 new TV-radio servicing instruments—11-cycle to 100-kc audio signal generator, and RF-IF-VF marker-adder for sweep-frequency TV receiver alignment.

Electronic carillon made by Stromberg-Carlson and donated by performer Ed Sullivan has been installed at Georgetown U, Washington.

WATV, Newark-New York (Ch. 13) has purchased 2 RCA 3-V color film scanners.

GOODWILL—if not immediate foreign trade—was incubated this fall by TV-radio-electronics exhibitors participating for U. S. in 8 international fairs. TV closed-circuit entertainment & other gimmicks were top attractions for 4,000,000 visitors clocked at American exhibits, Harrison T. McClung, director of Commerce Dept.'s Office of International Trade Fairs, said in report this week.

RCA traveled full fair circuit with TV demonstrations in Turkey, Afghanistan, Sweden, Syria, Greece, Yugoslavia, Italy, Austria. Other exhibitors included Admiral (solar radio), CBS (color TV), Zenith (radios), GE (electric kitchens), Ad Auriema (hi-fi). Still to come are Bogota Nov. 23-Dec. 9 and Bangkok Dec. 7-22, followed by Tokyo, Milan & Paris in spring. U. S. participation is financed by \$3,650,000 appropriation.

"While we can't put a dollar value on them, we think they are a very good effort on part of the government and industry," said W. J. Reilly, RCA mgr. of consumer & public relations for overseas fairs. Little Soviet TV competition was encountered except at several commercial displays in Far East earlier this year. British, Dutch, French, Italian & West German TV industries were represented at European fairs, but with minor exhibits.

Russian TV is "incredibly bad," said Jefferson Standard Broadcasting Co. exec. v.p.-gen. mgr. Charles Crutchfield this week on return from tour of Soviet Union with group of 48 leading American businessmen. The executive of WBTW & WBT, Charlotte and WBTW, Florence, said his opinion of Soviet TV applied to equipment, programming and production techniques. "They are at least 15-20 years behind us and I see no possibility of Russian TV ever catching up with U. S. TV," he added. He said Moscow TV station, MTC, has one 60x60-ft. studio, 3 remote units with 3 cameras each, 5 studio cameras and 3 projection chains, with programs scheduled 7-11:30 p.m. Mon.-Fri., 4-11:30 Sat. & Sun. Some 80% of programming is music and drama, with about 30% originating from Moscow's legitimate theatres. First-run feature films are released to TV 8 days after opening in theatres. Crutchfield said there are 10,000,000 radios in Russia, supplemented by 30,000,000 loudspeakers in public places, apartments, etc. TV set count, he said, "lies somewhere between" U. S. Embassy estimate of 1,000,000 and Culture Minister I. G. Bolshakov's claim of 3,000,000. Bolshakov told Crutchfield Russian color would make its bow in 1958, and that Soviet officials would like to exchange cultural programs with U. S., specifically mentioning *Voice of Firestone*, *Studio One*, *World Series*, *Army-Navy football*. Bolshakov made a liar out of his own Radio Moscow, incidentally, when he told Crutchfield that Moscow's new TV tower would be 1000-ft. high. Earlier this month, Radio Moscow had proclaimed to world it would be "world's tallest" at 1800 ft. (Vol. 12:40).

Another test of a state's jurisdiction over community antenna systems is in the works—this time in Utah. In 1951, Utah attorney general gave opinion that Public Service Commission had authority over systems; recently, Vetere Perfect TV, of Price, Utah, filed application with PSC to serve Carbon County and PSC set it for hearing. National Community TV Assn. feels that recent decision of California State Supreme Court, denying California's PUC had such authority, will serve as strong precedent to deter regulatory move in Utah.

Survey of readership of TV sections in New York newspapers, conducted by Pulse among 1000 readers and reported in Oct. 22 *Television Age*, discloses that 70% read sections regularly and that 19% of these want more TV news. Of the regular readers, more than 1/3 said their viewing is influenced by new-show reviews. More than 60% reported they want advance information on new shows, and 58% want rundowns on upcoming feature films. News about performers, "fan stuff," is read by 38%.

Three applications for TV stations and one for translator were filed with FCC this week, bringing total pending to 131 for stations (29 uhf) and 22 for translators. Week's station applications were for Rapid City, S. D., Ch. 7, by radio KRSD; for Yakima, Wash., Ch. 23, by principals of KXLY-TV, Spokane; for Pekin, Ill., Ch. 69, by local group. Translator application was for Weed Heights, Nev., Ch. 72, by Anaconda Co. [For details, see *TV Addenda 23-P* herewith.]

Monopoly on TV studio wrestling, alleged against National Wrestling Alliance, St. Louis, by Justice Dept., is enjoined by consent decree signed last week in Des Moines Federal District Court. NWA promises to stop making exclusive contracts and fixing payments for performers.

Use of "G-Line" transmission in Helena, Mont. community antenna system is described in Nov. *Radio & TV News* which also reports that technique is employed in Port Jervis, N. Y. system and planned for Owen Sound, Ont.

New ABC Hollywood TV center construction reportedly is scheduled to begin within 30 days on network's current studio site, replacing present studios.

Most of the furor over TV network "monopoly" is stirred up against "ins" of industry by "outs" who "love freedom of competition a good deal less than they love freedom from competition," FCC Com. Doerfer asserted Oct. 25 in speech to NARTB regional meeting in Birmingham. Deprecating charges about network practices heard in Congressional investigations and FCC complaints, Doerfer said: "Although the present competitive situation is not satisfactory, I am not aware of any complaints about it upon the part of the viewing public." He acknowledged that networks' "must-buy" and "option time" arrangements with stations "have the earmarks of illegality," but defended them as "more beneficial than harmful" to viewers who otherwise "would never get the opportunity to see high-budgeted programs." In speech, scheduled to be repeated Oct. 29 before Chicago's Broadcast Advertising Club, Doerfer added that FCC "is enmeshed in more due process and procedural difficulties than any other federal agency"—largely because "the protestant has no other objective than to delay the implementation of a broadcasting service."

Comprehensive study of ad agency operations, including study of agency compensation methods and intended as a guide to better client-agency relationships, was authorized by ANA convention this week. Study will be headed by Dartmouth Prof. Albert Frey. At news conference, John B. McLaughlin, sales & adv. director of Kraft Foods and chairman of ANA's special study committee on agency compensation methods, explained that study will go beyond controversial commission question and explore vast range of agency's responsibilities and their relationship to marketing operations.

"Biased news" charges against NBC, filed with FCC by Committee Opposed to Oil Monopoly (Vol. 12:41), were rejected by Commission this week. Committee had alleged that NBC's KNBC, San Francisco, and other west coast stations had abdicated control of *Richfield Reporter* and *Mayor of the Town* news shows to sponsor Richfield Oil, but FCC said no proof of news-slanting had been supplied. Commission also noted that NBC had offered Committee either time to debate subject or 15-min. period to discuss oil issue by itself—and that offer was rejected. NBC's conduct was "fair and reasonable," FCC ruled.

Equal-time problems even plague such "non-controversial" shows as Ed Murrow's *Person to Person*, which this week found itself forced to give a pretty Republican time to answer a pretty Democrat. It started Oct. 19 when Murrow's show "visited" actress Shelley Winters, who unexpectedly put in plug for "the party that was governed by the will of Franklin D. Roosevelt." TV star Jinx Falkenburg was given equal opportunity to plug Republicans Oct. 26. At press time, FCC had received no complaints from attractive Prohibitionists, Greenbackers, Vegetarians, States Righters or Single Taxers.

Primary affiliation with XETV, Tijuana, Mex. (Ch. 6) by ABC-TV was again approved this week by FCC, in final decision denying protests of nearby KFSD-TV (Ch. 10) & KFMB-TV (Ch. 8), San Diego, both of which have had secondary affiliations with ABC-TV. Commission rejected protestants' claims that XETV competes unfairly, that it violates Mexican laws, that affiliation would violate allocation table, etc. Public interest, FCC said, requires that public in area be given fuller and freer selection of programs of all 3 networks.

A \$25 billion advertising volume within 10 years, compared to more than \$10 billion expected for all media in 1956, is foreseen by Robert E. Kenyon Jr., *Printers' Ink* publisher, who told Boston Conference on Distribution Oct. 23 that to keep pace with economy "advertising must mass-produce customers as factories mass-produce products."