

Television Digest

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with **ELECTRONICS REPORTS**

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DEMAND FOR AT&T SERVICE higher than ever because of video tape, more programming, closed-circuit events, etc., though few new cities added (p. 2).

CRAVEN PLAN stimulates industry analysis. Educator opposition most violent. Excerpts from Comr. Craven's memorandum to colleagues (p. 3).

MAJOR VHF DECISIONS getting top priority at FCC—including St. Louis, Seattle, Boston, Indianapolis. Court's final word on multiple ownership (p. 4).

TOP-LEVEL CHANGES AT ABC this week include resignations of Stabile, Connolly & Abry. Network v.p. Oliver Treyz promises no more "significant separations" (p. 5).

CONGRESS VACANCIES on TV-regulating Senate Commerce Committee expected to go to Cooper, Thurmond & unnamed Texan; 7 vacancies on House group (p. 6).

"INFLUENCE" PROBE of FCC and other agencies by Small Business subcommittee ends with report which splits Committee along political lines (p. 7).

INDEPENDENT SERVICE bolstered by GE, returning distribution of replacement parts to tube distributors from own branches. RCA reaffirms policy (p. 11).

CONSERVATIVE BUYING by TV-radio dealers foreseen at Chicago furniture marts. High inventories counteract optimism. Color statements more bullish (p. 12).

RECORD PRICE CUTS on industry-wide basis foreshadowed in reductions on 45rpm discs by RCA and Columbia. RCA plans big promotion drive (p. 13).

BUYERS OF COLOR SETS mostly in \$80-\$90 weekly earnings bracket, according to Philadelphia bank. Raymond Rosen & Co. reports sales and goals (p. 10).

1956 STOCK TRANSACTIONS in principal TV-radio-electronics and related issues tabulated, giving sales, price range, net change (p. 15).

MARY PICKFORD ROGERS and husband sell their interests in WSJS-TV, Winston-Salem, to 2/3 owner Gordon Gray; Albuquerque deals cooking (p. 8).

TV NOW "MAJOR MEDIUM" in promoting understanding of American policy abroad, USIA reports; 191 stations used 75 U. S. Govt. programs in 1956 (p. 16).

MODULAR TV DESIGN—TREND FOR '57? First TV sets built around modular components were being given quiet test on consumer market as 1957 began -- with indications that modular design may represent biggest technical innovation in TV this year.

Modular design -- use of prefabricated clusters of components in place of individual components -- is now incorporated in some models of at least 2 makes of TV sets now on market. One Motorola 17-in. receiver, in production for about two months, uses printed circuit chassis into which are plugged 17 modular plates containing equivalent of 127 conventional components. Some Emerson chassis -- intermixed with regular line -- are being built with horizontal deflection circuit composed of 4 "tinkertoy" modules, replacing 40 components.

While modular components can be used in "automated" production line, their use also is regarded as providing alternative to automation. For the modules are purchased complete -- to assembler's specifications -- from the component maker and production workers plug them into printed circuit chassis like tubes. At the Motorola plant, for example, entire modularized TV chassis are assembled by 12 girls -- and there's virtually no chance for error in placement of components.

Quality of modular design equipment is unquestioned -- principle is not a new one, having been used for some time in military and other electronic equipment. Crucial question is economics. Modular components in themselves cost more than the equivalent groups of conventional components -- and basic question is whether the savings in simple assembly will compensate for increased cost.

Most widely publicized form of modular construction is "tinkertoy," developed by Navy & National Bureau of Standards. Leading maker of tinkertoy modules -- tiny cubes consisting of stacked multi-component wafers -- is ACF Electronics in Alexandria, Va., which after a number of false starts is now producing modules in quantity for AM radios as well as some for TV sets.

Headed by Robert L. Henry, credited with being tinkertoy's principal developer at Bureau of Standards, ACF currently is concentrating on standard modules for 5-tube AC-DC radios, in which 2 modules replace all conventional components. ACF retained Howard W. Sams Co. to survey 200 AC-DC 5-tube radios and found that 98% used identical circuitry -- leading to development of standard radio modules.

Emerson has produced more than 100,000 small radios using tinkertoy modules, according to pres. Benjamin Abrams, who claims there hasn't been single complaint about them. Using ACF modules in portable radios, Motorola reports production of 75,000 modular sets to date with fewer field failures than conventional models.

First TV sets using tinkertoy modules constitute a "test run," according to Abrams. Whether Emerson will move on to "100% tinkertoy" TV sets, he says, depends on answers to 2 questions: (1) How do costs stack up against conventional TV set construction? (2) When will the necessary tinkertoy modules be available?

Ease of chassis assembly will more than make up for higher component costs, says ACF's Henry, in answer to first question. As to second, he says concentration on modules for home radios will occupy ACF's capacity to such extent that the more complex modules required for 100% tinkertoy TV won't be available until 1958.

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While pros & cons of tinkertoy may still be controversial in the electronics industry, the principle of modular construction itself isn't. Centralab div. of Globe-Union, which produces modular component groups arranged in "plates" of various sizes, says it has already sold 75,000,000 of these prefabricated "Packaged Electronic Circuits" (PEC) to industry. One specialized PEC plate, for example, contains 22 resistors and is used in GM's "autronic eye" automatic headlight dimmer.

Though Motorola uses ACF's tinkertoy modules in its portable radios, it has turned to Centralab for components for its completely modularized TV sets -- the first TV ever to be designed around components. Like tinkertoy modules, PEC plates are simply plugged into printed circuit board and dip-soldered. Unlike tinkertoy, they can be made in infinite variety of sizes and shapes.

"Electronics is a fast-changing art," says Centralab pres. W.S. Parsons, "and if you can't turn around on a dime and get 9¢ change you're out of date." This sums up his argument against tinkertoy approach, which he calls uneconomic and inflexible. He claims PEC plates cost only about 20% more than equivalent standard components -- a differential he says can easily be made up in assembly savings.

Tinkertoy and PEC are but 2 approaches to modular component design -- about which much more will be heard in 1957. While these 2 approaches have marked differences, their partisans use similar arguments: Wiring and insertion of components represent biggest part of TV set assembly; with modules and printed circuit boards, job is made vastly simpler. In effect, the modular component suppliers are saying to the set makers: "The automation is in our plant instead of yours."

AT&T SCRAMBLING TO FILL NETWORK NEEDS: Demands for network facilities from AT&T are growing at such a rate -- due to development of TV tape recorders for west coast use, hiked network programming, increased closed-circuit uses -- that AT&T's facilities may well be strained to the hilt in forthcoming months.

Demand on AT&T to link new TV cities to network circuits hasn't been great, however, for most of last year's 45 new stations were on existing routes, needed merely to be hooked up. Only a few new cities were added -- such as Thomasville, Ga.; Yuma, Ariz.; Decatur, Ala.; Hattiesburg, Miss.

In terms of channel miles, there was substantial increase in 1956 -- from 72,000 to 79,000. Color channel miles now total 71,000.

That AT&T can produce when called upon was never more clearly demonstrated than in its preparations for coverage of Presidential Inauguration Jan. 21. It will use some 60 microwave dishes, borrowing equipment from as far away as Los Angeles, installing 28 mi. of TV cable, etc. NBC is still considering whether to use color, and AT&T has provided 3 color points just in case, at one ball and at two parade locations -- Treasury Bldg. and Lafayette Park.

Canada is in midst of network expansion reminiscent of U.S. a few years ago. Huge jump from Toronto to Winnipeg was accomplished, along with big extension from Saint John, N.B. to Sydney, N.S. Also in the works now are plans to link Sudbury, Sault Ste. Marie & Timmins, Ont.

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Growth of private links operated by U.S. stations hasn't let up, either. FCC granted links to following in last 6 months: KTVC, Ensign, Kan. from Hutchinson; KICA-TV, Clovis, N.M. from Amarillo; WINK-TV, Ft. Myers, Fla. from Tampa; WCYB-TV, Bristol, Va. from Winston-Salem; KDIX-TV, Dickinson, N.D. from Bismarck; KUMV-TV, Williston, N.D. from Bismarck; KVSQ-TV, Ardmore, Okla. from Oklahoma City; KNAC-TV, Ft. Smith, Ark. from Little Rock.

[All foregoing additions and changes will be included in our new map of TV stations and network routes, to be included with forthcoming Spring-Summer edition of our semi-annual TV Factbook.]

TV INDUSTRY EVALUATES THE 'CRAVEN PLAN': There's extremely varied reaction to the "Craven Plan" -- Comr. T.A.M. Craven's proposal to rescind allocation table and consider applications on case-to-case basis (Vol. 12:52). Commission plans to discuss plan Jan. 14; ultimate disposition is still most conjectural.

Most violent opposition engendered, of course, comes from educators -- for plan would make all channels commercial, force schools to compete for CPS with the commercial applicants who can move firmly and quickly.

"It would stop educational TV in its tracks," states Ralph Steetle, exec. director of Joint Council on Educational TV. "If the Commission puts it out for rule-making, our activity will make our work during the 1948-52 freeze look pica-yune. We've just begun to scratch the surface of educational TV, and its performance is exceeding our most optimistic theories. The plan would also put the axe to uhf."

Whether such activity would cut much ice with FCC is another question, for several members of Commission don't agree that educators have made much progress.

Some vhf operators are leery of the proposal, fearing possibility that the introduction of "flexibility" would gradually add stations to reduce their service areas -- even though present engineering standards are retained. Others assert that they're more likely to protect themselves without an allocation table -- because there's always possibility that FCC may adopt a new table with mileage cuts, which might prove to be worse.

Some operators question whether "voluntary" shifts to new vhf channels or new locations can be achieved by "persuasion." Says one: "It just ain't human nature to do any shifting that costs money, particularly if it permits someone to build a co-channel or adjacent-channel station closer to you."

One engineer analyzes plan this way: "If you maintain present engineering standards, I'd like to know where you'd drop in vhf channels in any worthwhile markets. I think they've all been found. I'll bet 100 engineers have been combing the maps for 4 years looking for them."

Several attorneys claim that basic result of plan would be to eliminate educational reservations. They also state that it would eliminate one procedural step -- applicants wouldn't have any rule-making before applying for new channel.

Several attorneys were enthusiastic about proposal -- foreseeing applicants using ingenuity to apply for stations where economics dictate, not where FCC thinks there might be demand. Some visualize use of directional antennas, precision offset, etc., with station assignments on interference-protection basis as in AM -- with considerable increase in potential number of stations. Subject may be broached at meeting of Federal Communications Bar Assn. Jan. 11; several years ago, group took stand in favor of abolishing allocation table.

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Some people queried for reactions say they don't know precisely what Craven has in mind. Following are excerpts from his 11 recommendations to colleagues:

(1) "Proclaim a policy which emphasizes that the objective of the Commission

is to preserve TV broadcasting as a free competitive enterprise with a minimum of regulation by Govt. In stating this policy it should be recognized that the Govt. cannot force technical development along specific lines if such development is inconsistent with the basic economics of prudent business..."

(2) Announce that FCC will continue to encourage research and will revise engineering standards & rules in accord with new technical facts.

(3) State affirmatively that it is obvious that 12 vhf channels are insufficient for nationwide competitive TV system.

(4) Announce that present evidence indicates uhf is capable of providing an excellent service. "The improvements which now indicate promise of practical application are automatic repeaters and higher power."

(5) Announce that FCC recognizes research may disclose more efficient uses of vhf. Meanwhile, it won't permit encroachment of vhf "in areas where uhf has been established as the dominant method of TV broadcasting."

(6) Announce that present allocation table will be rescinded and applications will be accepted "in accord with generally accepted sound engineering practice." For the immediate future, existing mileage separations will be maintained, to be changed through rule-making when engineering evidence indicates practicality.

(7) Require all CP-holders to demonstrate good faith or turn in grants.

(8) Encourage TV set makers who operate vhf stations to operate uhf stations from same locations. Same for other vhf operators.

(9) Encourage vhf operators to establish uhf repeaters.

(10) Call industry's attention to requirement of fair & equitable distribution of stations. "It should be reiterated that the Commission's goals and objectives in this regard can be defeated by the premature immediate utilization of too many TV channels in the larger and more attractive markets."

(11) "Announce that in the distribution of TV channel facilities to states & communities, the Commission will take into special consideration the needs of educational institutions...In this connection the educational institutions will be requested to make their needs and plans known to the Commission."

TOP PRIORITY at FCC is being given big-city vhf decisions, and Commission took up St. Louis' Ch. 11, came to no final conclusion—though CBS is still considered front-runner; it won examiner's initial decision last Sept. 6. Also due for decision before long is Seattle's Ch. 7, for which examiner favored KIRO, major stockholder of which is Saul Haas, with Senate Commerce Chairman Magnuson (D-Wash.) holding about 4%. FCC is still expected to give it to KIRO.

Other major cases due for decision before long: Ch. 5, Boston, for which WHDH is currently favored by FCC; Ch. 13, Indianapolis, with Crosley in the lead.

Court of Appeals bowed to Supreme Court this week, carrying out latter's decision on multiple ownership in Storer case. Lower court ruled FCC has no authority to set numerical limit on station ownership. Supreme Court disagreed, sent case back, told Court of Appeals to consider FCC's justification of present specific limits and whether FCC is arbitrary in regarding 1% ownership of a station in counting holdings by a single owner.

In this week's decision, Judges Prettyman, Miller & Bazelon stated that "our attention has not been drawn to any matters which outweigh [FCC's judgment as to specific numbers] based on 'accumulating insight.'" Regarding "1% rule," they said: "Petitioner's attack... fails because (1) petitioner has not shown that any injury has resulted or will certainly result therefrom; (2) petitioner can always apply to the Commission for relief from any hardship; and (3) under the 'one percent rule,' interests of less than that amount 'need [not] be considered,' but interests of more than that amount do not necessarily constitute 'control.'"

Following up recent allocations change, FCC authorized WINT, Waterloo, Ind. (Ch. 15) to change its designation to Ft. Wayne. Commission set for rule-making a petition to assign Ch. 2 to Longview, Wash., combining it with conflicting proposal to assign it to Vancouver. It also proposed to shift WROM-TV's Ch. 9 from Rome, Ga. to Chattanooga. Commission received petition from WMTM, Moultrie, Ga. to add Ch. 8 to town.

Protest on "economic injury" basis was filed by KULA-TV, Honolulu (Ch. 4) against grant of KHVH-TV (Ch. 13) to Henry Kaiser organization. KULA-TV said that city couldn't support 4th station, stated that 4 stations in larger and more prosperous Phoenix showed combined loss of \$450,000 in 1955.

Unusual protest filed, in AM case, came from west coast broadcaster John Poole, against grant of 740-ke, 1-kw, to Q Bcstg. Co. (Frank Barc), in Phoenix. Poole states that his and Barc's applications were competitive; that they agreed to merge and get grant; that Commission happened to grant Barc's application before FCC received amendment reflecting merger; that Barc has since refused to honor agreement.

Eloquent argument for more contributions of kines and films to Armed Forces TV is lead story in Jan. 5 *Billboard*. Datedlined Thule, Greenland, it details the tremendous importance troops in such isolated bases attach to TV—how each new incoming batch of filmed programming is anxiously awaited, how TV stars are biggest celebrities to the troops, how Greenland-based airmen and even their relatives are anxious to repay contributing sponsors "with sales and goodwill."

Personal Notes: James E. Denning elected NBC v.p. in charge of talent and program contract administration; Thomas W. Sarnoff elected v.p. for production and business affairs, Pacific division; Richard H. Graham, v.p., law, Pacific div. . . . Leonard H. Goldenson, AB-PT pres., elected broadcasting industry representative on Advertising Council board . . . John F. Meagher, NARTB radio v.p., elected a director of American Heart Assn.; he has served as chairman of its radio committee for last 3 years . . . Charles Quentin, chief engineer of KRNT-TV & KRNT, Des Moines, named engineering director of parent Cowles Bestg. Co. . . . Edward D. Taddei, exec. v.p. of Triangle's WNHC-TV & WNHC, New Haven, named gen. mgr., succeeding Aldo DeDominicis, who remains as consultant . . . Truman B. Hinkle, ex-majority owner & gen. mgr. of radio KRAM, Las Vegas, named gen. mgr. of KSHO-TV, same city . . . Frank E. Fitzsimonds, ex-exec. v.p. of KFYR-TV, Bismarck, N. D., named mgr. of KBMB-TV, same city . . . Robert T. Schlunkert promoted to asst. gen. mgr. of WKRC-TV, Cincinnati, continuing his duties as gen. sales mgr. . . . James M. Sirmons, gen. mgr. of CBS Radio operations dept., promoted to asst. director of labor relations, CBS Inc. . . . Roland H. McClure promoted to mgr. of Los Angeles office, CBS Radio Spot Sales . . . John T. Curry Jr. promoted to mgr. of station services, Radio Advertising Bureau . . . Robert W. Miller promoted to sales mgr. of KOOL-TV, Phoenix . . . Clayton A. Roehl promoted to program director of WWTW, Cadillac, Mich. . . . Barry Zorthian, ex-CBS, serving last 5 years as Voice of America overseas correspondent, promoted to VOA program mgr., replacing Gene King, resigned.

Jack Poppele, ex-director of Voice of America, is pres. of new Green Mountain Enterprises, planning to open "Santa's Land" recreation park in Putney, Vt., is also considering purchase of interest in radio stations. His associates in park venture are Charles F. Gannon, ex-Benton & Bowles, and Charles Crawford, ex-U. S. Steel. Capitalization is \$200,000; organizers plan to retain 62%, sell 38%. Poppele said he was prompted to go into project after evaluating tremendous growth of recreation expenditures and leisure time. Project will feature closed-circuit radio—with commercials.

Frederick B. Thornton, BBC's North American representative, was made an Officer of the Order of the British Empire in New Year's Honors List of Queen Elizabeth II. Also included in the list of 2000 cited was John Morris, controller of BBC's cultural Third Program, who was made Commander of the Order of the British Empire.

Raymond Dorrington Bangay, foreign mgr. of British Marconi, retired this week after more than 54 years with the company. Well known in U. S. as radio pioneer, he represented Marconi in this country from 1902 to 1907, helping in the installation of many radio stations, including first U. S. coastal station at Babylon, N. Y.

Thad H. Brown Jr., NARTB's TV v.p., appointed co-chairman of advisory committee of Presidential Inaugural Ball Committee, and co-chairman of protocol committee for Governors' Reception at the inauguration.

James W. Blackburn, partner of station brokers Blackburn-Hamilton Co., now convalescing at his home, 9 Radcliffe Road, Alexandria, Va., following hospitalization for occlusion.

Frederick W. Ford, former chief of FCC Hearing Div., now at Justice Dept., promoted to asst. deputy attorney general.

Frank Pace Jr., exec. v.p. of General Dynamics and former Secretary of Army, elected to board of Loew's Inc.

Martin Agronsky, ABC Washington commentator, signs contract to join NBC in next few months.

MORE ABC TOP LEVEL CHANGES: James A. Stabile resigned this week as v.p. & gen. counsel, joins NBC in talent & program operations; he's succeeded by Mortimer Weinbach, v.p. in charge of labor relations. James H. Connolly resigns as v.p. in charge of KGO-TV, San Francisco, succeeded by v.p. John H. Mitchell, ex-gen. mgr. of ABC's WBKB, Chicago, later head of WABC-TV, N. Y., recently special asst. to AB-PT pres. Leonard Goldenson; Mitchell left for new post Jan. 4. Charles Abry, TV network national sales mgr., also resigns this week, his duties taken over by Slocum Chapin, v.p. in charge of TV network sales.

These changes, states Oliver Treyz, recently named v.p. in charge of TV network, mean the "organization is now shaken down to the point where it's unlikely that there will be any more significant separations from now on, and we can proceed with building and strengthening our organization in depth."

Series of ABC executive defections and shifts began with resignation of Robert E. Kintner as ABC pres.; he joined NBC this week as its 5th exec. v.p. After him, came resignations of v.p.'s Ernest Lee Jahncke and Geraldine B. Zorbaugh, his special assts.; then Harold L. Morgan, v.p. & controller, who quit to join McCann-Erickson; then Robert F. Lewine, v.p. in charge of programming & talent, now NBC v.p., program dept., who was succeeded by James T. Aubrey, ex-CBS Hollywood mgr. of network programs.

FCC Comr. Rosel H. Hyde's planned trip to Mexico City to sign bilateral radio agreement Jan. 8 has been postponed, Mexican Govt. stating delay is due to translation of agreement from English to Spanish. Mid-Jan. meeting is now likely.

Two new examiners being appointed by FCC: Charles Frederick, from Office of Opinions & Review; Millard F. French, from Renewal & Transfer Div. Latter previously was an examiner, left Commission for brief period.

Obituary

Lawrence M. Klee, 42, TV-radio scenarist who often turned out as many as 15 stories a week, died Jan. 1 of heart attack at home in Westport, Conn. He created *Man Against Crime* and *The Line-Up* TV series, wrote scripts for *Mr. and Mrs. North*, *The Fat Man*, *The Chase*, *The Clock*. He wrote narration for *The Roosevelt Story*, feature-length film on late President's life, won citations for wartime work with War & Treasury Depts. Surviving are his widow, a daughter and a son.

Michael H. Sloman, former chairman of Mumm, Mullay & Nichols, Columbus, O., died Jan. 1 in White Cross Hospital there after long illness. Before joining agency in 1954 he was marketing director for Monsanto Chemical Co. and had been gen. mgr. of Detergents Inc. before it was bought by Monsanto. Surviving are his widow, 2 sons, 2 daughters and 10 grandchildren.

Eugene Gaughn, 52, AT&T public relations studies mgr., died of heart attack Jan. 1 at his home in Yonkers, N. Y. He joined N. Y. Telephone Co. in 1928 following graduation from Syracuse U, later forming its public relations dept. in N. Y. City. Survivors are his widow, brother & sister.

Joseph R. Hamlen, 75, head of Boston office of Albert Frank-Guenther Law Inc., having joined agency in 1929 as a v.p., and served as asst. to chairman of American Red Cross during World War I, died Jan. 3 at Mass. General Hospital after brief illness. Surviving are his widow, 3 sons and brother.

Mrs. Frederick A. Miller, 89, pres. of *South Bend Tribune* (WSBT-TV & WBST) since her husband's death in 1949, died Dec. 27. She is survived by her nephew, Franklin D. Church, *Tribune* publisher.

CONGRESS' organizational session this week marked beginning of the end of the "quiet season" for TV industry and FCC on Capitol Hill—with 85th Congress expected to be one which again will delve deeply into TV scene. Coincidental with Congress' opening week, House Small Business Committee issued report on its investigation of regulatory agencies, including FCC (see p. 7). Next month, House Judiciary Committee and Senate Commerce Committee are expected to issue reports on their respective TV investigations—with both inquiries likely to continue in some form during 85th Congress.

First Congressional activities likely to have some effect on TV will be the filling of vacancies on the Committees charged with responsibility for overseeing FCC. Senate Commerce Committee's openings may be filled next week; those on House Committee may not be filled until end of month or later.

Senate Commerce Committee, again headed by Sen. Magnuson (D-Wash.), has one Republican & 2 Democratic vacancies. Post formerly held by Sen. Duff (R-Pa.) is expected to go to Sen. Cooper (R-Ky.), who was on Committee for 2 years during his previous service in Senate. Vacancy created by resignation of Sen. Wofford (D-S. C.) is due to revert to Sen. Thurmond (D-S. C.), who sat on Committee until he resigned to run for election. Post of Sen. Daniel (D-Tex.), who quit to become governor of Texas, may well go to another Texan—the Senate successor to Daniel (if he is a Democrat). It's even conceivable that majority leader Lyndon Johnson (D-Tex.), a former Commerce Committee member, might take the Committee seat himself.

House Commerce Committee, to be headed by Rep. Harris

(D-Ark.), has 4 Democratic & 3 Republican vacancies. Due to deaths of former Chairman Priest (D-Tenn.) & Rep. Granahan (D-Pa.) and fact that Reps. Klein (D-N. Y.) & Carlyle (D-N. C.) did not run for reelection, Rep. John Bell Williams (D-Miss.)—who was fifth ranking majority member last session—has been thrust quite suddenly into position of importance as second ranking majority member. Only defeated Democratic member of Committee is Rep. Hayworth (D-Mich.). Most recently appointed member is Rep. Rhodes (D-Pa.), named last summer to succeed the late Rep. Granahan. There's strong possibility that freshman Rep. J. Carlton Loser (D-Tenn.), Rep. Priest's successor in House, may get one of the Committee vacancies.

On Republican side, Rep. Wolverton (R-N. J.), again will be ranking member, with Rep. O'Hara (R-Minn.) elevated to No. 2 due to death of Rep. Hinshaw (R-Cal.). In addition to Hinshaw, GOP members to be replaced are Dolliver (Ia.), who was defeated, and Richard W. Hoffman (Ill.), retired.

On Rep. Celler's Judiciary anti-trust subcommittee, uhf operators lost a strong advocate in Rep. Quigley (D-Pa.), who was defeated.

First bill which directly deals with TV was thrown into hopper during first day of 85th Congress by Rep. O'Hara. His HR-365—a copy of bill he also introduced last April (HR-10542)—would prohibit FCC from establishing numerical limit on TV station ownership, and would prohibit ownership by any one entity of TV stations which in the aggregate provide service to areas comprising more than 25% of U. S. population. It's identical to S-3859, introduced in last Congress by Sen. Bricker (R-O.), who is expected to introduce similar measure in Senate this month.

Single programming code for TV industry moved step closer this week when members of big Alliance of TV Film Producers formally adopted NARTB's TV code and were admitted to affiliate subscription as climax of several months of negotiations (Vol. 12:19, 25). Alliance is responsible for 75% of all films shown on TV. Maurice Morton, v.p. of McCadden Productions, is chairman of Alliance's ethics committee, which conducted negotiations, and will also serve as liaison with Code headquarters. A representative of Alliance will sit as a non-voting member of code review board at meetings when TV film production problems are scheduled for review. Alliance members will use code as a "guide book in producing all future product and are authorized by the Board to include in their films a special seal indicating voluntary compliance with the NARTB code provisions." NARTB added that "The seal will not remove the responsibility of the broadcasters to preview film product before scheduling, but it does proffer assurances that special care has been taken in the original production."

NARTB had 2119 members as of Jan. 1, comprising 320 TV stations, 1354 AM stations, 328 FM stations, 3 TV networks, 4 radio networks. In year-end statement, pres. Harold E. Fellows commented: "The estimated 1,481,570,000 home hours viewed each week by the public represents probably the most significant advance in TV in 1956. TV viewing now occupies more time than any single activity except working or sleeping for the average viewer."

NARTB's TV code review board (G. Richard Shafto, WIS-TV, Columbia, S. C., chairman) meets Jan. 15-16 at Waldorf-Astoria Hotel, N. Y., will devote special attention to "several subscribers whose policies appear to be in substantial disparity with the Code's commercial recommendations."

Earl Godwin Memorial Award, honoring NBC's dean of Washington commentators who died at 75 last Sept., was established this week by NBC. It provides for 6-month duty as an NBC correspondent in country to be chosen by recipient, for outstanding radio news reporting by employe of NBC affiliate. NBC also set up Earl Godwin scholarship award at a school of journalism for deserving undergraduate, with details to be announced later. Judges of the annual Earl Godwin Memorial Award: Davidson Taylor, NBC v.p. in charge of news & public affairs; Wm. R. McAndrew, NBC director of news; H. V. Kaltenborn, dean of NBC news commentators; Sol Taishoff, editor-publisher of *Broadcasting-Telecasting* and pres. of Sigma Delta Chi; Wayne Richardson, AP, pres. of Overseas Press Club; Edward Barrett, dean of Columbia U School of Journalism and ex-Asst. Secretary of State for Public Affairs; Ben J. Grant, pres. of National Press Club; Herbert Bayard Swope, writer and ex-editor of old *New York World*.

Annual dinner of Federal Communications Bar Assn., scheduled for Jan. 11 at Sheraton-Park Hotel, Washington, will have Neville Miller as master of ceremonies, feature entertainment by BMI performers: singers Eddy Arnold and Betty Johnson, jazz violinist Joe Venuti, jazz harpist Paul Chertok.

Ban on radio broadcasts of municipal proceedings, to avoid "mike fright," was voted in New Year resolution by city councilmen of Gloversville, N. Y. Council also wanted to protect itself from public disclosure of politically-embarrassing poor grammar, sponsor of resolution said.

TV-radio news staff jobs are fourth career choice of Ohio U School of Journalism students. Poll of 70 students showed 75.5% preferred work on dailies. Other top job preferences are weeklies and house organs, followed by TV-radio—because it's a "growing field"—and magazines.

PROBE of "influence" at FCC and other regulatory agencies by Rep. Evins' Small Business subcommittee ended this week with limp and scantily documented little report that divided the full Committee along political lines—6 Democrats for, 5 Republicans against. To nobody's surprise, this week's report (House Report 2967) urged that chairmen of such agencies as FCC & FTC be elected by members, rather than appointed by President, and that these agencies be exempted from present requirement that appropriations requests and communications to Congress regarding legislation be approved by Budget Bureau.

This is the investigation which started last March with charge by Evins that FCC admitted that the networks had "power to hire and fire" Commission employes (Vol. 12:11)—and then fizzled when subpoenaed books of CBS & NBC failed to produce any mink coat scandals. The Tennessee Democrat stirred up a little additional publicity last October when he charged that networks and others were trying to suppress his subcommittee's report (Vol. 12:42). Majority report is similar to the one-man report he released at that time.

With regard to FCC, it quotes some uhf operators' complaints and Sen. Bricker's "network monopoly" report as well as some of the testimony before Rep. Celler's anti-trust subcommittee, and draws this conclusion:

"Whatever the motivations are for the absence of the record on the part of the FCC to act in protecting the small businessman 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."

Committee's Republican members raised numerous objections to the report, summing them up thus: "The report is a running narrative of opinions and conclusions; it implies that many legislative enactments have succeeded because members of Congress have bowed to the will of opponents of regulatory agencies; it implies wrongdoing on the part of high govt. officials without proving such implications; it relies on stories and rumors of former and disgruntled employes of regulatory agencies; it shows strong personal bias in connection with certain govt. officials; it portrays well-defined prejudices with respect to the laws and operations of regulatory agencies; and for a report of the Select Committee on Small Business of the House of Representatives it certainly contains only slight emphasis on the problems of small business."

First live TV-radio coverage of Maryland legislative proceedings was authorized this week by Senate & House of Delegates at Annapolis. Senate voted 16-10 to concur with earlier action by House giving regular press privileges on floor to TV-radio reporters and equipment. TV filming of special floor events had been permitted on occasion previously. Radio newsmen were allowed to sit at press tables, but only with pads & pencils. Main objections to extension of privileges came from Sens. Joseph Bertorelli and Philip Goodman, former members of Baltimore city council, who said some members tried to monopolize cameras & mikes.

Radio station sales reported this week: WPET, Greensboro, N. C. by Wayne M. Nelson (also owner of WHIP, Mooresville, N. C. and WAYN, Rockingham, N. C.) for \$125,000 to Guilford Advertising, Inc., headed by Hugh E. Holder, N. Y. CBS announcer. WFPR, Hammond, Ind. by Cyril W. Reddoch & Ralph L. Hooks, who own KREH, Oakdale, La. (Reddoch also owning 50% of KDLA, DeRidder, La), for \$52,500 to Airweb Inc; Airweb principals (½ each) are John E. Judd, mgr. of WEND, Baton Rouge, and Baton Rouge businessmen Robert S. Boeker & Jesse L. Webb Sr. KWIK, Pocatello, Ida. one-time CP holder for Ch. 6, by Pocatello TV Corp. (Robert S. Howard, pres.) for \$33,000, plus \$9600 5-year building lease, to operators of radio KOIL, Omaha, Neb. (Don W. Burden & John D. Buehler, principal owners). WTWB, Auburndale, Fla. by R. E. Hughes for \$50,000 to Tampa petroleum products dealer L. M. Hughey. WFPR broker was Paul H. Chapman Co.

Radio station sales approved by FCC this week: KALI, Pasadena, by Henry Fritzen to H. Scott Killgore group for \$302,536 (Vol. 12:37). WYZE, Atlanta, by Greater South Bestg. Co. Inc. (P. H. Whitcraft, pres.) to new Atlanta Bestg. Co., headed by Bill McRae, v.p. of local Clarke Brown rep office (Vol. 12:47). WTAG, Ashland, O. by Ashland Bestg. Corp. (R. S. Burke, pres.) to Radio Ashland Inc. (Charles D. Calhoun, 55% owner) for \$112,500 (Vol. 12:49). KWBE, Beatrice, Neb. by Blue Valley Bestg. Co. (Merle G. Jones, pres.) to gen. mgr. Gordon C. Pentz (75%) and sales mgr. Wm. R. Boyce (25%) for \$96,250 (Vol. 12:49). KFRB, Fairbanks, Alaska by Wm. J. Wagner to Fairbanks Radio Bestrs. Inc. (R. D. Byers, pres.) for \$80,000. He's already disposed of radio stations in Anchorage, Ketchikan & Seward, Alaska and expects to sell KIFW, Sitka. Plans are to retain KINY-TV, Juneau (Ch. 8) & KINY and 6% of KTVA, Anchorage (Ch. 11) & KTVF, Fairbanks (Ch. 11).

New studios and office space for Tampa's WTVT (Ch. 13) adjoining current structure will more than double size of station's facility, exec. v.p.-mgr. P. A. (Bud) Sugg announced.

Neither snow, cold nor wind—not to mention lack of FCC authorization—deterred community volunteers from installing vhf satellite equipment atop Omak Mountain to bring TV to Okanogan County, Wash., according to Jan. 3 *Congressional Record*. Saga of blizzards, 30-ft. drifts, far-below-zero temperatures & 100-mi. gales in year-long job, financed by \$15-per-family fees, is told in *Okanogan Independent* article inserted in *Congressional Record* by Rep. Walt Horan, Wenatchee Republican whose 8-county district also includes Okanogan. A supporter of such booster installations despite FCC objections, Horan said story shows why "every American should be assisted in every way to enjoy" TV. Account in *Record* says that "FCC inspected our installation and actually commended us on our effort since there was no interference," and that satellites are being built for Oroville, Tonasket, Riverside, Omak, Okanogan and Malott.

Trans-Community TV Network Inc., formed to supply community antenna systems with network kines & film (Vol. 12:24) has been purchased for reported \$500,000 by International Closed Circuit TV Inc., 9756 Wilshire Blvd., Beverly Hills, Cal. Latter's officers: Carl Leserman, pres.; Wm. H. Husted, v.p.; Wm. R. Burlingham, secy.-treas. Leserman was co-founder and is still minority stockholder of International Telemeter Corp., developers of a pay-TV system, now controlled by Paramount Pictures.

Power & height increases: WDSU-TV, New Orleans (Ch. 6), now operating from new 972-ft. tower at Chalmette, La.; WFRV-TV, Green Bay, Wis. (Ch. 5) operating from 999-ft. tower 3 mi. SE of DePere; KGGM-TV, Albuquerque (Ch. 13), has increased ERP to 89.1-kw.

Television Zoomar Corp. (Jack Pegler, pres.) reports orders from all networks and 20 individual stations for its 2½-16-in. 3.9-speed Universal Zoomar lens; in last 2 years, also, 140 of the 2½-7-in. 2.9-speed Zoomars have been sold to the networks and to 135 stations in U. S. and abroad.

Texas Bar Assn. has appointed special committee to study question of permitting cameras and microphones in courtrooms, with first meeting scheduled Feb. 15-16 in Austin.

ONETIME MOVIE STARS Mary Pickford Rogers and her husband Buddy Rogers have optioned their one-third interest in WSJS-TV, Winston-Salem, N. C. (Ch. 12) to Gordon Gray's Piedmont Publishing Co. (66 $\frac{2}{3}$ %)—and deal's details are expected to be disclosed by Feb. 1 when Mr. & Mrs. Rogers are due to return from Mexico. Coincidentally, it was learned that ex-movie star Robert Montgomery, now devoting full time to his NBC-TV *Robert Montgomery Presents*, had made passes at acquiring KOB-TV, Albuquerque, N. M. (Ch. 4) with radio KOB from co-owners Time Inc. and ex-FCC chairman Wayne Coy who must sell as result of recent Time Inc. purchase of the Consolidated (Bitner) group of 3 TV-AM stations (Vol. 12:51-52).

Mary Pickford and Buddy Rogers own 18 $\frac{1}{4}$ % & 15% respectively of WSJS-TV, having co-founded it with Gray, publisher of *Winston-Salem Journal* and *Twin City Sentinel*, owner of radio WSJS, ex-pres. of U of North Carolina, presently Asst. Secy. of Defense in charge of foreign aid. The movie people were originally rival applicants for Ch. 12 in Winston-Salem and got the stock ownership in an agreement to consolidate and expedite establishment of the station, which started in Sept. 1953 and is operated by exec. v.p. Harold Essex. Amount to be paid for their share is undisclosed.

In Albuquerque this week, Montgomery group did not show up, was understood to be out of running. But there were other bidders on hand in advance of Jan. 5 KOB board meeting, called to review bids. In the city were Weston Pullen, the Time Inc. executive who recently negotiated the \$15,750,000 Bitner station purchases; Wayne Coy, now up and about and recovering nicely from a slight coronary attack which had him hospitalized for a while after his return from NBC convention in Miami Beach last month; and various parties with various proposals to

purchase the stations. Coy, incidentally, is due to move from Albuquerque to Indianapolis, in his home state, as exec. officer of Time's newly acquired WFBM-TV & WFBM.

One bid is understood to be in neighborhood of \$1,500,000 for the properties purchased by Time Inc., along with Coy, for \$900,000 (that included \$300,000 net quick assets) in 1952—Time Inc.'s first venture into TV-radio station ownership (Vol. 8:9, 16, 17, 22).

Bidding strongly for KOB-TV & KOB were the Jack N. Berkman-John J. Laux interests, represented by Louis Berkman (for his brother, who was ill), Laux and Fred Weber, the latter onetime Mutual gen. mgr. and now v.p. of the Berkman-Laux "Friendly Group." It consists of the highly successful WSTV-TV, Steubenville, O. (Ch. 9) with WSTV; the recently acquired KWSM-TV, Joplin, Mo. (Ch. 12), purchased with KWSM for \$591,000 and now bearing call letters KODE-TV & KODE (Vol. 12:39, 44); radios WPIT, Pittsburgh and WBMS, Boston. They also hold CP for off-air WFPG-TV, Atlantic City (call now assigned: WHTO-TV), pioneer Ch. 46 uhf station which foundered on economic rocks when Philadelphia vhf's went to higher powers, and they have FCC applications pending to purchase radios WPAR, Parkersburg, W. Va. and WBLK, Clarksburg, W. Va. with latter's CP for Ch. 12.

In Albuquerque, also, KOAT-TV (Ch. 7), ABC affiliate without AM adjunct, is being sold to group that includes Clinton McKinnon, owner of 20% of KVOA-TV, Tucson (Ch. 4), a former Democratic Congressman from California and ex-publisher of old *San Diego Journal* and former *Los Angeles News* (Vol. 12:51).

Note: Not many movie people have been identified with TV station ownership, though Bob Hope still owns 39% of KOA-TV, Denver; Gene Autry controls KOOL-TV, Phoenix and owns 48% of KOPO-TV, Tucson; Ronald Colman owns 9.2% of KEYT, Santa Barbara, Cal., about to be sold (Vol. 12:52); Jimmy Stewart owned 9.16% of KGUL-TV, Galveston, Tex., recently sold (Vol. 12:19, 28).

KBST-TV, Big Spring, Tex. (Ch. 4) is being leased to W. D. (Dub) Rogers' KDUB-TV, Lubbock (Ch. 13), for \$300,000 for 5 years (\$5000 monthly for 60 months) with KDUB-TV also acquiring option to buy 50% of stock, along with program and sales control, for \$147,448.87 when lease is up. Plan is to expand KBST-TV operation from 8 to 17 hours daily, carrying CBS network and other KDUB-TV programs as well as local shows, in same manner as KDUB-TV's affiliated KPAR-TV, Sweetwater-Abilene (Ch. 12) operates. Cost of operating KBST-TV in conjunction with KDUB-TV & KPAR-TV is estimated at \$357,000 yearly, with probable revenues running \$525,000. KBST-TV is to meet payments on outstanding obligations, replace electronic gear when required, maintain building & tower and pay all taxes; KDUB-TV is to take over contracts covering film, AT&T and Pearson rep. KBST-TV had been running into difficulty, operating with skeleton staff 8 hours daily. Dec. 12 balance sheet filed with application lists \$139,713 in notes due, largest being \$89,956 to GE. It lists \$2550 deficit and \$2538 operating loss, has \$271,879 fixed assets out of \$325,099 total assets. Combined KDUB-TV, radio KDUB & KPAR-TV Nov. 30 balance sheet shows earned surplus of \$136,285; it has \$900,759 invested in broadcasting properties and \$179,359 in current assets (\$128,393 accounts receivable) out of \$1,138,458 total assets.

Final disposition of \$60,000,000 Wm. Randolph Hearst estate, allocating nearly \$44,000,000 to charitable trust, was approved Dec. 20 by Los Angeles Superior Court. Hearst holdings include WBAL-TV & WBAL, Baltimore; WISN-TV & WISN, Milwaukee; WCAE, Pittsburgh.

Printers' Ink Publications Corp. is new organization formed to continue publication of weekly *Printers' Ink Magazine* "and to engage in other publishing activities and projects." It's change of plans for *Printers' Ink*, which last Oct. announced formation of non-profit Printers' Ink Foundation to take over the magazine (Vol. 12:39-40). Under new arrangement, Printers' Ink Foundation will be minority stockholder in Printers' Ink Publications Corp., will not participate in its management or publication activities, but will confine itself to adv. & marketing research. Officers of new company: pres. & chairman of exec. committee, Richard W. Lawrence Jr.; v.p., Eldridge Peterson, publisher of *Printers' Ink*; v.p.-treas., J. S. Heilman; v.p. in charge of adv., Gove Compton; v.p. in charge of new publications & projects, Harold E. Green, exec. editor of *Printers' Ink*; secy. & editor, Carroll J. Swan.

Edward Lamb has sold his *Erie Dispatch* for \$2,000,000 to competitor *Erie Times*, said move was dictated by "inescapable economic laws." He retains WICU (Ch. 12) and radio WIKK. Both are afternoon newspapers, and *Times* announced it would start new *Erie Morning News* Jan. 7. *Dispatch* stated that it had suffered "losses of such magnitude that it is impossible to continue to absorb them." *Times* principals George J. & John J. Mead are also stockholders of WSEE, Erie (Ch. 35), which has interlocking ownership with WNAO-TV, Raleigh, N. C. (Ch. 28). FCC has held up renewal of WICU pending decision on charges Lamb falsely testified that he never had any Communist associations; examiner recommended renewal of license (Vol. 11:50) and Commission is expected to issue final decision shortly.

Network Accounts: Dave Garroway's highly successful *Today*, which some critics contended at outset wouldn't last, celebrates its 5th birthday Jan. 14—a rousing commercial and artistic success on NBC-TV. The 7-9 a.m. show, said NBC, had brought in \$30,492,000 worth of billings from 264 advertisers, of whom 134 were new to network TV. Last year it billed \$7,000,000, and already has \$4,041,000 on the books for 1957. Its peak year was 1954, with \$10,000,000. It currently accounts for 41% of combined *Today-Home-Tonight* billings . . . *Camels* and *Colgate-Palmolive* to sponsor *Mr. Adams and Eve* comedy series on CBS-TV starting Jan. 11, Fri. 9-9:30 p.m., thru Wm. Esty Co. . . . *Pittsburgh Plate Glass Co.* to sponsor Fri. 11-11:15 a.m. segment of *Garry Moore Show* on CBS-TV starting Jan. 11, thru Maxon Inc. . . . *Vitamin Corp. of America* to sponsor one-third of *Steve Allen Show* on NBC-TV Sun. 8-9 p.m. on Jan. 20, Feb. 17, March 3 and March 31, thru BBDO . . . *Viceroy* cigarettes to sponsor alt. 15-min. segments of National Basketball League games on NBC-TV starting Jan. 15, thru Ted Bates & Co. . . . *Chesterfields* renews *Dagnet* for 78 more shows on NBC-TV, Thu. 8:30-9 p.m., thru Cunningham & Walsh.

Rate increases: WGR-TV, Buffalo, Jan. 1 raised base hour from \$950 to \$1025, min. \$170 to \$190. WHEN-TV, Syracuse, Jan. 1 raised hour from \$850 to \$1000, min. \$200 to \$250. KVOS-TV, Bellingham, Wash. has raised hour from \$350 to \$435, min. \$70 to \$108, but accounts limited to U. S. distribution are discounted to previous rate card with \$300 base hour, \$60 min. WMBV-TV, Marinette-Green Bay has raised hour from \$250 to \$300, min. \$50 to \$60. Spot increases: KRLD-TV, Dallas, has raised min. from \$225 to \$300. WTRI, Albany, N. Y. Jan. 1 raised min. from \$60 to \$75. Note: KPHO-TV, Phoenix, base hour remains \$450—the \$360 hour reported last week (Vol. 12:51) is local rate only.

NBC had most successful year in its history in 1956, with sales volume up 22% from 1955, according to year-end review. Total of 251 advertisers used NBC-TV in 1956, which also saw completion of a \$12,800,000 color facilities expansion program. For 1957, a \$3,500,000 color expansion program has been authorized. Number of TV affiliates grew from 193 to 201 during 1957, with 132 affiliates equipped to rebroadcast network programs in color, 49 for local color transmission.

Two new radio quiz games offering prizes aggregating more than \$1,500,000 per year in cash and merchandise, are planned by Mutual for 1957. The programs are *Million Dollar Quiz*, to be broadcast for 10 min. in morning and afternoon 6 days a week, and 25-min. *National Championship Quiz*, 5 evenings each week. Formats are still to be worked out, but plans are to have listeners participate by identifying sounds from clues provided on programs. Programs will be tested this month on WJOC, Jamestown, N.Y.

RKO Teleradio Pictures reports \$5,600,000 gain in 1956 gross time sales by o-&o stations over last fiscal year, chairman Thomas F. O'Neil saying 6 TV stations showed "substantial" increase in national spot & local billings, while 7 radio stations averaged 12% gain.

WKNB-TV, New Britain-Hartford, Jan. 3 changed rep from Bolling to NBC Spot Sales. On Jan. 14, station changes call letters to WNBC—formerly assigned to NBC's N. Y. radio station, now WRCA.

Independent KMGM-TV, Minneapolis, which features MGM movie library, within 6 months has raised its top hour rate from \$450 to \$1500.

Net revenues of WCBS-TV, New York for 1956 were 19% above 1955, compared to 15% rise in 1955, according to gen. mgr. Sam Cook Digges.

Telecasting Notes: "A record \$90,000,000 in telefilm production has been allocated by Hollywood producers for 1957, a hike of \$10,000,000 over last year's total," reports Jan. 2 *Variety* on basis of its own survey of coast TV film studios. Article says 68 sponsored series are on the slate, as opposed to 60 each in 1955 & 1956, with 21 scheduled for syndication, against 25 in 1956, and 16 will be shot without sponsor or syndication outlet, as opposed to 20 in 1956 . . . Columbia Pictures' Screen Gems announced line-up of 18 new TV film series for 1957-58 series, involving investment of more than \$1,000,000 in production & planning . . . TPA announces 8 half-hour TV film series scheduled for production in first half of 1957, with budget of more than \$10,500,000 . . . Hal Roach Studios' year-end report shows total 1956 production of \$4,867,000 vs. \$9,450,000 in 1955 . . . Warner Bros. announces it will more than triple its TV film production schedule early in 1957—which will include one 30-min. & two 60-min. shows for ABC-TV. First show for ABC will be *Amazon Trader*, 30-min. series to be filmed in Amazon jungle . . . Paddy Chayefsky and American Psychiatric Assn. will collaborate on filmed TV program series for next season . . . Comic strip artist and TV guest star Al Capp will do script and artwork for 5-min. animated comedy-mystery series in 195 episodes to be produced and released by RKO TV in 1957 . . . Bob Hope says he may quit TV—having lost \$93,000 on his first 3 NBC-TV *Chevy Shows* this season by exceeding budgets which were contracted in advance . . . For a readable, understandable explanation of major rating systems, see "Ratings: Who, How, When & Where" in Jan. 2 *Variety*.

Withdrawing a feature film from its TV package 5 days before scheduled showing on New York's WCBS-TV, Associated Artists Productions revealed this week that it planned to remake "The Maltese Falcon" as a theatrical movie as one of the first projects of new entertainment combine set up by its parent PRM Inc. last October (Vol. 12:43). "Maltese Falcon" motion picture in AAP's Warner Bros. package was slated for Jan. 8 showing on WCBS-TV. AAP pres. Eliot Hyman said his contracts with TV stations provided that any film could be withdrawn on 60 days' notice, and that about 25 other films may be recalled. He said 60-day requirement was waived by WCBS-TV at AAP's request.

NBC spectaculars and special one-shot shows are enjoying their greatest success this season—averaging higher audience ratings than either of the first 2 seasons of spectaculars—network announced this week. NBC reported that its nighttime spectaculars and specials this fall are averaging "42% higher ratings than the average of all nighttime shows scheduled on a regular basis on all 3 networks." All NBC special shows, including spectaculars, have shown 18% rating improvement this season over last season's specials, NBC added, noting that 40% of the 69 spectaculars it presented in last 3 seasons have received "top ten" Nielsen ratings.

Translator in Madras, Ore. (Ch. 74) has Adler transmitter due shortly, plans start in 2 weeks carrying programs of KOIN-TV, Portland, Ore., reports E. M. Bone, pres. of grantee Jefferson County TV Inc.

Managers of ABC-owned stations meet with network officials Jan. 15-18 at Miami Beach's Balmoral Hotel, followed by 2-day meeting of board of governors of ABC-TV Affiliates Assn. in same hotel.

First shutdown of community TV antenna system because of translator operation in same community ended TV Cable Systems Inc. service at Bishop, Cal. Dec. 26.

Washington Airspace Panel met Jan. 4, but deferred all TV tower actions to later meetings.

Color Trends & Briefs: Who are the buyers of color TVs? Not necessarily the carriage trade, it seems, for First Pennsylvania Banking & Trust Co., handling most TV-appliance credit paper in the Philadelphia area, reports that an analysis of credit status of color set purchases shows that about 90% of the sets financed are for "average type workmen of today with a salary range from \$80 to \$90 per week." Adds John Reilley, v.p. of big Philadelphia bank now among those financing color set purchases at 10% down and 36 months to pay (Vol. 12:34): "We have had no repossessions to date and our collection dept. tells me we have had no delinquencies occasioned by service complaints."

Raymond Rosen & Co. pres. Thomas F. Joyce, tub-thumping for color as enthusiastically as ever, at open house for dealers this week told them that his firm's 1957 color goal is 25,000 sets (\$15,000,000 billings), and reported that during last 18 months it sold between 8000 & 9000 RCA 21-in. color sets in its jobber area. The 25,000 would represent 10% of RCA's 1957 production & sales goal as enunciated by Gen. Sarnoff last week (Vol. 12:52).

"Man-made roadblocks" are being removed from color's progress, said Joyce, and while RCA lost some \$14,000,000 (about \$6,900,000 after taxes) on all its color operations in 1956, it fully expects to earn a profit in 1957. Selling well over its area quota, Raymond Rosen & Co. has own color specialist staff of 11, who do considerable in-home demonstrations and trials, and this week it announced plan whereby TV-radio-appliance salesmen themselves can buy color sets for their own homes for \$50 down (including full service policy) and may liquidate balance with commissions in color set sales. Rosen firm also plans 1957 dealer prizes of deluxe air trips to Paris & Rome.

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Analyzing color's slow progress in Dec. 30 column, N. Y. Times TV-radio columnist Jack Gould concludes that receiver price must drop to \$200-\$250 to be "truly competitive" with black-&-white and that programming emphasis must be placed on quality rather than quantity. He termed price reduction to \$500 an "accomplishment of no small magnitude" but said premise that "Cadillac trade" would buy at that price seems out of date. He urged RCA-NBC to concentrate programming in terms of color, without major concern for black-&-white rendition and to curtail quantity. "With the money thus saved," he said, "there could be more experimentation in doing shows in terms of color alone, with costumes, scenery and lighting all planned for their value in tints. For those who have seen color at its finest . . . the efforts of RCA must be commended; those concerns that propose merely to sit around and cash in after RCA has coped with the economic headaches of pioneering are hardly adding to their own stature."

One of heaviest network color schedules yet is lined up for Jan. 13-19 week—18¼ hours—15¼ NBC-TV, 3½ CBS-TV. On Jan. 19, NBC-TV has 2½ solid hours.

ADVERTISING AGENCIES: Thomas R. Santaeroce, ex-Ruppert Brewery, elected Compton Adv. v.p. in charge of west coast operations, San Francisco . . . Mrs. Elinor Fahrenholz promoted to TV-radio director of Cunningham & Walsh Chicago office . . . Trent Christman, ex-KONA-TV, Honolulu, elected TV-radio v.p. of Holst, Cummings & Myers Ltd., Honolulu, succeeding James Wahl, now in charge of new service & development dept. . . Stephen R. Wilhelm resigns as v.p.-gen. mgr. of Foote, Cone & Belding's Texas operations to devote full time to his publishing and TV-radio interests, which include exclusive rights to files of Texas Rangers series . . . Jack M. Bristow, BBDO v.p., named mgr. of Cleveland office, succeeding Elmore E. Haring, retired . . . David Kaigler, ex-gen. mgr.

Network Color Schedules (January 6-19, 1957)

Jan. 6—NBC: *Alcoa Hour*, 9-10 p.m.
 Jan. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Jan. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m.
 Jan. 9—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Jan. 10—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
 Jan. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Jan. 12—NBC: *Perry Como Show*, 8-9 p.m.
 Jan. 13—NBC: *NBC-TV Opera Theatre*, "War and Peace," 1:30-4 p.m.; *The Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
 Jan. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Jan. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
 Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 10-11 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Jan. 19—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "Jerry Lewis Show," 9-10 p.m.; *Ernie Kovacs Show*, 10-10:30 p.m.

Orestes H. Caldwell, dean of the technical trade editors, who retired several years ago as editor of *Tele-Tech*, was member of the original Federal Radio Commission in 1927, founded McGraw-Hill's old *Radio Retailing* and *Electronics* magazines, in 1943 issued a "season pass" to his "Walden Woods TV Theatre" at Cos Cob, Conn., where he still resides; he had the first black-&-white set in town and offered "showings every evening by appointment." Now, he has updated the pass (in color) to invite viewing of nightly color shows, and he writes us:

"Color TV seems to me inevitable as the ultimate medium. After 15 months of viewing, our family continues increasingly enthusiastic. Set (big RCA) has given little or no trouble. Camera mismatching is sometimes irritating, as flesh-tints change between shots of same scene. And careful color-tuning is needed for each performance-period—also at intervals as set warms up. But color compares with b-&-w as a modern streamliner to a covered wagon. We go back to b-&-w with shudders and regrets. Color—s'wonderful."

* * * *

All-time best showcase of color was New Year's Day Tournament of Roses Parade from Pasadena on NBC-TV, including exceptionally effective and unobtrusive commercials for Minute Maid and Florists' Telegraph Delivery Assn. Particularly noteworthy was almost perfect balance among cameras, scarcely any variation. *Chicago Tribune* on Jan. 2 published full page of color pictures of parade, shooting them directly from monitor at WNBQ. Tribune TV columnist termed telecast "possibly the most persuasive argument yet in behalf of color TV."

of WPFH, Wilmington, Del., joins W. S. Roberts Inc., Philadelphia, as TV-radio v.p.

Edward H. Weiss & Co. is new name of Weiss & Geller Inc., with new offices at 360 No. Michigan Ave., Chicago. Name was changed, said pres. Edward H. Weiss, to clear up confusion between his agency and Weiss & Geller of N. Y. He explained that he and Max Geller founded the company in 1938, and 3 years later Weiss & Geller became 2 separate companies, one in N. Y. and the other in Chicago, both retaining original names. Since then, said Weiss, there has been no relation between the 2 companies. Adding to confusion is fact that Chicago agency operates a N. Y. office at 460 Park Ave.

GE, RCA BOOST INDEPENDENT SERVICE ROLE: Reassurance for the independent service industry that its importance would not be minimized in any build-up of factory service came this week in statements by GE and RCA. For the former, it apparently represented a reversal of policy; for latter, strong reaffirmation of existing policy.

GE took 2 major actions: (1) Removed distribution of TV replacement parts from GE Supply Co. branches, and returned it to its franchised tube distributors. (2) Established training program for qualified independent servicemen, to handle service "on all makes of receivers and on the many electronic items which the home of tomorrow will contain." The training program will be backed by GE's national advertising in support of independent servicemen.

GE gave no official explanation for its actions, which seemed to run contrary to its previously-announced plans to establish factory service branches in markets where adequate independent service was unobtainable (Vol. 12:34). But there was considerable speculation that the storm of opposition from service organizations had forced GE to modify its program. There was no clear indication, however, that GE planned outright abandonment of its factory service plans.

"Our national product service advertising campaign in Life and the Saturday Evening Post has been discontinued," announced J.H. Miller, mgr. of product service for GE's appliance & TV receiver div., in formal statement released Jan. 3. "In addition, we have taken steps to insure that any ad mats supplied to our distributors and dealers for local newspaper advertising will not contain expressions which can be interpreted by independent servicemen as derogatory to them."

More than 95 out of every 100 service calls made on GE's TV sets in 1956 were handled by independent service dealers, said Miller. "In the vast majority of markets throughout the United States," he said, "our distributors have appointed, and we expect will continue to appoint, independent service organizations as the authorized stations for the repair of GE's TV receivers."

Service training for dealers, to be conducted by franchised GE tube distributors, will include detailed courses on accounting and business training, merchandising techniques and technical proficiency, said J.E. Thompson, mgr. of GE tube sales to distributors. He said that local seminars would be conducted "in response to many dealer requests generated by a recent exploratory program."

GE has established service school at its Syracuse facilities for both color and black-&-white, he said, adding: "Any service dealer who successfully completes the training we will offer, and who measures up to other requirements as established by our franchised tube distributors, will have the opportunity to be identified as a member of this national network, and to capitalize on the prestige that will result."

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RCA's statement was issued day after GE's announcement, took form of open letter to servicing industry from pres. Frank M. Folsom. After recalling that the \$2.8 billion volume achieved last year by servicing represented about 25% of entire electronics industry's \$11 billion-plus gross income, he reaffirmed these policies:

- (1) RCA will continue to make available to servicing profession the information and knowledge it acquires in its own operations.
- (2) "Independent service organizations must have equal opportunity to compete with RCA factory service for consumer service arrangements on RCA Victor TV sets. It is our further belief that in any plan under which the original price of the TV receiver includes service through the warranty period, dealers must have full freedom to provide their own service or provide the service through independent service organizations or RCA factory service. In the exercise of this choice, the dealer must not be restricted to 'captive service.'"

(3) Service organization program for procuring replacement parts and other material "on a basis that is fair and competitive with the independent service dealers" will be continued and expanded.

(4) All RCA distributors will continue to make all repair and replacement parts available to the service industry.

(5) Support for independent service industry will continue to be recognized as integral parts of RCA advertising programs and promotions.

Folsom also reviewed RCA's help to servicemen, saying that more than 90% of all RCA Victor TV sets are maintained by independent service technicians, less than 10% by RCA Service Co. He said RCA's technical "know-how" was made available to 175,000 servicemen through 3500 seminars and training sessions in 247 cities. Since introduction of color TV, he said, RCA has conducted 2000 color clinics in more than 150 cities for more than 100,000 service technicians.

CONSERVATIVE BUYING FORESEEN AT MARTS: TV trade goes to market in Chicago for 2 weeks starting Jan. 7 in an extremely cautious mood -- with any temptation to be overly optimistic about 1957 counteracted by shrinking profits and high inventories. The result is almost certain to be reflected in conservative buying by dealers who want to watch market trends in first half of year before committing themselves. If by June conditions in TV have improved, look for big buying at midyear marts.

Portable sets will get a big play at TV display spaces, concentrated almost entirely on 11th floor of Merchandise Mart. But the higher-priced, higher-profit models aren't going to be shoved into the background by any means. Some receiver makers are dropping in only higher-priced units in their lines, notably portable-conscious GE. (For list of new models announced this week, see p. 13.)

Can higher-end units stage a comeback? Can consumer attitudes be reshaped to give greater emphasis to 21-in. table models and consoles as replacement items? Set makers will depend for the answers to a great extent on the dealers, who are presumed to know their markets and customers best of all. This interchange of information at grass roots has been, and still is, a fundamental factor in the semi-annual marts -- as important, in some ways, as the orders themselves.

Attitude of dealers towards color will be watched closely by manufacturers. Lukewarm attitude of many dealers has long been regarded as weakest link in color merchandising structure, but recent evidence indicates a gradual thawing on the part of many. We shall hear more about this subject at NARDA convention Jan. 13-15 at Chicago's Conrad Hilton Hotel. It's recalled that Sylvester L. (Pat) Weaver Jr., then NBC chairman, took dealers to task for their attitude towards color in banquet address at NARDA convention last year (Vol. 12:3).

Some of the bearishness about color seems to have evaporated in recent statements by manufacturers themselves. Though neither could be described as anti-color in past, both Admiral pres. Ross D. Siragusa and Motorola pres. Robert W. Galvin have lately come up with far more bullish statements than any time in last 2 years.

Siragusa estimates color sales in 1957 at 500,000 (Vol. 12:52), and this week Galvin, addressing his first distributor convention as Motorola president, forecast 1957 color sales would be "more than double" the 150,000 sold in 1956.

"Motorola is producing and moving color sets daily," said Galvin. "We can build to the market demand as it grows. I expect that our production will be in the thousands during the winter months." (Other news of Motorola convention on p. 13.)

Production: Black-&-white TV output in 1956 was estimated unofficially by RETMA at 7,385,000, compared with 7,756,521 in 1955 and 7,346,715 in 1954. RETMA gave no estimate of color output in 1956, but other industry sources have placed it in the neighborhood of 150,000. Reflecting plant shutdowns and holiday layoffs, TV output fell to 89,319 in week ended Dec. 28, final week of 1956, compared with 98,357 in preceding week and 76,694 in corresponding week of 1955. Radio production in all of 1956 was estimated at 13,985,000 (5,065,000 auto), as against 14,528,777 (6,863,676 auto) in 1955 and 10,400,530 (4,124,460 auto) in 1954. Radio output in final week was 269,410 (145,456 auto), compared with 335,011 (197,019 auto) in preceding week and 248,941 (127,972 auto) in corresponding week year ago.

Topics & Trends of TV Trade: New round of phono record price cuts on industry-wide basis seems certain, following actions this week of RCA Victor and Columbia in cutting prices of 45rpm records, effective Jan. 7. It's recalled that RCA Victor set off similar industry-wide price reductions 2 years ago with cuts of up to 30% on 10 & 12-in. LP records (Vol. 11:1).

RCA's "original cast" extended-play albums were reduced from \$4.98 to \$2.98, while 3 and 4-pocket EP albums were cut from \$3.98 to \$2.98; 2-pocket albums, \$2.98 to \$2.49; single pockets, \$1.49 to \$1.29. Lawrence W. Kanaga, v.p.-gen. mgr. of RCA Victor record div., also said that a special offer in Jan. will enable distributors and dealers to recover any markdowns that the price adjustments may require them to make on current inventories. He did not spell out details.

Columbia matched RCA's cuts in the single and double-pocket albums, but did not reduce list prices on \$4.98 and \$3.98 albums. In addition, it cut back dealer discount on EPs to 38%.

Kanaga said RCA will spend more than \$1,000,000 this year to promote 45rpm records, particularly EPs. He said RCA intends to "saturate every American communication medium with the EP price reduction story."

RCA is also pushing 45s through its home instrument div., which is giving heavy emphasis to 45-only phonographs. Purchasers of those phonos will be able to buy 10 Harry Belafonte records, listing at \$14.90, for \$5.

Note: Phono record industry is currently riding crest of its biggest boom, with retail sales in 1956 estimated at \$265,000,000, or \$30,000,000 above 1955. Expected new wave of price cuts could push 1957 sales above \$300,000,000, in opinion of some record manufacturers.

* * * *

Hoffman Electronics' new line, introduced this week at distributor conventions in Los Angeles and Chicago, fulfills the "Something New" that pres. H. L. Hoffman recently stated was needed in industry (Vol. 12:49). Its line of 12 basic black-&-white models utilizes "Dyna-Touch" tuning and "BeamRider" wireless remote control for automatic selection of stations. "BeamRider" consists of a miniature transmitter which can be used up to 25 feet away from set, and a miniature receiver which is plugged into the back of all sets equipped with "Dyna-Touch" tuning. Also introduced were 3 color sets—21-in. table model at \$595, 21-in. open-face console, \$695, and 21-in. "lo-boy" console at \$775. Full black-&-white line: 14-in. portable, \$130; 17-in. table, \$160; 21-in. tables, \$190 & \$230; 21-in. consoles, \$240, \$280, \$350 (2), \$370 & \$380; 24-in. consoles, \$390 & \$395. Hoffman also introduced 2 new solar-powered radios at \$75 & \$150; they have solar battery pack composed of silicon solar cells. In absence of sunlight, an incandescent light can serve to operate the radio.

Motorola anticipates 10% increase in 1957 volume over the \$220,000,000 sales of 1956, with sights on \$400,000,000 in 1960, pres. Robert W. Galvin told distributors convention in Miami Beach this week. He also indicated that Motorola is interested in adding new electronic products, possibly recording and amplification devices, and other electronic components. He said he expected Motorola's TV sales to increase next year, "although this may be contrary to the general industry trend." He predicted industry-wide TV sales of 6,800,000 in 1957, slightly down from 1956 levels, with portables accounting for about 2,500,000 of the total. Motorola introduced 11 new TV models, including two 17-in. portables incorporating 110-degree wide-angle tube, and 8 new radios. The TV models: 14-in. portables, \$120, \$140, \$150 & \$160; two 17-in. portables, no prices announced; 21-in. consolettes, \$270 & \$290; 21-in. open-face consoles, \$250, \$270 & \$340.

Of interest to TV market specialists is Census Bureau's report on American population and its characteristics as of Jan. 1, 1957: Total population, 169,000,000, up 2,800,000 from Jan. 1, 1956; 100 women to 98 men; 6 out of 10 families own homes; metropolitan populations growing 4 times as fast as other areas, with 96,200,000 living in metropolitan areas as of Jan. 1; 70% of suburbanites are married; 3,500,000 children reached school age of 6 in year ended July 1; another 2,600,000 reached high school age, 2,300,000 reached college age; fastest natural increase—subtracting deaths from births—is in south, which also has heaviest migration rate; children under 5 number 18,700,000; persons 65 and over number 14,400,000.

Decline in TV production in 1956 to 7,300,000 (from record 7,756,521 in 1955) was more than matched by automotive industry, whose combined auto-truck production in 1956 of estimated 6,909,000 was 27% below 1955's record 9,132,335. In fact, according to authoritative *Ward's Automotive Reports*, combined auto-truck output in 1956 did not even come up to auto-only production of 7,942,132 in 1955. It all points up anew the curious production parallels between TV and auto industries in last several years; when TV is on increase, so is auto, and vice versa—though last year auto manufacturers experienced far greater slump than TV.

Westinghouse claims broad bandwidth in its new TV sets, asst. TV-radio gen. mgr. Gilbert Larson saying they have 22% more width than average of major competitors' sets, many of which he said were below 3 mc. He said no other manufacturer has a complete line with bandwidth of Westinghouse's, which is "substantially above 3 mc." Other features of the 8 new basic models to be shown at Chicago furniture marts starting Jan. 7 include push-bar power tuning and optional chairside remote control unit. New line comprises 21-in. table models, \$180, \$210 & \$240; 21-in. open-face consoles, \$210, \$240, \$270, \$280, \$320.

Emerson's new models, introduced this week, feature 14 & 17-in. "Port-O-Rama" TV-radio portables, with jack for phono attachment. Emerson already has an 8½-in. "Port-O-Rama" at \$125—and this week added a 14-in. version at \$148, and 17-in. at \$158. In addition, Emerson introduced conventional 14-in. portable at \$128; 17-in. portable, \$144; 21-in. table model, \$168; 21-in. consolettes, \$188; four 21-in. consoles, all open list. Also introduced were a table and clock radio, each \$20; portable radios, \$30, \$44 & \$68.

Olympic Radio's TV sales in 1956 were up 22% from 1955, sales v.p. Morton M. Schwartz attributing increase to concentration on high-end units, including 3-way combinations, and expanded distribution. It's introducing a new 17-in. portable at \$130 at Chicago furniture marts.

Sports-minded Motorola added Bob Feller, the ace Cleveland pitcher who recently announced his retirement, to its youth promotion team, joining Otto Graham, the ex-Cleveland Browns quarterback. Both will tour this year on behalf of Motorola products.

Paramount Pictures Corp. is negotiating to buy Dot Records, Hollywood, which in 5 years since founding in 1951 by pres. Randolph C. Wood in Gallatin, Tenn. (with capital of \$1000), has become a major record manufacturer, selling more than 1,000,000 records a month.

DuMont's 4 new TV sets, to be introduced at Chicago furniture marts starting Jan. 7, comprise 21-in. consolettes at \$230 & \$270; 21-in. open face console, \$260; 24-in. open-face console, \$400. All have top-front controls.

Admiral's only addition to its TV line will be a 21-in. "lo-boy" console at \$300, to be shown at Chicago marts.

Bill to repeal excise tax on phonograph records (HR-219) was introduced Jan. 3 by Rep. Harlong (D-Fla.).

Trade Personals: John Cougnet, v.p. & operations mgr. of RCA Victor of Argentina, elected pres., succeeding Gerald Murray, retired . . . Max E. Markell promoted to mgr. of equipment sales, RCA components div. . . B. D. Bachin named eastern regional mgr. of RCA Service Co. technical products service dept., in series of promotions; M. E. Wheaton, mid-east, Philadelphia; C. L. Sweeney, southeast, Atlanta; W. W. Gilreath, southwest, Dallas; E. D. Van Duyn, west central, Kansas City; F. W. Hamre, central, Chicago; H. M. Madison, west, Hollywood; H. E. Frisbie, east central, Cleveland . . . George C. Sziklai, ex-RCA and holder of 110 electronics patents, joins Westinghouse electronic tube div., Elmira, N. Y., as technical asst. to Richard T. Orth, v.p. & gen. mgr. . . C. V. Phillips promoted to mgr. of dealer relations of GE's appliance & TV receiver div., Louisville; J. E. Wiegel appointed mgr. of Great Lakes region; P. H. Weil, eastern-southern region . . . Wm. G. Urbon promoted to mgr. of employe relations, GE technical products dept. . . David F. Upton promoted to purchasing director of Whirlpool-Seeger's St. Joseph, Mich. div., succeeding M. R. Denison, retired; Robert Willemin, chief patent attorney, elected corporate secy., succeeding Edward C. Cudmore, continuing as controller and asst. treas. . . Stephen Strohm promoted to asst. operations mgr. of all Capitol Records branches, headquartering in Los Angeles . . . Russell B. Gallagher promoted to mgr. of Philco insurance & real estate . . . Herbert J. Zeller, Motorola design director, received 1956 "Design in Hardwoods" award from Fine Hardwoods Assn. for Motorola's TV & hi-fi phono combination design.

Obituary

Adolph Ullman, 73, founder-pres. of Northeastern Distributors Inc., Zenith's outlet in Boston, died Dec. 31 in Hollywood, Fla., where he was spending winter. He was chairman of policy committee of National Electric Wholesalers Assn. and was primarily responsible for establishment of executive training courses sponsored by NEWA at Harvard. He taught wholesaling courses at Boston U, lectured on merchandising at Harvard and MIT. During Korean war he served on National Production Authority's advisory committee for TV-radio-appliances.

Huge electrical industry merger this week brought together Thomas A. Edison Inc. and McGraw Electric into a single company with annual sales of more than \$250,000,000 for products including small home appliances, electronic instruments, small fuses and line of public utility equipment. Under terms of merger, McGraw stock was split 2 for 1, and Edison shareholders will receive one share of McGraw for each share of Edison common. Day before merger was announced Jan. 3, McGraw stock closed at 80, Edison at 40. New firm will be known as McGraw-Edison, with Charles Edison becoming chairman, Max McGraw pres. & chief executive officer. Note: Interesting footnote to deal was provided by Mr. McGraw, who said he first proposed the merger in 1928 to the late inventor Thomas Edison when both companies were making electric toasters. Discussions broke off when Edison got busy with synthetic rubber experiments, were revived recently when McGraw met Charles Edison for first time.

Charles E. Saltzman, ex-v.p. of the N. Y. Stock Exchange, who has just been named a general partner of Goldman, Sachs & Co., is a son of the late Gen. Charles McK. Saltzman, one of the early chairmen of the old Federal Radio Commission (1929-32), named to that post when he retired as chief of Army Signal Corps. The younger Saltzman, West Pointer and Rhodes scholar, was a wartime brigadier general and after World War II served as Asst. Secy. of State for Occupied Areas.

DISTRIBUTOR NOTES: Sylvania appoints Century-Elcon Co., Minneapolis, replacing Sterling Electric Co. . . Philco appoints Hardware Products Inc., Sterling, Ill. (A. W. Wheeler, pres.) and Saginaw Distributors Inc., Saginaw, Mich. (Lloyd Beaver, pres.) . . . Olympic Radio appoints Peerless Electric Supply Co. Inc., 122 So. Meridian St., Indianapolis . . . Brightman Distributing Co., St. Louis (Admiral) appoints Bernard Erlich as sales v.p. . . Philco Distributors Inc., Detroit, moves to 2500 E. Grand Blvd. . . Admiral appoints Southern New England Distributing Corp., 2976 Main St., Hartford, Conn. (Wm. E. Thibadeau Jr., pres.); Orgill Bros. Arkansas Co., Admiral outlet in Little Rock, extends territory to include Ft. Smith, Ark. and adjoining Okla. counties.

Television-Electronics Fund Inc. has asked proxies for Jan. 17 stockholders meeting to authorize increasing board of directors from 8 to 12 and to elect as additional directors: Raymond Olson, pres., Mutual Trust Life Insurance Co.; Gardner H. Stern, pres., Hillman's Inc. (retail foods); Robert D. Michels and Sturtevant Hinman, v.p.'s & directors, Television Shares Management Corp.; also to elect to board Matthew W. Powers, v.p., Great Central Insurance Co., since last April 5 acting director elected by board to fill vacancy caused by resignation of Charles D. James.

Admiral sales in 1956 were about 10% below 1955's \$202,000,000, pres. Ross D. Siragusa told stockholders, adding that earnings were also lower by unspecified amount. He blamed further reduction in govt. billings and sharp drop in TV sales of Canadian subsidiary for decline in volume. Domestic TV sales exceeded 1955 in units, but were down in dollars, he added. Industry's TV inventory at year's end indicates "tough" first quarter, he said. Admiral's own inventories were described as "of more nearly normal" proportions, though up from year ago.

Ampex Corp., whose videotape recorder was big hit of NARTB convention last April and has been selling briskly ever since, reports earnings of \$29,000 (4¢ per share on 721,754 common shares outstanding) on sales of \$5,717,000 in 6 months ended Oct. 31, compared with net loss of \$24,000 on \$4,043,000 in corresponding 1955 period, when there were 528,740 shares outstanding.

General Dynamics, industrial giant which numbers Stromberg-Carlson among its subsidiaries, had sales of more than \$1 billion in 1956, first time in its history that it has exceeded that figure. John J. Hopkins, pres. & treas., predicted that 1957 sales would be well over \$1 billion. General Dynamics earned \$21,254,386 (\$4.23 per common share) on sales of \$687,274,182 in 1955.

Over-the-horizon uhf tropospheric "scatter" transmission could be inaugurated soon as a regular service as far as equipment availability is concerned, manufacturers told FCC this week in response to Commission's request for comments on "the state of the art" (Vol. 12:19). But there was no agreement among those who replied as to whether scatter fixed circuits should share bands above 940-mc with various conventional transmission systems or how much scatter will be used—and nobody wanted to venture a guess or opinion as to how it compares with conventional systems with respect to efficient use of the spectrum. Those saying equipment is ready were RCA, Federal Telecommunication Labs (IT&T) and Eitel-McCullough Inc. Urging more study were National Committee for Utilities Radio, Central Committee on Radio Facilities of the American Petroleum Institute & Aeronautical Radio Inc. Motorola and Federal opposed sharing frequencies with conventional services, but RCA saw no objection. RETMA decided not to submit comments, since "this is a matter particularly suited to the individual."

1956 Stock Market Dealings In TV-Radio-Electronics and Related Stocks

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

Stock and Div. Rate	Sales	High	Low	Last	Net Change	Stock and Div. Rate	Sales	High	Low	Last	Net Change
Admiral (1)	451,800	22 1/8	12 5/8	12 3/4	- 9 1/8	Magnavox (1 1/2 b)	226,500	41	31 1/2	36	+ 1/8
ABC-Paramount (1a)	1,342,900	32 1/2	21 7/8	24 1/8	- 2 7/8	P. R. Mallory Co. (OC) (1.40)		42 1/2	30 1/2	42 1/4	
ABC-Paramount pf. (1)	25,400	20 7/8	19 3/4	19 3/4	- 1	Minn.-Honeywell (1.60a)	439,900	90 1/2	58	84	+19
Aerovox (OC)		8 3/4	4	*5 3/8		Motorola (1 1/2)	287,400	51 3/4	37 1/2	39	-11 1/2
Aircraft Radio (OC) (.80)		19	12	*18 7/8		Muntz TV (A)	300,800	2 5/8	1	1 1/8	- 1 1/2
American Bosch Arma (1b)	1,476,700	23 7/8	16 1/2	19 3/4	+ 1 5/8	Muter Co. (A)	121,500	4 7/8	2 1/2	2 5/8	- 2
Arvin Industries (2)	85,500	31 3/8	26 7/8	28 1/8	- 2	National Co. (OC)		11 1/2	8 3/4	10 7/8	
AT&T (9)	3,375,800	187 1/8	165	171 3/8	- 9	National Telefilm (A)	605,400	9 1/2	3	7 1/2	+ 4 1/4
Avco	3,727,400	7 5/8	5 1/8	5 7/8	- 3/8	National Union Electric (A)	538,500	4 1/4	2 1/4	2 5/8	+ 1/8
Avco pf. (2 1/4)	69,300	49 1/4	37 7/8	42 5/8	- 2 7/8	Oak Mfg. Co. (M)	47,200	24 1/4	19	23 3/8	
Beckman Instruments (7/8 c)	286,300	43 1/8	25 1/8	42 1/2	+13 3/4	Official Films (OC)		2 5/8	1 3/8	*2 1/4	
Beltek Instruments (A) (5/8 c)	175,000	19 3/8	12 1/2	13 3/4	- 5	Pacific Mercury TV (OC)		7 7/8	4 3/4	5 3/4	
Bendix Aviation (2.40b)	808,000	63 3/8	48 1/2	62 1/2	+ 5 1/8	Packard-Bell (OC)		10 3/8	8 7/8	9 5/8	
C & C Super Corp. (A)	1,921,700	2 1/8	1	1 1/8	- 7/8	Paramount Pictures (2)	520,500	36 1/2	27 3/8	29	- 7 7/8
CBS 'A' (.80a)	890,300	34 1/2	22 5/8	32 5/8	+ 5 3/4	Philco (.80e)	1,051,400	36 1/2	16	16 3/4	-16 7/8
CBS 'B' (.80a)	405,900	34 1/4	22 5/8	32 5/8	+ 5 5/8	Philco pf. (3 3/4)	857,000	91	64	64 1/2	-22 1/2
Ciaostat (A) (.20d)	82,000	5	3 1/8	3 1/4	- 1 1/4	Radio Condenser Co. (OC)		9	5	5 1/4	
Clevite Corp. (1.15d)	343,300	24 1/4	18	19	- 5	RCA (1a)	2,203,600	50 3/8	33 7/8	35 3/8	-11 3/4
Collins Radio 'A' (OC) (.35)		28 3/4	22	*28		RCA pf. (3 1/2)	91,800	87 1/4	70	71 5/8	-13 3/8
Collins Radio 'B' (OC) (.35)		27 3/4	21	*28		Raththeon	1,457,000	19 1/2	13	18 1/4	+ 1/4
Consol. Electrodynamics (A) (.40d)	251,900	37	21	37	+12 1/4	Servomechanisms (A) (.40)	164,200	13 1/4	8 1/4	11	+ 2 1/4
Consol. Electronics	263,500	36 1/2	26 1/2	31	- 1	Skiatron (A)	389,700	5 3/4	2 3/4	3 1/4	+ 1/8
Consol. TV & Radio (OC)		19 1/2	14 1/2	18	- 3	Sparton Corp.	257,400	6 1/4	4	5 1/2	+ 1 1/2
Cornell-Dubilier (1.20a)	217,400	40 1/8	23	25 3/8	- 9 1/2	Sperry Rand (.80)	4,565,600	29 1/8	21 3/4	22 3/4	- 4 5/8
Corning Glass Works (1a)	418,700	87 1/2	60 1/4	69 3/4	+ 1	Sprague Electric (OC) (1.20)		54	30 1/2	*33 3/4	
Corning Glass Works pf. (3 1/2)	1,440	99	89	89	- 8 1/4	Standard Coil	380,300	12 3/4	6 1/4	6	- 6
Davega Stores	71,500	6 7/8	4 7/8	5 5/8	- 1/8	Stewart Warner (2b)	261,200	39 1/2	30 1/4	33 1/2	+ 2 5/8
Davega Stores pf. (1)	9,500	17 1/4	12 1/8	12 7/8	- 3/8	Storer Bestg. Co. (1.80a)	248,000	29 1/2	22 1/8	25 1/2	+ 2 1/8
Daystrom Inc. (1.20)	275,200	30 3/8	22	29 3/8	+ 3	Sylvania Electric (2)	615,800	55 7/8	42	43 7/8	- 1 3/4
Decca Records (1)	428,000	16 3/8	12 7/8	13 1/4	- 2 1/8	Sylvania Electric pf. (4)	680,000	99	81	84 1/2	- 9 1/2
DuMont Labs (A)	499,100	10	4 3/8	4 5/8	- 5 1/8	Texas Instruments	502,300	18 3/8	11 5/8	18 1/4	+ 4 3/4
Dynamics Corp. of America (A) (.40)	565,500	8 3/8	5 3/8	5 3/4	- 1 3/8	Texas Instruments pf (1.12)	40,800	30 1/2	25 5/8	33 1/2	+ 5 1/4
Electrical & Musical (1.2d)	1,240,600	4 7/8	2 3/4	3	- 1 3/4	Trav-Ler Radio (M)	62,700	2 1/2	1	1 1/4	- 7/8
Electronics Corp. (A)	645,000	24 1/4	9 5/8	10 5/8	- 3 1/8	Tung-Sol (1.40b)	213,200	36 3/8	27	29 1/8	- 2 1/4
Emerson Radio (.30e)	532,000	13 3/4	5 3/4	5 3/4	- 6 7/8	Tung-Sol pf. (2.15)	21,900	62 1/4	49 1/2	52 1/2	- 2 1/2
Gabriel Co. (.60)	128,800	9 1/8	6 3/8	6 3/4	- 2 3/8	Unitronics (A) (formerly Olympic Radio)	353,600	10	6 5/8	9	+ 1 7/8
General Dynamics (2)	869,100	59 3/8	45 1/8	57 3/8	-	Weber Inc. (M)	224,000	15	8 1/2	8 5/8	- 5 1/4
General Electric (2)	3,009,800	65 1/2	52 3/4	60 1/4	+ 2 1/2	Wells-Gardner (OC)		14 1/8	10 1/4	13 3/4	- 5 1/4
General Instrument (3 3/8 d)	269,300	10 1/8	6 3/8	6 3/8	- 2 5/8	Westinghouse Electric (2)	4,214,000	65 5/8	50 7/8	57 1/2	- 2 1/2
General Precision (2.40)	506,900	53 1/2	34 1/2	39 3/4	- 8	Westinghouse Elec. pf. (3.80)	20,900	99 3/4	82 1/2	82 1/2	-17 1/4
General Precision pf. (1.60)	364,000	35 3/4	31	32 1/4	-	WJR The Goodwill Station (OC)		13 1/4	10 1/4	11 3/4	
Globe Union (A) (1.20)	542,500	22	16 5/8	16 5/8	- 5 3/8	Whirlpool-Seeger (1.40)	472,900	28 7/8	21 3/4	26	- 1 1/8
Gross Telecasting (OC)		19	15 1/2	18 1/8	-	Whirlpool-Seeger pf. (3.40)	16,300	80 1/4	62	70	- 9
Hazeltine (A) (1.40b)	150,500	48	32	32 1/2	-15 1/4	Zenith (3a)	175,500	141 1/4	101	104	-36
Hoffman Electronics (1)	219,300	25 3/8	18 1/2	18 1/2	- 5 3/8						
Hycon (OC)		7	2 7/8	*3							
Indiana Steel Products (M)	51,000	25 1/4	19 1/2	20	-						
Int'l Business Machines (4)	207,300	550	400	540	-						
Int'l Resistance (A) (.20)	225,400	8 1/4	4 1/2	4 3/4	- 2 7/8						
IT&T (1.80)	2,309,000	37 3/8	29 1/4	30 3/4	+ 5 3/8						
Jerrold Electronics (OC)		3 1/2	1 7/8	3 3/8	+ 7/8						
Lear Inc. (A) (.30)	711,700	10 1/4	7 3/8	7 5/8	- 5 3/8						

(a) Also extra or extras. (b) Annual rate plus stock dividend. (c) Payable in stock during 1956, estimated cash value on ex-dividend or ex-distribution date. (d) Declared on preferred. (e) Declared on preferred in 1956, plus stock dividend. (*) Bid price Dec. 27, 1956.
Note: According to AP, the following were among the 25 most active securities of 1956: Sperry Rand, Westinghouse, Avco, AT&T, GE, Loew's, IT&T.

McIntosh Laboratory Inc., founded by Frank H. McIntosh, Washington consulting engineer, to make and sell custom hi-fi components under his patents, has given stockholders options to buy 900 shares (one for each 14 now held) at \$50 in move to raise capital for down payment on new 22,000-sq. ft. factory in Binghamton, N. Y. Firm has 576 shares of 6% preferred stock outstanding out of 24,000 authorized, and after current sale will have 13,546 shares of common outstanding out of 24,000 (both \$10 par)—pres. McIntosh presently owning 9020 common (71.1%), v.p. Gordon J. Gow 800 shares. Balance sheet shows assets as of May 31, 1956 of \$393,886, earned surplus of \$80,005. For 5 months ended May 31, sales were \$396,834, profit after taxes \$27,753 (\$2.18); in calendar 1955 sales were \$779,593, profit \$51,207 (\$4.14 on 12,281 shares) vs. \$540,415 & \$23,928 (\$3.75) in 1954. Note: McIntosh recently retired from his TV-radio consulting practice but maintains headquarters in Wyatt Bldg., Washington.

GE plans \$170,000,000 outlay in 1957 for plant expansion, about \$20,000,000 less than was spent in 1956, pres. Ralph J. Cordiner explaining that reduction was necessary to keep earnings up and to conserve manpower.

Los Angeles' KTTV earned about \$200,000 in 1956, compared with \$396,000 in 1955, gen. mgr. Richard Moore reported to annual Times-Mirror employes meeting Dec. 24. He explained that higher gross revenues in 1956 meant that station, for first time, had to pay full 52% Federal tax, thus reducing net profit.

Merger of Magnecord Inc. into Midwestern Instruments Inc., Tulsa (Vol. 12:47), was approved last week by SEC. Approval was necessary because 38% of Magnecord's common stock is held by American Research & Development Corp., Boston investment company subject to SEC regulation.

Texas Instruments anticipates earnings of \$2,100,000 on sales of \$44,000,000 in 1956, as against \$1,582,000 on \$2,685,000 in 1955, pres. J. E. Jonson told N.Y. Society of Security Analysts last week. For 1957, he predicted sales of \$60,000,000-\$65,000,000.

Beckman Instruments has arranged to borrow, through Lehman Bros., \$9,000,000 on a 4 1/2% note due March 1, 1977. About \$3,400,000 of total represents refunding of present debt.

TV was "a major and powerful medium" in promoting understanding of American policy abroad in 1956, new U. S. Information Agency director Arthur Larson reported this week in year-end review. He said 58 new foreign TV stations went into operation in 1956, bringing Free World total to 191, as compared with 133 in Dec. 1955. To keep pace with overseas development, USIA created and distributed more than 75 original TV programs abroad in 1956, including one report on American election process which was requested by and used by a Warsaw station—first use of USIA's TV material behind Iron Curtain. Larson commented: "TV abroad has emerged from its development stage and is now a major and powerful method of telling America's story to foreign peoples. TV programs are now viewed by as many as 5 out of 10 adults in some countries. Reaching into their living rooms, the programs are received under the most favorable conditions and become a regular habit in the daily lives of overseas audiences." Basic TV series of USIA was *Report from America*, made available in 7 languages. In addition, it filmed "current events documentary" weekly in separate versions for TV stations in Western Europe, Latin America and Far East, and stepped up production of special events programming and adaptations of programs seen by American audiences.

Applications for 2 TV stations and 5 translator stations were filed with FCC this week, bringing total pending to 134 for stations (26 uhf) and 31 for translators. Station applications were for Fargo, N. D., Ch. 11, by New York real estate man Marvin Kratter, and for Logan, Utah, Ch. 12, by radio KVNU. Translator applications: for Nogales, Ariz., Ch. 70 & 74, by Santa Cruz County Supervisors, to rebroadcast programs of KOPO-TV & KVOA-TV, Tucson; for Needles, Cal., Ch. 72, by non-profit Needles Community TV Club, to rebroadcast KLRJ-TV, Henderson, Nev.; for Pagosa Springs, Colo., Ch. 74, by La Plata Electric Assn., to rebroadcast KOB-TV, Albuquerque; for La Grande, Ore., Ch. 70, by non-profit Grande Ronde TV Assn., to rebroadcast KHQ-TV, Spokane. [For details, see *TV Addenda 23-Z* herewith.]

TV doesn't hurt children's eyes if common sense viewing habits are followed, British Ministry of Education concluded Dec. 30 after special surveys. In report, *The Health of the School Child*, Dr. Mary Rowland Hughes found that "TV headaches" were on increase among children attending eye clinics. But she said they usually watched screens from angles while sitting on floor, or sat too long in stuffy darkened rooms. Dr. Hughes said TV would have no injurious effect if children sat at eye level at least 6 ft. from and directly in front of screens. Dr. Margaret Foxwell recommended that they confine viewing to regular children's programs—not watch TV indiscriminately at any time.

TV news has long way to go to catch up with radio's mobility, *Newsweek* says in Jan. 7 roundup. Magazine states that TV newscasters need producers, writers, cameramen, whereas radio newsmen can go on air "practically solo"; that TV on-the-spot coverage is slowed by heavy & "still imperfect" equipment; that intercontinental live TV isn't yet in sight; that tape won't be available for mobile units for several years.

TV on a bus, along with electric razors, coffee, soft drinks, card tables and foam rubber cushions, is offered Chicago-Park Forest commuters by South Suburban Safe-way Lines for proposed new non-stop 31-mi. run. Special \$26,000 bus, air-conditioned, carpeted and decorated with mural, will have reserved seats and premium fares.

Japan will have 1,000,000 TVs by end of 1957, Kyodo News Service (Tokyo) estimated this week. Current estimate of sets is about 275,000.

Precedential movies-to-TV suit against James C. Petrillo's American Federation of Musicians was filed this week by Republic Pictures in Los Angeles Federal Court. Asking treble damages of \$6,000,000, Republic charged that the fees it has to pay union's trust fund before it can release movies to TV constitute restraint of trade, violating Sherman and Clayton Acts. AFM requires producers to pay 5% of gross revenues from TV showing of movies into trust fund. In addition, according to Republic's complaint, it is required to pay re-recording fees of \$25-\$75 to each musician who worked on film, regardless of whether new sound track is made. Studio asked court to declare trust fund agreement illegal and to void separate agreement prohibiting use of movies on TV without union's consent. Republic claimed it was "coerced and compelled by economic necessity" into signing the agreements and had paid \$826,810 into AFM trust fund and suffered damages of \$2,000,000.

Slander by Fulton Lewis Jr. is alleged in \$500,000 suit filed Dec. 31 in Baltimore against commentator, MBS and 3 Maryland stations by Mrs. Pearl A. Wanamaker, Washington state supt. of public instruction who was defeated for re-election. She claimed she was exposed to "public hatred & ridicule" in Lewis broadcast Jan. 6, 1956, which was carried by WCMB, Baltimore; WBOC, Salisbury, and WJEJ, Hagerstown. Mrs. Wanamaker, who earlier sued KVI, Seattle, for \$250,000 for same broadcast, said Lewis falsely linked her with Communist associations in connection with White House Conference on Education.

Total newspaper linage fell 2.4% in Nov. from same 1955 month, according to Media Records, which noted ad declines in all categories except retail, up .9%, and general, unchanged. But Media reported overall gain of 2.6% for 11 months compared with corresponding period year earlier, while ANPA's Bureau of Advertising put 11-month national linage rise at 2.8% for new record. Media showed these Nov. declines: automotive, 18.1% (9.7% for 11 months); retail dept. stores, 1.7%; financial, 3.2%; total display, 1.2%; classified, 7%.

CBS Foundation Inc. this week established 8 annual fellowships at Columbia U to enable staff employes of CBS news & public affairs dept., their owned stations, affiliates and all college-operated stations to study for one year to meet "their growing responsibilities in electronics journalism." Fellowships, starting in fall of 1957, will average about \$8000 each, will cover tuition, transportation and maintenance.

Accepting long-standing invitation, FCC commissioners and top staff members toured RCA Princeton, N. J. labs Jan. 4. Visit was said to be for "general educational purposes."

1957 AM-FM Station Directory

ALL SUBSCRIBERS to the full TV-AM-FM services of *Television Digest* will, toward the end of January, receive copies of our *1957 AM-FM Station Directory*, revised to Jan. 1. The new directory lists not only all North American AM-FM Stations by States and Cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM Stations by Frequencies, AM & FM Applications by States & Frequencies pending as of Jan. 1, AM & FM Stations alphabetically by Call Letters. It's the only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 5 or more are placed by Jan. 14, cost \$5.00 each; single copies \$7.50.

THE AUTHORITATIVE
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OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 12, 1957

BIG REPLACEMENT MARKET, increase in portable demand indicated in new tabulation; sets-in-use estimated at 41,465,000, total production 49,935,000 (p. 1).

FCC & JUSTICE DEPT. jurisdiction in anti-trust is subject of Commission letter to Magnuson, bill by Celler. New members on Congress committees (p. 2).

HUBBARD'S KSTP-TV BUYS KOB-TV, Albuquerque (KOB) for \$1,500,000. Reports on 6 other station sales. FCC approvals include Binghamton uhf CP to Gannett (p. 5).

SATELLITE construction increasing, 3 reporting target dates —Ephrata, Wash.; Greenfield, Mass.; Reliance, S. D. Other upcoming stations (p. 7).

MULTIPLE OWNERSHIP debated at FCC, no conclusions reached. Barrow's network study group favors tighter rules but says any action should be deferred (p. 8).

VERY LITTLE BUYING at winter marts as set makers try to push higher-end units, retailers seek cut-price deals. RCA modifies franchise agreement (p. 11).

DEPT. STORE MERCHANDISING regarded by TV manufacturers as ideal vehicle for higher-end units. Emerson plans special TV line for dept. stores (p. 12).

"LET FREEDOM RING" is all-out, year-long public service project at WBZ-TV, Boston. Conceived by mgr. Franklin Tooke, \$50,000 appropriated (p. 9).

PILOT CLOSED-CIRCUIT school TV project in Hagerstown, Md., now teaching 11 courses to 4000 pupils in 8 schools; 40 manufacturers donate gear (p. 10).

CLOSED-CIRCUIT LANDMARKS: Biggest purchase of projection TV equipment, by Teleprompter (p. 16); world's largest closed TV system at Penn Station, N. Y. (p. 15).

INDEX TO TV DEVELOPMENTS OF 1956: Our Annual Index to the TV news of last year, the only compilation of its kind in the industry -- and a mighty handy fact-finding source -- is included herewith to all subscribers. Our 8th edition, it runs 8 pages. It doesn't cover everything, naturally, but we have attempted to pick out events you may want to refer to from time to time.

Use of this Index presupposes that you have maintained your file of 1956 Newsletters, Supplements, Special Reports and Factbooks. We're now preparing bound volumes of our 1956 output, and we can still take orders at \$25 per copy.

Note: Going into mails about Feb. 1 and mid-Feb., respectively, to those subscribing to them, will be our 1957 AM-FM Station Directory and the Spring-Summer edition of our semi-annual Factbook (No. 24) -- standard references of the industry. Both mean the start of new series of weekly Addenda for full-service subscribers -- reporting station applications, CPs, changes in facilities and ownership, etc.

MANSFIELD OUTLINES SHAPE OF 1957 TV MARKET: Minimum replacement market of at least 2,400,000 sets, plus a steadily growing demand for portables which could result in sale of nearly 3,000,000 units (mainly as second sets), can be foreseen as the big 1957 market trends. Basis for these auguries is new statistical table prepared by Frank W. Mansfield, Sylvania market research director, for inclusion in Spring-Summer edition of our TV Factbook.

New table by the RETMA statistical director presents updated quarterly information from 1954-56 on sets produced and sold by distributors and dealers, and on number of sets scrapped -- by screen size. In addition, 11-year cumulative data on sets-in-use, also by screen size, are given. Portables are included as a separate category for the first time.

Mansfield estimates 41,465,000 sets-in-use as of Jan. 1, with 49,935,000 sets produced since TV's inception, 8,471,000 scrapped. His sets-in-use total represents increase of 4,365,000 since Jan. 1, 1956, and includes 159,000 color sets, of which he estimates 120,000 were sold to public in 1956 alone.

The 1957 replacement minimum can be deduced from estimate that 8.7% of all sets-in-use (or 3,607,455) are 15-in. and under. From that total should be subtracted the 1,192,000 receivers which Mansfield estimates are portables under 15-

in., leaving total of about 2,400,000. The portables represent purchases in last 2 years and cannot be regarded as candidates for replacement market in 1957. It should be emphasized, however, that this is a rock-bottom estimate. Actually, the replacement market easily could tap many of the 17-in. sets-in-use, which Mansfield estimates represent 28.7% of total (or 11,900,455 units).

Table shows 1,592,000 portables in use as of Jan. 1, comprising 1,192,000 sets 15-in. and under, 400,000 over 15-in. (in other words, exclusively 17-in.). Of total, 1,335,000 were estimated to have been sold to public in 1956 -- 955,000 of 15-in. and under. At that rate of expansion, many market men visualize sales of 2,500,000-3,000,000 portables in 1957.

NEW CONGRESS -- AND ANTI-TRUST ANGLES: Applicability of anti-trust laws to TV -- and particularly the networks -- seems certain to emerge as major field for further investigation, and perhaps even legislation, in the new 85th Congress.

As Congress organized itself this week, the question of Justice Dept. vs. FCC jurisdiction cropped up on both sides of Capitol Hill -- an issue which had been explored in both Senate and House TV investigations last year and a significant aspect of pending Justice Dept. civil anti-trust suit against RCA-NBC (Vol. 12:49).

Asking Congress to state flatly that Justice Dept. has undisputed power to prosecute regulated industries for anti-trust violations, Rep. Celler (D-N.Y.) re-introduced his "primacy of free enterprise" bill, which he first threw into hopper last year after his anti-trust subcommittee's hearings on aviation industry and before the TV hearings. Bill applies to all govt. regulatory agencies which might conceivably be regarded as "insulating" regulated industries from Justice Dept. prosecution. Its applicability to TV is evident in this statement made by Celler when he introduced the legislation (HR-2142):

"This bill should make it clear to the courts that it is the intention of Congress that suits brought by the U.S. to prevent or to punish activities declared to be illegal by the anti-trust laws should not be stayed or barred on the ground that any other agency of the Govt. also has jurisdiction over the activities challenged by the Attorney General."

FCC gave its views on anti-trust issues in a letter to Chairman Magnuson (D-Wash.) of Commerce Committee, released this week by Committee. Letter answered series of questions on anti-trust jurisdiction raised by Senator last summer.

Conceding "the possibility of overlapping areas of responsibility" of FCC and Justice Dept., Commission said such overlap won't necessarily impair work of either agency, "assuming a proper liaison exists." FCC saw no necessity for any legislation, took attitude that best procedure would be to "adhere to the status quo" while constantly trying to improve FCC-Justice Dept. liaison.

Do FCC actions carry implication of "immunity" from anti-trust prosecution? An FCC grant, Commission's letter said, "cannot and does not insulate that transaction from further challenge by the Dept. of Justice under the anti-trust laws."

In regard to rule-making actions, FCC took different position: "Such action, while not precluding the Dept. of Justice from adopting a contrary position in an action under the anti-trust laws, might make the successful prosecution of such an action more difficult." Covered by FCC rules are such practices as network option time, must buys, multiple ownership -- all announced subjects of Justice Dept. investigation with an eye to possible anti-trust prosecution.

The FCC views were endorsed by all Commissioners except Doerfer, who was reported as absent, and Bartley, listed as "unable to approve this letter." Bartley didn't set down separate views, and when asked he told us he was in basic disagreement with majority position, pointing to his dissent in NBC-Westinghouse decision -- in which he expressed fear that FCC approval of transfer might prevent Justice Dept. from taking "effective action" to enforce anti-trust laws (Vol. 11:53).

Committees which will air TV problems and legislation on Capitol Hill have yet to hold organizational meetings -- but most vacancies were filled this week:

Senate Commerce Committee (Magnuson, chairman) -- Sen. Ervin (D-N.C.) was reassigned to Judiciary Committee and his post filled by new Sen. Lausche (D-O.),

who was governor of Ohio when FCC Chairman McConnaughey was practicing law in Columbus. Sen. Thurmond (D-S.C.) was appointed to his old post on Committee, held for a short time in last Congress by his erstwhile Senatorial successor Sen. Wofford. Sen. Cotton (R-N.H.) was named to fill the one Republican post vacant -- formerly held by Sen. Duff (R-Pa.), defeated in election.

Another Democratic vacancy on Committee will be created Jan. 15, effective date of Sen. Daniel's resignation to become governor of Texas. Sen. Pastore (D-R.I.) is expected again to head communications subcommittee, which will have one Democratic opening due to reassignment of Sen. Ervin.

House Commerce Committee (Harris, chairman) -- Democrats filled their five vacancies, but at week's end Republicans hadn't completed their committee assignments. New Democratic members of House Interstate & Foreign Commerce Committee:

Rep. Leo W. O'Brien (N.Y.), former Albany TV-radio commentator and newspaperman, a director and 4% owner of WCDA (Ch. 41) & WROW, Albany, and WCDB, Hagaman, N.Y. (Ch. 29), stations controlled by Lowell Thomas group; Rep. John E. Moss (Cal.), who last session was chairman of House information subcommittee which held extensive hearings on news practices of govt. agencies; Rep. John D. Dingell (Mich.); Rep. John Jarman (Okla.); Rep. J. Carlton Loser (Tenn.), freshman successor in Congress to the late Rep. Priest (D-Tenn.), former chairman of the Committee.

* * * *

Serving notice he'll continue his fight to bring networks under direct FCC control, Sen. Bricker (R-O.) reintroduced his bill to authorize Commission to license and regulate networks (S-376). Other significant TV bills introduced:

Bill to ban subscription TV (HR-586), reintroduced by Rep. Celler.

Resolution authorizing investigation of "false, fraudulent, misleading and deceptive advertising by radio or TV" by House Commerce Committee (H. Res. 26), introduced by Rep. Dollinger (D-N.Y.), member of that Committee's transportation & communications subcommittee. His proposed inquiry would determine extent of false advertising and investigate what FCC and stations are doing to combat it.

Two bills to encourage uhf by reducing excise tax on vhf-uhf receivers -- both identical to legislation introduced in last Congress. Measure by Sen. Long (D-La.) would allow manufacturers a \$7 tax credit for every all-channel set produced (S-167). Bill introduced by Rep. Kearns (R-Pa.) would cut manufacturers' excise tax to \$5 for all TV sets capable of receiving at least 50 uhf channels and all vhf channels, retaining present 10% rate for all other receivers (HR-2009).

Note: Excise tax subcommittee of House Ways & Means Committee, which will issue its report Mon. Jan. 14, isn't expected to recommend excise tax relief for all-channel sets, though it won't slam the door on possibility of later action.

For other bills introduced in Congress, see below.

All news media will be barred Jan. 20 when President Eisenhower takes oath of office in White House. Decision to make Sunday ceremony private was announced Jan. 9 by press secy. James C. Hagerty, who said coverage requests from govt. officials as well as TV, radio and press reporters & photographers had "gotten out of hand." Previously Hagerty had agreed to pooled coverage of actual oath-taking prior to public inauguration Jan. 21. Ban was protested immediately by White House News Photographers Assn., which said no other President in photographic history of U.S. had been sworn in privately.

Bills to legalize low-power TV boosters and vhf transmitters which don't interfere with other services were introduced this week by Reps. Berry (R-S.D.) & Don Magnuson (D-Wash.). Designated HR-1913 & HR-2225, they're identical to bills introduced by Berry, Magnuson and others in last Congress.

TV news recruit: Gov. Clement of Tenn. received TV news card in ceremony at State Capitol, presented by T. B. Baker Jr., exec. v.p. of WLAC-TV, Nashville. Card was designed by NARTB for use of TV newsmen.

Threats by Sesac to prosecute backwoods tourist court in Maine for music copyright violations inspired bill (HR-673) by Rep. Hale (R-Me.) to amend title 17 of U. S. Code. Measure provides "that reception of radio or TV programs or the playing of phonographic records in hotels shall not constitute public performances for profit." Hale says Sesac notified operators of small motel, where guests can hear recordings in lobby, that they were violating music licensing requirements, subject to penalties up to \$5000, by not paying minimum \$25 fee for use of copyrighted music in public room.

Televising of sessions of House of Representatives and of House committees would be permitted under terms of 2 resolutions (H. Res. 31 & 32) introduced this week by Rep. Martha Griffiths (D-Mich.). In last Congress, she introduced bill providing for televising of House committee sessions.

WFIL-TV, Philadelphia, program series entitled *Benjamin Franklin, the Compleat Man* would be preserved in archives of Library of Congress under terms of House Resolution 40, introduced this week by Rep. James (R-Pa.).

Personal Notes: Robert D. Levitt, v.p.-gen. mgr. of NBC subsidiary California National Productions, elected pres., succeeding Alan W. Livingston, now v.p. in charge of TV programming originating from west coast . . . Samuel Marx, ex-TCF-TV (20th Century-Fox), joins MGM as executive in charge of all TV production, reporting to Charles (Bud) Barry, v.p. in charge of TV operations . . . James T. Aubrey Jr., ex-gen. mgr. of CBS-TV's KNXT, Hollywood, who joined ABC-TV in Dec., elected v.p. in charge of programming & talent . . . Eugene C. Wyatt, account executive with ABC-TV from 1948-51, recently pres. of Midstate Inc., Dickson, Tenn. distributor of heaters & air conditioners, returns to ABC-TV as national program sales mgr.; he has recovered fully from broken back which had him bed-ridden nearly 3 years . . . Adolph L. Seton, asst. director of ABC press information, transfers to adv. & sales promotion dept. as mgr. of on-the-air promotions; David Rooney is promoted to assist him . . . Courtenay Jamison appointed head of new TvB production dept., reporting to Gordon Hellmann, director of sales promotion . . . Ogden Bowman, with NBC for 25 years, promoted to supervisor of technical operations, WRCA-TV, N. Y., reporting to John H. Reidel, mgr. of studio technical operations . . . Harry A. Woodman, retiring Feb. 1 as NBC traffic coordinator after 30 years with NBC, was honored at party given by associates Jan. 11 in Radio City . . . Robert M. Hoffman promoted to new post of director of promotion & planning, WOR-TV & WOR, N. Y.; Robert J. Sullivan continues as adv. director . . . Charles W. (Chad) Mason promoted to adv. & sales promotion mgr. of WSUN-TV & WSUN, St. Petersburg . . . Oscar Elder, ex-NARTB, serving last 2 years with Robert K. Richards Assoc. public relations firm in Washington, named director of press information for Radio Advertising Bureau, N. Y., effective Feb. 1 . . . Ralph Radetsky, ex-Ford Foundation, N. Y., named station mgr. of KOA-TV, Denver . . . Dale Hart, ex-KARK-TV, Little

Rock, named program mgr. of KOTV, Tulsa . . . Larry Menkin, ex-NBC, ABC & DuMont, joins Ziv-TV program dept. as writer-producer on *West Point* series . . . J. W. Knodel moves up to exec. v.p. of Avery-Knodel Inc.; David H. Sandeberg and Charles C. Coleman elected v.p.'s . . . Miss Clare Leonelli, ex-ABC, joins Adam Young Inc. as mgr. of new traffic dept. . . H. Duncan Peckham Jr., ex-engineering director of WSPA-TV & WSPA, Spartanburg, S. C., named western district sales engineering mgr. of Standard Electronics Corp. (transmitting equipment), headquartering in San Francisco . . . Joseph Miller promoted to gen. sales mgr. of radio KFMB, San Diego . . . John B. O'Connor, ex-GE, joins national sales dept. of TNT Tele-Sessions Inc. . . W. Donald Roberts, ex-director of ABC Radio central div., forms own rep firm, W. Donald Roberts Co., 203 No. Wabash St., Chicago, confining activities to local low-power radio stations in 7-state area . . . James E. Anderson, ex-Atlas Film Corp., appointed mid-west operations director of Hal Roach Studios commercial div., now headquartering at 221 No. LaSalle St., Chicago . . . Louis B. Weitzman, ex-ABC, named asst. promotion mgr. of ANPA's Bureau of Advertising . . . George J. Abrams, Revlon adv. v.p., named chairman of ANA TV-radio service committee . . . Thomas M. Jones promoted to managing editor of *Printers' Ink*, succeeding Carroll J. Swan, now editor; W. Richard Bruner, news editor, assumes additional duties of asst. managing editor . . . Harold Cohen resigns as ABC business affairs director to join Ashley-Steiner Inc. as agent & negotiator of talent contracts . . . Ewald Berger promoted to operations director of KCCC-TV & radio KXOA, Sacramento.

Obituary

John Joseph Brosnan, 62, asst. treas. of IT&T since 1932, with company 46 years, died Jan. 5 at North Shore Hospital, Manhasset, L. I., following heart attack. Surviving are his widow and 2 sons.

ADVERTISING AGENCIES: Sidney Matthew Weiss, exec. v.p. of Lewin, Williams & Saylor, elected pres., succeeding founder A. W. Lewin, who continues as chairman; Walter T. Pollock, senior v.p., succeeds Weiss as exec. v.p. . . . Ken R. Dyke, onetime NBC v.p., appointed v.p. of Young & Rubicam international div., reporting to Harry Enders, v.p. & director of div.; Richard Penn named mgr. of international div. . . . Alan Sidnam promoted to an exec. v.p. of Benton & Bowles; Wm. R. Hesse promoted to a senior v.p. . . . Judson J. Irish appointed senior v.p. & member of exec. committee, Ogilvy, Benson & Mather . . . David J. Gillespie, Kenyon & Eckhardt v.p., appointed mgr. of Detroit office.

Radio-TV Correspondents Assn., organization of broadcast newsmen assigned to Congressional galleries, elects these officers: exec. committee chairman, Robert F. Hurlough, MBS, succeeding Joseph McCaffrey, McCaffrey Reports; vice-chairman, Edward P. Morgan, ABC; secy., Julian Goodman, NBC; treas., Lewis Shollenberger, CBS; delegates-at-large, Bryce W. Burke, UP Movietone News; Ann M. Corrick, Corrick Productions; Leslie W. Higbie, Les Higbie Associates. Organization's annual banquet honoring President is scheduled March 23 at Washington's Sheraton-Park Hotel; President Eisenhower has not yet replied to invitation.

Navy's highest civilian award—Distinguished Public Service Medal—was presented Jan. 7 to pres. James C. Copley of Copley Press Inc., owner of KCOP, Los Angeles, in ceremony aboard aircraft carrier Lexington at San Diego. Citation recognized Copley's "long & tireless devotion" to problems requiring "civilian understanding and cooperation."

New officers of Federal Communications Bar Assn., elected Jan. 11: George S. Smith, pres.; Wm. C. Koplovitz, 1st v.p.; Leonard H. Marks, 2nd v.p.; Norman E. Jorgensen, secy.; J. Roger Wollenberg, asst. secy.; David S. Stevens, treas.; Harold Mott & Verne R. Young, 3-year terms on exec. committee. Foregoing was slate proposed by nominating committee; "insurgent" group backed Robert M. Booth for 2nd v.p. but was defeated.

Health improved: Hugh A. L. Halff, pres. of WOAI-TV, San Antonio (WOAI), seriously ill for many months, reported by v.p.-gen. mgr. James M. Gaines as "coming along quite nicely now." William Fay, pres. of WROC-TV, Rochester (formerly WHAM-TV), has recovered from mild cardiac occlusion and is contemplating vacation trip.

Kenneth W. Miller, engineering asst. to FCC Comr. Robert T. Bartley, becomes U. S. Supervisor of Conelrad Feb. 15, replacing Ralph J. Renton, now chief of technical research div. Miller is succeeded by Horace E. Slone, from Office of Opinions & Review.

Brig. Gen. David Sarnoff, RCA chairman and chairman of National Security Training Commission, swears in 100,000th Army Reserve inductee on NBC-TV's *Today* Jan. 15, 8:45 a.m.

Attention: Station Owners

We have the records of several top-flight TV executives—management, sales, programming—seeking new connections. Though we're not in the job placement business, these are men whom we know personally and can recommend. We'll be glad to put bona fide inquirers in touch with them.

BID OF \$1,500,000 for KOB-TV, Albuquerque, N. M. (Ch. 4), along with radio KOB (50-kw D, 25-kw N, 770 kc, NBC), negotiated in Miami by St. Paul TV pioneer Stanley E. Hubbard through broker Howard Stark, turned out to be the successful one—even as various other bidders appeared on the Albuquerque scene Jan. 5 to learn decision of board of directors controlled by co-owners Time Inc. and ex-FCC chairman Wayne Coy.

KSTP Inc., licensee of KSTP-TV, St. Paul (Ch. 5), with radio KSTP, and 23% stockholder of KWK-TV, St. Louis (Ch. 4), will pay cash for the stations, borrowing approximately \$800,000 at 5½% from Mellon Bank, Pittsburgh, and drawing remainder from own reserves. KSTP Inc. takes over guaranteed net quick assets of \$100,000, so that purchase price actually is \$1,400,000.

Radio station is reputed to be most profitable of the 2 operations, though TV has been in the black. Hubbard decided on purchase after his St. Paul manager Kenneth Hance and son Stanley Jr., KSTP Inc. mgr. of research and development, conducted survey in cooperation with U of Minnesota economists. They concluded that Albuquerque is the "fastest growing market in the country," should rank 84th within 5 years. Hubbard also said his company (for stockholdings, see *TV Factbook No. 23*, p. 138) is intent on procuring the full allowable limit of station ownership (5 vhf, 2 uhf).

Wayne Coy comes out of deal, forced by recent Time Inc. purchase of Bitner group (Vol. 12:51-52 & Vol. 13:1), with substantial capital gain and can stay with Time Inc. in executive capacity, presumably at newly acquired Indianapolis station, if he wishes. But it's understood Mrs. Coy is urging him to quit working as result of recent illnesses, including heart attack only 2 weeks ago. He owns half interest in the stations, for which Time Inc. paid \$900,000 (including \$300,000 net quick assets) in 1952, and he is understood to have practically paid up his borrowings from Time Inc.

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Still more station deals, minor by comparison, were concluded or in the making this week. Also in Albuquerque, KOAT-TV (Ch. 7) definitely has been sold for \$800,000 to ex-California Congressman Clinton D. McKinnon, 25% owner of KVOA-TV & KVOA, Tucson, by A. M. Caldwell-Walter Stiles group (Vol. 12:50), and McKinnon plans to take charge of the ABC-TV outlet, non-AM affiliated. He is paying present owners \$12,500 cash and \$156,000 in 5-year 2½% debentures, and assumes \$716,000 in obligations

Radio station sales and transfers reported this week: KHON, Honolulu, to Shirley Louise Mendelson, ex-Santa Monica Pontiac agency owner, for \$75,000 in compliance with court order after station went bankrupt. WTWB, Auburndale, Fla. by R. E. Hughes for \$50,000 to Mike Hughey. WAGR, Lumberton, N. C. by Southeastern Bestg. Corp. (Hector McLean, pres.) for \$50,000 to D. M. Shaver & Albert E. Kahn. Paul Chapman Co. was broker for WTWB and WAGR sales.

Two radio station sales approved by FCC this week: WFTC, Kinston, N. C. by Kinston Bestg. Co. (Thomas F. Hewlett, pres.) to Connie B. Gay's Town & Country World Wide Productions for \$145,000 (Vol. 12:49). WHRV, Ann Arbor, Mich. by Huron Valley Bcstrs. Inc. (Richard A. Connell Sr., 52%) to M W Bestg. (Charles H. Mayne, 80%) for \$110,000 (Vol. 12:49).

Robert Lawrence Productions, N. Y. TV film commercial producers, has acquired Loucks & Norling Studios, a leading maker of industrial films.

less \$74,630 in cash and accounts receivable as of Nov. 30, 1956. Transfer papers were filed with FCC this week.

In Corpus Christi, Tex. KDVO-TV (Ch. 22), uhf pioneer caught in squeeze of vhf's KRIS-TV (NBC) and KSIX (CBS), is being sold by Gabriel Lozano's Coastal Bend TV Co. to local business group headed by E. J. Healey and Hubert J. Schmidt. They're paying \$73,300 cash, assume \$100,000 indebtedness, agree to pay additional \$21,000 to 14 stockholders (\$1500 each) within 4 years.

In Bakersfield, Cal., 40-month-old KERO-TV (Ch. 10) is being sold for total of \$2,150,000 by owners headed by Gene DeYoung (51% stockholder) to Wrather-Alvarez Broadcasting Inc., operator of KFMB-TV, San Diego (Ch. 8), owned 39% each by Helen Maria Alvarez and Jack Wrather and 22% by Edward Petry & Co. Price compares with the \$3,150,000 that Alvarez-Wrather paid John Kennedy for the San Diego station early in 1953, later that year selling Petry firm 22% for \$633,300.

In Lafayette, Ind., WFAM-TV (Ch. 59) has been sold with radio WASK to 4 co-equal partners for "considerably less than \$500,000." Seller is founder O. E. Richardson, onetime Western Electric broadcast equipment salesman, and buyers are local businessmen Henry Rosenthal, clothier, who has helped Richardson run the uhf outlet; E. Joseph Bannon, banker; Jack M. Drysdale, of Fauber Construction Co.; Albert Huth, tax expert and secy.-treas. of National Homes, largest maker of prefabricated houses.

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Transfers approved by FCC this week included CP for WINR-TV, Binghamton, N. Y. (Ch. 40) with radio WINR to *Binghamton Press* (Gannett) for \$165,000 (Vol. 12:46). An earlier sale to Peter Bordes and Joseph L. Rosenmiller for same amount (Vol. 12:36) was cancelled. Gannett newspapers also own half-time WHEC-TV, Rochester (Ch. 10) with radio WHEC; WDAN-TV, Danville, Ill. (Ch. 24) with WDAN; and radios WENY, Elmira, and WHDL, Olean, N. Y.

Transfer of KALB-TV, Alexandria, La. (Ch. 5) to new Lanford Telecasting Co. was also approved by FCC in \$333,155 deal (Vol. 12:49). T. B. Lanford reduces his holdings to 51% and Wm. L. Fox, sales mgr. of KFMB-TV, San Diego, gets 49% "limited" stock interest under option granted members of his family when their radio KSYL, Alexandria, dropped Ch. 5 application to clear way for KALB-TV grant. Jack O. Gross, onetime owner of KFMB-TV, San Diego, which he sold with KFMB for about \$925,000 to John Kennedy in 1950, is financing the Fox stock purchases, retaining option to buy 245 of Fox's 490 shares within 2-4 years. Fox pays \$49,000 for the 490 shares and loans station \$114,245.

Chesapeake Industries is not negotiating sale of Pathe Labs film processing subsidiary to Technicolor Inc., Chesapeake pres. Wm. C. MacMillen Jr. stating: "We have had no discussions in recent years with any official of Technicolor about Technicolor's possible purchase of Pathe Labs." Earlier, unidentified Technicolor spokesman was quoted as saying negotiations were in progress, but "nothing definite has been concluded."

Transfer of CFPA-TV, Port Arthur, Ont. (Ch. 2) from Ralph H. Parker Ltd. to Thunder Bay Electronics Ltd. (Dougall interests) for undisclosed sum was recommended by CBC Board of Governors at Jan. 4 meeting in Vancouver, B. C. It also recommended power hike to 28-kw.

American Research Bureau opens new headquarters of expanded advertiser service dept. at 341 Madison Ave., N. Y. (Lorin S. Myers, mgr.), all other N. Y. sales and service operations remaining at 551 Fifth Ave.

Circulation topped 5,000,000 for first time with Jan. 5 issue, *TV Guide* reports. Magazine has 44 regional editions.

Telecasting Notes: As furor over ratings, pro & con—but mostly con—reaches crescendo in the industry, *Time Magazine* takes a look at them in Jan. 14 issue with 2-page story critical of TV's dependence on their "tyranny." *Time* explains basic differences in operation of the 4 major rating systems, doesn't attempt to debunk ratings as indicator of show's popularity . . . Ratings are "TV's way of counting the house," says *Time*, adding: "By this alone, rating systems [work] the most ruthless tyranny in a nervous industry that looks to its audience for leadership instead of providing its own. As big-time TV enters its second decade, the ratings are more powerful, feared, hated—and needed—than ever before. The sponsor has always demanded omens that his money is well spent. With the money going ever faster (a weekday half-hour show can now cost a sponsor close to \$3,000,000 for a 39-week season), he demands swifter omens of how his investment is faring" . . . ABC-TV's 1957-58 look will be unveiled to advertisers and agencies Feb. 13 in special preview of program schedule at Waldorf-Astoria, N. Y. . . . Theatrical Enterprises Inc., producers of live programs, and Official Films enter sports programming through production-distribution deal for *Golf with the Champions*, series of 39 half-hour films . . . Almost simultaneously with its movie theatre opening in New York this week, CBC will present TV premiere of film "Oedipus Rex" Jan. 16, 10-11:30 p.m., starring 1955 Stratford (Ont.) Festival cast . . . Transcripts of *Meet the Press* telecasts, in printed form, will be made available to viewers by NBC-TV as result of popular demand . . . The unpredictable Judy Garland has cancelled her 90-min. CBS-TV show scheduled for Feb. 25, according to network; Miss Garland denied she had "walked out," said

proposed script outline submitted by CBS was unsuitable . . . Offering \$100,000 bonus for every perfect 300 game scored on air, WOR-TV Jan. 19 premieres weekly Sat. 10:30-11:30 p.m. live *East vs. West Bowling Championships* . . . Mike Wallace, highly popular m.c. of *Night Beat* interview show on New York's WABD, reportedly has agreed on terms of contract with ABC-TV . . . NBC's host for new-format *Tonight* (Vol. 12:50-51) is Jack Lescaouie, who moves on from 5 years with Dave Garroway on *Today* to handle remote pickups & commercials in 11:15 p.m.-1 a.m. slot beginning Jan. 28. Columnists picked for *Tonight* are Hy Gardner, Bob Considine & Earl Wilson in N. Y.; Irv Kupcinet in Chicago; Paul Coates & Vernon Scott in Los Angeles . . . Pre-Broadway tryout on TV is scheduled for musical drama, "The Ballad of Baby Doe," which will be presented in 60-min. version on ABC-TV's *Omnibus* next month with cast of 100 and symphony orchestra; New York stage opening is planned for next fall.

TV stimulates book-reading by children, according to juvenile authority Nancy Larrick, education director of Random House children's books. Writing in Jan. 6 *Washington Post & Times Herald*, she reports that children's book sales have more than doubled in 8 years; that Teen-Age Book Club has 600,000 members, up 30% in year; that 175,000 Children's Book Club members buy 6 hard covers per year. Big reason for upturn, she states, is that interests aroused by TV are "natural springboard to further reading"—particularly in non-fiction, such as natural science & history. *Disneyland*, for example, leaves children "wondering about things which have been suggested but not spelled out."

Has BBC's highbrow programming significantly "elevated" British cultural tastes? Refuting a belief which has attained considerable currency in U. S., an American educational broadcaster says there's absolutely no evidence that it has. Newly published comprehensive study of TV-radio in United Kingdom, *British Broadcasting* (U of Minnesota Press, 475pp., \$6) by Burton Paulu, mgr. of U of Minnesota's KUOM and pres. of National Assn. of Educational Broadcasters, goes into question in detail, citing statistics by BBC, ITA and independent sources, comes up with this analysis: "The most important conclusion to be drawn from all these data is that the standards of discrimination among listeners and viewers in the United Kingdom were no higher after 30 years of monopoly operation by the BBC than they are in the United States with its competitive system of broadcasting . . . Surely there is no evidence that the BBC was conspicuously more successful than American radio and TV in building audiences for quality programs . . . It is not possible to prove that a monopoly like the BBC can raise the level of public culture any more successfully than can a competitive commercial system like that of the United States." Dr. Paulu did basic research for the volume—a comprehensive history, description and appraisal of British broadcasting—as a Fulbright scholar in London in 1953-54 at time of Parliament debate over commercial TV.

A quaint British TV tradition bows to public demand Feb. 16 when ban on telecasting from 6 to 7 p.m. will be abolished by Govt. Period was reserved to encourage school children to finish homework without distraction and to permit parents to get younger children to bed before evening's TV fare began. By popular demand, Govt. now also has abolished rules that weekday programs must not start before 9 a.m. or finish after 11 p.m. and that morning telecasting be limited to 2 hours. However, it refused to modify its ban on Sunday telecasting before 2 p.m. and during 6:15-7:25 p.m. Commenting on end of the 6-7 p.m. "break," *New York Times'* Jack Gould wrote Jan. 6: "The passing of the quiet hour must be mourned, if only from afar. Somehow it was just a little comforting to realize that at least in one place in the world there was a broadcaster who believed he might be performing the maximum public service by not broadcasting at all."

Sunspot effects on TV-radio are subject of long feature article by Jerry Bishop in Jan. 8 *Wall St. Journal*. Near greatest activity in history of sunspot recording, the solar eruptions are beginning to produce phenomenal TV-DX reports—though biggest impact, of course, is on communications employing frequencies below TV band.

Viewer protests about TV commercials—about lack of them, that is—are giving Panama Govt. a big headache. According to UP, Panama's daily newspapers received "hundreds of protests" since U. S. Armed Forces TV stations in Canal Zone cut out commercials at request of Panama Govt., which complained that they were competing with local radio stations. Dispatch quotes letters to newspapers blasting military authorities for "abject surrender" to Panama Govt. and complaining that viewers' "inalienable right" to see commercials is being violated. Ban on commercials was instituted when Panama residents began purchasing TV sets to view the programs intended for American military personnel in Canal Zone. An estimated 2000 Panamanians now have TV sets.

British commercial program contractor Associated-Rediffusion, which provides weekday programs for London ITA station, reported last week it is finally operating in the black. It said in annual report that it lost over \$10,000,000 in the 22 months ending Sept. 30, 1956.

Overseas spot news by voice, supplementing film coverage, will feature CBS-TV's *World News Roundup* which debuts Sun. Jan. 13, 3:30-4 p.m. Eric Sevareid is anchor man for weekly show built on reporter-on-scene format of CBS Radio's morning *World News Roundup*.

SATELLITES AND SEMI-SATELLITES are prominent among stations under construction—3 of them due this spring, according to reports from grantees—in Ephrata, Wash.; Greenfield, Mass.; Reliance, S. D. Here's latest on them:

KBAS-TV, Ephrata, Wash. (Ch. 43), planned as satellite of KIMA-TV, Yakima (Ch. 29) has changed target to Feb. 1 for test patterns, Feb. 15 for programming, reports Tom Bostic, v.p.-gen. mgr. of KIMA-TV. It has transmitter building ready for 1-kw RCA unit, now on hand. Fisher 100-ft. tower also is ready for 5-bay RCA antenna due Jan. 12. KIMA-TV also operates satellites KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3), and holds CP for Ch. 8 satellite in Walla Walla, expected to start in 1957. Howard Hammond, from radio KIMA, will be chief engineer of KBAS-TV. KIMA-TV rep is Weed.

WRLP, Greenfield, Mass. (Ch. 58), to be semi-satellite of WWLP, Springfield (Ch. 22), is ready to "start shoveling snow" and start building, as soon as FCC grants shift to Ch. 32 and move to new site near Shelburne Falls, reports WWLP mgr. Wm. L. Putnam. FCC reports station awaits Airspace Panel clearance. WRLP target now is April 10 for test patterns, April 20 for programming—contingent on assignment of Ch. 32. It plans to use 12-kw RCA transmitter, 620-ft. Ideco tower. Wallace I. Green, ex-WWLP program director, will be WRLP station mgr. WWLP plans to raise base hour from \$600 to \$700 when WRLP begins. Rep is Hollingbery. †

KPLO, Reliance, S. D. (Ch. 6), planned as semi-satellite of KELO-TV, Sioux Falls, S. D. (Ch. 11), which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), expects to be on air in early spring, reports principal N. L. Bentson. Transmitter hasn't been ordered, but construction plans call for 40x80-ft. Butler steel building to house entire operation on Medicine Butte, where it will build 700-ft. tower. KELO-TV base hour is \$425. Rep is H-R Television Inc.

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Following are reports from upcoming conventional stations, Canadian grantees, translators, etc.:

KVIT, Santa Fe, N. M. (Ch. 2) has been delayed in construction of power line to mountain transmitter site and now has March target, reports Larry Boggs for owner Video Independent Theatres, southwest chain. VIT also owns 12½% of KWTW, Oklahoma City (Ch. 9), holds CP for KSPS, Hot Springs, Ark. (Ch. 9), is applicant for Sioux Falls, S. D. and Elk City, Okla. It has ordered transmitter from Sarkes Tarzian, and will use 400-ft. Andrews tower. Miss Judith Lawton, ex-KOAT-TV, Albuquerque, has been named gen. mgr., plans to open Santa Fe office

Broadcast papers to be delivered Jan. 25 during Jan. 21-25 winter meeting of AIEE at Sheraton-McAlpin Hotel, N. Y.: color TV switching systems, by Edward Pores, NBC; color lenticular film recording, R. D. Kell, RCA; color TV picture reproducers, Peter C. Goldmark, CBS; translators & satellites, Edward Galuska, Adler Communications Labs; transistorized TV camera with miniature vidicon, Leslie E. Flory, RCA; control of TV-FM receiver radiation, Richard J. Farber, Hazeltine; automatic TV program control, A. C. Angus, GE.

NARTB served notice it will participate in April FCC hearings on frequency allocations above 890 mc, to protect frequencies used for STL, TV remote pickups and inter-city relays. NARTB has mailed all its station members a questionnaire asking number of frequencies they use above 890 mc, plans for future use, cost of common carriers vs. private links, etc.

in mid-Jan. KSPS, Hot Springs, is still working on road to mountain site, plans June 30 test patterns. It has ordered 250-watt Tarzian transmitter, starts work on 200-ft. Andrews tower in March, will employ Prodelin antenna. Marvin Hull, ex-KHBG, Okmulgee, Okla., will be KSPS gen. mgr. Reps not chosen.

WPSD-TV, Paducah, Ky. (Ch. 6), planning start next spring, has ordered 10-kw RCA transmitter, 6-bay superturnstile antenna, 500-ft. Ideco tower, will build on 8.6-acre site at south edge of town—reports v.p.-gen. mgr. E. J. Paxton Jr. for grantee *Paducah Sun-Democrat*. Rep will be Pearson.

KUTA, Salt Lake City (Ch. 7 educational), granted U of Utah Dec. 12, expects to order 5-kw RCA transmitter, plans Sept. 1 programming start, reports consultant C. Richard Evans, ex-KGMB-TV, Honolulu, due to become mgr. when station gets on air. Rex Campbell has been named acting director-producer, pending return of Keith Engar, now on year's leave of absence.

CKRN-TV, Rouyn, Que. (Ch. 4) has ordered 35-kw Canadian GE transmitter for delivery in spring, will use 660-ft. Stainless tower, plans Sept. 2 programming, writes pres.-gen. mgr. David A. Gourd. Licensee Northern Radio Inc. also operates Quebec radios CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CKLS, LaSarre. Base hour not reported. Reps will be Weed and Joseph Hardy & Co.

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Havre, Mont. translator K73AG (Ch. 73) has been on equipment tests since Dec. 3, but awaits official approval to rebroadcast network programs of KFBB-TV, Great Falls, Mont.—to be picked up via K82AB (Ch. 82), its other translator unit, located on mountain 15 mi. S of Havre, reports Pearl Garceau of Hill County T-V Club.

Translator K70AI, Prineville, Ore. (Ch. 70), began operation Dec. 31, repeating programs of KOIN-TV, Portland, reports Ed Endicott, one of directors of Ochoco Telecasters Inc. Target for their other repeater K76AA (Ch. 76), due to carry KLOR, Portland, is indefinite.

Change of call letters to WNBC from WKNB-TV, for its newly acquired Ch. 30 station in New Britain-Hartford, will be marked by NBC Jan. 14 with 20-min. salute on WRCA-TV, N. Y. and WNBC, 10-min. ceremony on WNBC only, talks by area mayors, luncheon for 200 agency and civic leaders, etc.

Standard Electronics reports order for 10-kw amplifier to be shipped Jan. 25 to WORA-TV, Mayaguez, P. R. (Ch. 5), planning to use its 500-watt Gates unit as driver to boost power to 29.5-kw visual ERP.

Now officially a Ft. Wayne station, WINT (Ch. 15), formerly Waterloo, Ind., is planning new building to house TV and radio WANE, with goal of May completion.

"Commercial use" of educational TV is cited by Jan. 8 *Wall Street Journal*, which lists 6 examples: KQED, San Francisco, and KUHT, Houston, ran how-to-play piano series underwritten by local dealers—and sold pianos. WTTW, Chicago, telecasts how-to-invest series supported by score of financial houses, which get thousands of requests for investment literature. John Hancock Mutual Life Insurance Co. made \$44,550 grant to WGBH-TV, Boston, and Harvard Medical School for *The Facts of Medicine* series. WCET, Cincinnati, signs companies at \$1500 each for series aimed at upgrading supervisory personnel. Emerson Electric Mfg. Co. partly paid for mathematics course on KETC, St. Louis, which trained 100 employes on company time.

Requests for farm broadcast promotion kits have come to NARTB from more than 300 TV and radio stations in preparation for Farm Broadcasting Day Feb. 2.

MULTIPLE OWNERSHIP got an airing at FCC Jan. 11—with no conclusions—but may be brought up again in about a month. Probably most significant development was fact that Roscoe Barrow's network study group came up with recommendation that rules be tightened, if anything, but that status quo really should be maintained until group completes its work.

Barrow told Commission that network-station relationships and multiple ownership are closely interwoven—the multiple owners getting better break on affiliations, rates, film buying, etc.—thus should be considered as a whole.

Commissioners tossed their philosophies around, but no clear trend emerged. Comr. Lee submitted for discussion a formula based roughly on population, didn't press for its adoption. He suggested that each owner be limited to 3 TV stations in top 15 markets, 3 in next 35, 3 in markets beyond those. If licensee owns less than maximum permitted in first category, he said, perhaps he should be allowed more in smaller markets. Maximum he suggested was 15 stations—if the entity owned none in first 50 markets. This was the only new formula broached. Few observers predict any substantial revision of rules in visible future.

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Some other top subjects may not get decided this month, for several commissioners will be out of town from time to time. Comr. Bartley will be gone Jan. 21-31 for inspection of Hawaiian Conelrad and Coast Guard rescue operations. Comr. Hyde expects to go to Mexico City almost any time to sign radio agreement. Comr. Lee will deliver speech in Hollywood, Fla. Jan. 29. And there may

Interplanetary legal code—"metalaw"—must be developed for space travelers, Andrew G. Haley of Washington law firm of Haley, Doty & Wollenberg says in Jan. 9 *Washington Post & Times Herald* interview. Article observes that Haley, former pres. of American Rocket Society & Aerojet Engineering Corp., big rocket-making firm, "has progressed space-consciously by leaps & bounds" since he was asst. gen. counsel of old Federal Radio Commission. Similar interview in Dec. 29 *New Yorker* gives Haley's argument that "it's obvious that some very touchy problems will be coming up and that an international formulation of space laws must be evolved." *New Yorker* advises readers to "be assured that he is no dreamer."

Magazines need "excitement" to survive in face of TV competition and rising publishing costs, Jan. 11 *Tide* says in obituary editorial on *Collier's*, *Woman's Home Companion* and *Town Journal* (Vol. 12:50-52). It states that mass circulation isn't answer; that magazines must add new merchandising methods for advertisers, new editorial concepts for readers, follow business publications into "specialization of a sort." *Tide* supports editorial with detailed "autopsy," including 1936-1956 Crowell-Collier chronology.

Monthly TV business magazine, *TV Availabilities*, published by Richard Railton Co. of San Francisco, and specializing in listings and specifications of local TV shows in which national advertisers may buy partic. sponsorships, was purchased this week by *Billboard*. Starting in Feb., editorial content of *TV Availabilities* will be incorporated into *Billboard's* monthly TV merchandising reprint, to be renamed *Billboard's TV Availabilities*.

Allen Ludden, mgr. of program planning & development for NBC Radio, is author of *Plain Talk for Women Under 21!* New book of advice on social problems is companion to *Plain Talk for Men Under 21!* which Ludden published last year.

be other absences. Chairman McConnaughey spoke at Miami Beach this week, discussing his philosophy of gov't. before local Committee of 100.

However, Commission will dig into the big allocations problem Jan. 14. It will be a heavy debate. We still think a couple deintermixed cities will emerge from it, ultimately if not immediately (Vol. 12:52). Federal Communications Bar Assn., at meeting Jan. 11, tabled proposal to adopt resolution in favor of abolishing allocations table—a la Craven plan (Vol. 13:1).

If Commission decides to leave Ch. 9 in Elmira, N. Y., instead of finalizing its proposal to remove it, the applicants there plan to be ready for a grant. This week, they filed with FCC an agreement whereby all but WTVE (Ch. 24) have dropped out, leaving WTVE free for grant to shift. WTVE will set itself up with 2586 shares, TV Associates (WELM, et al.) having option to acquire 1000, Veterans Broadcasting Co. (WVET-TV, Rochester) an option for 586. Gannett's WENY-*Star-Gazette*, not set for hearing with the others, has also dropped out.

There were no CPs granted this week, though one cancelled uhf grant wanted back in. WOTV, Richmond (Ch. 29) filed for reinstatement, principal John G. Johnson stating he had been too busy working with TV Allocations Study Organization (TASO) to give grant proper attention.

Commission finalized one allocations change, shifting Ch. 13 from Arecibo to Aguadilla, P. R. It received these requests for changes: (1) From WTPA, Harrisburg (Ch. 71), to shift Ch. 33 from Reading, substituting Ch. 69 for Ch. 48 in State College. (2) From KOTA-TV, Rapid City, S. D. (Ch. 3), to shift Ch. 4 from North Platte to Hay Springs, Neb., replacing it with Ch. 9.

Definition of "good music" became central issue Jan. 11 at FCC hearing on protested sale of radios WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures, parent of MBS (Vol. 12:47-48). Lawrence M. C. Smith of Philadelphia, stockholder in stations, told FCC counsel P. W. Valicenti that RKO ownership would rob Capital of unique "good music" service. But there was little agreement by witnesses on what term meant. Raymond S. Green, gen. mgr. of WFLN-FM, Philadelphia, pres. of Good Music Inc., testified it was "concert music." Paul Hume of *Washington Post & Times Herald* said he thought it is "permanent music." Glenn Dillard Gunn of old *Washington Times Herald* thought it was anything "in which the professional critic engages himself." Hearing is expected to run several weeks.

FM "Concert Network," with outlets in New York, Boston, Providence, Albany and Ridgefield & Hartford, Conn., is planned by General Broadcasting Corp., headed by T. Mitchell Hastings Jr., Boston FM radio manufacturer. Currently testing is Hastings' WFMX, New York, which plans to defray radio programming expenses by multiplexing its broadcast signal with functional music for stores and other public places. With transmitter in Pierre Hotel, WFMX is managed by Walter Wiehl, ex-WABF (FM), New York, and uses equipment from the late Maj. Edward H. Armstrong's experimental FM station in Alpine, N. J. Ridgefield station, WFMQ, is currently being constructed and will be managed by Capt. W. G. H. Finch, who formerly operated New York's WGHF (FM).

"Advertising Benefits You" is TV theme of 1-min. public service spot promoting Advertising Week Feb. 10-16. Financed by CBS, NBC & ABC, co-sponsored by Advertising Federation of America & Advertising Assn. of the West, spot produced under supervision of Cunningham & Walsh includes 20-sec. animation and film of dancer Cynthia Scott of *Hit Parade* with narration by Cy Harrice.

AMBITIOUS AND LAUDABLE year-long project, "Let Freedom Ring," inaugurated Jan. 1 by Westinghouse's WBZ-TV, Boston, shows promise of becoming another award-winning series. With initial appropriation of \$50,000, station has this aim, as expressed by mgr. Franklin A. Tooke:

"It is our hope at WBZ-TV that we can sell the idea for 365 days that freedom is not a sometime thing. We want to point up in the days to come what it means to enjoy this freedom, what it means to our way of life and the jeopardy it is in if we become complacent and accept it as something that is and always will be. In effect, WBZ-TV wants to be the leader in a movement to cause a resurgence of appreciation in down-to-earth basic freedom, that which has made our land the most envied spot on Earth."

Tooke conceived project last fall when he toured Europe and inspected operations of Radio Free Europe. "Freedom is never really in its proper perspective," he says, "until one has a chance to view conditions where it does not exist."

Effort will be made to get theme across throughout entire telecasting day—with special programs, remotes, news, music, jingles, promotion, publicity & advertising. Each month will have own theme—e.g., Jan. "Call to Freedom," Feb. "Architects of Freedom," March "The Golden Door" (immigration), etc. Three \$1000 awards will be presented to staff members making greatest contributions.

Though project is essence of public service, WBZ-TV is taking no "purist" attitude about commercialization, will welcome sponsors—indeed believes advertisers will vie for some of the programs.

Backing effort to the hilt, Westinghouse Broadcasting Co. pres. Donald H. McGannon states: "Freedom cannot be accepted, merely taken for granted. World events today show in dramatic fashion that vigilance, appreciation and work are needed if freedom is to be perpetuated. My hope is that through the efforts of WBZ-TV others will join in such a project to make it a nationwide venture instead of one that is localized."

WBZ-TV is the only WBC station to pursue project initially, but others will be encouraged to follow suit. Station has prepared 85pp. brochure for guidance of staff, offers it to other interested stations.

Mass media musn't replace parents in education of children, Pope Pius XII warned Jan. 6 in Epiphany Day radio address from Vatican City to Italian Assn. for Protection of Maternity & Infancy. He said TV, radio & press were parts of "growing invasion of some methods of thought diffusion, useful perhaps for mature and sane adults, but unsuitable to the innocent souls of children." Pontiff blamed much of juvenile delinquency on society in which "malevolent interests" tried to assume "influence of the father and mother."

TV newsmen can cover courts by taking notes "in any form" which doesn't disturb proceedings, 3-judge appeals court in San Bernardino, Cal. ruled this week, upholding right of KFMB-TV, San Diego, to use stenographer & stenotypist. Decision upset ban by Superior Judge John A. Hewicker on extra note-taking by helpers working with KFMB-TV newscaster Harold Keen at kidnap trial.

ANA to publish new 248pp. book Jan. 22, *Advertising at the Point of Purchase*, a reference guide to policies, procedures and ideas of more than 150 leading advertisers in 20 product groups, including TV-radio manufacturers, available for \$6.95 from publishers McGraw-Hill Book Co. Inc., 330 W. 42nd St., N. Y.

Predictions for TV-radio in 1957, from *Advertising Age*: Sets—82% of U. S. homes with at least one set, 10% with 2 or more. Color sets—500,000-1,000,000, "depending on how many manufacturers get aboard the bandwagon." Color programming—"Much better, with more film series in color." Programming—Fatalities high, more westerns, slightly more film. Costs—Program costs up as much as 15% due to sharply rising film production costs; time costs up 8-9%. Movies—"Every local station will use pictures as the backbone of programming, and network affiliates will use them as option time-fillers . . . ABC will carry several a week, CBS & NBC will use them occasionally and film networks, on a limited scale will be created." Agencies—"Higher percentages of total dollars will go into TV until the average in most agencies reaches or exceeds 50%." Agencies will fail in their attempt to exercise more control over programs, because they will find "that control is permanently vested in the talent." Radio—"It is possible that one or 2 radio networks will withdraw or modify their structure to include only top stations." Good grosses & nets will continue for independent stations, many of which will grow more automatic in their operation.

NBC owned stations will aim for 15% increase in public service activities in 1957. "Impact Public Service" program, using saturation techniques of seasonal advertisers, will concentrate full TV-radio resources on single community projects, according to v.p. Thomas B. McFadden of NBC owned stations and spot sales. He said plan, designed to keep pace with anticipated general expansion of stations, includes interview & feature shows, spot announcements, personal appearances by TV-radio personalities in behalf of community causes. Already in works are campaigns for N. Y. Police Dept. by WRCA-TV & WRCA; San Francisco Symphony by KNBC; highway safety by KRCA, Los Angeles; Women's Medical College & Hospital by WRCV-TV & WRCV, Philadelphia.

Families which lack telephones do more viewing than those with phones, Pulse reported last week, concluding that polls based on telephone interviews alone underestimate audience size. Dr. Sidney Roslow, Pulse director, said Mon.-through-Fri. survey in Oct. showed 7 a.m.-midnight sets-in-use in non-phone homes averaged 28.4 compared with 23.6 in phone homes—a difference of 20%. Number of 8 a.m.-noon non-phone sets-in-use was 38% higher; noon-5 p.m., 51% higher. Differences in evening hours were less marked, but home-phone viewers used sets more than non-phone audience only during 7-8 a.m. & 11:45 p.m.-midnight.

"Mrs. America's Own Showroom" titles new Petry report, recently released, urging auto manufacturers to invest more heavily in daytime spot TV as means of reaching women. Report states that more than a third of nation's drivers are women, says their role in influencing auto purchases is increasing, and cites recent Nielsen studies showing that more than 7 out of 10 TV homes watch daytime TV on weekdays.

National Board of Fire Underwriters, following special TvB presentation, will test spot TV for first time, using 10 top markets for message that most Americans are underinsured. Test will use 3 spots a week for 13 weeks starting in March in N. Y., Los Angeles, Chicago, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, St. Louis & Washington. Agency is J. M. Mathes Inc.

Hungarian refugees counted heavily on Radio Free Europe for news in their homeland, Austrian Institute for Market & Opinion Research said last week, reporting that 96% listened to western broadcasts, 79% to RFE. Survey showed British stations were first choice of 30% of refugees, Voice of America and other U. S. stations preferred by 29%.

BIGGEST closed-circuit TV teaching project—the 5-year Washington County, Md. experiment, sponsored jointly by RETMA, Ford Foundation and local Board of Education (Vol. 12:25-26, 33, 37)—has taken second step forward with inclusion of 7 new courses in TV curriculum.

Project started Sept. 11, with 6 elementary schools and 2 secondary schools in Hagerstown linked by cable, the teaching being confined to high school general science, geometry, U. S. history & senior English. Elementary school program began last month—including primary reading & arithmetic, fourth grade social studies, fifth grade arithmetic, sixth grade science, elementary art & music. Approximately 4000 pupils now are receiving some televised instruction. Entire Washington County school system will eventually be tied together by 6-channel cable.

All equipment for experiment is being donated by manufacturers, under direction of RETMA task force headed by RCA's L. L. Lewis, who this week issued progress report to participating equipment makers, noting that more than 40 manufacturers are supporting the project. Manufacturers not making equipment needed by project were invited to donate money, to be used to purchase equipment not readily available as contributions. RETMA listed these manufacturers as donors of equipment now being used in Hagerstown:

Adler Electronics, Admiral, Amplitel, Andrew Corp., Belden Mfg., Bell & Howell, Blonder-Tongue, Century Lighting, Chesapeake & Potomac Telephone Co. (AT&T), Collins Radio, Community Engineering Corp., Conrac, Dage, Diamond Power, DuMont, Eastman Kodak, Electro-Voice, Emerson Radio, GE, General Cement Mfg., GPL, Graflex, Hoffman Electronics, Jerrold, Kay Lab, Kliegl, P. R. Mallory, Motorola, Packard-Bell, Paillard Products, Philco, RCA, Shure Bros., Spencer-Kennedy, Sylvania, Tektronix, Television Utilities Corp., Times Wire & Cable, Transvision, Tung-Sol, Westinghouse.

RETMA task force, which is directing industry participation in project, includes, in addition to Chairman Lewis: John Howland, Dage; Max H. Kraus, Jerrold; W. I. McCord, Diamond Power; W. J. Morlock, GE; K. F. Peterson, DuMont; Richard T. Silberman, Kay Lab; Norman Wicks, GPL.

Progress report to the public will be delivered Jan. 16 at luncheon given by Hagerstown Chamber of Commerce.

No action to reduce AT&T rates for network service is warranted, FCC told Chairman Magnuson (D-Wash.) of Senate Commerce Committee in letter answering his request for comments on testimony last year by North Dakota broadcaster John W. Boler (KCJB-TV & KCJB, Minot; KXJB-TV, Valley City; KBMB-TV, Bismarck) about AT&T rates. Said Chairman McConnaughey: "Based upon our reviews and analyses of [AT&T] studies and the level of earnings indicated thereby, we have concluded that we would not be warranted at this time in instituting formal action on our own motion looking toward downward adjustments in the over-all level of rates applicable to the service."

TvB's advertising forecast for 1957, released this week in address by pres. Norman E. Cash to Dallas Advertising Club, estimates \$1.475 billion will be spent on TV this year—generally coinciding with views of other industry experts and our own estimates (Vol. 12:52). Figure includes only time, talent & production costs. TvB estimates \$720,000,000 will be spent in network, \$389,000,000 spot, \$366,000,000 local—network up 12% over 1956, spot up 20%, local up 36%.

ANA schedules one-day workshop Jan. 24 at Hotel Plaza, N. Y., to discuss co-op ad trends. Elmer Ward Jr., Palm Beach Co., is program chairman.

Network Color Schedules (January 13-26, 1957)

- Jan. 13—NBC: *NBC-TV Opera Theatre*, "War and Peace," 1:30-4 p.m.; *The Chevy Show*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 16—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 10-11 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 17—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 18—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 19—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "Jerry Lewis Show," 9-10 p.m.; *Ernie Kovacs Show*, 10-10:30 p.m.
- Jan. 20—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *Alcoa Hour*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Jan. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 26—NBC: *Perry Como Show*, 8-9 p.m.

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Using Anscochrome film, WCKT, Miami, shot Orange Bowl Festival events about 8 p.m., had film on air 3 hours later. Year ago (Vol. 12:8), KOMO-TV, Seattle, pioneered fast Anscochrome processing. Van Praag Productions, Miami, shot 30-min. color film of Orange Bowl Festival highlights, available to stations, clubs, schools, etc., from Orange Bowl Committee, 615 S.W. Second Ave., Miami.

"Color TV for You?" titles article in Jan. 7 *N. Y. Herald-Tribune*—a question-answer feature with performer Jinx Falkenburg and Irving Sarnoff, exec. v.p. of Bruno-N. Y., RCA distributor. Sarnoff reports he's selling 500 color sets a week, discusses price, servicing, tuning, quality, etc.

All-glass round color tubes—same price and performance as present metal-coned—will be produced by RCA, starting mid-1957, both types to be available thereafter. Perfection of sealing technique, using new glass flux, made production possible, according to Douglas Y. Smith, tube div. v.p.-gen. mgr.

"Emmy" award nominations of Academy of TV Arts & Sciences will be carried by NBC-TV in 90-min. colorcast Feb. 16. Award presentations will also be on NBC-TV March 16. Academy has signed 3-year agreement with NBC-TV for televising of nominations and awards.

Color set sales in Kansas City totaled 1206 as of Nov. 30, a gain of 248 in month, according to city's Electric Assn.; WBTV, Charlotte, N. C., reports 687 color sets "have passed through Charlotte distributor channels as of Dec. 20."

"Two sets in one" theme of compatibility is illustrated by new RCA flashing display for dealers. Cardboard full-size replica of color set shows black-&-white picture 5 seconds, then color for 5.

Christmas ban on "Martin Luther" film by WGN-TV, Chicago (Vol. 12:51), was made final Jan. 8 despite demands by Protestant groups that *Chicago Tribune* station reschedule it. Announcing decision at meeting of clergymen who had protested that "pressure" by Roman Catholics caused original cancellation of showing, WGN-TV v.p.-gen. mgr. Ward L. Quaal said station "in good faith" wanted to "prevent further misunderstandings, ill will or controversies."

CAPSULE VIEW OF MARTS — MOSTLY LOOKING: There was very little buying, but plenty of looking at big winter furniture marts this week in Chicago. Specifically, TV set makers were looking for customers for their higher-end units, many distributors (including old Crosley-Bendix wholesalers) were looking for new franchises and plenty of retailers were looking for price-cutting "deals" on top-heavy TV inventories.

Higher-priced table models and consoles received unusually prominent display by the TV manufacturers -- even at expense of up-&-coming portables, whose success in 1957 seems assured (but possibly not to the lofty sales levels envisioned by some of more exuberant set makers). Sales pitches on higher-end models were direct and to the point: higher prices mean higher profits.

How successful their approaches were may not be judged for some time. If immediate sales orders were the criteria, not much success could be reported. Set makers generally said that orders at marts for higher-end merchandise were lowest in several years. But they cautioned against jumping to conclusions on basis of orders at marts, saying that many dealers will buy from their local distributors later.

RCA and Motorola displayed portables with 110-degree tubes, but drew mixed reaction from dealers. Some expressed opinions that the narrower, slightly lighter-weight cabinets would be a plus factor in portable sales. Others contended that there was little discernible difference between sets using 90 & 110-degree tubes, that only by placing them side by side in store is the difference noticeable. And that, they figure, might hurt sales of conventional bread-&-butter 90-degree sets. RCA's 17-in. portable is priced at \$170. Motorola will probably put a \$180 price tag on its set when shipments start in March.

Retailers had eyes on heavy factory inventories in pursuing price-cut deals. Many retailers, not all known as notorious price-cutters, were asking -- and in some cases getting -- as much as 50% off list for quantity purchases. Some set makers took big losses to unload portable inventories; others resisted all approaches.

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Zenith sales v.p. Leonard C. Truesdell, at Merchandise Mart news conference, said TV industry is headed for greater stability as result of drop-outs among set makers, added that greater profits could be realized by those remaining.

"Many of the drop-outs were fringe manufacturers who contributed nothing to the TV business," he said. "Those who left the TV business were unable to keep pace with changed conditions, and I say 'good riddance'."

He predicted widespread TV price increases as soon as inventories are cut down, saying TV sets are priced "at least 10% too low in today's market." He added that Zenith's experience in pushing higher-priced sets in 1956 showed it can be done by industry as a whole, without sacrificing unit sales.

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RCA's Distribution Changes: Another top manufacturer has modified its distributor franchise agreement in effort to give wholesalers more protection against abrupt terminations. RCA pres. Frank M. Folsom announced Jan. 11 that RCA is adding provision in its agreement requiring company to give at least 6 months notice of intent to terminate a distributor appointment, with distributors retaining right to cancel at any time. Unlike recently-signed Whirlpool-Seeger and Philco agreements, which are each for one year (Vol. 12:49, 52), RCA's contracts will continue for indefinite period. RCA also pledged to repurchase from any terminated distributor all RCA merchandise at cost -- a provision which Whirlpool also included in its contract, but which Philco did not. RCA said its modification had been under study for about 18 months and had no connection with the Senate Small Business Committee's projected investigation of TV-radio-appliance distribution (Vol.12:42-43). RCA also announced

formation this week of a panel of independent RCA distributors as means of improving product-marketing liaison and for exchange of market information. Martin F. Bennett, RCA merchandising v.p., was appointed coordinator of the panel, which will have representation from all 8 geographical regions in RCA's marketing setup.

Production: TV output got off to expected sluggish start in first week of year, totaling 75,919 week ended Jan. 4, which included New Year's Day holiday. It compared with 89,319 in final week of 1956 and was way down from 156,397 in first week year ago. Radio production totaled 194,768 (102,561 auto) week ended Jan. 4, compared with 269,410 (145,456 auto) preceding week, 244,675 (116,295) same 1956 week.

Topics & Trends of TV Trade: Emerson Radio's plans to introduce a new line of TV receivers under Jefferson-Travis label for dept. stores and key retail accounts, disclosed this week by pres. Benjamin Abrams, illustrate the new importance TV manufacturers are attaching to dept. stores and specialty shops as big-volume retail outlets. At midwinter furniture marts in Chicago and at convention of big National Retail Dry Goods Assn. in N. Y., there was much talk about expanding TV-radio sections in dept. stores as particularly valuable outlets for big-ticket merchandise.

Though many dept. stores in last few years have refrained from pushing TV because it failed to provide them with 33% profit margin regarded as traditional for hard goods operations in dept. stores, some set makers have been able to show many dept. stores how big volume can make up for average 22-27% margin.

For most part, manufacturers generally regard dept. stores as better outlets for higher-end TV units than regular TV-radio-appliance stores. Their reasoning—and it's supported by some statistical documentation—is that consumers with charge accounts are more susceptible to "trade-up" salesmanship than those buying for price alone at discount houses or regular retail stores.

Note: Emerson did not reveal details of its forthcoming Jefferson-Travis line. Jefferson-Travis Inc., originally manufacturers of marine radio equipment, was purchased years ago by Emerson; it's now an Emerson manufacturing subsidiary, primarily for production of wood cabinets.

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Westinghouse has placed full line of TV-radio-appliances in about 40 Montgomery Ward stores in last few months, with emphasis on west coast outlets. Spokesman said all merchandise bears Westinghouse label. Wells-Gardner continues as prime private label TV supplier to Montgomery Ward.

Stromberg-Carlson, now out of TV while remaining in radio and hi-fi, reports 20% increase in employment and payroll during 1956 as result of expansion in electronics and communications. It had 7100 employes at year's end, up 1200 from 1955, with payroll more than \$31,000,000.

Magnavox introduced 4 new hi-fi radio-phono consoles at Merchandise Mart this week—2 at \$325 & \$380, other 2 with open lists. Three are available as phonos only, at \$160 & \$250, one open list.

Purchase of Dot Records by Paramount Pictures (Vol. 13:1) was finalized this week, price undisclosed. Paramount pres. Barney Balaban said that Randy Wood will continue as Dot president, will become a Paramount v.p.

Address by Magnavox pres. Frank Freimann to N. Y. Society of Security Analysts Dec. 20 (Vol. 12:51-52) has been reprinted by Magnavox in free illustrated booklet.

British TV sales at retail totaled 1,236,000 in first 11 months of 1956, up 3% from same 1955 period, reports British Radio Equipment Manufacturers Assn. Govt. estimates sets-in-use exceeded 6,500,000 as of Jan. 1.

More trade prophecies for 1957: Packard-Bell pres. Robert S. Bell predicts 7,400,000 monochrome sales at retail this year, comments: "There is an ever-increasing opportunity for sales and profit advancement in 1957. To mention a few—color TV and its future impact upon the home in providing a new element of home entertainment; black-&-white TV with emphasis on a wider variety of programs; the tremendous increase in the sale of hi-fi instruments for lifelike reproduction of music and voice; and the advancement of the radio with smaller transistor models and miniature tube portables with excellent tonal reproduction from a 'pocket-size package.'"

Sylvania to sponsor 300 service clinics throughout country starting Jan. 31 to demonstrate new TV chassis using 110-degree tube. Clinics will be conducted by district managers for dealers and independent service personnel. Sylvania was first to market set (17-in.) incorporating 110-degree tube (Vol. 12:50), also is making first production run of RCA's 17-in. 110-degree portables under RCA label. RCA is expected to start production of own 110-degree sets in Feb.

Sears, Roebuck's new spring-summer catalog, out this week, devotes 4 pages to TV, still offers no color sets. On black-&-white sets, 17-in. portable and 17-in. table are each increased by \$5; 21-in. & 24-in. console, reduced by \$10; 24-in. console, up \$10; 21 & 24-in. tables, unchanged. Pacific Mercury and Warwick are prime Sears TV suppliers, under Silvertone label.

More than half of Switzerland's TV sets are imported, reports *Radio Organisation*, published by Swiss Radio & TV Concessionaires' Union. Of the 16,664 licensed TVs in Switzerland as of July 31, it reports, 4358 were Swiss-made. Of the imports, 5787 came from West Germany, 4229 from Netherlands, 1653 from U. S., 159 from Italy, 59 from Britain, 9 from Austria, 410 from other countries.

Capitol Records cut prices on its 45rpm extended-play albums this week, following similar reductions by RCA Victor and Columbia last week (Vol. 13:1). Four-pocket albums were reduced from \$5.74 to \$4.98; 3-pocket, \$4.40 to \$3.98; 2-pocket, \$2.93 to \$2.49; single-pocket, \$1.47 to \$1.29.

RCA's 7 new radios include a 6-transistor portable at \$50—reduction of \$15 from RCA's previous transistorized radio. Other models: table radios, \$20, \$22 & \$25; clocks, \$28, \$30 & \$35.

Radio Condenser Co. suit against Oak Mfg. Co., charging patent infringement on push-button tuner components for radios, was dismissed this week in Chicago Federal Court without prejudice or cost to either party.

Sylvania's first "Promotion of the Month" offering is free \$24.95 TV hospitality cart with purchase of any table set with "halolight."

Snyder Mfg. Co., big manufacturer of antennas, moves west coast offices to 152 W. Pico Blvd., Los Angeles (Milton Schindler, mgr.).

Trade Personals: Garth Heisig promoted to director of Motorola TV engineering; Karl Horn, from Motorola of Canada subsidiary, named chief TV engineer . . . Robert G. Furlong resigns as mgr. of Philco's North Atlantic div. to become national marketing mgr. of DuMont receiver div. . . . John Frawley appointed mgr. of DuMont central div., Chicago, in charge of newly formed marketing distribution region; George Hakim, mgr. of western div., Los Angeles . . . Randolph M. Duncan promoted to mgr. of GE's receiving tube plant in Owensboro, Ky. . . . Wm. L. Parkinson, planning study mgr. of GE's appliance & TV receiver div., named mgr. of product service, housewares & radio receiver div., Bridgeport, Conn. . . . David L. McDonald appointed corporate adv. mgr. of Westinghouse . . . Robert Sackman, v.p. & mgr. of Ampex Corp. instrument div., named gen. mgr. of parent company . . . G. W. Wallin, ex-Motorola & Webster-Chicago, serving since 1955 as exec. v.p. of Bell & Howell's electronic products div. (hi-fi), elected pres. . . . Wm. H. Graham, gen. mgr. of Magnavox TV-radio-phono manufacturing subsidiaries Magnavox Co. of Tenn. and Jefferson City Cabinet Corp., elected a v.p. . . . L. C. Jesty, an IRE Fellow who directed TV research group at Marconi Research Labs in London and a member of British delegation in recent CCIR tour of U. S., joins Sylvania-Thorn Colour TV Labs Ltd., Enfield, Middlesex, in charge of color TV research . . . Franklin P. Hinman promoted to operations mgr. of Westinghouse CR and power tube departments, Elmira, N. Y. . . . James Moore joins RCA information department, Camden, replacing Wm. Ross, now with public relations dept. of International Paper Co.; other recent additions to RCA information dept. include Al Smedley, from Fairchild Publications bureau in Philadelphia, and Tom Fitzgerald, transferred from RCA Service Co. . . . Lawrence A. King resigns as pres. & gen. mgr. of Rola Co., a Muter subsidiary . . . James M. Martin named southwestern district mgr. for Stromberg-Carlson radios & phonos, Houston . . . Jon Jolly, ex-CBS-Hytron, named eastern regional sales mgr. of Motorola's semiconductor products div. . . . Arthur Schwartz promoted to director of adv. & sales promotion, Columbia Records . . .

ELECTRONICS PERSONALS: Dr. W. R. G. Baker, GE v.p., reappointed treas. of IRE; Haraden Pratt, secy.; Donald G. Fink, Philco director of research, editor; they were also appointed directors, along with Alfred N. Goldsmith, editor emeritus; A. W. Graf of Graf, Nierman & Burmeister law firm; Wm. R. Hewlett, Hewlett-Packard v.p. . . . Maj. Gen. Francis H. Lanahan, retired deputy director of Army logistics, elected pres. of Federal Electric Corp., field service & maintenance subsidiary of IT&T which he joined in April 1955 as v.p. & gen. mgr. . . . Carl G. Holschuh appointed pres.-gen. mgr., Dr. Carl A. Frische exec. v.p., Sperry Gyroscope div., Sperry Rand Corp. . . . Charles H. Godschall, mgr. of tooling & tool engineering of Philco govt. & industrial div., presented with Distinguished Service Award Jan. 10 by Asst. Navy Secy. Fogler for "outstanding service" in developing "new & advanced anti-submarine weapon"; he was awarded same medal by Army in 1943 . . . Andrew T. Fischer, ex-sales mgr. of RCA computer div., named marketing director of Logistics Research Inc., Redondo Beach, Cal. computer manufacturers . . . Dr. Oliver G. Haywood, ex-mgr. of Waltham Labs div. of Sylvania, named v.p. of electronics & avionics div. of Emerson Electric Mfg. Co., St. Louis . . . Fred B. Ortman, retired chairman of Gladding, McBean & Co., named assoc. director of Stanford Research Institute, headquartered at lab in So. Pasadena, Cal. . . . Robert M. Wopat, research & engineering v.p. of Automatic Electric Co., subsidiary of General Telephone Corp., elected pres. of General Telephone's new electronic research subsidiary, General Tele-

Paul Wexler, ex-v.p. of Columbia Records, forms own record manufacturing firm, Cabot Music Corp., 116 Central Park South, N. Y. . . . David Fisher, ex-Symphonic Radio, named merchandise mgr., Sonic Industries . . . J. Richard Krapfel, from Chicago district sales office, promoted to product sales mgr. of electronic components, Sylvania parts div., Warren, Pa. . . . Thomas Mack resigns as gen. mgr. of Capitol Records custom service dept. to join Dot Records, now owned by Paramount Pictures, as director of album repertoire.

Obituary

Joseph F. Moscato, 44, supt. of Quam-Nichols plant in Chicago, died of heart attack Jan. 9. Survivors are his widow, mother, 2 brothers, 4 sisters.

DISTRIBUTOR NOTES: Sylvania to open factory branch in Chicago regional sales office in suburban Melrose Park, Ill., replacing Remco Inc.; Thomas P. Ryan, Sylvania central regional sales mgr., will be in charge of new branch . . . Admiral appoints Southern Wholesalers Inc., 333 So. Farish St., Jackson, Miss. (S. D. Camper, pres.), replacing Orgill Bros., which remains as Admiral distributor in Memphis & Little Rock, and Brown-Roberts Hardware & Supply Co., Alexandria, La. . . . DuMont appoints Sydlee Electronic Supply Co., 453 Worthington St., Springfield, Mass. (Clifford Drafahl, pres.) and Penn Appliance Distributors Inc., 825 So. 26th St., Harrisburg, Pa. (Elmer A. Groeme Sr., pres.) . . . Olympic Radio appoints J. N. Ceazen Co., Los Angeles, replacing own factory branch . . . Whirlpool-Seeger appoints Radio & Appliance Distributors Inc., E. Hartford, Conn. (Louis K. Roth, pres.), replacing Roskin Distributors Inc. . . . Sentinel Radio appoints Shepherd Electric Co., Baltimore (Charles C. Vogel Jr., pres.), replacing Video Electronics Supply Co. . . . American Wholesalers Inc., Washington (Motorola) appoints S. C. Abbamonte merchandising & sales mgr. . . . Lehigh Valley Distributors Inc., Hazleton, Pa. (Motorola) promotes James K. Walker to exec. v.p. . . . DuMont appoints Neyhart's Inc., 141 W. 3rd St., Williamsport, Pa. (H. Merrill Winner, pres.).

phone Laboratories Inc., 1033 W. Van Buren St., Chicago . . . Donald M. Christie promoted to asst. mgr. of DuMont Labs govt. div. . . . Patrick H. Dowling named mgr. of Washington office of Stanford Research Institute, succeeding George T. Hayes, appointed asst. director of physical science div. in Menlo Park, Cal.

High-level RCA executive engineering changes this week: Dr. C. B. Jolliffe, v.p. & technical director, named mgr. of new special systems & development dept., covering military work. Dr. Douglas H. Ewing, v.p. in charge of RCA Princeton Labs, becomes RCA v.p. for research & engineering, reporting to Dr. E. W. Engstrom, senior exec. v.p. Dr. James Hillier is named general manager of Princeton Labs, succeeded as chief engineer of commercial electronic products by Dr. George H. Brown, director of systems research at Princeton. Humboldt W. Leverenz, director of physical & chemical research at Princeton, becomes asst. director of research there. Robert O. Vaughan is appointed to new post of mgr., west coast marketing programs, defense electronics products, rejoining RCA after 5 years in private business. Dr. Jolliffe's new dept. will cover "planning and development of broad electronic systems for future military needs," according to Theodore A. Smith, exec. v.p., defense electronic products. Others named to the dept.: A. W. Vance, chief systems engineer; G. L. Dimmick, chief development engineer; A. C. Gay, mgr., products engineering; Dr. E. W. Pritchard, administrative engineer.

Financial & Trade Notes: Officers - & - directors stock transactions reported to SEC for Nov.: **Admiral**—Ross D. Siragusa bought 6500 personally, 1000 thru trusts, holds 260,867 personally, 70,808 in trust; John B. Huarisa bought 2000, holds 101,731. **American Bosch Arma**—Wm. S. Wasserman sold 924 through trust, holds 17,100 personally, 4734 in trust. **American Electronics**—Clifton W. Reed sold 200, holds 5500. **AT&T**—James F. Bell bought 112, holds 1237. **Emerson Radio**—Max Abrams bought 1500, holds 83,209 personally, 6655 in trust, 63,801 in foundations; Harold Goldberg bought 200 Emerson Radio, holds 500. **General Dynamics**—Joseph T. McNarney sold 3000, holds 513. **GE**—James M. Crawford bought 2736, sold 600, holds 6370 personally, 300 for wife; Wm. F. Herod bought 292, holds 8789; John D. Lockton bought 3000 GE, holds 5019. **Hoffman Electronics**—C. E. Underwood bought 1000, holds 3500. **Lear Inc.**—Albert C. Keske sold 500, holds 907; Albert A. Rorison bought 300, holds 563. **Minneapolis-Honeywell**—T. McDonald bought 500, holds 4000; A. M. Wilson bought 1000, holds 4407 personally, 300 in trust; J. J. Wilson sold 400, holds 85,680. **Paramount Pictures**—Y. Frank Freeman bought 500, holds 5200. **Philco**—Wm. Fulton Kurtz bought 300 thru trust, holds 500 in trust. **Skiatron**—John H. Laub bought 1500, holds 2800; Arthur Levey bought 10,000, sold 190; holds 454,581. **Sylvania**—Howard L. Richardson bought 198, holds 773. **Tung-Sol**—George W. Keown bought 200, holds 850; Jean E. Witbeck bought 100, holds 3751. **Whirlpool-Seeger**—Donald D. Alexander sold 1200, holds 10,800.

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Group Securities Inc., mutual fund offering shares in various groupings, reports that its Electronics & Electrical Equipment Share Group had net assets of \$2,919,335 market value as of Nov. 30, 1956 compared with \$2,641,545 year earlier. Holdings in that category, with market values as of closing Nov. 30, 1956 (1955 comparisons in parentheses): 5600 Admiral, \$75,600 (4800 & \$106,200); 3400 Allis-Chalmers, \$104,550 (1700 & \$114,750); 4500 Bendix Aviation, \$253,125 (2400 & \$136,200); 6600 CBS "A," \$193,875 (5100 & \$130,687); 5500 Cornell-Dubilier, \$137,500 (3500 & \$126,875); 3000 Cutler-Hammer, \$187,875 (1500 & \$116,625); 5500 General Electric, \$325,875 (2500 & \$134,375); 7000 IT&T, \$207,375 (5000 & \$141,250); 1000 McGraw Electric, \$69,625 (1500 & \$74,625); 4000 Motorola, \$158,000 (4000 & \$191,000); 10,000 Norden-Ketay, \$76,250 (10,000 & \$126,250); 6060 Philco, \$100,748 (5500 & \$178,750); 4000 RCA, \$144,000 (2500 & \$114,687); 7000 Sperry Rand, \$154,000 (6500 & \$165,750); 4400 Square D, \$127,050 (3000 & \$153,375); 4500 Sylvania, \$209,812 (3500 & \$157,062); 1500 Westinghouse, \$76,875 (2000 & \$118,500); 2500 Zenith, \$263,125 (1700 & \$225,250); other assets, \$54,075 (\$65,507). Dropped during year: 3700 Raytheon, \$63,825 as of Nov. 30, 1955.

AT&T had net income of \$617,200,000 (\$10.75 per share on 57,423,000 common shares outstanding) in 1956, compared with \$546,045,367 (\$10.77 on 50,705,669 shares) in 1955. For quarter ended Dec. 31, net income was \$163,520,000 (\$2.60) vs. \$143,772,730 (\$2.79) in same '55 period.

Kay Lab's 1956 sales exceeded \$3,000,000, more than double 1955 volume, and outlook for 1957 is so encouraging that \$250,000 addition to San Diego plant is being constructed, with occupancy set for April, reports pres. LaMotte T. CoHu.

Decca Records sales in 1956 approximated \$26,000,000, compared with \$22,610,809 in 1955, stated pres. Milton R. Rackmil. Earnings were equivalent to about \$2.75 per share, as against \$2.37 in 1955, he said.

Trav-Ler Radio had net loss of \$42,000 on sales of \$5,960,000 in 6 months ended Oct. 31, compared with net loss of \$7000 on \$7,826,000 in corresponding 1955 period.

Signs of the TV times: "The experience gained from your company's initial activity in the TV field warrants substantial expansion," writes Warner Bros. pres. Jack L. Warner in annual report received by stockholders this week. "The series of *Cheyenne* and *Conflict* pictures produced for weekly showing over the ABC-TV network have achieved high ratings among the nation's network shows. They will be continued, and additional series now are in the planning stage." PRM Inc. (Lou Chesler, Eliot Hyman, et al) paid Warner Bros. \$21,000,000 for over 700 pre-Dec. 31, 1949 features for TV release (Vol. 12:9), on which profit after taxes and expenses amounted to \$15,295,000 (\$6.16 per share); pictures were carried on the books at nominal values, Warner reported, and Commissioner of Internal Revenue ruled profit is taxable on capital gains basis. PRM Inc. note for \$5,000,000 was negotiated with First National Bank of Boston, New York Trust Co., Guarantee Trust Co. of N. Y. Warner Bros. net profit for year ended Aug. 31, 1956, followed trends recently noted in motion picture industry generally (Vol. 12:52): On income that went up slightly to \$77,419,000 from \$76,991,000 in preceding fiscal year, net profit from operations, exclusive of the \$15,295,000 profit from sale of old films, fell to \$2,098,000 (84¢ per share on 2,482,247 shares) from \$4,002,000 (\$1.61 on 2,474,271 shares) in preceding year. **Note:** New TV film studio offices, including 26 editing rooms and 26 suites accomodating producer, director, unit mgr., writer & secy., will be provided by Warner Bros. in 2-story \$600,000 building on Burbank, Cal. lot. Construction of expanded facilities starts in Feb.

Walt Disney Productions' income from TV rose to \$6,996,890 in fiscal year ended Sept. 29, compared with \$4,444,378 in preceding fiscal year, it's revealed in annual report showing consolidated over-all earnings of \$2,623,541 (\$2.01 per share on 1,305,680 common shares outstanding) on gross income of \$27,565,394. They compare with net profit of \$1,352,576 (\$1.04) on gross income of \$24,638,652 in preceding fiscal year. Film rentals declined to \$15,054,742 from \$17,670,083, publications, character merchandising, music and other activities, \$5,513,762 vs. \$1,097,705. Disneyland Park had accumulated retained earnings of \$617,929 after deducting \$887,692 pre-operating expense, \$2,304,029 depreciation, \$649,400 provision for income tax.

Cornell-Dubilier sales for fiscal year ended Sept. 30, 1956 were \$33,107,016 and net income was \$1,085,047 (\$2.01 on 512,390 shares of common outstanding) vs. \$34,955,172 & \$1,809,002 (\$3.41) for preceding fiscal year. Unexpectedly slow growth of color TV sets, which use 3 times as many capacitors as black-&-white, was one of reasons cited by pres. Octave Blake in annual report as retarding factor in sales & earnings, plus recession in automotive industry, but he stated recent component price increases should have "beneficial effect" in next year. Among recent developments are automation machines for making capacitors, increased production of printed wiring panels, new tantalum electrolytic capacitor which contains no electrolyte, new line of subminiature aluminum electrolytic capacitors. Proxy statement for Jan. 23 annual meeting discloses \$106,039 as fiscal year's remuneration to pres. Blake, holder of 37,512 shares of common, which includes half the 7139 shares held by estate of I. O. Blake in which Octave Blake has half interest; first v.p. Wm. Dubilier holds 222 shares, exec. v.p. Haim Beyer 2060, exec. v.p. Paul McK. Deeley 61.

Television-Electronics Fund reports net assets of \$138,209,373 as of Dec. 31, equal to \$11.79 per share (on 11,724,172 shares outstanding) after giving effect to 55.7¢ per share capital gains distribution Nov. 30. Net assets Dec. 31, 1955 were \$116,730,597 (\$11.55 on 10,107,667 shares).

Electronics Reports: World's largest closed-circuit TV system will be put into operation Feb. 16 at New York's Pennsylvania Railroad Station as part of new semi-automatic ticket sales and reservation system designed to speed up ticket purchases by 90%.

New TV system, built and installed by Dage TV div. of Thompson Products Inc., will use 105 TV cameras and 101 14-in. monitors hooked to unique TV switchboard. Railroad will rent TV gear from Dage for 3 years at cost of \$400,000, after which it has privilege of purchasing it for additional \$1.

Here's how system will work: Each of 16 ticket counters will be equipped with TV monitor visible to ticket clerk and customer, with loudspeaker built into counter top. Behind ticket counters, 38 cameras will be trained on bank of "availability boards," which will show space available on any train leaving Penn Station for period of 2-16 weeks ahead. When customer asks for reservation on a particular train, ticket clerk dials 2-digit number which tunes his receiver to the proper availability board.

After ascertaining which spaces are available, ticket clerk dials another number, and reservation clerk's face appears on screen. He is told what reservations the customer wants; he takes proper tickets from file and places them in facsimile machine which reproduces them on printer alongside counter clerk, who sells them to the customer. Somewhat similar procedure is followed on telephone reservations by 72 clerks, each equipped with TV monitor and Tel-Autograph machine.

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Program to relieve engineer shortage—"the biggest problem in the electronics and automation industry during 1957"—was proposed last week by Daystrom pres. Thomas Roy Jones. His 5-point plan: (1) Better utilization of present engineering personnel by relieving them of non-engineering duties. (2) Joint military-civilian clearing house for engineering information. (3) Better liaison between military & civilian engineering groups "to get the maximum mileage from the money and efforts spent on engineering research." (4) Increased industry support of scientific curriculum in secondary schools. (5) Incorporation of scientific studies, on voluntary basis, as part of nation's military training program.

ORRadio Industries Inc., Opelika, Ala. manufacturer of "Irish" label magnetic recording tape, earned \$85,986 on sales of \$1,046,411 in 9 months ended Nov. 30, compared with \$64,293 on \$654,851 in corresponding period of preceding fiscal year. In letter to stockholders, pres. John H. Orr predicted even bigger year in 1957, saying "we have doubled our 1957 winter-spring advertising budget."

Penn-Texas Corp., giant industrial parent of Hallcrafters, bought 3100 additional shares of Fairbanks, Morse & Co. during Dec., bringing direct holdings to 388,600 shares, or 28% of total common stock outstanding. It's regarded as prelude to new proxy battle for control of Fairbanks, Morse next March.

Norden-Ketay Corp. reports, for 10 months ended Oct. 30, net loss of \$782,763 before credit of \$358,743 representing reduction of accruals for determination of income taxes in prior years. Sales were \$18,057,225 in first 10 months, for which no direct comparisons with 1955 are available.

First 2-way city bus radio system will be tested this spring by Rochester, N. Y. Transit Corp., using 25 Stromberg-Carlson transceivers. If trial is successful, 300-bus fleet will be equipped.

Merchant ship navigating instruments produced by Belock Instrument Corp. have been added to line of RCA communications products dept.

New annual IRE prize—W. R. G. Baker Award for best papers published in IRE's *Transactions*—has 3 joint 1957 winners. Carrying certificates and cash income from fund donated to IRE by Dr. W. R. G. Baker, GE v.p. and RETMA pres., award goes to R. J. Kircher, Hughes Aircraft, for "Properties of Junction Transistors" in July-Aug. 1955 issue, and to R. L. Trent & D. R. Fewer, Bell Labs, for papers on transistor amplifiers in 2 succeeding issues. Browder J. Thompson Memorial Prize for authors under 30 has been awarded to D. A. Buck, of MIT, for "The Cryotron—A Superconductive Computer Component" in April 1956 *Proceedings of the IRE*.

Sightmaster Corp., onetime TV manufacturer which now makes fuses and hi-fi equipment, has acquired Mutual Electronic Industries Corp., producers of electronic cable, panel equipment and triaxial connectors. Agreement involved exchange of 486,000 shares of Sightmaster common and 1012 shares of preferred for \$495,000 of Mutual debentures and 200,000 shares of its common stock. Mutual will be operated by Sightmaster as subsidiary, concentrating operations at Mutual's 45,000-sq. ft. plant formerly occupied by Empire Coil Co. Both companies are located in New Rochelle, N. Y.

Science scholarship training for servicemen & civilian employes of armed forces is provided in \$3,500,000 measure (HR-560) introduced by Rep. Bennett (D-Fla.). Program is intended to help Army, Navy & Air Force fill needs for scientists, engineers, technicians and other skilled personnel.

Collins Radio is cancelling orders for anti-collision aircraft radars worth more than \$10,000,000 because of technical problems of developing equipment. Company has notified airlines that research will continue, but that present equipment won't meet requirements.

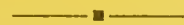
Electronic air cleaning equipment for commercial buildings will be marketed by Minneapolis-Honeywell beginning in Feb. John E. Haines, commercial div. v.p., estimates such equipment for buildings & homes will reach \$90,000,000 volume in 5 years.

Sylvania took options recently on 150-acre site at Andover, Mass. for proposed new 150,000 sq. ft. center for Sylvania-Corning Nuclear Corp. work on development & production of nuclear fuel elements & components (Vol. 12:46). Operations are scheduled for early 1958.

New edition of *RCA Receiving Tube Manual* covering basic theory and application information is available from RCA tube distributors or from Tube Div., Harrison, N. J.

Texas Instruments has cut price of vhf transistors from \$20 to \$10 each for 100 or more. GE has reduced 15 transistors used in radios & phonos 9-17%.

Royal McBee Corp. has acquired 25% interest in Tally Register Corp., Seattle electronics research & development firm.



George Haydu, ex-partner in Haydu Bros. tube makers, now pres. of Haydu Electronics Products Inc. (components), appointed administrative director of N. J. Governor's Committee on Hungarian Refugee Relief; Haydu is native of Hungary, became U. S. citizen more than 30 years ago.

Howard W. Sams, Indianapolis publisher of technical information on electronics, named this week one of "the 10 best-dressed men in Indiana" by Indiana Retail Men's Wear Assn.

Robert C. Sprague, chairman of Sprague Electric, re-appointed chairman of Federal Reserve Bank of Boston and Federal Reserve agent of the bank.

LANDMARK in growth of projection TV as nationwide medium for business and sales meetings, etc., was recorded this week as newest entity in the field—Teleprompter Corp.—announced biggest equipment purchase deal to date, involving “well in excess of \$1,000,000” in GPL equipment.

At same time, GPL announced development of new portable projection TV system for clubs, hotels, theatres, claiming pictures approximately 4 times brighter than its earlier portable projectors. New model PB-611A is said to give “highest quality televised picture up to 15x20-ft.”

Teleprompter’s new group communications div., formed from the old Sheraton Closed Circuit TV which it acquired last month (Vol. 12:49) has contracted for initial group of 100 of the new GPL projection units, with more to come later. First deliveries are scheduled next week. In addition, Teleprompter becomes only national distributor of GPL projection systems and related items.

Teleprompter pres. Irving Kahn said with delivery of units his company “will immediately commence full-scale network operation in the group communications field,” setting up the production units on order in hotels, theatres, auditoriums, arenas, eac. Projection units will be quartered in Western Union headquarters throughout the company and be serviced and maintained by RCA Service Co. and Teleprompter personnel. Kahn predicted that Teleprompter’s closed-circuit operation “will represent a multi-million dollar enterprise within the next few years.”

Another recent big purchase of projection TV equipment was deal by Fanshawe Lindsley’s new Closedcircuit Telecasting System for 40 RCA color projection units which throw 4½x6-ft. picture (Vol. 12:49).

[New, up-to-date lists of closed-circuit TV producers, syndicators and equipment manufacturers will be featured in our forthcoming 1957 Spring-Summer *TV Factbook*, to be published in mid-Feb.].

Two applications for TV stations and 4 for translator stations were filed with FCC this week, bringing total pending to 131 for stations (27 uhf) and 35 for translators. Station applications were: (1) For Baton Rouge, La., Ch. 18, by group headed by attorney Louis J. Prejean, 2% owner of local WAFB-TV & WAFB and including former WAFB-TV sales mgr. Ron Litteral and advertising man Charles W. Lamar Jr., who owns WPPA-TV, Pensacola, Fla. & 46.2% of KTAG-TV, Lake Charles, La. (2) For Provo, Utah, Ch. 11, by Jack A. Burnett, exec. v.p.-gen. mgr. & 25% owner of KULA-TV & KULA, Honolulu, who recently applied for Ch. 9 in Ogden, Utah. Week’s 4 translator applications were all filed by Idaho Power Co.—for Brownlee Power Plant Camp, Ore., Ch. 72 & 76, and for Oxbow Power Plant Camp, Ore., Ch. 70 & 74, both to rebroadcast programs of KBOI-TV & KIDO-TV, Boise. [For details see *TV Addenda 24-A herewith*.]

First use of videotape as pre-recorded substitute for live program is scheduled for Feb. 25 on CBS-TV by *Arthur Godfrey’s Talent Scouts*. Godfrey, who will leave in Feb. on 5-week African hunting trip, pre-recorded his first *Talent Scouts* show Jan. 8, will record the 4 other Monday 30-min. shows at rate of one a week. CBS-TV has been using Ampex videotape recorder for west coast rebroadcasts of several shows, including *Talent Scouts*, for last few weeks, is gradually expanding use of the recorders.

Albert Lasker Medical Journalism Awards for TV-radio, newspapers & magazines close entries Feb. 11. The 3 awards by Mary Lasker Foundation are being increased from \$1000 to \$2000 each.

Public had view of mail-handling techniques in Brooklyn General Post Office this week, through closed-circuit TV pickups fed to 3 monitors in lobby.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 24, Spring-Summer edition of the TV-electronics industries’ first and most widely used and quoted “almanac,” will be off the presses about Feb. 15. New handy edge index will make it more convenient than ever—providing ready and quick access to its wealth of basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of all networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set & tube manufacturers, TV-radio attorneys, engineers & consultants, electronic labs, etc. Among new features will be Sets-in-Use section, including Advertising Research Foundation’s county-by-county TV household estimates. Included with each *Factbook* is revised copy of our 29x43-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 25, cost \$1.50 each; single copies, \$4.50.

Quoteworthy quotes: “These [*Omnibus* lecture-demonstrations on music and dance] are really wonderful educational TV shows and I hope something is being done to preserve them for classroom use. It seems to me that [Leonard] Bernstein’s 3 or 4 essays and Miss [Agnes] de Mille’s 2 could form the basis for a course in music and dance all by themselves. In any case, while educational broadcasters are still floundering about wondering how to take the curse of the classroom off their broadcasts, these programs should provide an excellent course in instruction.”—John Crosby, New York Herald Tribune Syndicate. [Note: Filmed portions of past *Omnibus* programs are being syndicated to educational stations by Educational TV & Radio Center, but kines of the live shows—including Bernstein and de Mille lectures—haven’t been offered.]

Homes & jobs for 1000 refugees from Hungary have been offered by Penn-Texas Corp. at score of U. S. plants, but red tape in international aid program has permitted placement of only about 20, according to Scripps-Howard. Story Jan. 5 by Dick Preston reports Penn-Texas, parent of Hallicrafters headed by Leopold Silberstein, himself a refugee from Hitler Germany, proposed joint sponsorship of Hungarians with non-sectarian International Rescue Committee. But IRC refugee quotas, limited to 5%, filled up with other commitments here. President’s Committee on Hungarian Refugee Relief then stepped in to work with religious agencies, which have bulk of quotas, to try to meet Penn-Texas offer.

TV alibi failed in Arlington, Va. Circuit Court Jan. 8 when jury convicted Chester C. White of \$2000 armed robbery. White asserted he was watching Washington Senators baseball game in tavern at time of crime, but Senators’ sports announcer Bob Wolff testified that game wasn’t telecast that day.

Public will pay more to attend opera than to see baseball within 20 years, NBC pres. Robert W. Sarnoff says in Jan. *Theatre Arts Magazine*. He details story of NBC Opera Company on TV and on sell-out 47-city tour, points out concert-goers already spend more for tickets than baseball fans, sees opera as becoming bigger than either.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 19, 1957

FCC VOTES TENTATIVELY to deintermix Peoria & Springfield, let Hartford alone, add Ch. 12 to New Orleans. CBS favored for St. Louis, airline for Miami (p. 1).

BURNS SUCCEEDS FOLSOM as president of RCA, emphasizing management responsibilities; Folsom heads executive committee (p. 2).

PHILCO ANTI-TRUST SUIT charges "patent pool" monopoly by RCA, GE, AT&T, asks \$150,000,000 treble damages, ban on package licensing (pp. 2 & 7).

EDWARD LAMB'S WICU, Erie, due for renewal, FCC instructing staff to write decision finding communist-association charges unproved (p. 3).

TV IN 76.1% OF HOMES as of last Aug., indicating current saturation of about 78%. ARF study also shows 5.5% multiple-set households (pp. 4 & 7).

PROTOTYPE SCHOOL-TV project now feeds 56 half-hour sessions to 8 schools in Hagerstown, Md. on 3-channel cable in RETMA-supported 5-year experiment (p. 4).

HIGH TV UNIT SALES foreseen by many NARDA dealers for 1957, with progressively warmer attitude toward color. Reassurances given on factory servicing (p. 10).

SEVERAL DuMONT RESIGNATIONS inspire rumors company plans to quit TV production or merge. Pres. David Schultz says intention is to stay in TV (p. 12).

DEFENSE ELECTRONICS procurement to rise in fiscal 1958 due to 35% step-up in missiles; \$2.733 billion spent for electronics in fiscal '56 (p. 13).

DROPOUTS OF CONTESTANTS presage vhf grants in Port Arthur, Tex.; Laurel, Miss.; Casper, Wyo. KHUM, Eureka, Cal., gets Ch. 13; 4 translator CPs (p. 6).

FIRST NEW STARTER in 6 weeks is San Antonio's KONO-TV (Ch. 12), joining city's three others. Reports on other upcoming stations (p. 6).

AMPEX VIDEOTAPE deliveries postponed to Nov. for "improvements." NBC-TV to begin first coast-to-coast taped show; networks to tape Inauguration (p. 8).

FCC MOVES ON ALLOCATIONS, ST. LOUIS & MIAMI CPs: This was a big week for FCC, as it took big bite into tough deintermixture cases, St. Louis & Miami vhf hearing cases and the Edward Lamb decision (p. 3).

In deintermixture, action was most decisive yet. Though decisions voted are still tentative, comprising instructions to staff and supposed to be confidential, they become known quickly. Here's what Commission voted, with final consideration due to come Feb. 5: Move Ch. 8 from Peoria to Rock Island; move Ch. 2 from Springfield, Ill. to St. Louis & Terre Haute; keep Ch. 3 in Hartford; add Ch. 12 to New Orleans, also to Beaumont-Port Arthur, Tex.; add Ch. 3 to Lake Charles, La., Ch. 11 to Houma, La. At same time, Commission told staff to come up with "appropriate document" to shift St. Louis' KTVI from Ch. 36 to Ch. 2. It also would amend conditional CP of WMAZ-TV, Springfield, from Ch. 2 to Ch. 36, and the conditional CP of WIRL-TV, Peoria, from Ch. 8 to a uhf channel. Commission discussed Comr. Craven's proposal for dropping fixed allocation table (Vol. 13:1), came to no conclusion.

Votes were said to be 4-3 on Peoria & Hartford, 5-2 on Springfield, 6-1 on New Orleans. With 2 of the cases so close, it's not inconceivable that final decision could bring reverses, but that's considered unlikely.

Everyone is trying to read into this week's votes portents for action on other deintermixture cases Feb. 5 -- and consensus seems to be that Commission isn't disposed to shift operating vhf stations in Madison, Evansville & Fresno to uhf. Addition of vhf channels, where proposed, is quite probable.

Springfield-St. Louis case is one of most ticklish. Though FCC desires to turn Ch. 2 over to KTVI, it's aware that this might be difficult or impossible without giving other applicants crack at the multi-million-dollar channel. It has directed gen. counsel Warren Baker to study the problem.

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Turning to final vhf decisions Jan. 16, Commission mustered 4 votes to give St. Louis' Ch. 11 to CBS, instructed staff to draw up decision that way. It also

counted 4 votes in favor of Public Service TV Inc. (National Airlines) for Miami's Ch. 10 -- but it decided to hold up that one pending study of legality of airline owning a TV station. Commission is being careful in the case because a lot of Congressional opposition to the airline has been expressed. Sen. Monroney (D-Okla.) had asked Commission to hold up case; Sen. Magnuson (D-Wash.) has indicated disapproval; so have Sen. Smathers (D-Fla.) and Rep. Celler (D-N.Y.) -- but betting is the airline will still wind up with the CP.

Nothing big or controversial is expected to be taken up by Commission until Feb. 5 -- what with Comr. Bartley off to Hawaii, others in and out of town.

Commission will get into as many deintermixture cases as staff can work up when it convenes Feb. 5. First are expected to be Fresno, Evansville, Madison, Vail Mills and Elmira. In each case, FCC has proposed to delete a vhf channel.

RCA PICKS MANAGEMENT SPECIALIST AS PRESIDENT: RCA's selection of John Lawrence Burns as president, reporting March 1 to succeed Frank M. Folsom who becomes chairman of executive committee, stresses the growth and proliferation of RCA in recent years. For Burns is a management specialist, having served since 1941 with management consulting firm of Booz, Allen & Hamilton, of which he's a senior partner.

A versatile engineer, 48 years old, Burns is native of Watertown, Mass., was graduated from Northeastern U with E.E. degree, obtained master's and doctor's degrees in metallurgy at Harvard. He taught 3 years at Lehigh U, joined Republic Steel in 1934, became a Booz, Allen & Hamilton partner in 1941.

Though not primarily identified with electronics industry, Burns has had long association with RCA -- having directed management studies for it for 10 years. Nor is he any stranger to large organizations, since his firm has conducted studies for 1/3 of country's largest corporations, covering 350 lines of business.

Burns is married, father of 2 children, lives in Greenwich, Conn.

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Folsom's elevation to chairman of executive committee comes at his own request, RCA chairman Brig. Gen. David Sarnoff stated, noting that Folsom reaches the retirement age of 65 years in 2 years. "He asked that his successor as president be selected at this time," Gen. Sarnoff said, "to permit an orderly transition in management." It's known, too, that the recent death of Folsom's wife has profoundly affected his plans. The Sarnoff-Folsom relationship has been extraordinarily felicitous -- characterized by high mutual respect for each other's talents. Formerly v.p. of Montgomery Ward, then exec. v.p. of Goldblatt Bros., Chicago, Folsom joined RCA Victor Div. in 1944, became RCA pres. Dec. 3, 1948. After retirement in 1959, he'll continue in consulting capacity for 5 years.

Commenting further on Burns' selection, Gen. Sarnoff stated: "In the past 10 years RCA's business has grown from an annual volume of \$236,000,000 to \$1.25 billion. This growth has increased the complexity of the company's activities. Our rate of growth is such that each of our executives is carrying many times his responsibilities of even 5 years ago and the requirements continue to increase.

"Mr. Burns' years of experience in solving the organization and related problems that accompany business growth will prove invaluable as RCA continues to advance. Working with Mr. Burns, Mr. Folsom and I will concentrate on the company's major objectives, policies and programs during the period ahead which we believe will be the greatest in the history of the electronics industry."

PHILCO SUIT AGAINST RCA, GE, AT&T: Philco's \$150,000,000 treble-damage anti-trust action against RCA, GE & AT&T -- filed this week in Philadelphia Federal Court -- is based on 2 pending Federal anti-trust suits against RCA, and its outcome is intertwined with success of protracted govt. litigation.

Aimed principally at RCA patent pool "package" licensing of sets, tubes and commercial electronics equipment, 60-page complaint follows line of Justice Dept.'s Nov. 1954 action against RCA patent practices, still pending in Federal Court (Vol. 10:47). Among specific charges in Philco brief is allegation that on April 29, 1946, Brig. Gen. David Sarnoff, then chairman-pres. of RCA, "secretly intervened to prevent GE from executing a royalty-free cross-license on patents with Philco," and

that refusals by Westinghouse (named as co-conspirator but not defendant) and AT&T to grant Philco separate licenses "were likewise the result of agreement with RCA."

Philco and Zenith are the only major TV-radio manufacturers which aren't RCA licensees, Philco having failed to renew its RCA license which expired in 1954. Zenith has been involved in patent litigation with RCA since 1945.

Suit was filed in name of Philco Corp. and its subsidiary Lansdale Tube Co., against the 3 main defendants and AT&T subsidiaries Western Electric and Bell Labs. In the complaint, Philco reveals it paid \$20,893,228 to RCA in patent royalties from 1940 through 1954. It also alleges that RCA received approximately \$40,000,000 in royalties from its patent pool in 1954, of which about half represented royalties on sets and receiving tubes. RCA pool comprises 12,700 patents, it says. As did Govt. in 1954 suit, Philco asks that RCA package licensing be banned.

RCA's color activities are cited by Philco in substantial part of complaint. Says Philco: "RCA's persistence in offering its color TV sets for sale, despite the fact that they are not perfected, and persistence that RCA has pioneered and developed the compatible color TV system, has substantially lessened Philco's sales of black-&-white TV sets, with consequent loss of profits. [RCA] has used, and is using, its monopoly position as the licensor of the electronic communications industry to eliminate Philco's competition in color TV by charging unreasonable low prices for its approach to color TV sets and picture tubes..."

Philco suit goes beyond patents, touching on alleged activities by RCA subsidiary NBC. In section presumably based on recent govt. anti-trust suit charging RCA-NBC with coercing Westinghouse into selling its Philadelphia TV-radio stations (KYW-TV & KYW) to NBC (Vol. 12:49), complaint accuses RCA of "compelling Philco to sell its TV broadcasting station in Philadelphia, WPTZ [later KYW-TV, now WRCV-TV]."

NBC threatened to withdraw network affiliation in favor of Westinghouse (which then was applicant for Philadelphia's Ch. 17), according to Philco charge, and as a result Philco sold WPTZ to Westinghouse in May 1953 "for a price substantially less than the properties were worth." Westinghouse paid \$8,500,000 for the Philadelphia outlet, setting new TV station price record at the time (Vol. 9:8,22).

RCA flatly denied all charges made by Philco in its suit, stating that "the obvious purpose and intent of the litigation was to throttle development of color TV by reiteration of unfounded charges made in other undecided cases involving RCA."

Since Philco's RCA patent license expired at end of 1954, said RCA, "Philco professed to be negotiating in good faith with RCA for a renewal of its license under RCA patents, which they are currently using, including those used in color TV." RCA statement added: "Although Philco claims in its litigation to have developed a color system of its own, the public has yet to see any such color set. Only RCA has had the courage and faith in color TV to spend \$100,000,000 in pioneering and development to bring it to the American people." GE & AT&T declined comment.

[For highlights of Philco complaint, see p. 7.]

LAMB DUE FOR VINDICATION ON RED CHARGE: Celebrated Edward Lamb communist-charge case is all over but the shouting, FCC this week having instructed staff to draft decision to renew his license for WICU, Erie, Pa. (Ch. 12). Reportedly, vote was 5-1-1, with Comr. Lee dissenting, Comr. Doerfer abstaining. Latter, who induced Commission to start proceedings originally, long ago said he'd refrain from voting.

Final decision is yet to be written, voted and publicly released -- but the chances of change from this week's vote are virtually nil. Vote was supposed to be confidential, but it leaked, and Scripps-Howard newspapers reported the action on Jan. 18. Public announcement could come in 4-8 weeks.

Begun early in 1954, with hearing that started Sept. 1954, case was ill-fated, bizarre. Basically, Lamb was charged with having lied to the Commission when he testified he never knowingly associated with communists.

Consensus of those who followed case closely was that FCC never should have started proceedings; that it had been carried away in burst of anti-communist feelings at the time; that its case was far too weak and vague from the first.

An interesting angle was examiner Herbert Sharfman's initial decision,

which recommended renewal (Vol. 11:50). It was a remarkable document, discursive, concluding that "there is no proof that Lamb personally engaged in any subversive activity [or] called for the importation of communism in the United States and the destruction of American institutions..."

With renewal presumably assured, there's new speculation that Lamb will sell WICU & radio WIKK. He's said to have once placed price of \$6,000,000 on his Erie TV-radio-newspaper holdings. Selling newspaper for \$2,000,000 recently, he said he'd retain broadcasting properties (Vol. 13:1).

78% OF ALL U.S. HOUSEHOLDS HAVE TV SETS: On basis of Advertising Research Foundation report this week that 37,410,000, or 76.1% of the nation's 49,150,000 households, had one or more TV set as of Aug. 1956, it's proper to estimate a 78% saturation as of Jan. 1, 1957. Frank W. Mansfield, Sylvania market research director and a member of ARF board, says high TV scrappage (Vol. 13:2) and the rapid rate at which new households are being formed make it highly doubtful that more than a 2% gain has been made in national TV penetration since last Aug.

ARF report is based on Census Bureau's Current Population Survey, is third in series of such reports. The first, released in Sept. 1955, revealed that 32,100,000, or 2 out of every 3 households, had a TV set as of June 1955 (Vol. 11:34); ARF subsequently projected this report into county-by-county estimates, which were published by Television Digest as a Special Report of April 28, 1956. The second report, released last Aug., showed that 35,000,000 homes, or 73% of all households, were TV-equipped as of March 1956 (Vol. 12:31); this, too, was subsequently broken down by ARF into county-by-county estimates, published as a Special Report Sept. 29.

Details of latest ARF report, giving TV and non-TV households for U.S. as a whole and by regions, number of one-set and multiple-set households, location of home (urban vs. rural), etc. are on p. 7. Census Bureau will release additional details soon, though ARF says no decision has been reached on county-by-county data.

Big untapped market potential in 1957 is underscored by new ARF report, which shows that 11,740,000 households are without TV. Assuming that 97% of nation's homes are within TV signal range, that leaves a sizeable market for initial TV set sales -- to say nothing of the vast replacement and second-set market potential.

PROVISION FOR TV should be included in plans for all future public school construction. This recommendation will be made in report by former Los Angeles Supt. of Schools Alexander Jerry Stoddard, based on year's study of TV's use in education, financed by Ford Foundation's Fund for the Advancement of Education. So said FAE treas. John K. Weiss at Hagerstown, Md. meetings called this week to give educators, manufacturers and press a progress report on biggest closed-circuit TV teaching test.

In this light, the RETMA-FAE-backed Washington County, Md. 5-year experiment (Vol. 12:25-26) takes on added significance as prototype for hundreds, or perhaps thousands, of similar installations in the future. What guests at the demonstrations saw was an ingenious project combining human and electronic resources, where TV is now used every hour of the school day as a material part of the curriculum—and where the problem of equipment shortages is finally being licked.

Linked by 3-channel closed-circuit cable are 2 high schools, 6 elementary schools, library, museum and Board of Education's studio building. In 2 years, all 48 schools in Washington County will be linked by 6-channel cable. Some 56 half-hours of televised instruction are currently being given weekly.

Instruction currently originates in 2 studios in Board's TV building, and a third studio is being equipped for experimental TV techniques. Telecasts may also be originated from library, museum or from city's 2 high schools. Studios now have about a dozen vidicon cameras, professional lighting equipment, etc.—donated by equipment

manufacturers through RETMA task force. Schools have 138 receivers, but equipment makers were told that most immediate equipment need is for 100 more, to achieve desired ratio of one test for each 15-20 pupils.

Cameras have been donated by Dage, Diamond Power, GE, GPL, Kay Lab & RCA. Receivers—mostly 21-in., but including some 24-in.—were contributed by Admiral, DuMont, Emerson, GE, Hoffman, Motorola, Packard-Bell, RCA, Sylvania, Transvision, Westinghouse, 1 to 25 each.

Impressed by demonstrations of new teaching techniques developed for TV in this prototype installation, manufacturers at Jan. 17 session were particularly interested in Weiss' advice that they consider equipment contributions to the project as investment in research & development rather than public relations—for Hagerstown experiment is testing ground for the peculiar requirements of closed-circuit school TV.

Cautiously sizing up progress of TV teaching to date, Washington County Board of Education made this statement: "After 4 months of televised instruction, certain effects are noticeable. The faith of personnel in the great potential of TV for improving the quality of instruction has been strengthened. It is evident that a school system can plan and effectively carry on an extensive program of televised instruction in all areas of the curriculum on a daily basis . . . It would be a mistake to assume at this stage that sufficient evidence has already been gathered to justify any claims or discard long-held beliefs about education. By the end of the school year 1956-1957, when the closed-circuit TV project will have been in progress for one-fifth of the total time, it will be possible to evaluate in meaningful ways . . ."

Personal Notes: Charles R. Abry, ex-national sales mgr. of ABC-TV, joins NBC-TV as eastern sales mgr., succeeding John Dodge, who now handles special assignments for Wm. R. Goodheart Jr., v.p. for TV network sales . . . Tom Chauncey, exec. v.p.-gen. mgr. of KOOL-TV & KOOL, Phoenix, elected pres., succeeding Gene Autry, who moves up to chairman; Chauncey also continues as managing director of KOPO-TV & KOPO, Tucson . . . George C. Lenfest, technical operations supervisor for WRCA, N. Y., appointed operations mgr. of NBC's uhf WBUF, Buffalo, succeeding Alfred E. Jackson, now consultant for NBC in London; Joseph P. (Pat) Higgins promoted to director of news, community service & special events at WBUF, replacing Jack L. Begon, resigned . . . Art Mortensen, mgr. of radio KFMB, San Diego, becomes gen. mgr. of KERO-TV, Bakersfield, when transfer to owners of KFMB-TV, San Diego (Wrather-Alvarez) is consummated, Gene DeYoung remaining exec. director . . . Paul G. Brines, gen. mgr. of WSJV & WTRC, Elkhart, Ind., elected a v.p. of parent Truth Publishing Co. . . Charles A. Batson, WIS-TV, Columbia, S. C., elected pres. of S. C. TV-Radio Broadcasters Assn.; he's first TV representative elected to post, succeeding James Coggins, WKDK, Newberry . . . John D. Keating, pres.-gen. mgr. of KONA-TV, Honolulu, elected pres. of Hawaiian Assn. of TV-Radio Broadcasters . . . Robert Savage promoted to operations director, Albert Sanders to exec. sales mgr., WMAZ-TV, Macon; Elmo Simmons named national sales mgr., Thomas Snellgrove local sales mgr. . . Robert Norris promoted to operations director of KTVX, Muskogee-Tulsa, replacing Ben January, resigned; Wm. Swanson promoted to commercial mgr. . . Wm. Dix promoted to asst. gen. mgr. in charge of sales, WOR-TV, N. Y.; Ivan Reiner promoted to program director . . . James Schroeder, ex-radio KSEM, Moses Lake, Wash., named sales mgr. of KBAS-TV, Ephrata, Wash. (Ch. 43), due in Feb.; Howard Hammond, ex-radio KIMA, Yakima, Wash., named chief engineer . . . Lew Jeffrey promoted to program mgr. of KMTV, Omaha . . . Nelson H. Futch promoted to adv. promotion mgr. of *TV Guide*, replacing Morton E. Grossman, resigned . . . Lawrence Turet upped to promotion director of WITI-TV, Milwaukee, succeeding Leon Dolnick, transferred to sales dept. . . Arthur J. Miller, gen. mgr. of Pathe Labs east

coast operations, elected a v.p. . . Roland H. McClure promoted to mgr. of CBS Radio Spot Sales, Los Angeles, succeeding Jack Woolley, on leave on special Govt. assignment . . . Sidney White joins Warner Bros. publicity dept. in charge of all TV-radio information . . . Bob Flanigan, ex-WOR, N. Y., and NBC sales, Chicago, joins Storer radio sales headquarters in N. Y. . . Frank D. Jacoby, ex-NBC & BBDO, joins Metropolitan Educational TV Assn. as production director, supervising new studio in Carnegie Endowment International Center, 345 E. 46th St., N. Y. . . Norman Cousins, editor of *Saturday Review*, appointed to 5-year term on board of Educational TV & Radio Center, Ann Arbor, Mich. . . George M. Cahan promoted to exec. producer of NBC subsidiary California National Productions, Hollywood, reporting to Robert Cinader, director of program planning & development.

Leonard H. Goldenston, pres. of AB-PT, receives 1956 March of Dimes Humanitarian Award at testimonial dinner Feb. 18 in Waldorf-Astoria, N. Y., "for his long-time devotion to human welfare activities."

Frank Stanton, CBS pres., elected to Commerce Dept. Business Advisory Council, along with AT&T pres. Frederick Kappel and Whirlpool-Seeger pres. Elisha Gray II.

Brig. Gen. David Sarnoff, RCA chairman, addresses Minneapolis Junior Chamber of Commerce Jan. 24 on "Facing the Facts of World Communism."

Obituary

Thomas D. Connolly, 58, CBS-TV program sales mgr. since 1950, died Jan. 14 of a heart attack in White Plains, N. Y., near his home at Rye. He joined CBS sales promotion staff in 1939, became director of program promotion in 1940 and asst. mgr. of network program sales in 1948, and was mgr. of radio program sales & director of radio program promotion before his appointment as TV program sales mgr. He received M.A. degree in 1920 from Harvard, from which he graduated magna cum laude with A.B. in 1919. Surviving are his widow, a son, a daughter, his father, 4 sisters, 3 grandchildren.

Sir Cecil Graves, 64, British broadcasting pioneer who rose from announcer to deputy director of BBC and was joint director general in 1942-43, died Jan. 12 in Scotland.

Radio station sales reported this week: WLOF, Orlando, 37% by John W. Kluge for \$130,662 to Harris H. Thomson, who increases holdings from 15% to 52%. WKBR, Manchester, N. H., 35.3% by Wm. J. Barkley for \$111,700 to station's other principals (W. F. Rust Jr., major owner). Barkley also is selling his stock in following N. H. stations in which Rust is principal: 35.3% of WTSL, Hanover, for \$32,000; 31% of WTSV, Claremont, for \$28,000; 33% of WTSN, Dover, for \$3300. WKXL, Concord, N. H. by H. Scott Killgore's Tele-Broadcasters Inc. for \$108,000 (\$50,000 cash, rest in obligations) to co-owners WKNE Corp. (Joseph K. Close) and Frank B. Estes. WSMB, New Orleans, 50% by Paramount Gulf Theatres Inc. for \$90,000 to Founders Corp. (John M. Shaheen) subsidiary Radio Hawaii, operator of KPOA, Honolulu; WTAC, Flint, and 50% owner of KTVR, Denver (Ch. 2). Bankers Securities Corp. retains 50% of WSMB. KUMA, Pendleton, Ore. by Mr. & Mrs. C. H. Fisher for \$60,000 to new Pendleton Bestg. Co., in which each of 3 Fisher children owns 20%, Theodore A. Smith, ex-mgr. of local radio WKTF, 2½%, remainder being treasury stock. WPTX, Lexington Park, Md. by Patuxent Radio Inc. (Wm. J. Thomas, pres.) for \$35,000, including assumption of obligations, to Arthur Snowberger, gen. mgr. of WOOK, Washington, and Washington adman James S. Beattie. Blackburn-Hamilton was broker for WKXL, Allan Kander for WPTX.

Radio station sales approved this week by FCC: KSOP, Salt Lake City, by Ralph E. Winn, who keeps \$114,920 of station's assets (Vol. 12:49); new owner is Seagull Bestg. Co., in which Winn holds 39%; M. H. Hilton, station mgr., 51%; Lyle O. Wahlquist, 10%. WHAR, Clarksburg, W. Va. by co-owners W. A. Patterson & Robert K. Richards to George Wilson Sr. & Jr. and William Malow for \$111,000 (Vol. 12:49). KECC, Pittsburg, Cal. by John C. MacFarland group to John F. Malloy (75%) and associates for \$105,000 (Vol. 12:49). WAOK, Atlanta, Ga. by J. W. Woodruff interests to station employees, each with ⅓, Stan Raymond, Zenas Sears and Dorothy Lester for \$46,000. KWRN, Reno, by Franz J. Robischon and associates to local admen James Hadlock, Gerald Simons & William Welch for \$37,275 (Vol. 12:44). WHVH, Henderson, N. C. by Howard V. Harrell to Lawrence Brandon, owner of WWC0, Waterbury, Conn., for \$30,500 (Vol. 12:50). Note: Sale of KORC, Mineral Wells, Tex. by J. Elroy McCaw to co-partners Leeland M. Judd & Ramon C. C. Curry for \$55,000 (Vol. 12:43) has been canceled.

Purchase of WKNA, Charleston, W. Va. & WKNA-FM by Kanawha Valley Bestg. Co. (owned by principals of WSAZ-TV & WSAZ, Huntington) and Kanawha's sale of WGKV, Charleston, were approved this week by FCC. Kanawha pays Joe L. Smith Jr. \$150,000 for WKNA & WKNA-FM, gets \$90,250 for WGKV, from brothers Jack A. & Walter F. Evans (Vol. 12:50).

KONO-TV, SAN ANTONIO (Ch. 12), first starter in six weeks, planned to begin with ABC-TV Jan. 21 after Jan. 14 test patterns. It's city's fourth, others being KCOR-TV (Ch. 21), pre-freeze WOAI-TV (Ch. 4) & KENS-TV (Ch. 5). On-air box score now stands at 495 (96 uhf). KONO-TV has 50-kw RCA transmitter & 12-bay antenna, 574-ft. Ideco tower. Pres. Eugene J. Roth is principal owner through holdings in Mission Bestg. Co. (radio KONO), which owns 50%. Balance is held by area businessmen, only ones with 10% or more being rancher Joe R. Straus (13%) and Joske Bros. dept. store pres. James Calvert (10%). James M. Brown, from KONO, is v.p.-gen. mgr.; Bob A. Roth, also KONO, commercial mgr.; Justin A. Duncan, ex-WOAI-TV, operations mgr.; George W. Ing, KONO, engineering director. Base hour is \$460. Reps are H-R Television Inc. and Clarke Brown Co.

* * * *

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

WPTA, Roanoke, Ind. (Ch. 21, allocated to Ft. Wayne) hasn't begun construction, but has ordered RCA transmitter for March delivery, still hopes to begin by late spring, writes Bob Lemon, gen. mgr. of WTTV, Bloomington-Indianapolis (Ch. 4), for owner Sarkes Tarzian Inc. Work on tower has been held up by zoning and final purchase of land. Rep not chosen.

CKMI-TV, Quebec City (Ch. 5), planned as English-language adjunct to CFCM-TV (Ch. 4), plans Feb. 15 test patterns, programming two days later, reports operations director E. W. Miller. It's first dual operation authorized to private owner in Canada, where CBC operates separate English and French-language outlets in Montreal and Ottawa. Principal owner, with 50%, is Famous Players Canadian Corp. Building is nearly ready for 2-kw RCA transmitter due Jan. 31. Both stations will duplex into CFCM-TV antenna on 400-ft. tower. CKMI-TV will use CFCM-TV studios & offices, with expansion slated for next fall. Base hour will be \$250. Reps will be Weed, Joseph A. Hardy (Montreal & Toronto), John N. Hunt (Vancouver).

New VOA radio station for \$4,000,000 is sought by USIA in \$140,000,000 budget—\$27,000,000 more than in current fiscal year—submitted to Congress Jan. 16 by President Eisenhower. Radio facility to be built at undesignated location would supplement overseas broadcasting service which already includes 76 transmitters. Overall 1958 fiscal estimate for USIA broadcasting program, including \$6,100,000 for expansion of TV-radio, is \$27,387,767—biggest single item next to \$55,587,735 asked for expenses of overseas missions. Budget contemplates increasing personnel to 13,019, compared with 10,798 at end of 1956 fiscal period and 13,054 when Republican Administration took over in 1953. Main targets of strengthened USIA are Far East, Near East, South Asia & Africa instead of Europe.

Record of Senate Commerce Committee hearings on allocations phase of its TV inquiry was published this week. The 740-page document is entitled "TV Inquiry, Part II" (Part I, consisting of FCC testimony, having been issued last year). Subscription TV testimony will compose Part III, due off presses soon, and Part IV will contain testimony on network operations. Committee's special TV investigation counsel, Kenneth Cox, is expected to return to Washington Jan. 21 to work with communications counsel Nicholas Zapple in preparing draft of final report on investigation.

Once-a-year return to air by M. R. Lankford's WRAY-TV, Princeton, Ind. (Ch. 52) for March of Dimes telethon will be on Jan. 27, FCC having authorized station to test equipment Jan. 25-26, stage telecast following day.

ONE UNCONTESTED CP and 4 translators were granted by FCC this week, while 3 previously contested vhf cases become clear and are now ripe for CPs. KHUM, Eureka, Cal., was given Ch. 13; translator permits were handed to La Plata Electric Assn., Durango, Colo. (Ch. 74 & 77) and H. L. Corley, Trinidad, Colo. (Ch. 70 & 73).

The 3 situations cleared: Port Arthur, Tex., Ch. 4—KPAC to get CP after dropouts by Jefferson Amusement Co. and KPBX; Laurel, Miss., Ch. 7—Laurel TV Co. (including principals of WAML) in line for grant after off-air WCOG-TV, Meridian (Ch. 30) dismissed application; Casper, Wyo., Ch. 6—KSPR ready for CP, Casper Mountain TV having pulled out.

Commission affirmed its grant of WCYB-TV, Bristol, Va. (Ch. 5), turning down petitions for reconsideration by defeated WOPI and by City of Kingsport and Kingsport Chamber of Commerce.

FCC won another allocations round in Court of Appeals when court turned down appeal of WITV, Ft. Lauderdale, (Ch. 17), which had been denied permission to intervene in Miami's Ch. 7 & 10 hearings pending decision on its position to deintermix the area. Court held this case no different from previous cases in which it concluded Commission hadn't abused its discretion.

Court received a new appeal—from WISC-TV, Madison (Ch. 3), which is fighting FCC's proposal to give its channel to educators, though current indications are that Commission won't disturb it (p. 1). WISC-TV argues that FCC proposal came "out of the blue," so to speak; that Commission picked on Madison arbitrarily; that WISC-TV had been deprived of legal rights in efforts to fight proposal adequately before Commission.

FCC finalized shift of Ch. 19 from Altoona to Johnstown, Pa., which had been requested by WARD-TV (Ch. 56). It received petition from KTVX, Muskogee, asking that its Ch. 8 be shifted to Tulsa.

Makeup of Commerce Committees in 85th Congress was completed Jan. 17 with assignment of brand new Sen. Wm. A. Blakley (D-Tex.) to last remaining vacancy. He takes Senate Interstate & Foreign Commerce place vacated by resignation Jan. 15 of Price Daniel to become Texas governor. Multi-millionaire Blakley, majority owner of Braniff International Airways who has wide interests in oil, insurance, investment firms, southwest ranches, was appointed by outgoing Gov. Allan Shivers pending special election on April 2. House Interstate & Foreign Commerce vacancies were filled Jan. 16 by Republican assignments. Senate Committee: Democrats—Chairman Magnuson (Wash.), Pastore (R. I.), Monroney (Okla.), Smathers (Fla.), Bible (Nev.), Thurmond (S. C.), Lausche (O.), Blakley (Tex.). Republicans—Bricker (O.), Schoeppel (Kan.), Butler (Md.), Potter (Mich.), Purtell (Conn.), Payne (Me.), Cotton (N. H.). House Committee: Democrats—Chairman Harris (Ark.), Williams (Miss.), Mack (Ill.), Roberts (Ala.), Moulder (Mo.), Staggers (W. Va.), Dollinger (N. Y.), Rogers (Tex.), Dies (Tex.), Friedel (Md.), Flynt (Ga.), MacDonald (Mass.), Rhodes (Pa.), Jarman (Okla.), O'Brien (N. Y.), Moss (Cal.), Dingell (Mich.), Loser (Tenn.). Republicans—Wolverton (N. J.), O'Hara (Minn.), Hale (Me.), Heselton (Mass.), Bennett (Mich.), Beamer (Ind.), Springer (Ill.), Bush (Pa.), Schenk (O.), Carrigg (Pa.), Derounian (N. Y.), Younger (Cal.), Avery (Kan.), Alger (Tex.), Neal (W. Va.).

Live coverage of S. C. Governor's opening address to State Legislature was provided by WIS-TV, Columbia—first time in state history. Station also placed monitors throughout chamber, permitting legislators to get close-ups of diagrams and charts used by Gov. Timmerman during speech.

AMONG PHILCO'S CHARGES against RCA, GE & AT&T in anti-trust suit filed this week (see p. 2) were these accusations, stemming from RCA patent practices: (1) "The entire field of electronics has been divided" among the 3 firms, "who enjoy monopolies in their respective industries." (2) Public has been deprived of new models of electronic equipment which would have emerged from competitive research & development. (3) Cost of electronic equipment has been increased as result of activities of the 3 firms. (4) U. S. military security is "prejudiced" because number of manufacturers with the necessary research personnel and facilities for military projects "has been drastically circumscribed" by patent practices.

Philco also contends that RCA has used "its dual position as manufacturer and licensor to eliminate the competition of the new developments of other manufacturers and to force industry acceptance of its own developments." RCA's patent rates, Philco charges, have been set at "excessive and unreasonable" levels which do not permit manufacturers to engage in own research. Another allegation is that "RCA laboratories make new developments available to RCA's manufacturing div. before announcing them to RCA's licensees, thus enabling RCA to be the first to introduce such developments into the market."

Philco gave this itemized breakdown of its royalty payments to RCA for set, receiving tube and commercial-military licenses from 1940 through 1954:

	Philco Set	Philco Commercial	Lansdale Receiving Tube
1940	\$ 693,529.23		
1941	894,353.48		
1942	247,283.68		
1943			
1944			
1945	3,508.77		
1946	1,158,191.65		
1947	2,238,395.61		
1948	2,311,069.03		
1949	1,782,894.46		
1950	2,577,318.64	\$ 172.56	\$193,949.66
1951	1,728,793.39	773.74	242,024.51
1952	2,105,076.69	176,121.99	297,309.60
1953	2,174,442.53	316,655.97	315,250.62
1954	1,411,815.70	135,860.77	(111,564.78)*
Total	\$19,326,672.86	\$629,585.03	\$936,969.61
	GRAND TOTAL		\$20,893,227.50

* Represents red figure.

Gilmore Nunn's sale of CP for WLAP-TV, Lexington, Ky. (Ch. 27) with radio WLAP for \$346,000 (Vol. 12:44) was approved Jan. 16 by FCC. New owners, each with 1/3, are Frederick Gregg, Young & Rubicam account executive; Charles Wright, General Dynamics accounting executive; Harry Feingold, owner of Superior Distributing Co., Kansas City. Purchasers say they plan to build the TV. Nunn owns 30% of WBIR-TV, Knoxville (Ch. 10) & WBIR, also 1/3 of WCNS, Baton Rouge (Ch. 40), planning March debut.

Deal for \$16,000,000 with Consolidated TV & Radio Bestg. Co. (Bitner) fell through (Vol. 12:47) because financing syndicate wanted control of Crowell-Collier Publishing Co., treas. Eugene J. McCaffrey told SEC Jan. 17. McCaffrey testified at hearing on Crowell-Collier sale of \$4,000,000 unregistered debentures (Vol. 12:51) that its efforts to buy 3 TV & 4 radio stations from Bitner group, started last spring, were stymied by insistence on control by Elliott Janeway syndicate in return for \$6,000,000 needed for deal.

TV Allocations Study Organization has issued 12-pp. mimeographed "Statement of Policies & Operations" outlining objectives, panel structure and scope of projects on transmitting & receiving equipment, lines & antennas, field tests and analysis & theory. Copies are available from exec. director George R. Town, 808 Warner Bldg., Washington 4, D. C.

TRENDS IN TV SET OWNERSHIP are revealed in Advertising Research Foundation's report this week, based on Census Bureau survey showing that 37,410,000, or 76.1% of nation's 49,150,000 households, had one or more TV sets as of Aug. 1956 (see p. 4). ARF reported total of 39,568,000 sets were in U. S. households as of Aug., an increase of more than 2,000,000 since Feb.-March 1956 and increase of more than 6,000,000 since June 1955. Among other details of ARF report:

Multiple Set Households—There were 2,060,000 homes which had more than one set, representing 5.5% of total TV households, compared with 1,694,000 (4.8%) in Feb.-March 1956 and 1,122,000 (3.5%) as of June 1955. Of the multiple-set households, 1,809,000 were inside standard metropolitan areas, 251,000 outside; 1,665,000 were in urban homes, 352,000 rural non-farm, 43,000 rural farm; 857,000 were in northeast region, 644,000 north central, 307,000 west, 252,000 south.

Rural vs. Urban Differences—Some 26,009,000 urban households (80.4%) had TV, out of total urban households of 32,351,000, compared with 24,994,000 (77.8%) out of 32,114,000 in Feb.-March 1956. In rural non-farm households, 8,194,000 (73.4%) out of 11,157,000 had TV, as against 7,535,000 (68.4%) out of 11,022,000 in Feb.-March. In rural farm homes, 3,207,000 (56.9%) had TV, out of total of 5,642,000, compared with 2,966,000 (52.5%) out of 5,649,000 in Feb.-March.

Type of Household—About 82% of husband-wife households had TV, compared with approximately 57% in all other households. ARF defines "husband-wife households" as those where the head of the family is married and living with spouse.

Like the 2 previous studies, ARF's latest report was underwritten by TV networks, NARTB and TvB.

"Asset for any community" is educational TV as exemplified by WGBH-TV, Boston (Ch. 2), Jack Gould says in Jan. 13 N. Y. Times after visit to Boston. Frequently-acerbic TV critic Gould finds that the only non-commercial educational station on eastern seaboard applies "one of the most hopeful remedies yet seen for what ails the electronic colossus"—and for "the fantastically small sum of roughly \$300 an hour, or under \$5000 for its 25 hours of programming a week." WGBH-TV is "stimulatingly presumptuous" in assuming viewers in homes as well as classrooms are "both ready & willing to contribute personally to the success of a program." They discover "it is refreshing to have the mind titillated with regularity and purpose" by such programs as uninterrupted Boston Symphony concerts, lectures on co-existence by Hugh Gaitskell, "hilarious" sociological analysis of evils of 1957 decolletage, discussion of Congressional investigation abuses. Station's basic budget is \$200,000, half provided by Lowell Institute, rest by Boston-based schools. Gould cites 2 WGBH-TV advantages: (1) "vast reservoir of free talent" in faculties of Harvard, MIT, New England Conservatory of Music, other participating institutions. (2) a vhf channel.

NCAA TV committee for 1957 will be headed by Robert Kane of Cornell, replacing Howard Grubbs of Southwest Conference. NCAA's annual conference in St. Louis voted to continue controlled football TV program, with opposition registered only by Notre Dame.

Tax-supported educational TV is legal, ruled County Circuit Court in Springfield, Ill., rejecting taxpayers' suit against use by U of Illinois of \$25,000 a year from regular state educational funds to help operate WLL-TV, Champaign-Urbana (Ch. 12).

NARTB film committee approved plans this week for new manual on film operations of stations, including information on operational techniques, etc.

Telecasting Notes: This is the time of year when networks are getting ready to finalize the next season's program line-ups—and job is made doubly difficult this season by the criticism of general calibre of current programming, and by the axing of record number of shows in mid-stream (9 half-hour network shows have already been canceled) . . . NBC pres. Robert Sarnoff has set up top-echelon programming board, consisting of exec. v.p. Tom McAvity, program v.p. Emanuel Sachs, exec. v.p. Robert E. Kintner and research v.p. Hugh M. Beville, to screen hundreds of new program possibilities . . . Reportedly lined up for next season on NBC-TV is 90-min. weekly drama show, probably Tues., and possibly produced by Orson Welles; kiddie spectacular series for Fri. nights, with regular Mon. & Sat. spectaculars to continue—particularly in view of their rating successes this season . . . CBS-TV reportedly will overhaul its Sat. night structure, possibly slotting 4 full-hour shows back-to-back 7-11 p.m. . . . ABC-TV's revised daytime schedule is now due to begin April 1, with Abbott & Costello's *Penny for Your Thoughts* replacing first half-hour of *Mickey Mouse Club* 5-5:30 p.m., and a Goodson-Todman quiz 4:30-5 p.m. . . . TCF-TV Productions (20th Century-Fox) plans to be shooting 7 pilot films during next 3 months (at \$300,000 budget)—4 of them for NTA Film Network. Three will be based on 20th Century-Fox film successes—"How to Marry a Millionaire," "Mother Is a Freshman" & "Mr. Belvedere" . . . MGM, too, is expected to plunge into full-scale TV film production, reportedly planning to have 6 pilots ready this spring . . . First symphonic work commissioned by a TV-radio station—Morton Gould's "Declaration," written under commission from NBC's WRC-TV & WRC, Washington—gets world premiere in National Symphony Orchestra performance at Jan. 20 Inaugural Concert . . . Film on birth of Grace Kelly's baby is tentatively slated by CBS-TV for 11:15-11:45 p.m. Feb. 2 or 9, depending on Mother Nature . . . Same TV film series will run on 2 stations in same city next month—in 2 different languages. ABC Film Syndication has sold *Racket Squad* to KONO-TV, San Antonio, in original English version, and to KCOR-TV in Spanish . . . Two-hour local spectacular planned Jan. 22 by Paramount's KTLA, Los Angeles, to mark 10th anniversary, featuring Hollywood stars—with emphasis on those who made their TV debuts over station . . . TV drama classic, "Visit to a Small Planet," by Gore Vidal, opens on Broadway Feb. 7, with Cyril Ritchard starring.

NBC Opera Theatre's 2½-hour telecast of Serge Prokofieff's "War & Peace" Jan. 13 elicited exceptional chorus of bravos from critics. Examples: Howard Taubman in *N. Y. Times* said production, first in U. S., was "worthy of the opera"—"so impressive that the very TV screen seemed to expand." He lauded cast ("There was not a poor performer in the lot"), producer Samuel Chotzinoff, director Kirk Browning, conductor Peter Herman Adler. *N. Y. Herald Tribune's* Paul Henry Lang thought Prokofieff's version of Tolstoi novel was a failure despite "much good music," but "performance itself was excellent [in a] very ambitious project." Day Thorpe of *Washington Evening Star* agreed that opera itself is "not much," but "there probably has never been a TV opera so successfully achieved." To Paul Hume of *Washington Post & Times Herald* it was "a vastly commendable piece of work in every way, and a credit to its performers, to NBC, and to the TV industry today." Ben Gross, *N. Y. Daily News*: ". . . moving performance . . . memorable . . ." *Time*: ". . . brilliantly produced . . ." Jay Nelson Tuck, *New York Post*: "NBC Opera Theatre, I love you."

ANA schedules co-op advertising workshop Jan. 24 at Hotel Plaza, N. Y.

AMPEX VIDEOTAPE recorder deliveries will be delayed until Nov. 1957 to incorporate improvements based on experience gained by CBS & NBC in their use of prototype recorders, Ampex Corp. notified order holders this week—even as both networks announced that their videotape recorders will be given new tasks next week.

Ampex v.p. Phillip L. Gundy told customers that production deliveries will begin "approximately 10 months from now," incorporating these 6 new features or improvements: "Adequate cueing facilities, convenient switching devices, ready synchronization with other studio apparatus, tape interchangeability among recorders, ease in making duplicate copies of taped programs, easy editing."

Gundy said Ampex color tape recording is "at least 18 months away," and explained: "There is no doubt that color is coming to TV, but like videotape recording, it will be an evolution and not a revolution. It won't come all at once for all programs everywhere nor to all homes at the same time . . . Monochrome TV will for years supply the profits to pay for the change to color. Ampex monochrome videotape, in practical form, will for years be helping to make the money which pays for the changeover to color . . ."

As to the "evolution" of monochrome videotape, Gundy saw 3 steps: (1) Strictly for delayed broadcasts. (2) Pre-recording of shows. (3) Syndication and multiple release of taped programs for TV.

At week's end, networks already appeared to be easing into Step 2. Beginning Tues. Jan. 22, NBC-TV is planning its first coast-to-coast taped TV program series with daily *Truth or Consequences*, seen in east 11:30 a.m.-noon, on west coast 8:30-9 a.m. Show will be pre-recorded in Hollywood with studio audience, then rebroadcast for entire network at 8:30 a.m., Pacific time.

Both CBS & NBC will offer viewers chance to observe quality of videotape recording compared with live picture. They both plan to televise public swearing-in of President Eisenhower & Vice President Nixon twice within an hour on Inauguration Day, Jan. 21—first live, and then (between 1 & 1:30 p.m.) from tape.

Worldwide outpourings of tributes, accompanied by music recorded by the maestro, followed Arturo Toscanini's death Jan. 16 at 89 in Riverdale, N. Y. In Washington, President Eisenhower said his music and his "hatred of tyranny" are in "legacy of our time." In Milan, La Scala closed under half-staffed flags. State radios in Finland and W. Germany prepared commemorative concerts. In N. Y., Metropolitan Opera audience rose spontaneously in silence. RCA chairman Brig. Gen. David Sarnoff, who persuaded Toscanini to come from retirement in Italy in 1937 to conduct NBC Symphony specially created for him, stated: "Toscanini was unique as a musician, as a man, and as a personality. In the whole history of art it would be hard to find so complete a dedication as he brought to music." Toscanini directed NBC Symphony for 17 years. Night of his death, NBC-TV presented his 1943 performance of Verdi's "Hymn of the Nations," only film ever authorized by him.

Actress was swept off feet in commercial for electric range on KLIX-TV, Twin Falls, Ida. Pointing out features, Barbara Neilson reached for door, recoiled and fell to floor before camera switched to something else. Announcer explained later that Miss Neilson, who didn't need hospitalization, had suffered "slight electrical shock."

Educational TV & Radio Center, Ann Arbor, Mich., national program headquarters for educational stations, will open office Feb. 1 at Carnegie Endowment International Center, United Nations Plaza, N. Y.

Network Accounts: Procter & Gamble this week replaced Amana as alt. sponsor (with Camels) of *Phil Silvers Show* on CBS-TV, following cancellation by Amana in protest against a 20% increase in discount granted Camels. George C. Foerstner, Amana exec. v.p., told news conference that Amana's weekly gross cost for the show was \$46,527, minus a 5% discount, and that R. J. Reynolds Tobacco (Camels) paid \$46,557, minus a 25% discount. He said network discount methods generally were "morally wrong and legally wrong." CBS declared only that "despite Mr. Foerstner's statement, the *Phil Silvers Show* continues to be one of the most popular on TV" and that "CBS-TV advertisers can earn discounts on the terms and conditions set forth in CBS-TV's published rate cards. These terms and conditions are applied uniformly to all CBS-TV advertisers." . . . Minnesota Mining & Mfg. Co. spends more than \$1,000,000 for 66 quarter-hour daytime shows on NBC-TV starting March 14, thru BBDO: alt. Thu. 12-12:15 p.m. on *Tic Tac Dough*, alt. Thu. 4-4:15 p.m. on *Queen for a Day*, and 2 more daytime shows to be announced later . . . Greyhound Bus buys one-third of *Steve Allen Show* on NBC-TV starting April 7, Sun. 8-9 p.m., thru Grey Adv. . . Ralston Purina to be alt. sponsor (with Pall Mall) of *Big Story* on NBC-TV starting March 8, Fri. 9:30-10 p.m., thru Gardner Adv., St. Louis . . . Revlon due to succeed GE as sponsor of *20th Century-Fox Hour* on CBS-TV starting Feb. 6, alt. Wed. 10-11 p.m., thru C. J. LaRoche Co. . . Kraft renews its *Kraft TV Theatre* for 11th straight year on NBC-TV, Wed. 9-10 p.m., thru J. Walter Thompson . . . Chesterfields to be alt. sponsor for several shows (with Procter & Gamble) of *Hey Jeannie* on CBS-TV starting Feb. 9, Sat. 9:30-10 p.m., thru McCann-Erickson . . . Ronson to cancel alt. week 30-min. sponsorship of *Playhouse 90* on CBS-TV at end of March, plans to return to network TV next fall with own show; Royal Typewriter Co. to succeed Ronson on Feb. 14, Feb. 28 & March 14 shows, Fri. 9:30-11 p.m., thru Young & Rubicam . . . Quaker Oats to drop out as one-third sponsor of *Caesar's Hour* on NBC-TV after Feb. 9 show, Sat. 9-10 p.m. . . . General Mills cancels *Giant Step* on CBS-TV at end of Feb., Wed. 7:30-8 p.m. . . Philip Morris to sponsor *Mike Wallace Show* on ABC-TV starting April 28, Sun. 10-10:30 p.m., thru N. W. Ayer.

Less intramural bickering between network and spot representatives is predicted by ABC Radio v.p. Don Durgin as a major triumph for radio in 1957. In address to TV and Radio Advertising Club of Philadelphia Jan. 14, he said "the networks no longer are primarily concerned with pitching for their share of an already appropriated spot dollar, but rather are spending most sales time at the account and client levels to show why network radio is just as necessary a basic buy as the other national media regularly used." Reviewing recent radio resurgence, he said: "There is no question that for most of the very big national accounts, network TV is the most important basic buy, but it is equally true that network radio is as important as print as a complementary buy. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped, the only way to consider network radio is on the basis of total U. S. homes delivered (as all media are judged) and no longer on the old inefficient and misleading basis of radio-only homes delivered, which broadcasters themselves shortsightedly emphasized in TV's growth days."

New Walt Disney contract signed with ABC-TV this week involves more than \$9,000,000 in program costs and 130 hours of Disney TV programming in 1957-58 season. In addition to *Disneyland* and *Mickey Mouse Club*, latter to be reduced from hour to 30 min., new 30-min. series titled *Zorro* will be filmed for evening presentation next season.

ADVERTISING AGENCIES: Sigurd S. Larmon, pres. of Young & Rubicam, reappointed to 3-year term as member of U. S. Advisory Commission on Information . . . Lee P. Strahorn promoted to TV-radio director, Young & Rubicam, San Francisco . . . Harold H. Webber, ex-Nielsen, resigns as exec. v.p.-gen. mgr. of Foote, Cone & Belding, Chicago . . . Robert S. McTyre promoted to asst. TV-radio copy chief, Campbell-Ewald . . . Willis B. Parsons, ex-ABC adv. & promotion mgr., joins creative staff of Campbell-Ewald, N. Y. . . . John McKiven, v.p. of Cleveland office, placed in charge of new Pittsburgh office of Fuller & Smith & Ross, handling Westinghouse and Alcoa among key accounts.

Network Color Schedules (Jan. 20 - Feb. 2, 1957)

- Jan. 20—NBC: Segments of *Wide Wide World*, 4-5:30 p.m.; *Alcoa Hour*, 9-10 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Jan. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Jan. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 23—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 24—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Jan. 25—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 26—NBC: *Perry Como Show*, 8-9 p.m.
- Jan. 27—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Jan. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Jan. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Break the \$250,000 Bank*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
- Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Jan. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 2—NBC: *Perry Como Show*, 8-9 p.m.

Color TV dominated address by RCA pres. Frank Folsom to Philadelphia's Poor Richard Club Jan. 17, as he received its Gold Medal of Achievement Award. "One of the surest and swiftest tickets to obscurity in modern merchandising," he said, "is to fail to recognize what color TV can do . . . Not so long ago it took a year, 5 years, 10, 15 or even 20 years to establish brand, profitable distribution and consumer acceptance. Now, with the use of tasteful, hard-selling commercials on color TV, hitherto unknown brands and newly created fashions can be established virtually overnight." On Jan. 28, Folsom speaks on "Canada & Electronics" before Toronto Club.

Chromatic TV Labs' Emeryville, Cal. laboratory and a license to build Lawrence color tube for military & industrial applications have been acquired from the Paramount Pictures' subsidiary by Litton Industries for undisclosed sum. Litton pres. Charles B. Thornton said an important application will be in radar, for aircraft identification, etc. Paul Raibourn, Paramount v.p. and Chromatic chairman, reiterated that DuMont is working on tube with goal of low-cost home receivers.

Loans for color TV set purchases are cited by v.p. A. F. Wagele of Bank of America in San Francisco as "very healthy promise" of growth in its home improvement & dealer financing dept. Bank's ratio of loans for color TV in 1956 was about 3% of that for black-&-white sets.

Ten hours of local color weekly are being added by NBC's KRCA, Los Angeles, to supplement network feeds.

FAVORABLE PORTENTS AT NARDA CONVENTION: A surprisingly good year in TV unit sales was foreseen by many retailers attending NARDA convention this week in Chicago. And we also detected a warmer attitude towards color as means of restoring profitability. All in all, the dealers cried the blues less than in other years.

"Our inventories aren't in bad shape," one major retailer told us. "The big build-up has been at the factory and distributor level. I'll say that I'm buying conservatively, but I would say that 1957 looks better for me than 1956."

That dealers are anxious to move higher-end units instead of concentrating on low-profit portables was manifest. Zenith sales v.p. Leonard C. Truesdell exhorted dealers to tell manufacturers to produce more higher-priced units. Following his talk, NARDA chairman Mort Farr laconically remarked:

"Manufacturers say dealers only want to push portables. Well, all I can say is that we didn't sell portables before the manufacturers made them."

Many dealers indicated they would push color in last half of 1957, though it would be incorrect to describe their general attitude toward color as enthusiastic. But, contrasted with their approach a year ago, it was decidedly more bullish.

Farr made another intense pitch for more color action by dealers and drew on his own experience as a suburban Philadelphia retailer to buttress his case. Color, he said, accounted for a 30% increase in his Oct. TV volume. He said he purchased 200 sets during summer and now has "only a few left."

He denied charges that color requires more servicing than black-&-white sets, saying that his own survey of 63 sets he sold since summer revealed that 30 sets required no service, 33 required average of 2.5 calls per set, 17 needed only minor adjustments, 41 required replacement of parts.

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Truesdell's talk was a TV highlight. He said the dealer was key figure in any concerted movement to higher-priced units, urged the retailers to tell receiver makers to eliminate overproduction which requires liquidation, beats down the price level and creates excessive competitive activity.

"Retailers must recognize their responsibility to perform their full function in the distribution of merchandise to the consumer and by fulfilling this responsibility determine margins of profit which will support it," he said. "I urge you to make this clear to your suppliers and manufacturers so that the trend of interesting the buying public through prices made possible by short discounts will be reversed."

Public will buy higher-priced units if they're properly sold on them, he said, urging dealers to take low-end portables from their window displays and substitute higher-profit consoles and table models. He added:

"No customer ever bought a better product simply because the price was higher -- they bought these products because they thought by spending a little more money, they would get better satisfaction and better performance out of the product. The manufacturers and retailers in 1957 should spend all of their creative efforts in developing products and sales plans to help reverse the downward price trend."

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Assurances to servicing dealers that they would not be the "forgotten men" in trend to factory service came through several speakers -- and dealers generally appeared to be somewhat placated, though here and there some insurgents warned of boycotts.

C.W. Theleen, mgr. of customer relations, GE appliance & TV receiver div., said that its distributor servicemen made only 5% of all service calls on GE's TV receivers in 1956, and that GE Supply Co. service on TV is provided in only 25% of 107 key cities. He said all GE distributors had aggregate of only 333 men concerned with TV service, of whom 73 were assigned to duties training others.

"What I have disclosed about metropolitan service should convince you that we are not trying, by any stretch of the imagination, to take over the entire service function," he said. "On the contrary, we think it would be wonderful if we could develop more good and capable servicemen, including independents."

Dan Creato, v.p. of RCA Service Co., said that RCA service stations do less than 10% of all service on RCA products, and reaffirmed recent statement by RCA pres. Frank M. Folson that factory service branch must have no competitive advantage over an independent and that servicing choice must rest with consumer (Vol.13:1).

W.B. Creech, mgr. of major accounts, Westinghouse major appliance div., said factory servicing has never proven very successful in TV metropolitan markets because components are interchangeable and large body of independent servicemen has been trained. Situation is less favorable in white goods, he added.

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Consumer Buying Survey: Average consumer faces 1957 "satisfied with his financial situation" and confident in nation's economy, reports latest study of consumer buying intentions, conducted by U of Michigan Survey Research Center for Federal Reserve Board. Latest survey, conducted in Nov.-Dec. 1956, found only 5% of the 1350 interviewed expected "bad times" in 1957, the lowest figure in last 4 years. By contrast, 74% expected good times. Survey reported: "The primary change which has occurred in the last few months in people's attitudes toward their personal financial situation may be described as a further leveling off." For TV industry, however, the attitudes were somewhat less assuring. Consumers were asked: "Do you think this is a good or a bad time to buy large household items such as furniture, house furnishings, refrigerators, stoves and TV sets?" About 51% replied that it was a "good time," compared with 54% last Aug. Some 17% said it was a "bad time," as against 14% in Aug. Plans to buy homes and autos were expressed more frequently than last year, while plans to make major home improvements remained at approximately same level as last August.

Retail Sales: An estimate of 6,650,000 TV sales at retail for all of 1956 seems quite realistic in light of the 5,847,590 reported by RETMA as sold in the first 11 months. They compare with 6,487,617 sold in first 11 months of 1955, when full-year sales were 7,421,084. Sales of radios in first 11 months of 1956 totaled 10,897,177 (4,217,050 auto) vs. 11,897,916 (6,365,333 auto) in corresponding 1955 period.

Production: TV output advanced to 118,471 week ended Jan. 11, up from 75,919 in first week of year, bringing 2-week total to 194,390, as against 391,354 in first 2 weeks of 1956. Radio production totaled 268,052 (136,836 auto) week ended Jan. 11, compared with 194,768 (102,561 auto) in preceding week. The 2-week total of 462,820 (239,397 auto) compares with 531,966 (269,354 auto) in first 2 weeks of 1956. RETMA also this week placed official 11-month 1956 TV production at 6,760,045, compared with 7,151,895 in first 11 months of 1955. Radio production in first 11 months of 1956 was 12,266,597 (4,217,050 auto) vs. 12,834,102 (6,365,333) in same 1955 period.

Big TV replacement market in 1957 is foreseen by Robert L. Shaw, gen. sales mgr. of Sylvania TV-radio div., noting that 22.4% of all TV sets-in-use as of Jan. 1, or 9,288,160 sets, were built before 1953 and nearly 13%, or 5,295,000 sets, were built prior to 1950. In formal statement, he likened current upsurge in portable TV to trend to less expensive radio purchases in 1930s. "This switch in consumer preference most certainly did not kill the radio set business," he said. "Instead, we find that today radio sales have outdistanced predictions of 20 years ago and still are on the rise. True, the radio console is a thing of the past but millions of table models, clock radios, portables and now transistor radios are being sold, and at a profit."

Hallcrafters has converted almost entirely to private-label TV production, pres. Wm. J. Halligan Sr. telling us: "We have reduced our own-label output to a bare minimum, just enough to keep our foot in the door for such future developments as color. But our intention is to build up the private-label business."

TV sales by Canadian distributors totaled 561,590 in first 11 months of 1956, compared with 690,071 in corresponding period of 1955, reports RETMA of Canada. Of the total last year, 291,895 were consoles, 257,294 table models, 12,401 combinations. Nov. sales were 63,250, compared with 86,778 in Oct. and 114,432 in Nov. 1955. For first 11 months last year, Montreal led in sales, with 106,514; Toronto, 82,486; other Ontario, 52,036; British Columbia, 44,371; Alberta, 40,036; Manitoba, 40,034; Quebec City area, 38,336; Ottawa & eastern Ontario, 33,302; Hamilton-Niagara, 27,376; Nova Scotia, 24,343; Saskatchewan, 20,728; New Brunswick & Prince Edward Island, 16,253; Windsor, 15,015; other Quebec, 14,883; Newfoundland, 5877.

Hottest merger rumor of week involved proposed acquisition of Raytheon by Glenn L. Martin Co. Seattlebutt drew sharp denial from Raytheon pres. Charles F. Adams Jr., who said "there are no negotiations in progress for a merger with any other company."

Topics & Trends of TV Trade: What's cooking at DuMont? Wave of resignations this week, along with sharp rise in stock, inspired flood of rumors that company (1) planned to leave TV receiver business; (2) intended to expand in TV; (3) would merge with another electronics manufacturer.

We queried pres. David T. Schultz and got this reply: "We most certainly are not planning to quit TV production, nor is there any truth to the reports about mergers. The resignations this week are part of a move to cut 'fat' from all aspects of our operations, and are in line with the current depressed state of the TV market. We are in the TV business to stay. It is also true that we are building up our government division because it is proving economically advantageous to do so."

These were the changes this week: Bert L. Graham, asst. to Schultz, resigned, along with Morris Spector, production mgr. of receiver div.; J. Calvin Affleck, adv. & sales promotion director of receiver div.; Alexander Evans, sales coordinator of receiver div. (replaced by Frank Abt); Ralph M. Austrian, gen. mgr. of west coast operations. In addition status of v.p. Keeton Arnett was in doubt. His reported resignation was neither confirmed nor denied by company spokesman, who said he was on west coast on Electronicam business.

Another change announced this week was retirement of Rear Adm. Stanley F. Patten, USN Ret., as DuMont v.p.-treas. He plans to make his home in California after 10 years with DuMont, 30 in Navy.

At same time, these promotions were announced in expanded govt. div., under Dr. Thomas T. Goldsmith, v.p.-gen. mgr. for govt. & research; J. Nelson Lord Jr. to mgr. of new govt. relations dept., responsible for administration & sales of govt. contracts; Richard A. Horton to gen. sales mgr.; Paul F. Brown to mgr. of govt. contract administration.

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Little hope for TV excise cuts was held out in House Ways & Means subcommittee recommendations Jan. 14 for new tax legislation. Instead, excise subcommittee headed by Rep. Forand (D-R. I.) urged that definition of TV sets, radios & phonos subject to 10% levy be tightened to exclude only "communication, navigation or detection equipment." Present law applies only to "entertainment type." Subcommittee also recommended that 10% tax proposed last year for wire & tape recorders apply to players, too. In 35-page report, Forand group made no mention of testimony in Nov.-Dec. hearings (Vol. 12:48-50) urging aid to uhf through repeal of TV tax on all-channel sets. Subject may not be dead, however. "We've just skimmed the surface," Forand told us after release of report. "We haven't had a chance to discuss that at all in executive sessions. We'll get around to it. We have plenty of testimony." Subcommittee was reconstituted Jan. 15 under Forand for 85th Congress. Other members are Reps. Eberharter (D-Pa.), Keogh (D-N. Y.), Karsten (D-Mo.), Herlong (D-Fla.), Jenkins (R-O.), Mason (R-Ill.), Holmes (R-Wash.).

Sweeping tax repealer (S-663) reintroduced Jan. 17 by Sen. Langer (R-N.D.) would remove most retail, service and entertainment excise levies, including those on TV. Bill is identical with S-3849 by Langer which got nowhere in 84th Congress.

Marriages of record manufacturers and movie makers, most recent being Paramount's purchase of Dot Records (Vol. 13:1-2), are reviewed by Alfred R. Zipser in Jan. 13 *New York Times* business section. He sees little prospect of Hollywood domination of record manufacturers, chiefly because RCA and Columbia, the 2 biggest, aren't likely to sell their record business to movie companies.

Trade Personals: James M. Skinner Jr., Philco pres., due to return to desk Jan. 23 from business trip to London, having flown from Chicago Jan. 14 following meeting with NARDA manufacturer relations committee; Wm. Balderston, Philco chairman, currently visiting Philco's operations in Mexico City . . . Carl E. Lantz promoted to exec. v.p. of Admiral Distributors, in charge of all factory branches; he succeeds Clarence Tay, now on indefinite leave of absence due to illness . . . Martin Richmond promoted to Emerson TV-radio production mgr. . . . Edward A. Altshuler named merchandising & market research mgr. of American Electronics Inc., Los Angeles (tape recorders) . . . Robert W. Holmes, ex-Olin Mathieson, appointed operations controller of Raytheon receiving & CR tube operations, Waltham, Mass. . . . Philip P. Geth, ex-pres. of DuMont-N. Y., named gen. sales mgr. of C&M Industries Inc., N. Y., national merchandising & marketing organization . . . Anthony Rubino promoted to asst. to Max K. Callison, national sales mgr. of Capitol Records Distributing Corp. . . . R. W. Fordyce, ex-sales mgr. of Bendix Radio, named southeast sales mgr. of Hotel Radio Corp., 601 W. Fort St., Detroit (hotel sound systems). . . . E. P. Atcherly, Sylvania distributor sales merchandising mgr., promoted to new post of asst. to sales mgr. for distributor sales, electronic products.



A. W. Bernsohn, managing director and sparkplug of NARDA, gets new title of exec. v.p. in elections this week. Other officers: pres., Ken Stucky, Stucky Bros., Ft. Wayne, succeeding Don Gabbert, Gabbert's, Minneapolis; secy., Jack Mooney, Broyles Electric Co., Marion, Ind.; treas., Vic Joerndt, Joerndt & Ventura, Kenosha, Wis. Vice-presidents: Steve Feinstein, Magee's, Boston; Joseph Fleischaker, Will Sales Appliances, Louisville; Tom Carmichael, Burns & Carmichael, Seattle. Mort Farr continues as chairman. Harry B. Price Jr., Price's Inc., Norfolk, an ex-NARDA pres., is elected to new post of chairman of exec. committee, other members being Gabbert; Al Robertson, Robertson's, Oklahoma City; Harold Witham, Witham's, Bakersfield, Cal.

RCA's annual Awards of Merit, highest citation for salaried employes, were presented to 20 winners at Philadelphia's Warwick Hotel Jan. 19 by manufacturing director Harold K. Weber. Principal speaker was W. Walter Watts, exec. v.p. for electronic components.

Westinghouse will spend over \$500,000 in intensified 3-week campaign starting Jan. 21 to promote its new "broad band" TV line (Vol. 13:1), using all media—under direction of R. W. Johnson, TV-radio adv. & sales promotion mgr., Metuchen, N. J.

More appliance layoffs: GE furloughed additional 500 workers this week at its Appliance Park, Louisville—400 in household refrigerator dept., 100 in central maintenance section. About 8000 are employed in refrigerator dept.



Picture tube sales in first 11 months of 1956 totaled 10,191,545, valued at \$182,797,083, as against 9,992,769 at \$191,474,413 in first 11 months of 1955, reports RETMA. Receiving tube sales in first 11 months totaled 429,846,000 worth \$345,075,000, compared with 441,752,000 at \$327,437,000 in first 11 months of 1955. RETMA's breakdown:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	\$ 17,016,391	40,141,000	\$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)	848,055	15,714,365	42,525,000	34,849,000
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
June (5 wk)	776,601	13,663,408	39,037,000	32,176,000
July	585,380	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
Sept. (5 wk)	1,249,624	21,709,064	44,432,000	35,093,000
Oct.	1,146,428	19,786,764	42,921,000	34,362,000
Nov.	957,765	16,014,839	39,429,000	31,476,000
TOTAL	10,191,545	\$182,797,083	429,846,000	\$345,075,000

Financial & Trade Notes: Sylvania sales in 1956 established new record, exceeding 1955's \$307,371,315, chairman-pres. Don G. Mitchell stated this week. Profits in 1956, he said, did not quite equal 1955's \$4.29 per share. His formal statement did not release specific figures for '56.

Sylvania's dollar volume of TV set sales last year were "below expectations," which he attributed to "an industry-wide condition of excessive inventories in channels of distribution and the resultant intense competition." He added:

"In many areas, this resulted in special deals, big discounts, trade-ins and special promotions, all of which drastically affected dollar volume and earnings in TV sets." He termed this "a phase of the nationwide shaking-down process," and predicted that "before very long, TV will be a reasonably stable business for those who remain."

Picture and receiving tube sales "continued strong" last year, with volume particularly favorable in renewal market, he said. Parts div. sales established new record in 1956; electronic components sales, including transistors and diodes, were well ahead of 1955.

* * * * *

Emerson Radio experienced sharp declines in profits and sales in fiscal year ended Oct. 31, earnings falling to \$84,852 (4¢ per share) on sales of \$73,882,029, compared with \$2,468,063 (\$1.26) on \$87,383,028 in preceding fiscal year. In report to stockholders, pres. Benjamin Abrams blamed lower selling prices, extensive liquidations and "disappointing" color sales. Proxy notice for annual meeting Feb. 6 reports that Benjamin Abrams received aggregate remuneration of \$60,008 in 1956; Max Abrams, secy.-treas., received \$48,065; Dorman D. Israel, exec. v.p., \$38,458. At annual meeting, stockholders will act on new key employes stock option plan.

Electronics Reports: Defense electronics procurement is slated to increase in fiscal 1958—mainly due to step-up in guided missile production—according to estimated expenditures in President Eisenhower's budget for July 1, 1957-June 30, 1958. In his budget message, the President noted that major total procurement and production expenses would be up about 5%, but "expenditures for guided missiles will be up 35%; for ship construction, up about 12%; and for aircraft procurement will remain about the same."

Budget estimates for procurement categories for fiscal 1956, 1957 & 1958: Guided missiles, \$1.168, \$1.506 & \$2.039 billion (of which electronic equipment represents about 50%); aircraft, \$7.146, \$6.786 & \$6.737 billion; ships, \$917,000,000, \$928,000,000 & \$1.04 billion. Research & development expenditures for missiles and aircraft will decline somewhat in fiscal 1958.

Meanwhile, RETMA's marketing data dept. came up this week with what it calls first authentic figures on military electronics procurement expenditures, based on new formula for extracting electronics portion from various procurement categories. RETMA estimated electronics procurement amounted to \$2.733 billion in fiscal 1956 (July 1, 1955-June 30, 1956) and \$632,600,000 in first quarter of fiscal 1957.

RETMA's breakdown of electronics expenditures for fiscal 1956 and first quarter of fiscal 1957 by major procurement categories: Aircraft, \$925,000,000 in fiscal 1956 (34% of total electronics spending) and \$213,000,000 in first quarter of fiscal 1957 (34%); electronics & communications, \$770,200,000 (28%) and \$130,000,000 (20%); guided missiles, \$630,000,000 (23%) and \$130,000,000 (32%); research & development, \$265,000,000 & \$66,000,000; ships, \$80,000,000 & \$17,000,000; combat vehicles, \$9,500,000 & \$1,000,000; support vehicles, \$5,800,000 & \$200,000; miscellaneous, \$47,500,000 & \$400,000.

Time Inc. experienced most profitable year in its history in 1956, with earnings of approximately \$6.75 per share, compared with \$4.72 in 1955, stockholders were told by chairman Maurice T. Moore and pres. Roy E. Larsen. The 1956 earnings do not include profit from liquidation of Time's stock in Houston Oil Co., estimated to have resulted in a capital gains profit, after taxes, of \$15,113,700, equal to more than \$7 per share. Letter to stockholders also stated that net proceeds of Time's recent sale of 350,000 shares of St. Regis Paper Co. came to about \$12,500,000. Funds will be used for several expansion projects, including purchase of 3 Bitner TV-radio station combinations for \$15,750,000 (Vol. 12:51-52).

General Instrument earnings of \$301,585 (21¢ per share) in quarter ended Nov. 30 almost equalled the \$337,146 (24¢) earned in 9 months ended Nov. 30, chairman Martin H. Benedek explaining that third-quarter earnings include those of Micamold Electronics and T. S. Farley Ltd. of Canada, both acquired in midyear. Earnings in corresponding quarter year ago were \$252,790 (19¢). Sales for 9 months were \$25,398,628, as against \$21,986,904 in same period of 1955. Sales in quarter ended Nov. 30 were \$11,418,715, compared with \$8,636,777 in same period year ago.

E. J. Korvette Inc., big 12-store N. Y. discount house chain, has applied for listing on N. Y. Stock Exchange, with decision expected Jan. 24. Korvette this week reported sales of \$21,296,294 in 13 weeks ended Dec. 29, up 41% from \$6,187,826 in corresponding 1955 period.

Dividends: Gross Telecasting, 40¢ on common and 7½¢ on "B" common, payable Feb. 11 to stockholders of record Jan. 28; Consolidated Electrodynamics, 10¢ March 14 to holders March 1; Erie Resistor, 20¢ March 15 to holders March 4; Granco Products, 5¢ Feb. 25 to holders Jan. 25.

ELECTRONICS PERSONALS: E. U. DaParma appointed operations v.p. of all Sperry Rand divs. . . . Seymour L. Merrill promoted to mgr. of Stromberg-Carlson systems & procedures dept. . . . John Jipp, former marketing mgr., promoted to mgr. of instrumentation div., Ampex Corp., Redwood City, Cal. . . . Dr. Richard W. Skulski promoted to chief mechanical engineer, Farnsworth Electronics Co. . . . Louis H. La Forge Jr. named director of engineering, Daniel H. Goodman mgr. of research & advanced development, Lefler H. McKee mgr. of product design & development, Sylvania microwave tube lab, Mountain View, Cal. . . . Paul S. Dove, ex-chief of Navy ordnance research & development countermeasures section, named mgr. of DuMont Labs Washington office, succeeding Justin R. (Ted) Sypher Jr., now project director at Naval Air Test Center, Patuxent, Md. . . . Fred W. Henck, exec. editor of *Telecommunications Reports*, elected v.p. & director of parent Telecommunications Publishing Co. . . . B. Lazich, ex-Union Switch & Signal, named director, research & engineering div., Filtors Inc., Port Washington, N. Y.

Automatic production of germanium diodes was demonstrated this week by CBS-Hytron at Lowell, Mass. plant. New machine is claimed to cut manufacturing costs in half, occupy less space and turn out more uniform product than old hand-assembly method. Company says method eventually will be adapted to all semiconductor production.

Consolidated Electronics Industries Corp. directors authorized company to negotiate agreement to supply "over-all management assistance" to Sessions Clock Co., including extension of credit line and option to buy operating assets of Sessions later. Action is subject to approval by stockholders of both companies.

Dynamics Corp. of America (parent of Standard Electronics Corp.) has purchased Shavex div. of Electronic Specialty Co. for undisclosed amount of cash and stock.

Quoteworthy quote: "Increasing numbers of serious advertising men realize that TV can sell *anything*. Whether by direct sell, animation or demonstration, any item can be sold by the magic medium . . . From a strict dollars-and-cents viewpoint, about the only thing which can prevent TV's ultimately accounting for around 60% of national advertising dollars is—cost . . . Right now, early in 1957, TV on the average gives an advertiser a chance to throw a powerful sell to around 7,000,000 homes. Even the poorest TV show can reach about 4,000,000 homes with an undeniable impact. Sure, there always will be radio, magazines and newspapers. Each has a purpose beyond advertising. But from this corner it looks as if TV will ultimately get the lion's share of advertising dollars at the national level."—"Looking at Radio and TV" column in Jan. 14 *Advertising Age*.

Steady decline in "pitch" and program-length commercials was reported by NARTB's TV code review chairman G. Richard Shafto on basis of 17,000 hours of TV time monitored last year on all networks and 104 stations. More than 1700 letters of complaints from viewers were investigated, he told meeting of code board Jan. 15-16. He said many complaints were general in nature and did not specify station, date or time. He also said that the number of complaints from viewers increased in 1956 because code has become better-known to public. Representatives of Station Representatives Assn. and AAAA were guests of NARTB at luncheon meetings.

If all the rumors and reports of proposed new "TV city" projects for New York were laid end-to-end, they would provide studio space equal to the combined areas of Manhattan, Brooklyn, Queens and part of Staten Island. Latest report comes hot from Mayor John J. Kane of the lush, pig-farming community of Secaucus, N. J., to wit: \$100,000,000 TV city will be built on 650-acre tract in Secaucus, near New Jersey Turnpike. The 3 major networks immediately denied any part in the project (minor ones weren't contacted). Report created no real estate boom in Secaucus.

Another big sale of projection TV equipment was announced this week by GPL on heels of Teleprompter's order last week for 100 units (Vol. 13:2). New order was by Upjohn Co., Kalamazoo, Mich. pharmaceutical manufacturer, for 33 of the newly designed units. New systems will be used for Upjohn's series of "Grand Rounds" nationwide closed-circuit postgraduate educational symposia, enabling physicians in more than 50 cities to observe clinical staff meetings, diagnostic procedures, surgery, etc. Programs will also be kinescoped for subsequent showings.

Pilot educational TV station in Albany is sought again by Gov. Harriman in message to N. Y. State Legislature. Renewing 1956 plea (Vol. 12:2), he deplored fact that N. Y. is "lagging behind other states in this important new field." They will be able to perform regular public service by taking advantage of NBC-TV's new educational programming plan (Vol. 12:50-51), he pointed out. Legislature rejected last year's request for station, but made \$300,000 available for closed-circuit TV experiments in Albany, Brockport and Levittown.

FCC budget for fiscal 1958—year starting July 1, 1957—is \$8,950,000, vs. \$7,828,000 appropriated for fiscal 1957. Much of increase \$455,000, is due to fact each govt. agency must now contribute to employes' retirement fund, something previously done by Govt. as a whole. Balance of increase is requested for general step-up of activity in all FCC functions. Commission averaged 1055 employes in fiscal 1956, estimates 1105 for 1957, 1189 for 1958.

Conference on local public service programming, claimed to be first of kind, will be held Feb. 27-March 1 in Boston by Westinghouse Bestg. Co. for 75 invited executives of WBC-owned and other stations.

Next TV Factbook—Pre-Print Orders

TELEVISION FACTBOOK No. 24, Spring-Summer edition of the TV-electronics industries' first and most widely used and quoted "almanac," will be off the presses about Feb. 15. New handy edge index will make it more convenient than ever—providing ready and quick access to its wealth of basic data on all U. S., Canadian and World TV stations and networks (including digests of station rate cards and complete rate cards of all networks); digests of all CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc.; all allocation tables brought up-to-date. All other departments will be updated, too, such as the directories of the FCC, TV sales reps, program producers & distributors, U. S. & Canadian set & tube manufacturers, TV-radio attorneys, engineers & consultants, electronic labs, etc. Among new features will be Sets-in-Use section, including Advertising Research Foundation's county-by-county TV household estimates. Included with each *Factbook* is revised copy of our 29x43-in. Map of TV Cities and Network Interconnections, in color, suitable for framing. One copy of the *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by Jan. 25, cost \$1.50 each; single copies, \$4.50.

Educational program lineup for NBC-TV's \$300,000 contribution to 25 non-commercial stations (Vol. 12:50-51) began forming this week. Programs in free NBC 26-week live series, starting in March for 13 weeks and resuming in Oct., will include: Mathematics—Dr. Claude E. Shannon, Bell Labs; Prof. Morris Kline, New York U; Dr. Allen V. Astin, Bureau of Standards director; Dr. Mina S. Rees, Hunter College; Prof. Ernest Nagel, Columbia U; James Newman, author of *The World of Mathematics*. American Govt.—Dr. Elmer E. Schattschneider, head of political science dept. at Wesleyan U, Middletown, Conn., and pres. of American Assn. of Political Scientists. Music—NBC music director Samuel Chotzinoff and NBC Opera Company. In addition to NBC-produced series, Educational TV & Radio Center at Ann Arbor, Mich. will underwrite & produce programs on literature and world geography & economics which will be fed to stations by NBC. Programs will be Mon.-thru-Fri. 6:30-7:30 p.m.

Britain's most popular programs were on commercial TV in 1956, according to survey by TV Audience Measurement (TAM). Poll showed 96% of year's top 10 program ratings were garnered by commercial ITA, with American import *Dragnet* leading in popularity in London & Midlands and placing second in North next to *Sunday Night at the Palladium*, another general TV favorite. Top places also went to *Gun Law*, *Adventures of Robin Hood*, *Spot the Tune*.

Dissenting opinion in case of TV vs. reading has been filed by novelist John O'Hara, who holds that TV provides too much competition for printed word. Disagreeing with such authorities as Random House children's book director Nancy Larrick, who concludes that TV stimulates book buying & reading (Vol. 13:2), O'Hara said in Library of Congress lecture Jan. 15 that TV makes for "book recession."

One educational TV station application was filed with FCC this week, bringing total pending to 129 (27 uhf) plus 31 translator applications. Week's sole application was for Corvallis, Ore., Ch. 7, by Oregon State Board of Higher Education. [For details see *TV Addenda 24-B* herewith.]

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

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Television Digest

JAN 28 1957

with **ELECTRONICS** REPORTS

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SUMMARY-INDEX OF THE WEEK'S NEWS — January 26, 1957

WORLD TV BOXSCORE: 843 stations, 56,000,000 sets, as indicated in our updated Foreign TV Directory, which shows worldwide spread of commercial TV (pp. 1 & 8).

CONTINUANCE OF TV PROBE voted by Senate Commerce Committee; 3 Committee members demand FCC outline policy on TV grants to airlines (p. 2).

TV SHARPLY CRITICIZED by speakers at convention of newspaper admen, uneasy about TV's growing revenue inroads. Newspaper ad linage sets record (p. 3).

TV AND THE MOVIES: MGM announces large-scale plunge into TV film production; NTA enters the field of theatrical movie distribution (p. 5).

2 NEW TRANSLATORS bring operating total to 11, serving 40-50,000 people. First telecaster seeks translator. Reports on upcoming stations (p. 6).

TV's INAUGURATION COVERAGE notable for smoothness, sustained interest; quick videotape repeats make public debut (p. 7).

TV VALUED AT \$2.8 BILLION over-the-counter in 1956, little chance of rising substantially unless color picks up. Dec. spurt reduces TV inventories (p. 11).

WESTINGHOUSE SALES of major appliances in 1956 exceeded 1955 levels in 28 out of 32 products, despite crippling strike in first 3 months last year (p. 12).

AVCO REPORTS PROFIT of \$3,111,682 in final quarter of fiscal year, reducing full-year loss to \$387,447; Crosley-Bendix impact cited (p. 13).

JACKSONVILLE CH. 12 CP attacked by WPDQ, which charges principal Harold Cohn with concealment of connections with Al Capone associates (p. 9).

CABINET-LEVEL Dept. of Transportation & Communications proposed to Congress. Other bills provide 5-year TV licenses, standard govt. hearing procedures (p. 9).

TV NETWORK BILLINGS slide in Nov. from all-time record but stay near peak with \$44,163,884; ABC paces 11-month climb with 55.3% gain over 1955 (p. 14).

WORLD TV: 843 STATIONS, 56,000,000 SETS: Inspired by the phenomenal success of America's commercial TV system, more and more countries are looking toward advertising to support and maintain their budding TV networks.

This is indicated from data compiled for our new Directory of Foreign TV Stations and Sets, a feature of our forthcoming 1957 Spring-Summer TV Factbook, due off the press next month. The directory lists essential data on stations on the air and likely to be built soon, including sets-in-use estimates, country-by-country, as of Jan. 1, 1957. Our previous foreign directories have earned reputation for reliability, and we believe the new one is most complete and authoritative ever published. As we interpret the foreign data, these facts stand out:

There are now 327 TV stations on the air outside the U.S., and approximately 14,000,000 sets-in-use -- up from 196 stations and 10,500,000 sets one year ago. Number of foreign stations and sets is still dwarfed by U.S. totals of 494 stations (plus 22 Armed Forces outlets) and some 42,000,000 sets.

Highlight of commercial TV's spread in 1955 was opening of British "second channel" -- advertising-supported Independent Television Authority. In 1956, commercial TV spread tentatively to West Germany (beginning with spot advertising on Bavarian TV network), and Australia's dual commercial & govt. TV systems made their debut. Next month, commercial TV spreads to Italy -- on limited spot basis at first.

The 20 foreign countries which have commercial TV or plan to introduce it in 1957 have some 11,800,000 TV sets now in use. The 24 countries without commercial TV account for only 2,200,000 receivers.

* * * *

Outstanding single foreign TV development of 1956 was Italy's leap from 12 stations to a nationwide interconnected TV network of 64 stations in a single year. In burst of energy at home-stretch, Radiotelevisione Italiana put 2 dozen new TV stations on air New Year's Eve to fulfill its promise that all Italy would be covered by TV at end of 1956. By year's end, Italy had 17 main TV originating centers,

6 "secondary centers" and 41 automatic satellites. (Though the satellites have powers of about 50 watts and are little more than translators, we have followed the policy of listing all transmitters as "stations" in our Foreign Directory.)

Most important addition to the ranks of "have TV" countries is Australia, whose 6-station TV system sprang full-blown last Nov., in time for the Olympic Games in Melbourne. Sydney and Melbourne have one govt. and 2 commercial outlets each, and estimate of sets-in-use was about 27,000 as of Jan. 1; number reportedly is now close to 40,000. Some 90% of sets sold are of Australian manufacture.

Other countries which inaugurated TV in 1956 were Algiers, El Salvador, Iraq, Korea, Portugal & Uruguay. Nicaragua put an RCA transmitter on air for 3 months, but closed it down after assassination of Pres. Somoza, now has no definite plans.

These countries had the greatest number of TV stations as of Jan. 1: U.S., 494; Italy, 64; Canada, 37; West Germany, 34; USSR, 31; United Kingdom, 19; France & Cuba, 17 each; Japan, 10. (Again, these figures include satellites, translators, etc.). Arranged by number of sets-in-use, here is the lineup: U.S., 42,000,000; United Kingdom, 6,500,000; Canada, 2,450,000; USSR, 1,300,000; West Germany, 700,000; Brazil & Italy, 500,000 each; France & Japan, 450,000 each. [For complete table showing number of stations and sets-in-use in each country, see p. 8.]

* * * *

Behind the iron curtain, TV's development has been slow. Russia, making up for lost time, has embarked on big expansion program and had 31 transmitters on the air and about 1,300,000 sets in use at year's end, according to most reliable information from diplomatic channels. The other 7 Eastern European countries with TV have total of 19 stations and slightly over 180,000 sets.

If foreign TV is not a big market for American equipment, it is fast becoming one for American programming and American ideas. Virtually all countries with TV systems beyond "experimental" stage are using American filmed programs -- both from Voice of America and from private TV film distributors.

SENATORS READY NEW TV INVESTIGATION: Senate Commerce Committee voted to continue its TV investigation this week, in its first meeting of new Congressional session.

No specific areas of inquiry were discussed when Committee took its vote to approve resolution setting investigation budget of \$225,000 -- which, of course, includes not only TV but other subjects such as newsprint shortage, fisheries, etc.

First step in its continuing TV probe will be an in-person report from FCC on its allocations progress -- now tentatively slated for next month -- and the pro-deintermixture Committee is expected to pose some sharp questions to find out if the Commission is dragging its feet on a speedy solution to uhf problems.

Committee's special TV investigation counsel, Seattle attorney Kenneth Cox, is back in Washington working with communications subcommittee counsel Nick Zapple, completing staff work on Committee's report on TV network practices. Best guess is that Committee will issue report in February or March.

The Committee officially appointed its communications subcommittee at this week's meeting -- renaming Pastore (D-R.I.) as chairman and members Monroney (D-Okla.), Bricker (R-O.) & Potter (R-Mich.), with Thurmond (D-S.C.) selected to fill the subcommittee post formerly held by Sen. Ervin (D-N.C.), no longer on Committee. However, the full Committee headed by Sen. Magnuson (D-Wash.) is expected to conduct the TV investigation, as it did in last Congress.

* * * *

One possible new area of TV investigation was outlined by Magnuson last summer in letter to FCC accompanying Committee's report on allocations:

"I hear and read trade reports of the formation of syndicates with millions of dollars to invest in radio and TV. [Stations] should be owned and operated by people who know the communities where they are located...Broadcasting stations should not be simply house organs grinding out the tune of big businesses which own them -- and there is some evidence that this is a real danger today.

"The Commission should be on guard against the intrusion of big business and absentee ownership -- such as film producers, aviation carriers, magazine publishers,

insurance companies, or other large investors interested in the tax advantages offered by the broadcast industry -- to dominate the field of station ownership."

The issue came up again this week -- in letter to FCC Chairman McConnaughey from Chairman Monroney (D-Okla.), Sen. Payne (R-Me.) and Sen. Bible (D-Nev.) of the Senate Commerce Committee's aviation subcommittee. The trio demanded to know if the FCC has adopted policy of granting TV-radio stations to certificated airlines and whether it had consulted CAB on the matter. Though Senators insisted they weren't referring to any specific case, this letter and previous one sent to FCC last month mentioned application of National Airlines for Miami's Ch. 10 -- currently reported to be favored over its competition by FCC majority (Vol. 13:3).

In McConnaughey's reply to Monroney's earlier letter, he said the FCC "would commit a legal error by considering it," since letter was not part of record in the case. In this week's letter, the Senators said McConnaughey's reply was "not an answer at all," and pointed out they were seeking information on FCC policy. The letter said certificated airlines are "granted guarantees of a fair return on their investment, even though they may be operating without subsidies or extra mail pay over certain periods." The Senators added:

"The intermingling of activities of an airline and its wholly owned subsidiaries in extraneous business can and would seriously jeopardize the continuance of this guaranteed return contained in the Civil Aeronautics Act."

Note: Another look into the allocations situation may be taken by House Commerce Committee this session. Chairman Harris (D-Ark.) introduced resolution outlining his group's plans for inquiries -- including "availability of channels for allocation for radio & TV" and "advertising, fair competition and labeling."

NEWSPAPER ADMEN MAKE TV PET WHIPPING BOY: "Radio with pictures is no longer such a violently revolutionary concept that people fall over dead when Pinky Lee comes to life on the screen." That remark, by William D. Tyler, v.p. of Leo Burnett Co., was typical of several such diatribes hurled at TV at Newspaper Advertising Executives Assn. convention this week in Chicago by speakers whose uneasiness reflected TV's growing competitive strength. Behind their brickbats was the disquieting fact that TV last year accounted for estimated \$1.235 billion in ad revenue, is figured to go up to about \$1.5 billion in 1957 -- and its rate of growth has them worried.

General tone of convention was definitely anti-TV -- despite fact that 135 newspapers have interests in TV stations, despite well-supported concept that TV and newspapers are more complementary than competitive, as evidenced by report this week that newspaper advertising last year set new record and by well-known fact that newspaper circulation growth continues unabated.

Karl T. Finn, pres. of Newspaper Advertising Executives Assn. and advertising director of Cincinnati Times-Star, said newspaper advertising last year, as measured by Media Records, was up 2.4% from 1955. All categories except automotive showed increases, with financial ads up 11.5%, general advertising up 8.6%, classified 2.9%.

Finn also directed fire at TvB, saying it had "turned a sharp eye on the money now going to newspapers" and that newspapers "are definitely the No. 1 target of TV in 1957." He noted that TV and other media have reported good year in 1956 "and as far as anyone can predict at this moment, they will all continue to carry on their vigorous selling activities in 1957."

TvB declined to issue formal rejoinder pending further study of the verbatim transcripts, promised statement next week. However, TvB pres. Norman E. Cash said informally that "we are anxious to employ the Bureau's energies to lifting the level of advertising appropriations and in the medium in which most people spend most of their time. TV consumes more of people's time than any other activity, except for working and sleeping. Therefore, it must be the basic medium for any advertiser."

Note: TV got a boost this week from an unexpected source. Ernest Jones, pres. of McManus, John & Adams, who last March created a furore in industry by saying that TV was not the "fundamental medium" for selling durable goods (Vol. 12:13), told Mich. Press Assn. this week in E. Lansing that TV and radio should be given credit for stimulating newspaper business to record heights. "The 3 mediums com-

plement and enhance each other," he said. "As one advances all advance because the public's capacity for entertainment and information is an apparently limitless quality, bounded only by the hours required to sleep."

* * * *

A "holy crusade" against concept that TV is best advertising medium was urged by agencyman Tyler. He said some sponsors continue to approve TV advertising expenditures in the "delusion" that it's most effective medium. He added:

"Somebody's got to shake that concept loose. And I suppose I'm looking at just the guys. If I were you, I'd embark on a holy crusade to bring the word up and down the land that World War II is over, that TV is no longer news, that it's simply the greatest entertainment medium there is, and that the news medium is the news-papers, believe it or not...Advertisers should stop thinking in terms of motion pictures when it's impact that they are needing."

Wm. I. Nichols, editor & publisher of *This Week Magazine*, not identified with TV interests, delivered speech which embodied the "TV is good, but we're better" approach. Total number of set owners is increasing, he said, "but at the same time we are seeing a splinterization of the viewing audience, which is constantly being divided and subdivided between channels and programs. This splinterizing process is especially acute in the urban areas where advertisers want most to reach."

Harold S. Barnes, director of ANPA's Bureau of Advertising and one of TV's most caustic critics in past conventions, was more restrained in his remarks this year. After predicting another new ad lineage record for newspapers this year, he warned that competition from TV should not be minimized.

Magazine autopsies in Jan. 19 *Business Week* and Jan. 21 *Advertising Age* agree with earlier dissection findings by *Tide* (Vol. 13:2) on recent casualties in field—that big circulation isn't survival insurance. It didn't save *Collier's*, *Woman's Home Companion*, *Town Journal* (Vol. 12:50-52). *Business Week* says successful magazines sharpen editorial concepts into "character" and "force." *Advertising Age* offers no hard-&-fast formula, but says "general magazines with no particular audience staked out have had a thin time in the post-war decade." Nor is TV blamed. Its impact on magazines "has been surprisingly small," *Business Week* says; advertisers with big TV & magazine budgets just prefer to "concentrate their spending—to buy more pages, more frequently in the leading magazines." *Advertising Age* concurs.

Prospects for TV-radio diversification by Crowell-Collier Publishing Co. looked good when he was helping it sell \$4,000,000 unregistered debentures, N. Y. broker Edward L. Elliott testified Jan. 24 at SEC hearing in Washington. He said he told customers "probabilities favored" consummation of \$16,000,000 station deal with Consolidated TV & Radio Bestg. Co. last spring by publisher of now-defunct *Collier's*, *Woman's Home Companion* and *American*. Earlier SEC testimony (Vol. 13:3) recounted collapse of deal in fall.

Magazine billings are up, too. According to figures compiled by PIB and *Advertising Age*, ad revenues of magazines in 1956 totaled \$931,475,192, up 10.7% over 1955's \$841,349,349. Jan. 21 *Advertising Age* said the 4 magazines which recently went defunct—*American*, *Collier's*, *Woman's Home Companion*, *Town Journal*—accounted for aggregate of \$29,035,036, or about 4% of 1956 total. *Life* led all magazines with \$137,000,000, compared with \$121,000,000 in 1955.

"Meet the Critics" panel will be a highlight of Feb. 27-March 1 local public service programming clinic arranged in Boston by Westinghouse Bestg. Co. for 75 TV & radio station executives (Vol. 13:3). TV-radio columnists and trade editors will participate in session, followed by visual-audio displays by Advertising Council.

Statements by AT&T and GE in reply to charges by Philco in \$150,000,000 anti-trust suit against them and RCA (Vol. 13:3): "Bell System [AT&T] inventions are available to all manufacturers in the radio-TV field who desire them. In this field, as in all others, it is the policy of the Bell System to make all our inventions available for use by others on a non-exclusive basis. The Bell System believes that its patent policies have been entirely legal and in the public interest, and denies that it has entered into any unlawful conspiracy with RCA or anyone else." Said GE: "To the extent that it is directed to us, we are convinced the facts will not support the complaint. We have been taking our guidance from the 1932 consent decree [which divested GE & Westinghouse of their holdings in RCA] and have been operating strictly in conformance with the terms of the decree as approved by the Govt."

Investigation of BBC for berating extra-gasoline-for-politicians ration voted by Parliament was demanded in House of Commons this week as editor John Junor of *London Sunday Express* was summoned to floor to apologize for similar criticism. Along with Lord Beaverbrook's *Express*, Romford newspapers and *London Evening News*, BBC was cited by outraged MPs under ancient British law providing punishment for any editor who "reflects on the integrity of Parliament." Junor solemnly complied with House ritual Jan. 24 by regretting that his editorial views amounted to "contempt," but insisted special gas allowance—double that allowed to ordinary citizens—was "inescapable subject of comment in a free press." House then expressed itself as mollified in his case.

Don Belding, chairman of exec. committee of Foote, Cone & Belding, has withdrawn from race for mayor of Los Angeles following Mayor Poulson's announcement he would seek re-election. Belding said he was a member of Poulson's "official family" as chairman of Los Angeles Airport Commission.

NBC Radio plans another radical departure in its programming schedule in *Night Line*, series of nightly pickups from leading entertainment centers, Tue.-thru-Thu. 8:30-10:30 p.m. starting March 15. It will be open to partic. sponsorship.

THE THIN LINE between movie and TV industries continued to get thinner this week, as MGM announced large-scale foray into TV film production and National Telefilm Associates announced it was entering field of theatrical motion picture distribution.

Loew's Inc. pres. Joseph R. Vogel, in letter to stockholders accompanying annual report (for financial statement, see p. 13), announced establishment of TV film-producing subsidiary MGM-TV, headed by Loew's TV v.p. Charles C. (Bud) Barry, who will headquarter in Hollywood. In addition to Barry, members of MGM-TV's "program board" are: program director Adrian Samish, ex-v.p. of Dancer-Fitzgerald-Sample and recently engaged in TV production with Young & Rubicam; exec. producer Sam Marx, veteran MGM producer who recently left 20th Century-Fox's TCF-TV; program coordinator Ruth Kyle, ex-J. Walter Thompson, and western TV sales mgr. Maurice Gresham.

MGM-TV is already scanning some 1500 MGM story properties for possible TV series adaptations—including "The Thin Man," "Scaramouche," "Min & Bill" and Hardy Family series.

Vogel also announced that MGM's 723-film library of features had been sold in 29 cities for gross of more than \$31,000,000.

Meanwhile, NTA announced formation of NTA Pictures Inc. to distribute to theatres "new major scale productions and revivals of unusual merit." It will function as a complete and separate entity, under Erwin Lesser, formerly with Paramount's distribution organization and more recently owner of Pacemaker Pictures and Commander Pictures. Initial NTA releases will be "Bells of St. Mary" (Bing Crosby, Ingrid Bergman) and "Gulliver's

Travels," feature-length animated cartoon, which NTA acquired when it bought Rainbow Productions from Paramount last year. Neither has been reissued to theatres or offered to TV.

NTA exec. v.p. Oliver A. Unger declared that NTA Pictures "will adhere to a firm policy of guaranteeing extended clearance for theatrically released features prior to making them available for TV presentation." Utilizing its already existing distribution facilities, NTA expects to handle about a dozen features this year.

The uncertain status of General Teleradio's RKO Radio Pictures became a little clearer this week when company announced it is closing down its distribution set-up and turning over its domestic distribution to Universal-International. RKO has discharged 800 employees in 32 exchanges and dismissed all but 2 members of its publicity dept. It currently has 11 new pictures either completed or in various stages of production. RKO Teleradio pres. Thomas F. O'Neil denied that RKO Pictures will be liquidated and said 8-10 pictures will be produced this year for Universal distribution.

Meanwhile, Paramount announced it will discontinue its Paramount Newsreel—famous for 30 years as "the eyes and the ears of the world"—as of Feb. 15. Warner-Pathe news was discontinued last year, the decision being based at least partly on fact that newsreels' functions have largely been taken over by TV news film. Paramount said newsreel operation was showing a profit but returns were "not commensurate with the time, energy and investment."

On the features-for-TV front, NTA announced it had sold its "Rocket 86" package, which includes 78 20th Century-Fox films and 8 others, in 49 TV markets in first month of distribution.

Revocation of license of WGN-TV, Chicago, is sought by coalition of more than 30 Protestant & Jewish organizations protesting cancellation of *Martin Luther* movie following complaints to station by Catholics (Vol. 12:51, 13:2). Newly-formed Action Committee for Freedom of Religious Expression, starting campaign for 300,000 petition signatures, retained Washington lawyers Frank S. Ketcham & Seymour Krieger to seek Congressional investigation of station and institute formal FCC proceedings, alleging that WGN-TV violated policy rules governing public-interest handling of controversies. Station's v.p.-gen. mgr. Ward L. Quaal has explained it cancelled film "in good faith" to avoid "ill will or controversies."

Financial ruin faces big TV & movie names if Internal Revenue Service applies proposed income tax ruling against personal corporations (Vol. 12:50-51), counsel for stars argued Jan. 24 in one-day Washington hearing. N. Y. & Hollywood lawyers pleaded with chief Bernard Payne of IRS regulation section that such performers as Jackie Gleason, Perry Como, Danny Thomas, Lucille Ball, Desi Arnaz, Danny Kaye, Marilyn Monroe be permitted to continue self-incorporation. Maximum corporate income tax is 52%, whereas individuals can be taxed to 91%. Lawyers said higher rate, imposed retroactively, could wreck their clients.

Mental therapy by TV helps solve problems of group psychiatric treatment of patients at Agnews State Hospital in California, 4 medical researchers report in current *Archives of Neurology & Psychiatry* published by AMA. Closed-circuit programs for patients were started in 1954, giving them selected movies, shorts on such subjects as grooming & posture, panel sessions in which they participate. Typical patient response: "Films for entertainment are all right, but it's the first time anyone ever thought we had enough sense to understand or learn anything."

East-West TV Network, 2924 Auburn Ave., Toledo, suppliers of closed-circuit TV projection equipment—which arranges closed-circuit business sports and educational hook-ups—this week announced appointment of "associate offices," in 10 key markets: Trident Films Inc., N. Y.; Professional Electronic Products Inc., Pittsburgh; Robert F. Blair, Cleveland; Mike Bowdon, Cincinnati; James F. Mulqueeny, Chicago; Northwest Sound Service Inc., Minneapolis; Ivo Distributors, Los Angeles; California Electronics Inc., Dallas; Mutual Electronic Supply Inc., Seattle & Portland.

"Loyalty" tests for Hollywood and TV & radio employees pose threat of Federal control of communication of ideas, Amherst prof. Henry Steele Commager stated in speech last week. Addressing meeting of 8 Jewish women's organizations in Albany, N. Y., he decried use of Attorney General's "subversive" organization list in determining qualifications of actors & writers. All such lists, according to Commager, represent govt. attack on "free enterprise" of thought.

Anti-trust conviction of Kansas City Star on charges that it monopolized dissemination of news & advertising in its circulation area (Vol. 11:3, 9, 32) was upheld Jan. 23 by Court of Appeals in St. Louis. *Star* said it would appeal to Supreme Court. Meanwhile, govt.'s companion civil anti-trust suit involving newspaper's WDAF-TV & WDAF remains on shelf pending outcome of criminal proceedings.

Hopes of wiring up Houston for closed-circuit TV & music operation have been announced by Home Entertainment Co., headed by H. W. Sargent, who reports he's working with Paramount subsidiary International Telemeter, "using their equipment, technicians and experience." Soliciting public reaction in newspaper ads, Sargent says that group expects to get first-run films if it can get 100,000 customers.

UHF TRANSLATORS haven't cut much ice yet in terms of adding much to the total TV audience—though they may be vital to the small-town folk to whom they bring first TV service. Counting latest 2 on air, in Weed Heights, Nev. and Winnemucca, Nev. (see below), we estimate that not more than 40-50,000 people have been placed in range of TV by the 11 translators definitely known to be operating in 9 towns. Total could become significant if the "hundreds" predicted by equipment maker Ben Adler materialize (Vol. 12:48). There are 15 CPs outstanding, 35 applications pending.

A "first" in translators was achieved this week when WWLP, Springfield, Mass. (Ch. 22) filed application for Ch. 79 translator in Claremont, N. H., the only telecaster seeking one so far. Station already has grant for regular satellite WRLP, Greenfield, Mass. (Ch. 58, changing to Ch. 32), proposes that translator repeat the satellite.

* * * *

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

KTWO-TV, Casper, Wyo. (Ch. 2) has changed target to Feb. 7 for test patterns, Feb. 17 for programming, writes Burt I. Harris, pres. & 40% owner of grantee Harrisisco, TV producer-packager. RCA 500-watt transmitter is to be wired and ready Feb. 5 in just completed studio-transmitter house. Construction began Jan. 25 on 116-ft. self-supporting Ideco tower which will have 3-bay antenna. Robert Lebsock is to be chief engineer. Base hour will be \$150. Rep will be Meeker.

WJPB-TV, Fairmont, W. Va. (Ch. 35) will return to air "about Feb. 24," reports owner and city Mayor J. Patrick Beacom. It plans move of transmitter to 300 Grant St., will have studios in new Broadcast House, 400 Quincy St. He plans to apply soon for Ch. 5 in nearby Weston, says he decided to reopen WJPB-TV "to show FCC we mean business and to give this area some TV." Station will carry NBC-TV & ABC-TV. Beacom will be gen. mgr.,

Proposal to erect new tower for WMUR-TV, Manchester, N. H. (Ch. 9), at Georgetown, Mass., 26 mi. from Boston—one of stipulations on which proposed sale of station to Storer is based (Vol. 12:28)—received another setback this week when New York airspace subcommittee reported that its study showed it would be difficult to fit into the area's air traffic pattern because of new beacon being erected at Beverley, Mass. Washington Airspace Panel is scheduled to study subcommittee minutes at Feb. 5 meeting and render final decision on aeronautical clearance of proposed 1016-ft. tower. Airspace Panel took no significant TV actions at this week's meeting, having approved 1292-ft. tower for WJBF, Augusta, Ga. (Ch. 6), and deferred action on 1046-ft. proposal by WEEK-TV, Peoria (Ch. 43), at last week's meeting. Meanwhile, WLBT, Jackson, Miss. (Ch. 3) this week applied to FCC for permission to erect 1579-ft. tower.

Weed Heights, Nev. translator K72AA (Ch. 72) began operation Dec. 6, repeating KOLO-TV, Reno, reports A. E. Millar, gen. mgr. of Yerington Mine there for owner Anaconda Co., also owner of 25% of KFBB-TV, Great Falls, Mont. M. H. Bissett, chief electrician, is in charge of translator operation. K74AB, Madras, Ore. (Ch. 74) has changed plans, now hopes to start in two weeks, reports Kenneth McCaulou, secy. of Jefferson County TV Co. Wally Matson will be engineer in charge. K76AB, Winnemucca, Nev. (Ch. 76) began operation in Dec. repeating KOLO-TV, Reno, reports Carl F. Moeller, secy.-treas. of owner Winnemucca Lions Club.

WGAL-TV, Lancaster, Pa. (Ch. 8) formally opens new building Feb. 24.

with Harry W. Critchlow, sales director; N. M. Fabre Jr., TV director; Joseph Sterloskie, engineering director. Base hour will be \$200. Rep will be Gill-Perna.

KUMV-TV, Williston, N. D. (Ch. 8), planned as semi-satellite of KFYZ-TV, Bismarck (Ch. 5), won't make previous Jan. 20 programming target, reporting it's building 7-hop microwave to KFYZ-TV, FCC having given final approval for system last week. Funds to build microwave were loaned by Missouri Valley TV Corp., owned by some 7000 Williston area residents (Vol. 12:38). GE 10-kw transmitter has been installed, and 878-ft. Stainless tower with 12-bay antenna is nearly ready. KUMV-TV will be sold in combination with KFYZ-TV, carrying \$275 base hour. Rep is Blair Television Assoc.

WYES, New Orleans (Ch. 8, educational) has pushed up target to March, reports gen. mgr. Duff Browne, stating owner Greater New Orleans Educational TV Foundation wishes to take advantage of NBC's 3 live half-hour programs. It has 5-kw DuMont transmitter on hand for installation in Hibernia Bank Bldg., will mount 12-bay RCA antenna on roof. W. S. Hart will be chief engineer.

WINR-TV, Binghamton, N. Y. (Ch. 40) plans start July 1, although equipment hasn't been ordered as yet, reports Albert B. Engelbert, gen. mgr. of *Binghamton Press* (Gannett), which acquired CP along with radio WINR for \$165,000 from group headed by Mayor Donald W. Cramer (Vol. 12:46, 13:2). It plans to use 299-ft. tower, with antenna bringing overall height to 405-ft. Construction of studio-transmitter building hasn't started. Dale Taylor will be TV-radio gen. mgr.

KETV, Omaha, Neb. (Ch. 7) hasn't set specific target but expects to be on air by this fall, reports gen. mgr. Eugene Thomas for owner Herald Corp., subsidiary of *Omaha World-Herald*. Studio-transmitter building will be at 27th & Douglas Sts. A 50-kw RCA transmitter has been ordered, and construction of 583-ft. Ideco tower is scheduled to start this month. Jack Petrik, ex-WJMR-TV, New Orleans, will be chief engineer. Rates not set. Rep not chosen.

RCA shipped 3-bay custom superturnstile antenna Jan. 15 to upcoming KGEZ-TV, Kalispell, Mont. (Ch. 9) due in spring; 24-section pylon to KBAS-TV, Ephrata, Wash. (Ch. 43) planning Feb. start as satellite of KIMA-TV, Yakima (Ch. 29); used 5-kw GE transmitter (from WKRC-TV, Cincinnati) to WCHS-TV, Charleston, W. Va. (Ch. 8), planning move to Coal Mt.; 18-section superturnstile antenna Jan. 23 to KTBC-TV, Austin, Tex. (Ch. 7), planning move to new site and higher tower.

Translator-type microwave facilities for private TV links are proposed by Sarkes Tarzian Inc., tuner & rectifier manufacturer and operator of WTTV, Bloomington, Ind. (Ch. 4). Filing notice of appearance in allocations proceedings covering 890-mc and up, he suggests that 1000-1500-mc be used for 5-10-watt transmitters, claiming superior and cheaper operation would be possible.

Sale of 50% of KOSA-TV, Odessa, Tex. (Ch. 7) to brothers Jack C. & Grady H. Vaughn Jr., Dallas oilmen, who are paying \$20,000 cash and assuming half of some \$400,000 in obligations, was approved by FCC this week. Pres.-gen. mgr. Cecil Trigg will hold 40%; Wm. B. Stowe, 5%; Brooks L. Harman, 5% (Vol. 12:51).

Power increases: KOSA-TV, Odessa, Tex. (Ch. 7) Jan. 15 to 316-kw ERP; KREX-TV, Grand Junction, Colo. (Ch. 5) Jan. 7 to 12.9 kw; KBOI-TV, Boise, Ida. (Ch. 2) now radiating 65-kw; KTLA, Los Angeles (Ch. 5) Jan. 22 to maximum 50.1-kw.

Microwave information bulletin, containing definitions & explanations of operations in TV & radio, has been issued by FCC. Bulletin (Mimeo. 41039) is available from FCC, or we'll obtain copy for you.

Telecasting Notes: "What's the best buy on night network TV?" asks Jan. 26 *Billboard*, and then proceeds to give a somewhat qualified answer in terms of its brand new feature—"the first continuous publication of comprehensive cost-per-1000 estimates for network TV programs." First tabulation is based on Nov. ARB figures—derived by "dividing each show's total program and net time costs by the total number of homes reached by the program," and contains separate lists by program categories, men, women & children, types of sponsors, etc. . . . To answer the question above, *Billboard's* master list shows *Lawrence Welk Show* (ABC-TV) was by far the "best buy" for Nov. from cost-per-1000 standpoint. Cost was \$1.10 per 1000 for each commercial minute, compared to estimated cost-per-1000 of more than \$3.50 for average nighttime network show . . . Runners-up in low cost-per-1000 were *Ed Sullivan Show* (CBS-TV) with \$1.49 per 1000 and *Climax* (CBS) with \$1.87 . . . In cost-per-1000 men viewers, *Lawrence Welk* was again No. 1 at \$1.12, and in women viewers category at 92¢. In children's category *Disneyland* (ABC-TV) was first, at \$1.72 . . . Shortest "program" being offered to sponsors is new 20-sec. station-break "news package" planned by NBC's WRCA-TV—consisting of 10-sec. of news and 10-sec. of commercial, at price of 10-sec. spot . . . There are 1350 post-1948 features in Hollywood's vaults, estimates *Billboard*, which lists those owned by Paramount, 20th Century-Fox and Universal-International in Jan. 26 issue, will list others later . . . Talent Associates Inc. will take over as producer of *Kaiser Aluminum Hour* (NBC-TV) Feb. 26, replacing Unit Four Productions, which has been involved in long! wrangle with sponsor over "controversial" subject matter for the shows . . . Japan's Toei Motion Picture Co. pres. Hiroshi Okawa, in U. S. on visit, revealed this week that his company plans to embark on animated TV film production for U. S. market in March, with U. S. TV distribution expected to be handled by Cavalcade Pictures, which distributes Toei's theatrical movies in U. S. . . . Critics were cool to Jerry Lewis' debut as a single on NBC-TV Jan. 19, but generally liked Ernie Kovacs' half-hour show same night . . . Dean Martin signs 5-year NBC contract providing payment of \$200,000 a show, from which he will pay supporting talent . . . In feature film coup, Boston's WBZ-TV has signed Bette Davis as live m.c. for *Bette Davis Presents*, weekly series of more than 50 of her Warner Bros. features . . . Filmaster Productions will film three 90-min. dramas for CBS-TV's *Playhouse 90*; Screen Gems has handled production on previous filmed shows . . . Emphatic note: Coincidental with change in format of NBC-TV's late evening *Tonight* Jan. 28, show's name will be changed to *Tonight!*

Free time has been offered by KFMB-TV, San Diego, to Superior Judge John Hewicker to comment on appeals court decision overruling his ban on use of stenographic help by station newscaster Harold Keen in covering kidnap trial (Vol. 12:52, 13:2). Judge did not respond immediately to invitation from Keen, who reported on *People in the News* show that Hewicker had been "quoted in language unheard of from a judge and proceeded to blast the appellate court for its opinion." Higher court, holding that newsmen could take trial notes "in any form," said: "The protection given the freedom of speech & press is extended to the medium of TV, there being no distinction between the various methods of communication."

Increased mobility is provided by 3 panel-truck remote units assigned by NBC-TV to N. Y., Chicago & Hollywood staffs to cover "America After Dark" scenes for new *Tonight!* show format starting Jan. 28. Units cost about \$70,000 each, contain own generator, transmitter, camera, microphone, lighting & other equipment.

INAUGURATION coverage by the 3 TV networks was noteworthy for sustained interest and drama and smoothness of operation—perhaps best arranged and organized lengthy "public event" in TV's history. The 3 networks used some 200 newsmen and technicians and 60 cameras.

As in most major special events, several technical innovations were unveiled—most notable being videotape repeats by CBS & NBC of Presidential oath-taking. Both networks announced their use of Ampex tape with considerable fanfare—doing more to make public aware of existence and quality of videotape than any other development to date.

Taped picture from both NBC & CBS was of satisfactory quality, as we observed it—better than kinescope and probably not quite so good as good film. NBC's taped repeat came slightly before CBS's, a little less than 30 min. after ceremony. CBS used taped segment twice—half hour and full hour after the actual oath-taking.

Another innovation was first commercial use of CBS News' portable high-quality film processing machine. The small 29x20x36-in. device, requiring no darkroom and operating from regular 110-volt outlet, can process film at rate of 40-ft. per minute. CBS claims it produces film "as good as that processed by large commercial laboratories." Machine can be set up in a hotel room or any place with electric power and hot & cold running water.

While TV brought the inaugural parade into millions of American homes, it was TV which kept the parade moving. Army Signal Corps used 6 TV cameras to oversee the parade—plus another camera mounted in Army liaison plane. When gaps were discovered in parade units, parade officials—who watched 7 monitors in a tent near Treasury Dept. building—radioed one of 16 jeeps which acted quickly to tighten up parade. Even so, parade lasted an hour longer than planned, and networks stayed with it longer than originally scheduled.

Deliveries of prototype Ampex videotape recorders will be completed this month, when last 2 units are shipped to CBS. Six prototypes currently are in place for TV use—2 each at Hollywood studios of CBS & NBC, and one each at their New York studios. Ampex says its backlog of orders for the \$45,000 production model totals \$40,000,000, with deliveries due to begin in Nov. 1957. In letter to order holders, Ampex engineering director Ben Wolfe gave this evaluation of networks' experience with prototype models: "Ease of installation, simplicity of operation, and subjective quality of picture presentation are beyond original expectations for these engineering prototypes."

"Broadcasting Serves America" has been proposed by NARTB public relations director Donald N. Martin as theme for industry's expanded public relations effort. In Jan. 24 address to Ga. Radio & TV Institute, sponsored by Ga. Assn. of Broadcasters & Henry W. Grady School of Journalism, Martin said the theme "can be played over and over again; it can run through everything we do—everything we say about the industry."

First to top \$100,000 in quiz show is Charles Van Doren, Columbia U English instructor who tapped *Twenty-One* for \$104,500 on NBC-TV Jan. 21. Van Doren, 30, son of poet Mark Van Doren, downed latest of succession of challengers by giving correct answers on art, explorers and American Revolution. He's due back on the no-limit giveaway Jan. 28. Previously 5 contestants had reached \$100,000 prizes on NBC-TV's *The Big Surprise*.

Arthur Godfrey will broadcast from plane over Atlantic and French Equatorial Africa on trip starting about Feb. 1, getting special FCC approval for use of frequencies.

Network Accounts: Bulova cancelled sponsorship of *Jackie Gleason Show* on CBS-TV effective April 1, Sat. 8-9 p.m.—and it's regarded as foregone conclusion that Gleason won't be back on regular basis next fall. Betting is that he will appear on irregularly scheduled special extravaganza variety programs . . . General Foods, dropping *Hiram Holliday* at end of March on NBC-TV Wed. 8-8:30 p.m., to be alt. sponsor (with American Tobacco) of *Wells Fargo* on NBC-TV Mon. 8:30-9 p.m. . . Sterling Drug to sponsor *Inspector Mark Saber* on NBC-TV starting Feb. 23, Sat. 12:30-1 p.m., and *True Story* 1-1:30 p.m. . . Warner Bros. Foundations Inc. buys two one-hour evening time periods on NBC-TV this fall and next spring for color fashion shows, thru C. J. LaRoche & Co. . . NBC-TV's partic. sponsors: American Sta-Dri Co., 14 on *Tonight* starting in March, thru J. Gordon Manchester Adv.; Masonite Corp., 13 on *Home* starting in March, thru Buchen Co.; Niagara Therapy Mfg. Corp., 7 on *Home* thru W. S. Walker Adv.; Bon Ami, 7 on *Today* thru Ruthrauff & Ryan; Bourjois Inc., 6 on *Home* starting in March, thru Lawrence C. Gumbinner Adv.; Wash. State Apple Commission, 6 on *Today* during Feb., thru MacWilkens, Cole & Weber; Cluett Peabody & Co., 4 on *Home*, thru Young & Rubicam; National Homes Corp., 2 on *Today*, thru Applegate Adv.; Roquefort Assn. Inc., one on *Home*, thru George Gero Adv.; Structo Mfg. Co., one on *Today*, thru C. Wendell Muench & Co. . . Partic. sponsorships on ABC-TV; Bauer & Black on *Circus Time* starting Feb. 21, Thu. 8-9 p.m., thru Leo Burnett Co.; Bon Ami on *Circus Time* starting Jan. 24, thru Ruthrauff & Ryan; Kendall Co. (Blue Jay sales div.) on *Afternoon Film Festival* starting in April, Mon.-thru-Fri. 3-4 p.m., thru Leo Burnett; Yardley of London Ltd. on *Famous Film Festival* starting Feb. 23, Sat. 7:30-9 p.m., thru N. W. Ayer . . . ABC to inaugurate news-in-depth show, *Open Hearing*, originating from Washington, starting in Feb., Sun. 8:30-9 p.m.

Complaints about TV-radio ads over 1946-55 period weren't as numerous as heavily-publicized statements might indicate. That's evident in AAAA's report of its *Interchange of Opinion on Objectionable Advertising*, released this week and available from AAAA. Arthur E. Tatham of Tatham-Laird Inc., Chicago, chairman of the AAAA Committee on Improvement of Advertising Content, which supervised the study, reported that out of 1800 complaints received from 395 agencies (members and non-members), 1/3 were directed against newspapers, 1/3 against magazines, and remaining third against TV-radio and outdoor.

ANA TV-radio workshop Feb. 14 at Hotel Plaza, N. Y., will include these topics and speakers: "Pre-Testing TV Commercials," Sherwood Dodge of Foote, Cone & Belding; "Is Radio Still A Good Buy?," Mary McKenna, WNEW, N. Y.; "Comparing Costs and Effectiveness of Filmed and Live Commercials," Robert Foreman, BBDO; "Our Experience With Color TV," Samuel Thurm, Lever Bros.; "When Spots Become Available—Who Gets 'Em?," Linnea Nelson, Kudner; "Are the Costs of Network Programming Coming Down?," C. Terence Clyne, McCann-Erickson. Workshop chairman is George Abrams, Revlon adv. v.p.

McCann-Erickson moves into new home office on 14 floors of new 30-story building at 485 Lexington Ave., N. Y. (Oxford 7-6000), corporate headquarters remaining at 50 Rockefeller Plaza, Marschalk & Pratt div. at 460 Park Ave., Communications Counselors Inc. at 535 Fifth Ave.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, has conferred with AB-PT pres. Leonard H. Goldenson about possibility of Weaver packaging *Ding Dong School* for placement on ABC-TV. *Ding Dong School* left NBC-TV at start of year.

WORLD'S TV stations and sets-in-use, as of Jan. 1, 1957, are listed in this table on the Foreign TV Directory section of our upcoming 1957 Spring-Summer TV Factbook:

Country	No. Stations	Sets-in-Use	Country	No. Stations	Sets-in-Use
Algers	1	100	Nicaragua ¹	—	300
Argentina	1	75,000	Norway	—	300
Australia	6	27,000	Panama ²	—	2,000
Austria	4	7,000	Philippines	1	10,000
Belgium	4	125,000	Poland	2	6,000
Brazil	6	500,000	Portugal	1	500
Bulgaria	1	500	Rumania	1	300
Canada	37	2,450,000	Spain	1	3,000
Colombia	6	50,000	Sweden	3	14,000
Cuba	17	275,000	Switzerland	4	19,500
Czechoslovakia	3	70,300	Thailand	1	7,300
Denmark	3	40,000	Turkey	1	100
Dominican Rep.	2	7,000	United Kingdom	19	6,500,000
El Salvador	1	1,000	Uruguay	1	1,000
Finland	2	1,500	USSR	31	1,300,000
France	17	450,000	Venezuela	9	100,000
Germany (E.)	9	100,000	Yugoslavia	2	4,000
Germany (W.)	34	700,000			
Guatemala	2	8,500	FOREIGN TOTAL	327	14,165,700
Hungary	1	600	U. S. & Territories	494	42,000,000
Iraq	1	600	U. S. Armed Forces	22	50,000
Italy	64	500,000			
Japan	10	450,000	GRAND TOTAL	843	56,215,700
Korea	1	300			
Luxembourg	1	1,000			
Mexico	9	250,000			
Monaco	1	2,000			
Morocco	2	5,000			
Netherlands	3	100,000			

¹ Station left air in Oct.

² Panama viewers watch U. S. Armed Forces stations, Canal Zone.

Rate increases: KYW-TV, Cleveland, Feb. 1 adds Class AAA hour (8-11 p.m. daily) at \$1950, 20 sec. at \$475, Class AA hour cut to \$1800 from \$1400. WEWS, Cleveland, Feb. 3 adds Class AA hour (7:30-11 p.m. daily) at \$1650, min. at \$475, Class A hour going from \$1050 to \$1060. WISH, Indianapolis, Feb. 1 raises base hour from \$1200 to \$1300, min. \$250 to \$300. WISN-TV, Milwaukee, Feb. 1 raises base hour from \$800 to \$1000, min. \$160 to \$200. WTTG, Washington, has added Class AA hour (7-10:30 p.m. daily) at \$720, min. at \$144, Class A hour going from \$600 to \$660. KUTV, Salt Lake City, Feb. 1 raises hour from \$450 to \$600, min. \$90 to \$135. WFIE, Evansville, Ind. has raised hour from \$350 to \$400, min. \$70 to \$80. WDMJ-TV, Marquette, Mich. Feb. 1 raises hour from \$150 to \$200, min. \$30 to \$40.

Young Television Corp. has established Young Representatives Inc. to represent WAFB-TV, Baton Rouge, La.; WICC-TV, Bridgeport, Conn.; KTAG-TV, Lake Charles, La.; WSBA-TV, York, Pa.; WTVW, Tupelo, Miss. Offices and personnel will be same, except that in N. Y. Paul S. Wilson will be TV executive for new firm.

New reps: KUTV, Salt Lake City, to Avery-Knodel (from Hollingbery); KERO-TV, Bakersfield, Cal. to Petry (from Hollingbery); KNTV, San Jose, Cal. to Weed (from Bolling); WCBI-TV, Columbus, Miss. to Everett-McKinney (from McGillvra).

ADVERTISING AGENCIES: Laurence W. Scott resigns as adv. mgr. of Westinghouse consumer products div., Pittsburgh, to become v.p. of Cunningham & Walsh, Chicago, in charge of Sears Roebuck account . . . Stephen H. Richards, mgr. of Buick account for Kudner, elected a v.p., replacing James J. Cochran, who joins J. Walter Thompson, N. Y., in executive capacity . . . Vincent F. Aiello, v.p. & copy chief of Kudner, promoted to an exec. v.p., along with Wm. J. Griffin Jr., who had been serving as senior v.p.; Paul E. Newman promoted to senior v.p. . . I. Orrin Spellman resigns as v.p.-gen. mgr. of Kenyon & Eckhardt Philadelphia office to become senior v.p. of Geare-Marston, Philadelphia, recently merged with Ruthrauff & Ryan . . . Philip Thompson appointed TV copy chief, Dowd, Redfield & Johnstone . . . Andrew N. Vladimir, ex-WAPA-TV, San Juan, elected v.p.-gen. mgr. of Puerto Rico branch of Gotham-Vladimir Adv., N. Y.

AT TACK ON GRANT of Ch. 12, Jacksonville, to WFGA-TV was launched this week by WPDQ—which with WJAX had lost out in final decision last year (Vol. 12:35). Filing request to reopen record and asking Commission to stay construction of station, WPDQ charged that Harold Cohn, 19% stockholder and proposed news & sports director of WFGA-TV, had concealed past underworld associations from FCC.

WPDQ charges that Cohn had been a chart writer at Jacksonville and Orange Park kennel clubs; that the clubs were controlled by W. H. Johnston “who was exposed by the Kefauver Crime Committee as a former associate and member of the Al Capone organization”; that Cohn’s wife had held stock in the Jacksonville club; and that none of this had been disclosed to Commission. WPDQ also states that grantee has done scarcely anything toward building station; that no one would suffer if construction were halted pending reopening of hearing.

In Boston’s Ch. 5 case, columnist Drew Pearson made one of his periodic forays into FCC matters—charging in Jan. 24 column that WHDH-*Herald-Traveler* is being favored in Commission’s preliminary voting because pressure was put on it by ex-GOP national chairman Leonard Hall, Commerce Secy. Weeks and Sen. Saltonstall (R-Mass.)—at request of publisher Robert Choate. They all promptly denied such activity, Choate countercharging that Pearson was trying to retaliate because his column had been removed from *Herald-Traveler* “following his unfounded publication of President Eisenhower’s illness in Minneapolis.”

Commission, meanwhile, had no heavy agenda—granting only a Ch. 70 translator to Saratoga TV Co., Saratoga, Wyo., while examiner issued an initial decision for Ch. 7, Laurel, Miss. to Laurel TV Co.

One new uhf allocations reshuffle was sought—WINT, Ft. Wayne (Ch. 15) requesting Ch. 31 & 29 be swapped between Kokomo & Marion, Ind. so that WINT can move transmitter to site in Ft. Wayne without violating uhf spacing “taboo.”

Samuel I. Newhouse interests are transferring WABT, Birmingham, Ala. (Ch. 13) with radio WAPI and WAFM(FM) from Alabama Bestg. System Inc., subsidiary of their *Birmingham News* to parent Central N. Y. Bestg. Corp. in deal involving \$2,400,000. Central N. Y. also owns WSYR-TV, Syracuse (Ch. 3) & radio WSYR, with satellite WSYE-TV, Elmira (Ch. 18), and 50% of KOIN-TV, Portland Ore. (Ch. 6) & radio KOIN. Nov. 30 balance sheet for Alabama Bestg. System Inc. shows earned surplus of \$663,913. It has \$791,016 in property and equipment out of \$1,503,616 total assets. Central N. Y. Nov. 30 balance sheet shows \$1,552,192 in earned surplus. It lists \$1,511,947 in current assets out of \$3,321,098 total assets.

Radio station ownership has attracted 2 more from talent and production end of TV—Jack Barry and Martin Stone. FCC this week approved \$65,000 purchase of WGMA, Hollywood, Fla. by Barry and his associate Daniel Enright (Barry & Enright Productions), producers of *Twenty One*, *Tic Tac Dough*, *Winky Dink and You*. Commission last week awarded new AM grant for Mt. Kisco, N. Y. (1310 kc, 1-kw, D) to Stone, majority owner of TV-radio producer Stone Assoc., and Mt. Kisco realtor E. Monroe O’Flynn—each holding 50% of the CP.

Among radio station sales approved this week by FCC: KASA, Elk City, Okla. by Lonnie J. Preston to Leo R. Morris, mgr. of KSWO-TV, Lawton (50%) and Jackson R. Webb and Carl Stephens, beer distributors (25% each) for \$50,000 (Vol. 12:52). WFNM, DeFuniak Springs, Fla. by Clayton W. Mapoles to group headed by Mel Wheeler, gen. mgr. of WJDM, Panama City, and WEAR-TV, Pensacola, for \$27,200 (Vol. 12:49).

NEW DEPT. of Transportation & Communications would be added to Cabinet under terms of bill (HR-3424) introduced Jan. 22 by Rep. Younger (R-Cal.), member of Govt. Operations and of House Commerce Committees. It would bring FCC, ICC, CAB, CAA, National Advisory Committee for Aeronautics, Federal Maritime Board, Maritime Administration & St. Lawrence Seaway Development Corp. under one jurisdictional & administrative roof. Bill also would abolish office of Under Secy. of Commerce for Transportation and give federal highway functions to new Secy. of Transportation & Communications.

Younger told House independent boards & authorities have become fourth branch of Govt. which often tries “to circumvent or nullify acts of Congress.” They’d function better if they’re directly responsible to President in Cabinet, he said. Other TV-communication legislation proposed this week:

Rep. Fascell (D-Fla.) introduced HR-3350, drafted by American Bar Association, which would reorganize & standardize govt. hearing procedures under new Office of Federal Administrative Practice.

HR-3514 by Rep. Withrow (R-Wis.) would permit FCC Communications Act to license TV-radio stations for 5-year periods, up from current 3-year limit.

Rep. Horan (R-Wash.) introduced another bill directing FCC to license vhf boosters on non-interference basis (HR-3388).

Rep. Teller (D-N. Y.) submitted resolution authorizing President to designate National Amateur Radio Week in June (H.J. Res. 181).

TV Allocations Study Organization board meets Feb. 1 to continue firming up operational plans, currently concentrating on selection of membership for its 5 panels. TASO exec. director George R. Town hasn’t yet disclosed names of any of those who have accepted invitations to serve as chairmen or vice chairmen; however, Westinghouse Bestg. Co. announced that its engineering v.p. Ralph N. Harmon will be vice chairman of transmitting equipment panel. Meanwhile, Assn. of Maximum Service Telecasters, one of TASO’s constituent groups, is considering retaining economist in campaign to get excise tax lifted from all-channel TV sets.

O. E. Richardson is getting \$330,000 for WFAM-TV, Lafayette, Ind. (Ch. 59) and radio WASK, according to application filed with FCC this week. Station is being sold to Henry Rosenthal, station’s asst. mgr., 25%; Alvin H. Huth, 25%; and D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%. Rosenthal also owns 25% of applicant for AM in Crawfordsville, Ind. Nov. 30, 1956 combined WFAM-TV & WASK balance sheet shows \$83,816 earned surplus as of March 31, 1956, net income of \$47,291 from March 31 to Nov. 30, 1956. They had \$238,862 fixed assets out of \$336,393 total assets.

Lease of KBST-TV, Big Spring, Tex. (Ch. 4) to W. D. (Dub) Rogers’ KDUB-TV, Lubbock (Ch. 13) was approved by FCC this week. KDUB-TV is paying \$300,000 under lease (\$5000 monthly for 60 months), also gets option to buy 50% of stock, along with program and sales control, for \$147,448 when lease is up (Vol. 13:1). Plan is to operate Big Spring outlet in same manner as KDUB-TV’s affiliate KPAR-TV, Sweetwater-Abilene (Ch. 12).

Sol Schildhause, who resigned as chief of FCC’s TV applications branch to become gen. mgr. of radio KOMA, Oklahoma City, is exercising option to buy 14½% of station for \$24,727 from other owners Burton Levine, Arnold Lerner, Myer Feldman, Donald S. Rubin & Harold Thurman. They purchased station last year for \$342,500 (Vol. 12:45, 50).

Personal Notes: Thomas K. Fisher, who joined CBS legal dept. in 1955 after 10 years with N. Y. law firm of Donovan, Leisure, Newton & Irvine, promoted to v.p. & gen. attorney for CBS-TV; Mrs. Geraldine B. Zorbaugh, who recently resigned as v.p. & special asst. to ex-ABC pres. Robert E. Kintner, named v.p. & gen. attorney for CBS Radio, with Julius Brauner remaining as gen. attorney for corporate matters; Leon Brooks, Washington counsel for CBS Inc., henceforth will concentrate exclusively on TV . . . W. Spencer Harrison, CBS v.p. in charge of legal & business affairs, assumes new position of v.p. & business mgr. of talent & contract properties . . . Louis Hausman, staff v.p. of CBS Inc. and ex-v.p. of old CBS-Columbia, appointed v.p. in charge of adv. & promotion for CBS Radio, succeeding Jules Dundes, now CBS Radio v.p. for station administration . . . John G. Trezevant, managing editor of *Collier's Magazine* at time of its withdrawal from publication 3 weeks ago, joins NARTB as mgr. of news & publications; Joseph Sitrick, publicity & information services mgr., assumes new post of mgr. of special projects & member participation . . . Merle S. Jones, CBS pres., and Don Durgin, ABC radio v.p., named chairmen of TV-radio committee for Brotherhood Week Feb. 17-24 . . . David Lowe, ex-DuMont Network, appointed supervisor of NBC-TV's educational series starting in March for the 25 non-commercial stations (Vol. 13:3) . . . James C. Richdale Jr., v.p.-gen. mgr. of KOTV, Tulsa, elected a director of KOTV Inc. . . . A. James Ebel, gen. mgr. of KOLN-TV, Lincoln, elected v.p. & director of parent Cornhusker TV Corp. . . . George Henderson, ex-Crosley stations gen. sales mgr., named gen. sales & promotion mgr. of upcoming WSOC-TV, Charlotte, N. C. (Ch. 9), due in spring . . . Howard Duncan, ex-WTVN, Columbus, O., joins WEHT, Henderson, Ky.-Evansville, Ind., as sales mgr. . . . Mark Smith promoted to operations mgr. of KLRJ-TV, Henderson-Las Vegas . . . Norman W. Williams promoted to production mgr. of KMTV, Omaha, succeeding Lew Jeffrey, now program mgr. . . . Jack Poppele, ex-director of Voice of America, now consultant at his home in Orange, N. J., elected to board of Veteran Wireless Operators Assn. . . . Martin M. Heller, ex-RKO Radio Pictures, joins ABC legal dept. under Mortimer Weinbach, v.p. & gen. counsel . . . S. Jay Eby promoted to mgr. of adv. & sales promotion, GE broadcast equipment . . . John Klindworth, central district mgr., and Lewis Radford Jr., eastern district mgr., handling broadcast equipment sales in DuMont technical products div., resigned as of Jan. 21 . . . Gregg Lincoln, ex-Crosley N. Y., named sales director of Crosley's WLWC, Columbus,

succeeding C. R. Dodsworth, resigned to form own ad agency in Columbus; Jackson Launer named production mgr., succeeding Sidney Barger . . . Cal Tinney, ex-syndicated newspaper columnist & radio commentator for ABC & Mutual, joins WBNF-TV & WBNF, Binghamton, N. Y. as director of news dept. . . . Bette Doolittle, ex-NARTB & Paramount Pictures, named executive director of spring convention of American Women in Radio & TV April 25-28 at Chase Park-Plaza Hotel, St. Louis . . . Harry J. Wright, mgr. of AB-PT tax dept., elected to board of Tax Institute Inc. . . . Ben Waple shifts from FCC docket section, becoming asst. to Commission Secy. Mary Jane Morris . . . Wm. Veneman resigns as gen. mgr. of KTVW, Seattle-Tacoma, his duties assumed by owner J. Elroy McCaw; James Hawkins promoted to assistant general mgr. . . . John J. Quinn, from N. Y. staff, named adv. mgr. of *TV Guide's* Philadelphia edition, succeeding James R. Wescott, now on magazine's national promotion staff . . . Nat Liebeskind, ex-Latin American mgr. of Universal, Warner Bros. & RKO Pictures, named gen. mgr. of Sterling TV.

Gordon Gray—telecaster, publisher, educator & govt. official—has been selected by President Eisenhower to replace Arthur S. Flemming as director of Office of Defense Mobilization. Currently Asst. Secy. of Defense for International Security Affairs, he served as Secy. of Army in President Truman's cabinet. He's former pres. of U of North Carolina and publisher of *Winston-Salem* (N. C.) *Journal* and *Twin City Sentinel*. He is sole owner of Winston-Salem's WSJS-TV & WSJS, having recently bought out 33½% interest held by Buddy Rogers & Mary Pickford Rogers (Vol. 13:1).

Newspaper Advertising Executives Assn. elects these new officers: pres., Gilbert P. Swanson, *Spokane Daily Chronicle* and *Spokesman Review*; exec. v.p., Charles B. Lord, *Indianapolis Star and News*; 1st v.p., George Lemons, *Greensboro* (N.C.) *News and Record*; 2nd v.p., Russell W. Young, *Seattle Times*; secy.-treas., Robert C. Pace (re-appointed).

Edison Radio Amateur Award, GE's annual presentation for outstanding service, goes this year to Mrs. Mary Burke, Morton, Pa., who sends some 3000 messages monthly to servicemen overseas. Cup and \$500 will be presented in Washington at dinner Feb. 28 by Rear Adm. H. C. Bruton, chief of naval communications.

Edward M. Webster, former FCC commissioner, appointed Western Union consultant on international communications.

"Overzealous" equipment salesman have led purchasers operate transmitters without proper FCC authorization, Commission stated this week in letter to RETMA pres. Dr. W. R. G. Baker, and it asked RETMA to look into the matter and see what can be done about it. Commission cited no cases, and RETMA has asked for specific details before canvassing members. Commission's letter stated that salesmen had given out "inaccurate, improper, misleading" information, causing purchasers to violate FCC rules. Reportedly, one TV station operator in Montana bought private microwave equipment and put it to use without FCC authorization. There are said to be similar instances of infractions among mobile radio users.

BMP's TV clinics on program & operational problems will be held in N. Y. and Ft. Worth March 4 & 5, Atlanta and Chicago March 7 & 8, San Francisco March 11 & 12.

H-R Representatives Inc. opens Miami office Feb. 1 at Pan American Bank Bldg., with Alex Campbell Jr., ex-General Telcradio, in charge (Franklin 3-7753).

WMUR-TV, Manchester, N. H. (Ch. 9) opens regional sales office in Sherry Biltmore Hotel, Boston.

Community antenna operators are having their troubles with state legislatures. Latest: (1) Bill introduced in Utah legislature to permit political subdivisions to levy tax for purpose of financing TV transmission equipment, presumably including translators and CATV systems. National Community TV Assn. counsel E. Stratford Smith says NCTA will fight measure, which he says is of dubious constitutionality. (2) W. Va. legislature has bill before it to regulate CATV systems, introduced by Clarksburg delegate. Similar bill was rejected by the legislature last year.

Pulse Inc. is expanding into Mexico to report on radio audiences in Matamoros and Reynosa opposite Brownsville, Tex. International div. of rating service, already surveying Montreal TV viewers, also is extending Canadian TelePulse operations to Toronto market area, including U. S. stations. In England TelePulse will cover Manchester, where new ITA station has started, in addition to London and Birmingham.

First Texas TV studio equipped for live audience participation is claimed by WFAA-TV, Dallas. Radio WFAA's 250-seat Studio "A", converted to TV, will open Feb. 16.

TV's OVER-COUNTER VALUE—\$2.8 BILLION: The 7,100,000 TV sets estimated to have been sold to the public last year represented consumer investment of about \$1.6 billion, according to authoritative marketing sources. An additional investment of some \$1.2 billion was made by consumers for TV servicing, including parts and installation, service calls, etc. An over-the-counter valuation of \$2.8 billion was thus made on TV in 1956 -- approximately same level as in 1955, when 7,421,084 sets were sold.

That level isn't expected to rise much, if any, in 1957. Despite exhortations of some industry leaders to place greater emphasis on higher-priced units as means of increasing profits, all the evidence indicates that portables will account for at least 35% of TV production this year, perhaps higher.

Color seems to be only hope for increasing TV's dollar volume, assuming that portables continue sharp upswing. If color sales in 1957 approach the 300,000 level foreseen by some, the over-all dollar volume would rise substantially.

Note: Rarely mentioned in connection with portables is fact that few are made for all-channel reception. Considering that only about 10% of all sets currently made are equipped at factory for uhf, net effect is to reduce further the growth of uhf audience. As portables increase in importance, this becomes bigger problem.

* * * *

TV inventories at year's end were reduced to 2,500,000, thanks to surprisingly good Dec. retail movement. It's estimated that more than 900,000 units were sold in Dec. 1956, perhaps equalling the 936,467 sold in Dec. 1955. A late spurt developed shortly before Christmas, helping to make up for earlier sluggishness.

Plant layoffs were also an important factor in cutting inventories. Nearly all set makers operated with reduced manpower in last half of Dec. Philco closed its TV plant entirely over holidays, as did many smaller manufacturers.

Inventory correction is still continuing. GE this week shut down TV receiver and cathode-ray tube plants in Syracuse, plans to resume operations Jan. 28. But it also gave indefinite layoff notices Jan. 18 to 1200 workers. Most are expected to be recalled in spring. GE's inventory of portables is known to be high.

Price "specials" abound at all levels of trade, but the oft-predicted "dumps" in TV have apparently failed to materialize thus far -- at least not on a wide scale, certainly not on anything approaching a national level. Undoubtedly the business pickup in Dec. and consequent improvement in inventories have had a lot to do with it. Whatever the cause, an encouraging stability settled over market in Jan.

Economic Outlook: There's no cause for alarm in the over-all economic picture, says authoritative National Assn. of Purchasing Agents. Its monthly business survey, released Jan. 27, reports that new orders have shown a moderate upturn, production remaining high (28% of agents said it was higher than Dec.), and inventories "about right." Employment remains high, at approximately Dec. levels. Biggest worries, said report, are renewal of price increases and prospect of further inflation. It also declared that, as for the last 2 months, purchases of production materials are limited to short term, some 66% of members reporting that forward commitments are being confined to 60 days or less. Shortages were found in nickel, steel, some items of electrical equipment -- though none were regarded as serious.

Production: TV output hit 144,597 week ended Jan. 18, compared with 118,471 preceding week and 164,570 in corresponding week of 1956. For first 3 weeks of year, TV output came to about 340,000, as against 441,264 in first 3 weeks of 1956. Radio production totaled 304,540 (139,673 auto) week ended Jan. 18, compared with 268,052 (136,836 auto) preceding week and 281,657 (135,422 auto) in corresponding 1956 week. Radio production for 3 weeks amounted to about 767,000 (379,000 auto), compared with 808,971 (389,736 auto) in corresponding period year ago.

Topics & Trends of TV Trade: Westinghouse's major appliance sales in 1956 exceeded 1955 totals in 28 out of 32 products, despite fact that its production was halted in first 3 months of 1956 by strike at 30 plants. John W. Craig, v.p.-gen. mgr. of appliance div., said that 1956 sales were below 1955 levels only in freezers, down 26%; electric fans, 19%; refrigerators, 10%; garbage disposers, 1%. He also noted that industry as a whole reported lower sales of refrigerators and freezers in 1956.

Westinghouse sales of automatic washers last year increased 5.6% over 1955, while industry's increase was 10.8%; Westinghouse sales of clothes dryers were up 31.1%, as against 15.8% for industry, dishwashers, up 43.8% compared with industry's 35.6% increase. Craig commented:

"We were practically out of business from Jan. through March. Our factory inventories in appliances ranged from zero to but 50% of normal. And those months normally account for from 25% to more than 40% of annual appliance volume . . . We believe our comeback was noteworthy."

* * * *

Attack on GE's "Better Living Program" came this week from IUE pres. James B. Carey, who wrote in digest published by AFL-CIO industrial union dept.: "Probably no major corporation in the United States spends as much as does GE to persuade its employes that unions in GE do not exist, or that if they do, they don't win anything." He criticized GE for joining in court action to prevent Labor Dept. from enforcing a \$1.25 per hour Walsh-Healey Act wage minimum. "In technical matters, GE's slogan 'Progress Is Our Most Important Product' is probably true. GE has an excellent technical staff and one of the largest expenditures of any corporation for research. But in matters that affect social welfare, labor and human relations, there is a drag backward to the dark ages. And all this is done under the slogan of the 'Better Living Program.'"

Sylvania closes TV cabinet plant in High Point, N. C. "because of a continued decline in consumer demand for fine wood cabinets." Marion E. Pettegrew, operations v.p. in charge of TV-radio div., stated: "The trend away from fine wood TV cabinets started in late 1955 with the advent of portable models in metal cabinets. In 1956 about 20% of all TV sets sold were portables in metal cabinets and in the final quarter of 1956 the figure rose to 31%. In addition, numerous table model cabinets had non-wood finishes." Sylvania will henceforth contract with independent suppliers for its wood cabinets.

TV shipments to dealers totaled 6,051,266 in first 11 months of 1956, when production was 6,760,045, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 6,621,786, production of 7,151,895, in first 11 months of 1955. Nov. shipments totaled 617,516, compared with 843,508 in Oct. and 634,742 in Nov. 1955.

Davega Stores plans to sell or liquidate Triangle Industries Corp., its Chicago wholesale and mail order subsidiary, pres. H. M. Stein stating: "We plan to limit our business to retailing. The Chicago wholesale operation just wasn't profitable." Davega operates 30 retail appliance and sporting goods outlets in N. Y. City.

Olympic Radio plans heaviest spring promotion in its 22-year history, using newspapers and magazines primarily (Robert S. Burros, adv. & sales promotion mgr.).

Sylvania offers 110-degree 17-in. tube (17BVP4) for renewal market. It has 1½-in. neck, is first of kind offered for renewal.

Trade Personals: Arthur L. Chapman resigns as Sylvania manufacturing v.p. to become pres. of CBS-Hytron, replacing Charles F. Stromeyer, who resigned this week; Chapman also serves as chairman of RETMA set div., a title he will be required to relinquish . . . Herbert Kabat, ex-sales v.p. of Olympic Radio, named gen. mgr. of Emerson's newly-formed consumer products div. of subsidiary Jefferson-Travis Inc., soon to market new line of TV-radio-phonos for dept. stores and specialty shops (Vol. 13:2) . . . Leonard E. Stevens promoted to asst. to Maurice L. Levy, commercial engineering director of Emerson Radio . . . Kenneth R. Johnson, sales v.p. of Packard-Bell home products div., promoted to v.p. in charge of div. . . . Donovan H. Tyson, DuMont v.p., also elected treas., replacing Rear Adm. Stanley F. Patten, who retired last week; Robert W. Norcross elected asst. treas., George C. McConeghy appointed controller . . . John J. McGrath resigns as New England district mgr. of DuMont receiver div. . . . Lawrence Mattingly named asst. chief TV engineer of Motorola . . . Robert E. Lewis, pres. of Argus Cameras div., elected a v.p. of parent Sylvania . . . Joseph P. Roveto promoted to mgr. of Raytheon semiconductor diode sales, Waltham, Mass. . . . Cyrus Wood elected asst. treas. of Raytheon, in charge of financial accounting dept. . . . Edward Bishop named Hallcrafters controller, John R. Halligan asst. treas. . . . Paul Leopold, ex-Crescent Industries, named asst. sales mgr. of Pentron Corp. . . . Thomas Marshall promoted to production mgr., Canadian Marconi broadcast & TV receiver div. . . . Richard H. Kelly, ex-Crosley-Bendix Pacific regional mgr., named western field sales mgr. for Easy laundry appliances . . . Walter Goodman, mgr. of Jerrold-New York Inc., appointed sales mgr. of Jerrold products line div. . . . George R. Jones, ex-Langlois Filmusic Inc., named custom service dept. mgr. of Capitol Records, replacing Tom Mack, resigned . . . G. A. Hincker promoted to adv. mgr. of Webcor Inc. . . . Michael Melack resigns as chief designer of Westinghouse TV-radio div.

DISTRIBUTOR NOTES: Motorola appoints Black & Ryan Co., 630 W. Washington St., Phoenix (Leon S. Black, pres.), replacing Arizona Distributors; Motorola also names General Distributors Inc., 124 E. Trent Ave., Spokane (E. W. Johnson, gen. mgr.), replacing Taylor Distributing Co. . . . Sylvania appoints Yonts Radio & Appliance Co. Inc., 535 E. 3rd St., Dayton (James W. Yonts, pres.) and Fraker Heating & Equipment Co. Inc., 1313 Grand Ave., Knoxville (J. T. Fraker, pres.) . . . Emerson appoints Thoben Elrod Co., Atlanta, ex-Crosley-Bendix outlet . . . Charles S. Martin Distributing Co., Atlanta (Admiral) appoints Ed Taylor as sales mgr. of Admiral div., succeeding Frank Head, who moves up to asst. to pres. in charge of merchandising . . . GE Supply Co., Memphis, appoints A. P. Boulton as operating mgr.

Dr. Lee DeForest, electronics pioneer, and Robert S. Bell, pres. of Packard-Bell, awarded honorary degrees of doctor of science by Heald College of Engineering, San Francisco.

Don G. Mitchell, Sylvania chairman-pres., and Lawrence A. Appley, a Sylvania director, elected to board of Sheraton Corp. of America.

Obituary

Thomas P. Ryan, 49, appointed mgr. of Sylvania's new Chicago factory branch only 2 weeks ago, died Jan. 23 at his home in La Grange Park, Ill. Formerly sales mgr. of Admiral's Chicago factory branch, he joined Sylvania in 1952 as Chicago district sales mgr., was appointed national TV-radio field sales mgr. in 1955, and was named Chicago regional sales mgr. in Oct. 1956. Surviving are his widow and 2 children.

Financial & Trade Notes: Avco earned \$3,111,682 in final quarter of its fiscal year ended Nov. 30, enabling company to reduce its consolidated net loss for the fiscal year to \$387,447, compared with earnings of \$758,311 (5¢ per share) in preceding fiscal year. The 1956 loss excludes reserve of \$16,000,000 set aside for discontinuance of its Crosley & Bendix home appliance divs. Bendix was purchased by Philco in Nov. (Vol. 12:46) and Crosley TV-radio operations are being liquidated.

Avco's consolidated net sales for fiscal year, excluding Crosley-Bendix sales in quarter ended Nov. 30, came to \$320,556,285, compared with \$299,332,434 in preceding fiscal year. Backlog of defense orders totaled \$340,000,000 as of Nov. 30, compared with \$200,000,000 year earlier.

Chairman Victor Emanuel told stockholders that a substantial part of 1956 losses were recoverable as deductions against future taxes. Now that unprofitable Crosley-Bendix appliance business has been discontinued, it's anticipated that earnings for current fiscal quarter ending Feb. 28 will approximate those of preceding quarter and will continue at "satisfactory levels" full year, he said.

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Loew's Inc. (MGM) reports that decrease in profit in fiscal year ended Aug. 31, 1956 was followed by sharp rise in first quarter of current fiscal year. Net income for fiscal year totaled \$4,837,729 (91¢ a share) on operating revenues of \$172,355,933, compared with net income of \$5,311,733 (\$1.03) on \$170,952,059 preceding fiscal year. For 12 weeks ended Nov. 22, Loew's reported net profit of \$1,745,325 (33¢) vs. \$248,161 (5¢) for similar period preceding year. Of the profit for fiscal year, report notes that \$1,800,000 came from sale of films to TV and from *MGM Parade*, the company's now-defunct ABC-TV show. Statement said both radio station WMGM, New York, and MGM records are in the profit column.

Report on Time Inc., by Merrill Lynch, Pierce, Fenner & Beane, calls it "one of the better quality issues in the publishing field backed by a steady uptrend in revenues and a 25-year record of continuous dividend payments." Time Inc. last week reported that 1956 was its most profitable year, with earnings of approximately \$6.75 per share, compared with \$4.72 in 1955 (Vol. 13:3).

Packard-Bell earned \$259,950 (38¢ per share) in quarter ended Dec. 31, compared with \$258,986 (37¢) in corresponding period of 1955.

ELECTRONICS PERSONALS: Dr. Rolf W. Peter promoted to physical & chemical research director of RCA Labs, succeeding Humboldt W. Leverenz now asst. research director; Allen A. Barco to systems research director, succeeding Dr. George H. Brown, now chief engineer, RCA commercial electronic products . . . Robert W. Deichert promoted to mgr. of new data & display dept. in Du Mont Labs' circuit research div. . . Vice Adm. Richard H. Cruzen (ret.) elected a v.p. of Federal Electric Corp. (IT&T) . . . Raymond A. Ballweg Jr., from Air Force research & development headquarters, named special asst. to Trevor Gardner, chairman-pres. of Hycon Mfg. Co., himself a former Asst. Secy. of Air Force for research & development . . . Herman R. Stuart elected engineering v.p. of Kearfott Inc., General Precision Equipment Corp. subsidiary for development & manufacture of airborne navigation & control instruments; Robert N. Brown named engineering director; Joseph B. Heimann, chief engineer . . . Paul W. Schulz promoted to production control mgr. of Corning Glass electrical products div., succeeding Thomas W. Kewley, now mgr. of planning & control in consumer products div. . . Robert T. Hood elected Gabriel Co. controller, succeeding A. P. McDiarmid, resigned as v.p. & treas. . . Dr. John K. Hilliard, chief engineer of Altec

Network Color Schedules (Jan. 27 - Feb. 9, 1957)

Jan. 27—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
 Jan. 28—NBC: *Robert Montgomery Presents*, 9:30-10:30 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Jan. 29—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.; *Red Skelton Show*, 9:30-10 p.m.
 Jan. 30—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
 Jan. 31—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Feb. 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Feb. 2—NBC: *Perry Como Show*, 8-9 p.m.
 Feb. 3—NBC: *Ruggles of Red Gap*, 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
 Feb. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Mayerling," 8-9:30 p.m.
 Feb. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
 Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 Feb. 9—NBC: *Perry Como Show*, 8-9 p.m.

Veteran NBC color team will be featured during Dept. of Agriculture's "Visuals Workshop" in Washington Jan. 28-Feb. 1 for benefit of university TV-radio dept. chiefs, educational broadcasters, govt. agency representatives. Special events director Barry Wood will give principal talk opening day. He heads group including George Heine-mann, director of program planning & development for NBC-owned stations; Reid Davis, mgr. of TV technical operations; Stan Parlan, supervisor of broadcast film; Ed Bennett, supervisor of scenic design & graphic arts.

First closed-circuit color system by an ad agency has been installed by J. Walter Thompson, N. Y., for pre-testing of commercials. Agency has added color cameras and other gear to its "Channel 3" black-&-white closed-circuit hookup (Vol. 11:4).

Color sales: Kansas City Electric Assn. reports 251 sets sold in Dec., bringing total to 1457; Rocky Mountain Electric League reports Colorado sales of 751 in all of 1956 vs. 252 in 1955.

RCA shipped 2 live color cameras Jan. 25 to upcoming WFGA-TV, Jacksonville, Fla. (Ch. 12), due in spring.

Lansing, promoted to director of advanced engineering . . . Melvin H. Murphy promoted to chief electronic engineer, Packard-Bell technical products div. . . Dr. Ernst Weber promoted to research v.p., Brooklyn Polytechnic Institute.

RCA Service Co. reorganized its govt. services dept. this week, under v.p. P. B. Reed, with these new positions: Fred D. Chie, mgr. defense electronic product services; H. P. McTeigue, mgr. Army & non-military services; Paul P. Melroy, mgr. Navy Services; T. G. Whitney, mgr. Air Force services; Lloyd R. Yoh, mgr. administrative control & services.

Page Communications Engineers Inc. has been awarded \$15,000,000 Signal Corps contract for design and installation of communications system in Western Pacific. Manufacture of major electronic equipment will be sub-contracted to RCA.

"Kintel" is new trade name for products manufactured by Kay Lab, San Diego makers of TV camera systems and instruments. New name, company explained, adopts the "K" from Kay Lab, "in" from instruments, "tel" from television.

Walter J. Barrett, N. J. Telephone Co. engineer, has been nominated for AIEE pres.; he's been treas. since 1953.

Network Television Billings

November 1956 and January-November 1956

(For October report see *Television Digest*, Vol. 12:51)

TOTAL TV network billings dipped in Nov. 1956 to \$44,163,884 from record-high \$45,475,458 in Oct., but surpassed previous high of \$42,596,589 reached in Aug. and were 13.7% above Nov. 1955, according to Publishers Information Bureau. CBS slid in Nov. to \$19,866,463 from \$20,446,775, NBC to \$17,678,312 from \$18,150,520, ABC to \$6,619,109 from \$6,878,183. Over 11 months ABC showed biggest relative gain—55.3% above similar 1955 period, from which CBS was up 18.1%, NBC 15.6%. The complete PIB report:

NETWORK TELEVISION

	Nov. 1956	Nov. 1955	% Change	Jan.-Nov. 1956	Jan.-Nov. 1955	% Change
CBS.....	\$19,866,463	\$16,866,314	+17.8	\$203,124,982	\$171,931,960	+18.1
NBC.....	17,678,312	15,489,279	+14.1	170,305,798	147,373,918	+15.6
ABC.....	6,619,109	6,496,236	+1.9	70,026,679	45,091,856	+55.3
DuMont*	---	---	---	---	3,102,708	---
Total	\$44,163,884	\$38,851,829	+13.7	\$443,457,459	\$367,500,442	+20.7

1956 NETWORK TELEVISION TOTALS BY MONTHS

	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March ..	6,747,928	17,884,976	15,955,688	40,588,592
April ..	6,173,922	17,668,950	15,136,596	38,979,468
May ..	6,639,132	18,260,894	15,710,403	40,610,429
June ..	6,119,917	17,935,789	14,186,929	38,242,635
July ..	5,532,030	18,481,719	13,733,765	37,747,514
Aug. ..	6,842,292	19,430,748	16,323,549	42,596,589
Sept. ..	5,673,910†	18,399,872	14,889,920	38,963,702†
Oct. ..	6,878,183†	20,446,755†	18,150,520†	45,475,458†
Nov.	6,619,109	19,866,463	17,678,312	44,163,884
Total	\$70,026,679	\$203,124,982	\$170,305,798	\$443,457,459

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

† Revised as of Jan. 24, 1957.

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.

Pickup in TV applications this week brought 3 for stations, 5 for translators, producing total of 132 pending for stations (27 uhf), 35 pending for translators. The station applications: (1) For Hays, Kan., Ch. 7, by KAYS; (2) for Butte, Mont., Ch. 5, by KBOW; (3) for Ogden, Utah, by KVOG. The translators: for Romeo, Colo., Ch. 82, by San Luis Valley TV Inc., to rebroadcast KGGM-TV, Albuquerque; for Claremont, N. H., Ch. 79, by WWLP, Springfield, Mass., to rebroadcast upcoming WWLP satellite WRLP, Greenfield, Mass. (see p. 6); for Alpine, Tex., Ch. 77, by The Honor System TV Assn., to rebroadcast KOSA-TV, Odessa; for Roosevelt, Utah, Ch. 70 & 75, by Uintah Basin TV Co., to rebroadcast KSL-TV, one translator serving as relay.

Technological demands for skilled manpower in next 10 years, coupled with anticipated 10,000,000 increase in labor force to 79,000,000 in 1965, require employers to change "present personnel policies which today keep many workers over 45 from making full use of their abilities," Secy. of Labor James P. Mitchell says in new Labor Dept. brochure, *Our Manpower Future—1955-65*. Publication, released Jan. 27, includes charts of population and labor force trends and is available for 30¢ from Supt. of Documents, Washington, or regional Labor Dept. offices.

Local public service awards—parchment certificates recognizing community performances by organizations & individuals—will be presented monthly by NBC-owned stations, v.p. Thomas B. McFadden announced Jan. 24. First local citation goes from WRCA-TV & WRCA, N. Y., to *N. Y. Journal-American* for "exceptional service" in helping police find "Mad Bomber" George Metesky.

Radio Free Europe "is more important than ever" because of Hungarian revolt, Polish ferment and unrest in other Soviet satellites, Under Secy. of Commerce Walter Williams said Jan. 23 at kick-off luncheon in Crusade for Freedom fund campaign at Palmer House, Chicago. Pointing to 29 RFE transmitters now ringing Iron Curtain, he urged continued public support of privately-financed programs which bring "one thing the Iron Curtain cannot keep out—truth." Meanwhile W. German Govt. reported that official inquiry into RFE broadcasts to Hungary disclosed no evidence that arms were promised Freedom Fighters, encouraging them to hopeless resistance to Russian military might.

Floating VOA radio transmitter off Rhodes in Aegean may be replaced by new land station on island or in Turkey for more effective broadcasts in stepped-up USIA projects in Middle East (Vol. 12:51, 13:3). USIA director Arthur Larson, now on inspection tour of overseas installations, is reported dissatisfied with operation of transmitter on anchored ship and with Arabic-language VOA programs generally. As part of President Eisenhower's Middle Eastern policy, Larson seeks heightened U. S. propaganda effort in area to counter Radio Moscow & Radio Cairo.

West must take initiative now to exploit "strains in the Soviet orbit as vigorously as Moscow exploits every dislocation in our world," Brig. Gen. David Sarnoff, RCA chairman, said Jan. 24 in address to Minneapolis Junior Chamber of Commerce. Warning U. S. against "excessive fear of war" or "soothing rhetoric of peaceful coexistence," he urged free world offensive "with all the political & psychological forces at its command and others that must be created without delay."

Census Bureau released additional details this week on its census of TV households as of last Aug.—amounting basically to review of Advertising Research Foundation's disclosures last week of regional locations of TV households and presence of multiple-set households (Vol. 13:3). Census Bureau report is Series H-121, No. 3, titled *Households with Television Sets in the United States*, available from Census Bureau for 10¢.

Armed forces rules for TV-radio appearances by personnel were issued Jan. 25 by Defense Dept., reiterating "policy of non-competition with civilian employment," confirming "current practice of requiring Pentagon approval for appearance on national programs." Main exception: Personnel need no prior clearance to take part in audience participation programs so long as they "reflect credit on themselves and the military profession."

Educational TV needs can be filled by popular commercial station programming, pres. Lawrence H. Rogers of WSAZ-TV, Huntington-Charleston, W. Va., says in 32-page brochure on its *Camera Goes to School* series. In Jan. 22 *Congressional Record*, Rep. Roosevelt (D-Cal.) commends brochure, which has been distributed to House & Senate, state legislatures in W. Va., Ohio & Ky., FCC, NARTB, network executives, other TV stations.

From Flatbush to Piccadilly—by cab & TV: Many Britishers have been hearing "new sounds" over BBC's Channel 1, courtesy of tropospheric disturbances; listeners are complaining that Queens & Nassau County (N. Y.) taxicab radio calls have been drowning out the sound on some BBC telecasts.

WILK-TV, Wilkes-Barre, Pa. (Ch. 34) this week applied to FCC for authorization to increase power to 5-megawatts. Only station holding permit to go to full-power uhf is WJMR-TV, New Orleans (Ch. 21), which has STA to operate at 5-megawatts on experimental basis.

Electronic alms: Street beggar in Tucson, Ariz. has replaced his harmonica with music from tiny transistor radio hung from neck on string.

Television Digest

with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 2, 1957

TV-RADIO POLITICAL SPENDING totaled nearly \$10,000,000 in 1956 campaign, Senate subcommittee reports on basis of complete network-station poll (p. 1).

STODDARD REPORT on educational TV recommends that all public schools be TV-equipped, opening new markets for equipment makers (p. 2).

CATV SYSTEMS lose tax case on connection fees. Industry growth continues steadily, Factbook showing 572 systems, including 51 new ones in Canada (p. 3).

PATENT LAW CHANGES recommended in "expert" reports to Senate subcommittee; electronics companies listed in ranking of patent ownership (p. 5).

NTA FILM NETWORK goes commercial, signing Warner-Lambert as first sponsor in \$2,500,000 deal for 39-week 128-station weekly movie (p. 6).

ALLOCATIONS on FCC agenda again Feb. 5. First votes on Peoria, Springfield, Hartford & New Orleans likely to stick. Speculation on others (p. 7).

NARTB's PUBLIC RELATIONS expansion program, to be submitted to board Feb. 6-8, emphasizes activities in press, special projects, magazines, speeches (p. 8).

RCA HIKES COLOR PRICES on 3 models, says further increases can be expected. Westinghouse applies production controls. Consumer spending analysis (p. 11).

DISTRIBUTION INVESTIGATION by Senate Small Business Committee due to be launched by public hearings starting in March. Humphrey heads subcommittee (p. 12).

MAGNAVOX PROFIT in last 6 months of 1956 up 28% from same 1955 period, sales increase 36%. TV unit sales were up 30%, hi-fi phonos more than doubled (p. 14).

TV HIGHLIGHTS AT IRE Convention: Tape recording, color systems, panel on TV test signals, transistorized receivers, light amplifier (p. 15).

ROUGH ACCUSATIONS order of the day as final decisions near in big vhf cases Boston Globe blasts Herald-Traveler, charging it with threats (p. 9).

TUPELO, MISS. starter brings station operating box score to 496 (96 uhf). Semi-satellites make progress building in Bryan, Tex. & Ensign, Kan. (p. 9).

POLITICAL CONTRIBUTIONS by officers & directors of biggest TV-radio station chains listed by Senate group, showing \$37,000 to GOP, \$1000 to Democrats (p. 16).

\$9,818,000 FOR POLITICS ON TV-RADIO: Total bill for political TV-radio broadcasts came to nearly \$10,000,000 from Sept. 1 to Nov. 6, 1956 for all election contests, according to figures released at week's end, based on first complete survey.

Data is contained in 925-page report of Senate privileges & elections subcommittee investigation of political spending, conducted in last Congress under Sen. Gore (D-Tenn.). TV-radio survey is based on questionnaires sent to all networks & stations. Returns were surprisingly complete -- 97% of TV stations, 90% of radio stations and all networks replying. Breakdown of TV-radio political data:

Republicans paid \$5,381,000 for TV-radio time and production (including pre-emption costs) for Presidential, Senatorial, Congressional and all other election contests; Democrats paid \$4,121,000, other parties and candidates \$316,000. Of the total \$9,818,000, TV represented \$6,636,000, radio \$3,182,000. Expenditures for network TV -- almost entirely for Presidential campaign -- came to \$1,733,073 for GOP, \$1,197,441 for Democrats. Network radio cost GOP \$144,645, Democrats \$176,295.

Non-network TV expenditures were \$2,004,000 for Republicans, \$1,549,000 for Democrats. Non-network radio figures came to \$1,500,000 for Republicans, \$1,196,000 for Democrats. Non-network buys were mainly for Senate, Congress and local races.

California and Pennsylvania were leading states for non-network TV-radio political spending, state-by-state table shows -- total being \$457,000 in each.

Comparing figures with parties' estimates early in campaign, subcommittee concluded that "both major parties increased considerably their anticipated TV expenditures in the late stages of the campaign."

Total TV-radio spending for 1956 Presidential, Senatorial and Congressional campaigns (\$7,056,000) "was not significantly in excess of the 1952 expenditures for the corresponding campaigns" (\$6,062,000), report notes, adding that main difference was "significant increase" in TV expenditures and "significant decrease" in radio

expenditures. Rise in TV costs would have been much greater, report says, were it not for heavy use of announcement format, pre-election coordination between the networks and politicians to cut down preemptions, and price concessions by networks.

Free political time given by networks and stations was tallied thus: TV networks, 32 hours; individual TV stations, total of 185 hours; radio networks, 34 hours; individual radio stations, total of 575 hours.

Network-by-network breakdown of political purchases and free time: ABC-TV, Democrats \$288,461, Republicans \$170,682; ABC Radio, Democrats \$38,874, Republicans \$19,070. TV free time, Democrats & GOP 15 min. each, other candidates & parties 225 min.; radio free time, major parties 15 min. each, others 230 min.

CBS-TV, Democrats \$495,455, GOP \$916,148; CBS Radio, Democrats \$93,818, GOP \$66,110. TV free time, Democrats 180 min., Republicans 228 min., others 220 min.; radio free time, Democrats 247 min., Republicans 260 min., others 265 min.

NBC-TV, Democrats \$413,525, GOP \$646,243; NBC Radio, Democrats \$26,647, GOP \$49,694. TV free time, Democrats 400 min., Republicans 471 min., others 202 min.; radio free time, Democrats 323 min., Republicans 439 min., others 195 min.

Mutual Radio, Democrats \$16,956, Republicans \$9771. Free time, Democrats 15 min., Republicans none, others 15 min.

* * * *

Noting that TV-radio was largest single item of expenditure -- out of total \$33,000,000 spent in campaign -- subcommittee concluded that current \$3,000,000 limitation on expenditures by national committees is "unrealistically low" and virtually meaningless, because of the numerous other political committees created merely for the purpose of getting around the spending limit.

While making no specific recommendation, report went into some detail on the testimony of TV-radio witnesses who argued that equal-time law "places serious handicaps upon political candidates and parties as well as upon the broadcaster or telecaster desiring to perform the public service of bringing to the listening and viewing audience adequate coverage of the election campaign."

TV FORESEEN AS EDUCATION'S NEW DIMENSION: Important to all segments of industry -- broadcasters and manufacturers alike -- is the report-with-a-wallop submitted this week by Dr. Alexander Stoddard, retired Supt. of Los Angeles Schools, recommending that every public school in America be TV-equipped. In brief, he said that use of TV in classrooms could save 100,000 teaching positions and more than \$500,000,000 in salaries, as well as improve quality of instruction.

Titled "Schools for Tomorrow: An Educator's Blueprint," the 62-page report was prepared by Dr. Stoddard for Ford Foundation's Fund for Advancement of Education, 655 Madison Ave., New York, where copies are available. It was based on studies by Dr. Stoddard and on more than 1000 interviews in 72 communities during 1956.

Special significance may be attached to report by virtue of Dr. Stoddard's authorship. He is a professional educator, not one in the hire of educational TV organizations and, inasmuch as his report has backing of Ford Foundation, its chances of being translated into concrete action cannot be dismissed lightly.

Potential bonanza for equipment manufacturers is visualized in his recommendations for future school facilities. He urged that no school be built without provision for 2 or 3 large rooms equipped with TV receivers and closed-circuit system.

Building requirements for maximum TV use in new buildings, he said, should include built-in coaxial cables and antenna lines, built-in 24-in. sets (one or more in each room), central sound system with talk-back arrangement. For school buildings now in use, he recommended portable TV sets with large speakers in each room, mounted on stands; installation of antenna, coaxial and wire leads; adaptation of radio workshop or auditorium stage for closed-circuit studio; installation of closed-circuit equipment; improvement of acoustics, lighting and ventilation when necessary. For these recommendations he drew on information from Dr. Thomas A. Weir, former coordinator of School Program and Station Relations, St. Louis Board of Education.

Report cites these advantages in greater use of TV in classrooms: (1) Music and art, and many phases of other subjects, could be taught by specialists. (2) By

reducing number of subjects usually required of elementary school teachers, confusion can be avoided and more attention given to individual needs. (3) Enough money might be saved to raise teacher's salaries to professional levels.

Report had high praise for educational TV stations already in operation, and pointed to current closed-circuit educational experiment in Hagerstown, Md. (Vol. 12: 5-26, 13:3) as "what may prove to be one of the most significant...studies in the educational TV field." At same time, it lauded cooperation of commercial stations in helping educational stations and their programs, but warned:

"The schools and colleges must have their own stations, just as they have their own shops, classrooms, libraries and laboratories. Moreover, anyone with experience in this area knows that commercial stations cannot give away the more valuable program hours regularly as a permanent policy...All the time that can or will be given by commercial stations for educational programs is but a drop in the bucket of what will soon be needed."

CATV LOSES TAX CASE; GROWTH REPORT: Community antenna operators lost a tough one this week, when U.S. Tax Court ruled that initial connection charges are taxable as income, can't be treated as "contributions to capital." Ruling doesn't hit as hard as it would have several years ago, when most CATV systems were just starting, making their major outlays. Nonetheless, it's a jolt, for operators have been charging up to \$100-\$150 for initial connections, though average has dropped steadily.

Decision was 2-1 on case initiated 2 years ago by National Community TV Assn. on behalf of system operator in Wilkes-Barre, Pa. Judge Norman O. Tietjens wrote majority opinion, which concluded that there's nothing in system-subscriber contracts binding company to use contributions for any particular purpose. Judge John W. Kern dissented. NCTA hasn't yet decided whether to appeal.

* * * *

Our semi-annual statistical stock-taking of systems, based on analysis of directory in our forthcoming Spring-Summer TV Factbook, due off presses in couple weeks, continues to disclose a steadily expanding industry.

We constantly hear of many systems hitherto unknown to us, and we keep trying to verify their existence by direct response from operators or manufacturers. But, even erring on the conservative side, we count 572 operating systems in U.S. & Canada, compared with 480 only 6 months ago (Vol. 12:28).

Biggest increase was batch of 51 reported to us by a new "power" in Canada, manufacturer Benco TV Assoc. Ltd., 278 Bridgeland Ave., Toronto -- and gen. mgr. S.W. Wellum promises large additional batch for next Factbook. Here are salient statistics derived from the Directory:

- (1) Systems in operation -- 572 vs. 480 six months ago.
- (2) Average number of subscribers -- 866 vs. 912. Excluding the Benco group, most of which just started last year, current average would be 945.
- (3) Average potential subscribers, estimated by operators -- 1820. Again excluding Benco group, average potential is 1968.
- (4) Total homes reached by those supplying figures -- 364,915.
- (5) Total potential, according to operators' estimates -- 750,134.

Very interesting thing to watch, in coming months, will be development in Pacific Northwest after Court of Appeals rules on the legality of unauthorized vhf boosters. If they're declared illegal, as most lawyers expect them to be, will set owners turn to CATV systems or to uhf translators -- or both? If they're declared legal, will days of some CATV operators be numbered?

Rosy picture of daytime TV was presented by new CBS-TV pres. Merle S. Jones in Jan. 30 address to Minneapolis Advertising Club pitching for more sponsorships. He said: "Last fall the TV sets in 7,000,000 homes were tuned in during the average minute between 10 a.m. and 5 p.m., to account for a nationwide total of 49,000,000 hours of viewing each day. Furthermore, this figure apparently doesn't represent the best that we can expect.

Last fall's average minute audience of 7,000,000 homes is 25% larger than during the autumn of 1955—and the figure is still rising." He also estimated that number of TV homes will increase to 41,800,000 in 1957, with average daily viewing per family remaining at 5 hours. "Thus by the end of 1957 American families will be devoting 209,000,000 hours per day to watching TV, 15,500,000 more hours per day than in 1956," he said.

Personal Notes: Merle S. Jones, new pres. of CBS-TV, left Jan. 31 for "get-acquainted" visit with west coast officials of network and affiliates; he was accompanied by CBS pres. Frank Stanton, programming exec. v.p. Hubbell Robinson Jr. and information services director Charles Oppenheim . . . Wm. Paley, chairman of CBS, currently vacationing with wife in Montego Bay, West Indies . . . Richard L. Freund, ex-NBC legal dept., joins ABC as director of labor relations, assuming duties of Mortimer Weinbach, now v.p. & gen. counsel . . . Gene Accas resigns as v.p. & operations director of TvB to rejoin ABC-TV as administrative officer, with special assignments in adv., promotion, research & sales; Jason Rabinovitz promoted to administrative officer in charge of financial & business matters . . . John R. Sheehan, ex-Cunningham & Walsh v.p. & TV-radio director, joins TvB in sales capacity . . . Dr. Thomas E. Coffin promoted to research director of NBC's research & planning section; Allen R. Cooper promoted to director of corporate planning, James H. Cornell to staff asst. for program planning . . . Edward J. Montagne promoted to new post of exec. producer for all CBS-TV film operations, reporting to Harry Ommerle, v.p. in charge of TV network programs, N. Y. . . . Robert B. Hanna Jr. resigns as mgr. of GE's broadcasting stations dept. (WRGB and radios WGY & WGFM, Schenectady, N. Y.) to become gen. mgr. of GE's industrial heating dept., Shelbyville, Ind. . . . E. Wm. Farneti promoted to asst. to George R. Dunham, gen. mgr. of WNBC-TV & WNBC, Binghamton; Ronald Maines promoted to operations supervisor . . . Bennet H. Korn, sales v.p. of WABD, N. Y., appointed v.p. & station mgr., succeeding Ted Cott, who continues as vp. & gen. mgr. of WABD & WTTG, Washington . . . George Ing promoted to engineering director of KONO-TV & KONO, San Antonio . . . Keith B. Collins, mgr. of radio KFBK, Sacramento, promoted to sales director of all McClatchy stations, replacing Leo Ricketts, resigned . . . Herb Jaffe resigns as v.p. of Official Films; Leonard O. Fischer, gen. partner in N. Y. brokerage firm of John H. Kaplan & Co., succeeds him as a director . . . S. L. (Stretch) Adler, ex-Screen Gems, Crosley stations & Ziv, named national sales

mgr. of Guild Films . . . Virgil (Buzz) Ellsworth, ex-Mercury International, named mgr. of MGM's TV commercials dept. . . . Florence Reif promoted to supervisor of religious programs & educational features, NBC Radio, succeeding Mrs. Dorothy Culbertson, now a producer on NBC's educational TV programming project . . . Arthur Perles resigns from CBS publicity dept. after 18 years to become director of press & publicity of NBC subsidiary California National Productions . . . Stephen Strassberg, publicity director of WABC-TV & WABC, N. Y., promoted to asst. press information director of ABC; Heyward Ehrlich, ex-CBS Radio, DuMont & MCA, succeeds him . . . Lawrence Turet named promotion director of WITI-TV, Milwaukee . . . Bruce Johns resigns as promotion director of WTVN-TV, Columbus, O., to take similar position with WCHS-TV & WCHS, Charleston, W. Va. . . . Jay J. Merkle, ex-Dumont Network & Armed Forces Network, named director of operations & sales service of newly formed Closedcircuit Telecasting System . . . Larry Wynn, ex-sales mgr. of WABC-TV, N. Y., joins sales dept. of WATV, Newark . . . Charles S. Wright named a partner in A. D. Ring & Assoc., Washington consulting engineers . . . A. Harry Becker, Washington TV-radio attorney, moved Feb. 1 to Wyatt Bldg. (Executive 3-3003) . . . Gus Trevilian promoted to local sales mgr. of WSLI-TV, Roanoke . . . Robert A. Huelster promoted to local sales mgr. of WCCO-TV, Minneapolis . . . Miss Rae Hargrave promoted to SMPTE publicity director, replacing Sue Grotta, resigned.

Obituary

Jim Shott, 61, publisher of *Bluefield* (W. Va.) *Telegraph* and *Sunset News* (WHIS-TV & WHIS), died Jan. 26 of heart attack. He was first W. Va. newspaper publisher to enter radio, buying WHIS in early 1920s. In 1937, he managed successful campaign of his father, Hugh Ike Shott, for Republican nomination for U. S. Senate. Jim Shott was also a former Republican State Chairman and a member of National Republican Finance Committee. He is survived by his widow, 5 sons, a sister & brother.

Herbert Mayer, who gave TV one of its most phenomenal success stories, on Jan. 22 gratified long-cherished ambition by opening new World House art gallery at Hotel Carlyle, 987 Madison Ave., N. Y. Applying for TV stations when many veteran broadcasters declined to take the risk, he built and operated WXEL, Cleveland (Ch. 3) and KPTV, Portland, Ore. (Ch. 27), later sold them with his TV coil manufacturing operation in New Rochelle, N. Y. to Storer Broadcasting Co. for some \$10,000,000 (Vol. 10:2,44). Mayer's wife is an artist and he has been seriously interested in art since early 1930's. World House specializes in contemporary works from all over the world, displayed in uniquely designed settings. Gallery was subject of article in Jan. 22 *N. Y. Times*, is being featured in *Time* and *Newsweek* magazines, among others.

Maj. Robert Cranston, ex-chief of First Army's radio-TV div., N. Y., named chief, Army Radio-TV Branch, Washington, succeeding Maj. Thomas C. Clagett, reassigned to NATO duty in Norway. Maj. Cranston is son of George Cranston, gen. mgr. of WBAP-TV & WBAP, Ft. Worth.

Walter Cronkite, CBS newsmen, received "Silver Medal Award" of Philadelphia's Poor Richard Club Jan. 29 "for his consummate skill in editing the news on the air and for his poise in performing this exacting task in full view of the audience."

Sir Richard Boyer, chairman of Australian Broadcasting Corp., arrived in N. Y. Jan. 30 for indefinite visit in U. S.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, is expected to open offices at 430 Park Ave. in mid-Feb. for his new enterprise, which will include program packaging, consultation and other services to broadcasting. Neither the exact scope of his activities nor identity of his associates could be determined, but persistent (though unconfirmed) rumors were that he would be joined by Broadway producer Mike Todd and ex-NBC v.p. Frederic W. Wile Jr.

Edward R. Murrow received Navy's Distinguished Public Service Award—highest recognition of civilian not employed by Navy—from Secy. Charles F. Thomas in Pentagon ceremony Jan. 30. He was cited for originating "many network TV programs dealing with Navy subjects," resulting in "highly favorable atmosphere for Navy & Marine Corps public relations & recruiting." Programs include "Revolution in the Navy" show on *See It Now* last Nov. 18.

Hunt Stromberg Jr., who resigned from ABC-TV in Los Angeles 8 months ago, serving with CBS program development dept. in Hollywood since then, reportedly will rejoin ABC-TV as top-level programming executive, under James T. Aubrey, new v.p. in charge of programming.

E. R. (Curly) Vadeboncoeur, pres. & gen. mgr. of WSYR-TV & WSYR, Syracuse, received Distinguished Service Award of American Cancer Society, N. Y. State div., Jan. 28 in Syracuse.

OVERHAUL of patent system gained impetus this week with issuance of 3 reports by Senate Judiciary Committee's patents, trademarks & copyrights subcommittee headed by Sen. O'Mahoney (D-Wyo.). Final report on subcommittee's study is expected in next 2 weeks.

This week's reports included 2 expert appraisals of patent situation by Dr. Vannevar Bush and Chicago patent attorney George E. Frost. Though no mention was made of current patent litigation in electronics industry, both reports devoted sections to patent pooling practices.

Dr. Bush's report, *Proposal for Improving the Patent System* (Study No. 1), urges "thorough and objective study" of patent pooling "by a fully representative group, including men with experience in patent litigation, [but] including also those who understand the trends of science and its applications, and those who have struggled with the vicissitudes of infant industrial units." Rather than place reliance on anti-trust laws to deal with patent pooling, he recommends it be "covered by its own body of legislation."

Frost's report, *The Patent System and the Modern Economy* (Study No. 2), devotes 2 pages to color TV as "vivid example of current competition in development." Recounting rivalry among RCA, Chromatic, Hazeltine, Philco, et al, for color TV developments, Frost says: "It is difficult to see how this activity could go on in the absence of a patent system. With respect to Hazeltine, its only source of income is patent royalty and service fees to licensees. RCA—though it does manufacture—could hardly undertake the staggering investment it has made in color TV in the absence of a patent system . . . And with respect to Philco there is a multiple motive of obtaining both manufacturing and royalty income coupled with a desire to avoid paying patent royalties to others."

He called color TV development "significant" in that it presented a problem too big for individual research and development, demonstrating patent system's effectiveness "as to group research as well as to individual activity." In separate discussion of some "package" patent licensing systems, he said:

"A block or package of patents may have a competitive value as an entity apart from the merits of the respective patents. Typically, one patent in a group is comparatively

basic, and the other patents are directed to improvements of relatively small value. The owner of the patents may consider it advantageous to insist upon the taking of a license to the entire package as a condition to grant of a license to the basic patent. [The] frequency with which this situation occurs has been exaggerated, but it has happened. Whatever the actual importance of the problem, however, all hands can agree that when there is coercion to take a multiple patent license it is likely to work against the objectives of the patent system in promoting technological competition . . ."

Third report, *Distribution of Patents Issued to Corporations (1939-55)* (Study No. 3), analyzes patent grants over the 17-year period. One section reports on patents issued each year to the 15 corporations receiving largest numbers of patents. It notes that in the 20-year period 1936 through 1955, nine corporations were among the 15 companies which received the most patents each year. In order of their total number of patents, these were: (1) GE, (2) AT&T, (3) RCA, (4) Westinghouse, (5) du Pont, (6) Esso Standard Oil, (7) GM, (8) Eastman Kodak, (9) Bendix Aviation.

The 3 reports are available from Supt. of Documents, Govt. Printing Office, Washington 25—at 15¢ each for Studies 1 & 3 and 25¢ for Study 2.

Study No. 3 includes lists of corporations and numbers of patents issued to them 1939-55. The TV-electronic and related companies with more than 100 patents, listed with their ranking on the list and the number of patents issued to each during the period, are:

1. General Electric	10,757	112. Zenith	359
2. AT&T	8,539	114. P. R. Mallory	354
3. RCA	7,894	137. Hazeltine Corp.	287
4. Westinghouse	7,567	148. Gen. Precision Equip.	274
9. Bendix Aviation	3,113	152. Motorola	264
15. Sperry Rand	2,066	155. Clevite Corp.	259
25. Hartford Natl. Bank & Trust Co. (for Phillips of Holland & others)	1,419	159. Stromberg-Carlson	255
26. IBM	1,410	163. Collins Radio	253
27. International Standard Electric	1,406	172. DuMont Labs	244
35. IT&T	1,089	209. Siemens & Halske (Germany)	199
40. Raytheon	948	227. Rudolph Wurlitzer Co.	183
48. Philco	788	258. Amer. Bosch Arms	158
62. Sylvania	632	261. Weston Elec. Instrument	158
65. Telefunken (Germany)	611	266. Sprague Electric	155
78. EMI (Britain)	491	334. Radio Patents Co.	126
93. Avco	416	335. Eitel-McCullough	124
98. Western Union	397	337. Phillips of Holland (see Hartford Natl. Bank)	124
104. Farnsworth Research Corp.	377	368. Lear Inc.	111

TV was used as "weapon" by *Kansas City Star* to "exclude" competition, U. S. Appeals Court Judge Charles J. Vogel observed last week in St. Louis, upholding District Court conviction of newspaper on criminal monopoly charges (Vol. 12:4). Reviewing trial testimony 2 years earlier, text of 42-page opinion contains few references to *Star*-owned WDAF-TV & WDAF, against which civil anti-trust action is pending. But judge cited 2 instances in which station facilities were operated as "appendages" to successful paper rather than "independent entities": In 1952 a furniture company was denied WDAF-TV time because it refused to advertise in *Star*. *Television Preview* "was unable to advertise in the most logical medium—TV" because Dean Fuller, then gen. mgr. of WDAF-TV, decided "I don't want to see this magazine on TV."

CBS is entering amusement park business, too. It's becoming joint owner with Los Angeles Turf Club in developing Ocean Park pier in Los Angeles-Santa Monica area into 30-acre family amusement park, to be operated as year-round enterprise starting in summer of 1958. Unlike ABC's connection with Disneyland Park near Anaheim, Cal., no plans are in works for TV tie-ins.

Seagoing TV: Esso Shipping Co. of N. J. is currently equipping its 38 coastal tankers with 21-in. sets in dining and recreation quarters.

Equal job opportunity, regardless of race, should be "matter of self-interest" to industry as well as of principle, RCA chairman Brig. Gen. David Sarnoff says in address prepared for Feb. 4 youth training-incentives conference in Washington sponsored by President's Commission on Government Contracts. Citing non-discriminatory practices by RCA since its organization in 1919, Sarnoff says he himself "would not be here as its head today" without them. Some companies have "groundless" fears of opening jobs to such minorities as Negroes, Sarnoff says; RCA's experience shows that Negroes do "splendid" work in wide range of supervisory & other employment in manufacturing, labs, personnel, service.

Attack on NBC & CBS is launched by Zenith counsel Burton K. Wheeler, former chairman of Senate Commerce Committee, in release distributed by Committee for Constitutional Govt., 205 E. 42nd St., N.Y. Wheeler asserts that approval of subscription TV is answer to NBC & CBS "domination" which gives 2 men "absolute power over what is seen and heard on TV." He suggests that NARTB may be networks' "cat's paw" in asking for repeal of Sec. 315 of Communications Act. He said that repeal would give networks power to "censor" political speeches and give free time to their political friends while refusing time to others.

Telecasting Notes: Ratings are going to be "de-emphasized"—at least for public consumption—reports TV editor Sam Chase in Feb. 2 *Billboard*. He writes the TV networks have decided to stop issuing press releases on ratings achieved by programs. Intent, he adds, "is to quiet the public hubbub over who's on top, which has given rise to an atmosphere in which the webs believe that ratings have become virtually the master rather than a tool of the industry" . . . But ratings still make news—both trade news and general news. For example, Nielsen reports *Ed Sullivan Show* and *I Love Lucy* won 1956 rating sweepstakes—*Sullivan* with biggest single-broadcast "total audience" figure of 21,753,000 on Nov. 18, *Lucy* with biggest single-broadcast "average audience" of 18,963,000 Dec. 10 . . . Newspapers, seemingly enjoying the rating rivalries, gave big play to *Steve Allen's* Jan. 27 upset of *Ed Sullivan*, 28.3-to-25 on the Trendex scoreboard . . . Speaking of ratings, NBC feels it is closer than ever before to dethroning CBS's *Lucy* with its newly scheduled (and highly publicized) *Twenty-One* quizzer in same time slot; press gave big play to Charles Van Doren's \$122,000-so-far winnings on the show . . . Despite big sendoff, NBC's new-format *Tonight!* apparently is due for some revisions, judging by reception from the professional TV critics . . . Is jackpot quiz fad dying? Jan 30 *Variety* reports 5 have bit the dust without running more than 26 weeks, and enumerates them: *You're on Your Own*, *Break the \$250,000 Bank*, *Can Do*, *High Finance*, *Giant Step*. It also notes the skidding ratings of \$64,000 *Question and Challenge* . . . Public doesn't think it's such a bad TV season, according to special Pulse survey reported in Jan. 28 *Television Age*: More than 90% of the 1000 viewers queried thought this season's network shows better than, or as good as, previous years; 8.2% said they weren't as good; 60% said they were better; 30% said they were about the same . . . Another Broadway play to TV: *Robert Montgomery Presents* (NBC) has bought TV rights to "Reclining Figure," legitimate play of the 1954-55 season; it will be performed on TV Feb. 25, perhaps using some of original cast . . . Kansas City Philharmonic Orchestra's regular Sunday afternoon pop concert Jan. 27 was performed at WDAF-TV's studios and carried by all 3 local TV stations to help save-the-orchestra fund drive . . . Old movies on TV are driving public "to see new and exciting motion pictures at theatres," 20th Century-Fox pres. Spyros P. Skouras declared hopefully this week.

Jobless TV actors and others in entertainment fields need liberalized unemployment insurance to relieve chronic hardship, union delegation told N. Y. state legislative leaders Jan. 30 at Albany dinner conference. Led by Helen Hayes, Ralph Bellamy & Robert Montgomery of Actors Equity, representatives of TV, radio & movie performers, musicians, stagehands, press agents urged that qualifications for jobless pay claims by part-time workers be cut. They said employment eligibility requirements should be reduced from 20 weeks in previous year (Vol. 12:50) to about 15—or that \$1000 constitute minimum earnings—because of difficulty of young actors, in particular, in finding regular employment. Cost of revision was estimated at \$13,000,000 a year from \$1.5 billion reserves.

TV film of murder trial has won special citation for WBAY-TV, Green Bay, from Wis. Press Photographers. Films of Michael McCormick murder trial were made with court's permission by Ken Conant & Don Love, WBAY-TV newsman.

Benefit hockey game promoted by WRCV-TV & WRCV, Philadelphia, netted \$8744 for Women's Medical College of Pennsylvania in new "Impact Public Service" program for NBC-owned stations (Vol. 13:2).

FIRST FILM NETWORK got its first sponsor this week—in a \$2,500,000 deal which really puts NTA Film Network "in business," although it has been programming one feature film a week (sold locally by affiliates) since Oct. 15, 1956. Sponsor is Warner-Lambert Pharmaceutical Co., which will begin weekly two-thirds sponsorship of major TV-first-run 20th Century-Fox Films on full 128-station NTA lineup April 1 for firm 39 weeks, with options running through 1959. Exercise of all options would bring Warner-Lambert's total time and program costs to more than \$10,000,000.

NTA Film Network, jointly owned by National Telefilm Assoc. and 20th Century-Fox, will supply group of pre-1949 features, including such top-notch pictures as "Razor's Edge," "Gentlemen's Agreement," "Alexander's Ragtime Band," "Stanley & Livingston," "Lloyds of London," "Blood & Sand," "Grapes of Wrath," "Forever Amber" and "Mother Wore Tights."

Warner-Lambert, which is listed as having spent \$1,181,562 on network TV in first 6 months of 1956 (Vol. 12:39), is maker of Listerine, Richard Hudnut, Sportsman, Bromo Seltzer, Anahist & Prophylactic lines of cosmetics, toiletries, pharmaceuticals and toothbrushes. Deal is expected to be followed shortly by announcement of sale of other one-third of weekly feature film show, for total of \$4,000,000 for 39-week period.

Twentieth Century-Fox will film additional footage, using its feature players as hosts for the films, with commercials filmed and inserted in the series. Stations will play the features at different times, though some 70% of station clearances are said to be on Fri., Sat. or Sun. evenings—mostly in late-evening "feature film time." Warner-Lambert contract was negotiated through Lambert & Feasley ad agency.

NTA Network's next planned programming expansion is slated for this spring, in form of weekly 90-min. "kiddie spectacular." Next fall, it hopes to add five 30-min film series, some for local sale by stations (with network sharing in revenues), others to be aimed at national sponsorship.

RCA's TV tape recorder plans will be made clearer at NARTB convention in Chicago next April. Company isn't saying much about its tape progress, but a spokesman told us: "We'll have something to say at the convention—and we'll be competitive, with something the telecaster will want. We're aiming for both black-&-white and color." Meanwhile, ABC announced it has ordered 3 pre-production prototype Ampex videotape recorders for installation in Chicago in Feb. & March, to be put into large-scale use for Daylight Time zone repeats in April. Acceptance of TV tape recording by CBS & NBC is indicated by fact that they already are televising about 20 hours a week from magnetic tape. NBC is recording *Truth or Consequences* daily for whole network, half of first hour of *Today*, full 60 min. of *Home*, 60 min. of *Tonight!* and the 15-min. *News Caravan* for west coast repeat. CBS is taping daily 15-min. *Doug Edwards and the News* and the 30-min. weekly *Arthur Godfrey Talent Scouts*. Note: Ampex Corp.'s backlog of orders for production model videotape recorders totals \$4,000,000. Typographical error was responsible for incorrect figure reported last week (Vol. 13:4).

Unlimited TV coverage of Ohio State U football games, now restricted by Big Ten rules, is provided in bill introduced Jan. 30 in state legislature. Measure forbidding state-supported institutions to belong to intercollegiate associations which impose TV sports restrictions is similar to proposals previously killed.

ALLOCATIONS speculation got hot again this week, as FCC prepared for Feb. 5 session on deintermixture cases. In preliminary voting, Commission had indicated intentions of moving vhf channels out of Peoria & Springfield, Ill., keeping one in Hartford, adding one to New Orleans (Vol. 13:3). Betting is that Commission will stick by those in final decision.

Next batch, also to be taken up Feb. 5, is said to include Fresno, Madison, Evansville, Elmira and Vail Mills (Albany). Most guessing on these is that operating vhs in first 3 cities won't be disturbed; that Elmira's Ch. 9 will be deleted; that Vail Mills will go either way by 4-3 vote.

In Fresno case, KJEO (Ch. 47) filed protest against grant of license to KFRE-TV (Ch. 12), stating that Commission shouldn't have given out the authorization pending consideration of deletion of Ch. 12. KFRE-TV came back with quote from Communications Act to effect that KJEO is specifically precluded from protesting the license after KFRE-TV won CP in hearing.

Presumably, Commission will have issued final decisions on these and all other deintermixture cases by time it trudges to Capitol Hill March 5 to inform Senate Commerce Committee of its progress.

TV Allocations Study Organization, meanwhile, moved another step by appointing chairman and vice chairman of its 5 panels. Names read almost like old times—many of them veterans of allocations and color standards wars (first name chairman, second vice chairman): Panel 1, transmitting equipment—Wm. J. Morlock, GE, & Ralph N. Harmon, Westinghouse Bestg. Co.; Panel 2, receiving equipment—Wm. O. Swinyard, Hazeltine Research, & K. A.

Value of a uhf "island" is reflected in \$1,925,000 sale, including \$300,000 net quick assets and "very substantial fixed assets," of WKJG-TV, Ft. Wayne (Ch. 33), with WKJG, highest price yet paid for such combination. All vhf channels in general area are taken up, with nearest 93 mi. away in Kalamazoo, 97 mi. in Toledo, 102 mi. in Dayton, etc. Engineers say it would take drastic reshuffling of allocations to get vhf channel into Ft. Wayne. Purchasers are Truth Publishing Co., operators of WSJV, Elkhart (Ch. 52) & WTRC, 60%; Walter R. Beardsley, 25%; Chicago adman Geoffrey Wade, 15%. Beardsley, pres. of Miles Labs, is v.p. and owns 49.5% of Truth Publishing Co. Publisher of *Elkhart Truth*, its pres. and 35.5% owner is John F. Dille Jr. Major stockholders among sellers: Clarence L. Schust, 28.5%; H. Leslie Popp, 28.5%; Edward G. Thoms, 18.8%; Walter L. Thoms, 18.8%. Purchasers say that "extensive improvements are planned;" that mgr. Edward G. Thoms and other personnel will be retained. Sale was negotiated by management consultant Howard Frazier.

Adding second affiliate, KDUB-TV, Lubbock (Ch. 13) formally took over operation Feb. 1 of KBST-TV, Big Spring (Ch. 4), under lease arrangement, which also carries option to buy 50% of stock plus program & sales control (Vol. 13:1,4). Texas Telecasting Inc., KDUB-TV licensee, began operation of wholly-owned KPAR-TV, Sweetwater-Abilene (Ch. 12) year ago as an affiliated outlet. Feb. 1 combination rate card for 3 stations has \$630 hour, \$108 min. rate. Rep is Branham.

Radio station sales approved this week by FCC: KNOK, Ft. Worth, by Associated Bestrs. Inc. (65.5% held by John J. Flood estate) to John W. Kluge for \$300,000 (Vol. 12:50). Kluge also controls WGAY, Silver Spring, Md.; WILY, Pittsburgh; KXLW, St. Louis; WKDA, Nashville. KHON, Honolulu, in bankruptcy proceeding to Shirley L. Mendelson, ex-Santa Monica Pontiac agency owner, for \$75,000 (Vol. 13:2). WTWB, Auburndale, Fla. by R. E. Hughes to L. M. Hughey for \$50,000 (Vol. 13:2).

Chittick, RCA; Panel 3, field tests—Knox McIlwain, Burroughs Research (formerly Hazeltine) & Frank Marx, ABC; Panel 4, propagation—Frank G. Kear, Kear & Kennedy, & Stuart L. Bailey, Jansky & Bailey; Panel 5, analysis & theory—Robert M. Bowie, Sylvania, & Wm. B. Lodge, CBS. Last panel is regarded as most important, having chore of summarizing work of others.

First meeting of the 10 will be held at REMTA's N.Y. headquarters Feb. 4, and panel chiefs expect to select panel members within couple weeks—according to TASO exec. director Dr. George Town. Incidentally, Senate Commerce Committee hasn't asked Town to testify, nor has FCC asked him to join in presentation.

One of TASO's 5 organizers, Assn. of Maximum Service Telecasters, this week stated its position regarding removal of excise tax on all-channel sets, expressing confidence that loss from the tax will be considerably offset by greater taxes from profitable uhf stations, receiver & transmitting equipment manufactures, ad agencies, parts suppliers, new employes and "a host of other collateral suppliers and services that would be indirectly affected."

Repeal of TV & radio excise taxes was recommended Jan. 31 by House Small Business Committee which also urged that FCC & other regulatory agencies be made independent of White House budget control. Committee said excise taxes on "so-called luxury goods" were holdovers from World War II & Korean War and should be replaced by "progressive rates on corporate incomes." Reorganization of FCC set-up, as recommended, would prescribe election of chairman by members and permit direct approach to Congress for appropriations.

Radio station sales reported this week: KNEW, Spokane, by Inland Empire Bestg. Co. (Burl C. Hagadone, pres.) for \$422,648 to co-owners Lester M. Smith and Lincoln Dellar, also owners of KJR, Seattle; KXL, Portland, Ore.; KHMO, Hannibal, Mo. Mr. Dellar and wife own KCCC-TV, Sacramento, Cal. (Ch. 40) and radio KXOA. WKTL, Kendallville, Ind. by Charles R. Palmquist for \$55,000 to Ted Nelson, v.p.-gen. mgr. of WFIE, Evansville, Ind. (Ch. 62), also owner of WHOP, Bellefontaine, O. and WTLO, Frankfort, Ind. WGFS, Covington, Ga. by James Whatley and J. L. Coley for \$30,000 to R. William Hoffman and wife, who own 50% of WKBL, Covington, Tenn. Blackburn-Hamilton was broker for WKTL and WGFS sales.

Sale of radio WGMS & WGMS-FM, Washington, for \$400,000 to RKO Teleradio Pictures was upheld this week by Chancellor Collins J. Seitz in Wilmington, Del. court. Rejecting protests against terms by minority stockholder Lawrence M. C. Smith of Philadelphia (Vol. 12:47-48), Seitz held that there was no showing that purchase price was "less than fair value of the assets sold" and that Mr. & Mrs. M. Robert Rogers, principal owners, properly negotiated 5-year personal contract with RKO's MBS as management consultants. Still pending is Smith's protest to FCC (Vol. 13:2) that sale robs Washington of "good music" service.

Sale of KVVG, Tulare-Fresno, Cal. (Ch. 27) to independent movie producer James Stacy for \$10,000 and assumption of liabilities (Vol. 12:25) was approved this week by FCC. Sellers are movie producer Joseph Justman and adman Milton B. Scott, who acquired property in 1954 from Sheldon Anderson for token \$1 and assumption of about \$350,000 in liabilities (Vol. 11:12).

WINT, Ft. Wayne (Ch. 15), aiming to move with radio WANE from Auburn, Ind. to new ultra-modern studio-transmitter building on W. State Blvd. by mid-summer, has allocated \$360,000 for construction and land.

EXPANSION of public relations activities by NARTB, designed to counteract criticism of broadcasting industry from Govt. and other sources, will be proposed to NARTB board Feb. 6-8 in Hollywood Beach, Fla. by public relations director Donald N. Martin, and will emphasize 3 basic approaches, under theme of "Broadcasting Serves America." Though details are still indefinite, expansion is expected to be in these areas:

(1) Press. Newspaper releases, bylined articles and closer liaison with wire services will be stepped up, under direction of John G. Trezevant, ex-managing editor of *Collier's Magazine* and newly appointed mgr. of news & publications.

(2) Special Projects. Heavier-than-ever promotion of such events as National TV Week, National Radio Week, plus preparation and mailing of on-air kits to stations, etc., will be headed by Joseph Sitrick, as mgr. of special projects and member participation.

(3) Magazines and Speeches. Efforts to place more articles in magazines, establishment of informal speakers' bureau to take broadcasting's story to grass roots and to sources of criticism will be under direction of a man yet to be appointed. Martin has been busy interviewing applicants for the job.

Martin said "there's nothing revolutionary about our program; it merely represents an effort to do some of the basic public relations things we haven't been able to do up to now, primarily because of lack of funds." There's still some doubt about how much NARTB board will appropriate for the expansion, but it's estimated that it will require at least additional \$50,000 for year starting April 1.

One of basic problems, said Martin, is staff expansion. "To do the kind of down-to-earth job we want to do will require people trained in all phases of public relations," he said. "My door is open to anyone who can meet our requirements."

FCC had "blunt word" for National Religious Broadcasters convention in Washington this week: "Barring a showing of unusual circumstances bearing on the public interest, it does no good for you to complain to the Commission should a station licensee deny a particular request by you for broadcast time." Advisory warning on station practices & FCC policy on religious programming was given by gen. counsel Warren E. Baker to NRB, fundamentalist affiliate of National Assn. of Evangelicals & American Council of Christian Churches. They have engaged in long TV-radio time dispute with dominant National Council of Churches (Vol. 12:10,15) over which group speaks for Protestantism. "Furthermore," Baker told NRB, "you know better than I do the wide range of religious faiths and denominations. The broadcaster must try to be fair to all of them, but there may not be enough hours in the broadcast day to meet all their requests without creating a serious programming imbalance." NARTB pres. Harold E. Fellows also addressed group, pointing out that licensees aren't required to give time to anybody for specific purposes so long as they operate stations in public interest—and that in providing over-all community service they sometimes must say no. NRB nevertheless renewed complaints that networks & stations discriminate against fundamentalist groups by recognizing National Council of Churches for free-time programs.

Rorabaugh Report on Spot TV Advertising, covering 4th quarter of 1956, listing national & regional spot advertisers on 318 stations in 209 markets, was released this week, available on subscription basis, or at \$45 per copy, from N. C. Rorabaugh Co., 347 Madison Ave., N. Y. It's being used by TvB as basis for its own forthcoming quarterly report on spot expenditures.

NARTB's 1957 Keynote Award choice is a stunner—former President Herbert Hoover. First non-broadcaster to receive award, he was selected "because of the major role he played in establishing an orderly system for use of the spectrum and determining the role of Govt. in this field." NARTB announced: "As Secretary of Commerce, he called the first conference of broadcasters and manufacturers in 1922 and worked cooperatively with them over the next 5 years until 1927 when he was instrumental in obtaining passage of legislation creating the first Federal Radio Commission. Later that same year, he presided at the first international conference where 76 nations established treaties creating world order and assignment of wave lengths. Basically, these treaties are still in effect except in the Communist states." NARTB also recalled Hoover's opening statement at 1922 conference: "We are indeed today upon the threshold of a new means of widespread communication of intelligence that has the most profound importance from the point of view of public education and public welfare. The comparative cheapness . . . of receiving sets . . . bids fair to make them almost universal in the American home." It also said Hoover saw necessity for govt. licensing of frequencies but was opposed to giving Govt. any power over program content. Keynote award will be presented April 9, during NARTB's convention at Chicago's Conrad Hilton Hotel. Previous Keynote award winners were RCA chairman David Sarnoff; CBS chairman William S. Paley; Mark Ethridge, v.p. of WHAS-TV & WHAS, Louisville; Robert E. Kintner, then pres. of ABC.

FCC Chairman McConnaughey, scheduled for Feb. 28 luncheon address, heads speaker's list at 3-day Boston conference on local TV-radio public service programming under Westinghouse Bestg. Co. auspices (Vol. 13:3-4). Other participants: Feb. 27—"Meet the Critics" panel with Lynn Poole, Johns Hopkins public relations director; John Crosby, N. Y. Herald Tribune Syndicate; Merrill Panitt, *TV Guide*. "Showmanship in Education" panel with James Macandrew, N. Y. Board of Education broadcasting director; CBS v.p. Louis G. Cowan; ABC v.p. James Aubrey; Robert Saudek, director of Ford Foundation's TV-Radio Workshop; Edward Stanley, mgr. of NBC public service programs; Dr. Bergen Evans, Northwestern U; Prof. Frank C. Baxter, U of Southern Cal. Feb. 28—Children's program panel with Helen Parkhurst, originator of Dalton Plan of Education; Judith Waller, pioneer in educational & public service broadcasting; "Big John" Arthur, creator of *No School Today*. TV news panel, moderated by John K. M. McCaffery, *11th Hour News* reporter on WRCA-TV, New York.

NARTB's board meetings Feb. 6-8 at Hollywood Beach Hotel, Hollywood Beach, Fla., will receive reports on proposal to change organization's name back to NAB, format of convention April 7-11 at Chicago's Conrad Hilton Hotel and proposed schedule for future conventions, and report on contemplated expansion of public relations campaign (see adjoining column). Political broadcasting and extension of license period will be included in legislative report. Freedom of information committee will summarize its activities in connection with American Bar Assn.'s Canon 35, which bars TV & radio equipment from court proceedings. TV board meeting Feb. 6 will receive progress reports on sets-in-use circulation study and on future plans of TV Allocations Study Organization (TASO).

Conference of State Broadcaster Assns. is scheduled Feb. 21-22 at Washington's Mayflower Hotel, under NARTB auspices. Speakers include FCC chairman McConnaughey; Dr. Sydney Head, pres. of Assn. for Professional Broadcasting Education; NARTB pres. Harold E. Fellows; Treasury Secy. Humphrey.

LAST-DITCH fighting in the big vhf cases gets fiercer, now that word is out on which applicants are tentatively favored as winners in Boston, Miami, St. Louis, Indianapolis, etc.

Lastest blast comes from Boston, where WHDH-Herald-Traveler holds 4-commissioner majority in last voting. Boston Globe, not an applicant, filed petition to intervene, asking that record be reopened, charging that Herald-Traveler publisher Robert Choate, seeking to force Globe into merger, indicated he would use TV station to drive Globe out of business. Globe also alleged Choate sought to block loans Globe sought for multi-million-dollar expansion. Affidavits to that effect were submitted by Globe pres. Davis Taylor, treas. John I. Taylor, adv. director John R. Reid and director Ralph Lowell.

In Jacksonville Ch. 12 case, won by WFGA-TV, grantee came back hard at allegations filed by WPDQ (Vol. 13:4). WPDQ had charged that WFGA-TV had sought to conceal connections of principal Harold Cohn with dubious characters. WFGA-TV stated that Cohn had been employed part time by Jacksonville Kennel Club; that FCC didn't require reporting of part time employment; that Club was legitimate business licensed by Florida; that Cohn's employment was very widely known; that WPDQ itself was "closely associated" with Club by

accepting its advertising; that WPDQ's conduct was "scandalous" in seeking to align him with criminals.

In Miami Ch. 10 case, where National Airlines subsidiary is in lead for grant, FCC replied this week to sharp letter of Sen. Monroney (D-Okla.), which frowned on possibility of such grant. Commission essentially reiterated previous stand by stating: "We do not think it would be appropriate for the Commission, prior to the issuance of a decision in the case to indicate its view as to whether such questions have been properly raised on the record or, to the extent they may have been, their scope, relevance or ultimate disposition."

Meanwhile, litigation on some cases has become so wearisome to contestants that there's more and more talk of mergers, with everyone getting a bite of the pie.

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Two CPs were granted this week: Ch. 6, Casper, Wyo., to KSPR; Ch. 41, Florence, Ala., to WOWL. Henry Kaiser's CP for KHVH-TV, Honolulu (Ch. 13) was stayed, meanwhile, FCC granting protest of KULA-TV (Ch. 4) and scheduling oral argument Feb. 12 on allegations that city can't support 4 stations. In unique AM protest case, Commission ordered hearing on charges by John Poole that Q Bestg. Co., (Frank Barc) failed to honor merger agreement after obtaining CP for 740-kc, 1-kw (Vol. 13:1).

WTWV, TUPELO, MISS. (Ch. 9), oft-delayed, beginning regular test pattern schedule Feb. 2, plans Feb. 25 start with NBC-TV, reports gen. mgr. & 35% owner Frank K. Spain, ex-engineering director of WHEN-TV, Syracuse, N. Y. Its inauguration brings on-air box score to 496 (96 uhf).

WTWV has 5-kw transmitter built in own New York City shop, with GE antenna on 500-ft. Stainless tower at converted Beech Spring School, 2½ mi. N of city limits. Stockholders in addition to Spain: Joseph G. Petit, ex-NBC N. Y. development engineer, chief engineer, 25%; Walter D. Spain, sales mgr., 15%; Perrin Purvis, 15%; Margaret H. Spain, 10%. Robert Gordon, ex-WHEN, is program director; Miriam Petit, production director. Base hour is \$150. Rep is Young Representatives Inc.

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

KBTX-TV, Bryan, Tex. (Ch. 3) plans May 1 start as semi-satellite of KWTX-TV, Waco (Ch. 10), using own microwave, reports M. N. (Buddy) Bostick, v.p. & gen. mgr. of KWTX-TV, which holds 50% of KBTX-TV. Bostick owns 10% of KBTX-TV, with remainder of stock being held by local businessmen. KBTX will pick up CBS-TV & ABC-TV plus some local shows of KWTX-TV, also will have own live camera facilities. It will use RCA transmitter, 482-ft. tower. Harry Lee Gillam will be station mgr.; Woody Cox, chief engineer. Base hour will be \$150. Rep will be Raymer.

KTVC, Ensign, Kan. (Ch. 6), expecting to start in spring, has begun construction of studio-transmitter building 20 mi. SW of Dodge City, Kan., reports v.p.-gen. mgr. & 5.65% owner Wendell Elliott, also mgr. of Dodge City radio KGNO. It will operate as semi-satellite, having signed agreement to pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10). It's building microwave relay to Stafford, Kan., using Raytheon equipment. GE 5-kw transmitter is on hand and 6-bay antenna has been ordered for 600-ft. Lehigh tower, now being fabricated. Base hour will be \$100.

Blonder-Tongue Labs, Newark, has announced new series of deluxe video monitors for industrial and broadcast applications, in 14, 17 & 21-in. sizes.

Long litigation by Theodore Granik & Wm. H. Cook to force sale of WESH-TV & radio WMFJ, Daytona Beach, to them (Vol. 12:36) met another reverse this week when FCC dismissed their protests against transfer of WESH-TV to John H. Perry newspaper interests and WMFJ to Harold Kaye & Emil J. Arnold. Granik & Cook had contended owner W. Wright Esch gave them options in 1954 to buy stations, but FCC concurred in court rulings that contract isn't enforceable. Comrs. Hyde, Bartley & Lee did not participate in decision.

Kay Lab shipped studio-transmitter package (including 2 vidicon cameras, film system & 500-watt RCA transmitter) Jan. 25 to upcoming KTWO-TV, Casper, Wyo. (Ch. 2), due on air in Feb. It also has shipped studio camera chain to KTRE-TV, Lufkin, Tex. (Ch. 9), and studio package has been ordered by upcoming CFJC-TV, Kamloops, B. C. (Ch. 4). RCA shipped 25-kw transmitter & 6-kw driver Feb. 1 to WMFD-TV, Wilmington, N. C. (Ch. 6).

Complete handbook in TV engineering field is McGraw-Hill's new *Television Engineering Handbook* (1600 pp., \$18), prepared by 33 TV industry specialists under the editorship of Philco research director Donald G. Fink. Handbook covers all phases of TV, including fundamentals and design data for transmitters, receivers and networks, with considerable detail on color and on systems and standards of British, French and European TV.

Operating translators now number 14, latest reporting starts being K70AK, Saratoga, Wyo. and K74AC & K77AA, Bayfield, Colo. K70AK began tests Jan. 26, repeating KFBC-TV, Cheyenne, reports John Glode, secy.-treas. of Saratoga TV Co. K74AC & K77AA began Jan. 20, repeating KOB-TV & KOAT-TV, Albuquerque, reports Lloyd B. Mason, pres. of grantee La Plata Electric Assn. Inc.

WOR-TV's old TV tower at North Bergen, N. J.—top section dismantled after plane crash which killed 4 persons (Vol. 12:45)—is still on the market. Army has dropped negotiations to purchase structure for re-erection at Aberdeen, Md. It's owned by Macy's Employes Pension Plan, leased by the station, which had used it for standby since its transmitter was moved to Empire State Bldg.

Ban on courtroom broadcasts will be debated Feb. 13 by ex-NARTB pres. Judge Justin Miller and Morris L. Ernst, vice chairman of American Civil Liberties Union, at RTES luncheon in Hotel Roosevelt, N. Y.

Network Color Schedules

(February 3-16, 1957)

- Feb. 3—NBC: *Ruggles of Red Gap*, 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- Feb. 4—NBC: *Matinee Theatre*, 3-4 p.m.; *Producers' Showcase*, "Mayerling," 8-9:30 p.m.
- Feb. 5—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 9—NBC: *Perry Como Show*, 8-9 p.m.
- Feb. 10—NBC: *NBC Opera Theatre*, "La Grande Breteche," 3-4 p.m.; *Hallmark Hall of Fame*, "The Lark," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Feb. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV 'Emmy' Nominations All-Star Show," 9-10:30 p.m.

RCA shipped live color camera Feb. 1 to NBC Brooklyn studios; 2 vidicon cameras Feb. 1 to KFDX-TV, Wichita Falls, Tex.

Private color TV station in Japan is reportedly sought by Nippon Color TV Bestg. Corp., headed by industrialist Gisuke Aykawa.

Network Accounts: Trend to short-term commitments by sponsors is becoming increasingly evident, says Jan. 28 *Advertising Age*, commenting that "clients are yelling to get out of long-term commitments on shows that didn't turn out as well as they hoped, and there are few or no buyers for the mistakes." As result, it says, it will become increasingly difficult next year to persuade even some of biggest advertisers to buy time and talent on long-term contracts . . . Chevrolet to sponsor new 30-min. *Pat Boone Show* on ABC-TV starting in fall, time undetermined, thru Campbell-Ewald . . . Chesterfields and Max Factor to be alt. sponsors of *Panic!*, series of suspense dramas concerning crises in individuals' lives, on NBC-TV starting March 5, Tue. 8:30-9 p.m., thru McCann-Erickson and Doyle Dane Bernbach . . . General Foods (Perkins Products div.) buys alt. Thu. 5:45-6 p.m. segment of *Mickey Mouse Club* on ABC-TV starting in May, Mon.-thru-Fri. 5:30-6 p.m., thru Foote, Cone & Belding, Chicago . . . Quiz exchange: *You're on Your Own* is dropped by Hazel Bishop on CBS-TV Sat. 10:30-11 p.m.; *Two for the Money*, starring Sam Levenson, replaces it as sustainer starting March 23 . . . Ford on behalf of its upcoming Edsel line of autos, to sponsor "Annie Get Your Gun" color spectacular starring Mary Martin on NBC-TV in Nov., thru Foote, Cone & Belding.

Spot TV sells spot TV: WBNS-TV, Columbus, buys 10-sec. spots on New York's WCBS-TV Feb. 8 & 11 to launch campaign consisting of prestige magazine ads, direct mail and trade magazine ads. Said a station spokesman: "Since an attractively high percentage of TV time buyers live and watch TV in New York, why not use TV time to sell TV time?"

Rate increases: WKRC-TV, Cincinnati, Feb. 1 raised base hour from \$1000 to \$1200, min. \$250 to \$300. WCHS-TV, Charleston, W. Va. March 1 raises hour from \$550 to \$650, min. \$140 to \$175. WFRV-TV, Green Bay, Wis. Feb. 1 raised hour from \$300 to \$400, min. \$60 to \$80.

Added 90-min. of color daily on NBC's 7 owned stations—1-1:30 p.m. *Tex & Jinx* show from N. Y. and 1:30-2:30 p.m. variety program from WNBQ, Chicago—is due to start Feb. 18. According to v.p. Thomas B. McFadden, purpose is to use color facilities of WNBQ and to hike program quality on owned stations. Direct supervision of Chicago originations will be exercised by WNBQ v.p.-gen. mgr. Jules Herbuveaux. The 7 stations: WRCA-TV, N. Y.; WRCV-TV, Philadelphia; WRC-TV, Washington; WNBC, Hartford-New Britain; WBUF, Buffalo; WNBQ, Chicago; KRCA, Los Angeles.

Starting use of Dage color chain for experiments with commercials (Vol. 13:4), Norman Strouse, pres. of J. Walter Thompson, this week told press he feels that true emergence of color as significant commercial medium is "just over the horizon"; that this may be when circulation hits 1,500,000 sets, perhaps at end of 1958 or early 1959; that the agency intends to keep ahead of developments by having own color systems, as it does black-&-white.

Mere fact a program is in color increases viewing, NBC special events director Barry Wood told Dept. of Agriculture "Visual Workshop" in Washington Jan. 28. "Comparing the viewing of color programs in color homes and the same programs in black-&-white homes," he said, "two effects were noted: One, more color homes watched the show and, two, there were more viewers per home in color homes . . . Also, color seems to induce increased viewing with a group who ordinarily view less than average."

New RCA stabilizing amplifier for color and black-&-white is designed to eliminate "hum, bounce, surges and tilt."

ADVERTISING AGENCIES: Reg W. Twigg promoted to v.p. & mgr. of McCann-Erickson's Los Angeles office, succeeding Burt Cochran, remaining as member of agency's advisory committee and devoting full time to client service . . . David Cloud, ex-Fitzgerald Adv., New Orleans, joins Earle Ludgin & Co., Chicago, as TV production director . . . Robert G. Orth, ex-KOIN-TV, Portland, Ore., named TV production coordinator of Gerber Adv., Portland . . . Channing M. Hadlock advanced to TV-radio v.p., Rose-Martin Inc., N. Y. . . Wm. J. Adler, ex-sales mgr. of WABD, N. Y., joins Grey Adv. . . Winslow H. Case resigns as head of Geyer TV dept. to join Campbell-Mithun, Minneapolis.

Station "bonus" audience reports, part of Nielsen Coverage Service No. 2, now available to Nielsen station subscribers, provide certification of weekly audiences for "the total of all areas which the coverage minimum of 10% automatically excludes from the basic NCS No. 2 county-by-county reports." John K. Churchill, Nielsen v.p., explained: "With these supplementary data, the NCS station subscriber will be able to refine his total audience counts to include these outside homes not otherwise reported geographically . . . It should be emphasized that these 'bonus' audiences will not affect any counties already reported for a station, since the NCS No. 2 data for those counties have already been reported in full."

New reps: KWTX-TV, Waco, Tex. to Raymer March 1 (from Pearson); Raymer also to be rep for upcoming KBTX-TV, Bryan, Tex. (Ch. 3), to operate as semi-satellite of KWTX-TV.

Ben Duffy, pres. of BBDO, recovering satisfactorily at Columbia-Presbyterian Medical Center, N. Y., from recent heart attack.

Emerson Foote resigns as exec. v.p., McCann-Erickson, N. Y.

RCA INCREASES PRICES ON 3 COLOR SETS: Stimulating greater industry participation in color was RCA's biggest objective in raising prices on three 21-in. color consoles this week and telling consumers to be prepared for new round of color price hikes in July. Price increases announced this week boosted consoles from \$595 to \$645, \$650 to \$695 and \$695 to \$745. Left unchanged were other 7 sets, including \$495 table.

Action seems directed at reluctant manufacturers who haven't pushed color because of low profit margins, and at distributors and dealers who have held back in expectation of lower prices. Statement by Charles P. Baxter, v.p.-gen. mgr. of RCA TV div., clearly dispelled any prospect of lower prices.

"We know there is no possibility of reducing our prices on current RCA color sets," he said. "Furthermore, present indications are that it may become necessary to make further increases on all models by next summer...We are more firmly convinced than ever before that the future of TV is in color. Furthermore, we are confident that the increasing sales of color TV sets during 1957 will return a fair profit for ourselves, our distributors and our dealers."

Profit margins are expected to be increased at all levels as result of higher price tags -- though RCA announcement did not spell them out. It's understood that distributors have been paying about \$375 for the \$595 set, about \$400 for \$650 model and approximately \$475 for \$695 receiver.

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RCA's manufacturing competitors generally applauded increases, though hedging their comments with questions about distributor and dealer markups. We made spot checks of the very bigs among TV manufacturing fraternity, got these reactions:

Philco pres. James M. Skinner Jr.: "RCA's action is economically sound and is encouraging. We will not go into color any faster as a result -- but we will go into it feeling better." Skinner, it's remembered, recently stated that he doubted color would be much of a factor before 1958 or 1959 (Vol.12:46).

Admiral pres. Ross D. Siragusa: "It's a step in the right direction, one that is totally justified by production costs. Color sets have been virtually given away, and perhaps now we shall start to recover some of the millions of dollars we have invested in color research over the last 10 years."

Motorola pres. Robert W. Galvin: "It's a somewhat more realistic reflection of what the actual costs of color sets are. I do not believe, however, that RCA's action will change the momentum of of color significantly. It will certainly have no effect on our plans. Remember, too, that our color sets are priced higher than RCA."

GE's TV gen. mgr. Herbert Riegelman declined to comment pending further study of announcement. He said he would issue statement next week.

Westinghouse Tightens Up: Rigid production control system has been instituted by all consumer products divisions of Westinghouse to make certain that the company produces only in keeping with market demands. Chris J. Witting, exec. v.p. for consumer products, told news conference this week that the core of new system is a reporting technique which keeps closer tabs on dealers' floor stock. Greatest ills facing TV-radio-appliance industry, he said, are "excessive productive capacity and overproduction," noting that industry's total manufacturing floor space has risen from about 58,000,000-sq. ft. in 1948 to some 101,000,000-sq. ft. currently. A large part of Westinghouse's productive capacity is unused in effort to halt overproduction, he said. TV-radio div. at Metuchen, N.J. is currently working at 55% of its productive capacity. Other points made by Witting: Consumer products accounted for 27% of Westinghouse's total sales of \$1,525,375,000 in 1956, compared with 30% in 1955, 25% in 1954, 26% in 1953 (for details of Westinghouse financial statement, see p. 13); no important dealers were lost during costly 156-day strike which ended in mid-March;

Westinghouse's marketing of a color receiver must await further reduction of black-&-white inventories, though research is continuing on 22-in. rectangular color tube; sales outlook for 1957 is good because of less competition in appliances, increasing importance of full-line franchise to dealer, progress in lowering manufacturing cost.

Consumer Spending: Interesting statistical evaluation of how much and where consumers spent their money in 1956 came this week from Federal Reserve Board. It reported that over-all consumer spending in 1956 rose 4.5% over 1955, as contrasted to a gain of 7.5% from 1955 over 1954. One of biggest factors causing decline in rate of spending, it said, was fall-off in auto purchases. If auto purchases were excluded from calculations, consumer spending would have risen 6% in 1955 and 1956. Biggest splurge in consumer spending came in last quarter of 1956 -- largest advance since mid-1955 and 5% higher than last quarter of 1955. Higher prices accounted for about 50% of over-all consumer spending increase last year. As reflection of declines in auto purchases, consumer credit last year rose by \$2.5 billion, compared with increase of \$5.5 billion in preceding year. Summing up, FRB said that the net acquisition of financial assets by consumers was larger than the increase in their debts last year. Another report on consumer spending came this week from a noted economist -- George Katona, director of economic program, U of Michigan Survey Research Center, which conducts consumer buying surveys for Federal Reserve Board. He told Congressional Joint Economic Committee that consumer durable goods outlook has some soft spots and that many consumers' intentions to buy new homes in 1956 may have been expressed without knowledge of tighter money market. He said, however, that consumers have not yet become so concerned by higher prices and fear of inflation that they would reduce spending substantially for consumer goods.

Production: TV output dropped to 111,921 week ended Jan. 25, as consequence of GE's complete TV shutdown and layoffs elsewhere. It compared with 144,597 in preceding week and 134,863 in corresponding week of 1956, and brought Jan. production to about 450,000, as against 588,347 in Jan. 1956. Radio output continues to keep pace with 1956 levels, totaling 302,863 (147,948 auto) week ended Jan. 25, as against 304,540 in preceding week and 312,075 (167,265 auto) in same 1956 week. Radio production in Jan. was 1,070,000 (527,000 auto) vs. 1,078,624 (519,648) in Jan. 1956.

Topics & Trends of TV Trade: Senate Small Business Committee plans tentatively to start public hearings in March on its broad investigation of TV-radio-appliance distribution (Vol. 12:42, 46). That's word we got from committee sources following informal organizational meeting this week. Distribution subcommittee headed by Sen. Humphrey (D-Minn.) is considered almost certain to conduct hearings, though there's possibility that monopoly subcommittee headed by Sen. Long (D-La.) will be in charge.

Besides Humphrey, Sen. Morse (Ore.) is other Democratic member of distribution subcommittee, with another Democrat yet to be named. Republican members are Schoepel (Kans.) and Goldwater (Ariz.). There's near-unanimous sentiment among committee members to proceed with the investigation, which will encompass not only distribution franchise agreements, but also some of the reasons why many TV-radio-appliance manufacturers have been forced out of the business.

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Emerson's Jefferson-Travis line of TV sets, designed primarily for dept. stores, furniture stores & credit chains (Vol. 13:2), comprises 14-in. portable at \$138; 17-in. portable, \$154; 21-in. table models, \$178; 21-in. console, \$198; 21-in. consoles, \$204, \$228 & \$248. Sets are identical with Emerson-label units.

Hallicrafters sales in 1957 will increase 65% over 1956, predicts chairman W. J. Halligan Sr., adding that about 50% of 1957 sales will come from govt. contracts, 30% from private label TV, 20% shortwave equipment. Hallicrafters has virtually halted own-label TV-radio production (Vol. 13:3).

RETMA industrial relations conference Feb. 27-March 4 at Edgewater Gulf Hotel, Edgewater Park, Miss., will feature address by Rep. Davis (D-Ga.), whose House Post Office subcommittee is currently investigating salaries paid to scientists and engineers by govt. contractors. Registration is limited to first 100 applicants, who should file notice of intent to attend with RETMA asst. gen. counsel Wm. L. Reynolds.

TV is in 65% of wired homes in Canada, with 96% owning radios, 74% telephones, reports RETMA of Canada. About 700,000 Canadians within signal range of TV are still without TV receivers, it said. RETMA of Canada estimated 615,000 TV sets were sold by manufacturers in 1956, compared with 776,536 in 1955, and 523,066 radios vs. 575,000 in 1955. Inventories of manufacturers and distributors declined in 1956, auguring well for 1957 sales.

Investigation of TV servicing in N. Y. State is high on agenda of Gov. Harriman's upcoming requests to State Legislature, Dr. Persia Campbell, consumer counsel to Governor, said Jan. 29 in address to regional meeting of American Assn. of University Women in Binghamton. She also said that consumer credit purchases of appliances would be subject of request for new legislation.

Dun & Bradstreet reports 51 business failures among TV-radio-appliance distributors in 1956, higher than in any previous year and comparing with 37 in 1955 and 30 in 1954. The 1956 failures represented liabilities of \$3,509,000, also a record.

Red Channels: Combined TV and radio set production in Soviet Union during 1956 was 4,300,000 units, according to statistical release by USSR Council of Ministers.

Trade Personals: Ross D. Siragusa, Admiral pres., left Feb. 2 for around-the-world air trip, planning to visit Admiral plants in Milan and Sydney, due to return Feb. 19 . . . Charles F. Stromeyer, succeeded last week as pres. of CBS-Hytron by Arthur L. Chapman, ex-Sylvania, leaves Feb. 16 with family for 5-week skiing vacation in Europe . . . Herbert T. Brunn, asst. gen. attorney, manufacturing & services divs., RCA staff, named v.p. administration, RCA International, N. Y.; Richard T. Scott elected pres. of RCA Victor of Brazil, succeeding Perry F. Hadlock, retired . . . Merle W. Kremer, special asst. to Marion E. Pettegrew, Sylvania v.p. in charge of TV-radio, parts, and tungsten & chemical divs., promoted to gen. mgr. of parts div., Warren, Pa.; Howard F. Messick promoted to midwest district sales mgr. of parts div., Chicago . . . John K. McDonough promoted to v.p. & gen. sales mgr. of General Instrument; he was gen. sales mgr. of Sylvania TV-radio div. before joining General Instrument in 1955 . . . Kenneth C. Meinken Jr. resigns as western and Canadian sales v.p. of General Instrument to become exec. v.p. of Electronic Tube Corp., Philadelphia, headed by his father . . . Robert P. Lewis promoted to director of consumer relations for RCA Whirlpool and Estate home appliances, replacing Austin Rising, appointed marketing v.p. of York div., Borg-Warner Corp. . . . Terry D. Kennedy, ex-merchandise mgr. of Crosley-Bendix, named Frigidaire laundry products sales mgr. . . . Wm. H. Moore, gen. counsel of Packard-Bell, elected a v.p.; David W. Knox named adv. & public relations director of technical products div. . . . Robert A. Kubicek, ex-*Chicago Tribune*, named Zenith field sales mgr. . . . Guy Bell promoted to asst. gen. sales mgr. of Canadian Admiral . . . Edward G. Marten, mgr. of Westinghouse consumer products, Los Angeles, elected pres. of Electric League of Los Angeles . . . Harry R. Ferris elected v.p.-treas. of Webcor . . . Joseph M. Smyth resigns as Philco adv. & sales promotion mgr., Los Angeles, to join Kenyon & Eckhardt, Los Angeles . . . Julius Dorfman promoted to Raytheon special tubes sales mgr. . . . Donald M. Guiler named asst. mgr. of order service dept. of Raytheon equipment marketing div. . . . Wm. F. O'Boyle, ex-Columbia Records, named mgr. of Capitol Records' expanded phono equipment div. . . . Edwin P. Berlin, ex-Nuclear Corp. of America, appointed adv. & sales promotion mgr. of General Transistor Corp.

John M. McKibbin, retired Westinghouse v.p. for consumer products, was nominated to be Asst. Postmaster General.

Obituary

Robert E. Burrows, 48, gen. sales & adv. mgr. of Thomas Electronics, died Jan. 28 at his home in Livingston, N. J. Before joining Thomas in 1951, he was sales promotion mgr. of GE's TV-radio receiver dept., radio sales mgr. of Westinghouse Electric Supply Co., radio dept. mgr. of Westinghouse International. He is survived by his widow, 2 sons, 4 daughters.

Radio shipments to dealers in first 11 months of 1956, excluding auto sets, totaled 6,877,836, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. They compare with shipments of 5,803,541 in first 11 months of 1955. Nov. shipments were 797,011, compared with 751,795 in Oct. and 849,264 in Nov. 1955.

Potential new market for TV sets opened this week when 2 F. W. Woolworth 5-&10-cent stores in Chicago started merchandising Admiral portable TVs. N. Y. spokesman for Woolworth said Chicago stores were selected as "test" outlets in TV-selling experiment.

DISTRIBUTOR NOTES: Motorola appoints Elliott-Lewis Corp., 16th & Hamilton, Philadelphia (Archie Morton, pres.), replacing own factory branch; Elliott-Lewis formerly handled DuMont, which plans to establish factory branch there . . . Admiral appoints Dorrance Supply Co., 225 N. Champion St., Youngstown (John W. Dorrance, pres.) . . . Canadian Admiral Sales Ltd. appoints Lloyd Converse as mgr. of Montreal branch; Gilles Hurtubise succeeds Converse as mgr. of Quebec branch . . . Graybar appoints J. E. Fontaine as mgr. of southern district, Atlanta, succeeding A. D. Hammond, retired.

Capitol Distributing Co., Providence, Emerson distributor in R. I., has purchased Emerson Radio of New England Inc., Boston, and will operate it as a subsidiary. Ray E. Friedman, pres. of Capitol, will become pres. of Emerson of New England, with Richard D. Rosenfeld becoming asst. gen. mgr. of Boston operation. M. W. Rosenfeld, pres. of Emerson of New England, joins parent company as special merchandising consultant.

Quoteworthy quote: "Not too long ago, cost reduction programs were industry's equivalent of spring housecleaning. In their worst form, they were economy drives and a typical directive would be, 'cut everything 20%.' It took everybody 6 months to recover if they ever did fully recover. But more and more companies have seen the folly of their ways and cost reduction programs, conducted on a shotgun basis to achieve some short-term objective, are out of date these days. In the end, most of them cost far more than they ever save. Theoretically, the purpose of an economy drive is to promote greater efficiency, but that purpose quickly gets lost in the confusion because everything within striking distance gets 'economized.' It misses the entire point because it beclouds the main issue with a thousand trivial ones. It ignores the basic fact that you make money by spending money—spending it intelligently."—Sylvania chairman-pres. Don G. Mitchell, in address to general conference of American Management Assn. in Los Angeles Jan. 30.

Receiver radiation rules for uhf sets have been postponed by FCC for 6 months at request of RETMA. Requirements that sets meet specific radiation limits, as well as certification rules (Vol. 11:52), will now be effective for all new models of uhf receiver chassis placed in production after June 30, 1957 and for all uhf sets manufactured after Dec. 31, 1957.

Report on portable TV market, based on survey of west coast TV-radio-parts manufacturers, has been released by Union Factors Co., 315 W. 9th St., Los Angeles; it's titled *Impulse Buying of Portable TV Sets*.

Sylvania's Feb.-only promotion offers \$24.95 swivel base to consumers for \$4.88 with purchase of any 17-in. 110-degree portable (retailing at \$140, \$160 & \$170).

Westinghouse's comeback from crippling 156-day strike which ended in mid-March is reflected in pres. Gwilym Price's statement this week that 1956 earnings amounted to \$3,492,000 (10¢ per share) on sales of \$1,525,375,000. They compare with 1955 earnings of \$42,802,747 (\$2.46) on sales of \$1,440,976,985. Price predicted 1957 earnings of about \$4 per share on sales of about \$2 billion and in 1958 "Westinghouse will establish a plateau of earnings higher than any in the postwar period." Price said that 4th quarter operations put company into black for 1956, estimating earnings in that quarter of \$4,891,000 (26¢) on sales of \$509,561,000. By contrast, he recalled that in first quarter of year, covered by strike at 30 consumer products plants, there was net loss of \$18,500,000. (For comments of Chris J. Witting, exec. v.p. for consumer products, on outlook for TV-radio, see p. 11).

Financial & Trade Notes: Magnavox's growth pattern is reflected anew in report this week showing net earnings in 6 months ended Dec. 31 up 28% from same period of 1955, sales up 36%. Net profit for the period was \$2,275,539 (\$2.52 per share) on sales of \$46,395,187, compared with \$1,774,960 (\$2.10) on \$34,025,437 in corresponding 1955 period. For quarter ended Dec. 31, earnings were \$1,486,206 (\$1.67) on sales of \$29,358,000, compared with \$1,210,153 (\$1.43) on \$20,702,000.

Frank Freimann, pres. of Magnavox, told stockholders that unit sales of TV sets in last 6 months of 1956 were 30% higher than same period of 1955, and hi-fi phono sales more than doubled over that period. He added that new orders for TV and hi-fi indicate continuation of this trend. Company's net profits, he said, were not as high as first anticipated because of non-recurring costs involved in starting production at new Jefferson City, Tenn. plant, and costs in introducing new Sentinel and Spartan lines acquired in 1956.

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CBS Inc. had most profitable year in its history in 1956, with earnings exceeding \$2 per share as against \$1.83 in 1955, pres. Frank Stanton told *Wall Street Journal*. Sales, he said, exceeded \$350,000,000, compared with \$316,600,000 in 1955. He gave no profit figures for 1956; CBS earned \$13,400,000 in 1955. His 1956 per-share estimate took into consideration losses resulting from discontinuance of CBS-Columbia in midyear. He said all divisions showed profit in 1956 except CBS-Hytron, whose loss was about equal to 1955.

Zenith Radio had estimated net earnings of \$12.25 per share in 1956, down sharply from 1955's record profit of \$16.31 but withal the second highest profit year in company's history. Pres. E. F. McDonald Jr. told stockholders in special report that 1956 sales also declined from record 1955, but gave no figures. Zenith earned \$8,034,491 on sales of \$152,905,005 in 1955. He said that Zenith's TV sales in 1956 did not come up to 1955 in either units or dollars, but that radio, phono & hi-fi sales increased substantially. He also said that Dec. 1956 TV-radio sales were highest for any Dec. in company history.

National Theatres Inc., which owns or leases more than 250 theatres but is not identified with TV, reports net income of \$572,913 (21¢ per share on 2,699,486 common shares outstanding) in 13 weeks ended Dec. 25, compared with \$203,053 (7¢ on 2,746,486 shares in corresponding 1955 period. Included was net profit of \$140,000 (5¢) derived from sales of theatres and real estate in the 1956 quarter compared with net loss of \$69,000 from those operations in same 1955 period. (For National Theatres report covering fiscal year ended Sept. 25, see Vol. 12:52, page 12.)

Universal Pictures had consolidated net income of \$3,993,146 (\$4.06 per share on 927,254 common shares outstanding) in fiscal year ended Nov. 3, compared with \$4,018,625 (\$3.71 on 1,020,089 shares) in preceding fiscal year. Film rentals and sales totaled \$77,609,798, compared with \$77,520,857 preceding year.

Allied Artists Pictures Corp. reports net loss of \$452,000 after Federal income tax credit of \$346,000 on gross income of \$8,662,686 for 26 weeks ended Dec. 29, 1956, compared with net profit of \$183,708 after \$202,000 taxes on \$8,160,763 in like period year earlier.

Packard-Bell sales in quarter ended Dec. 31 totaled \$8,897,593, compared with \$7,870,961 in corresponding 1955 quarter. Earnings, previously announced, were \$259,950 (38¢), as against \$258,986 (37¢) in same 1955 period.

Republic Pictures reports net income of \$758,401 (17¢ a share) for year ended Oct. 27, 1956, compared with \$919,034 (26¢) preceding year.

More officers-&-directors stock transactions reported for Dec.: Admiral—Irene O. Siragusa made gifts of 10,100, holds 421,520; Ross D. Siragusa made gifts of 8200, holds 253,167; John B. Huarisa made gifts of 3600, holds 98,131. Belock Instrument—Harry D. Belock donated 1250, holds 226,320. DuMont Labs—Allen B. DuMont made gifts of 4000, holds 33,601. Guild Films—Reuben R. Kaufman made gifts of 1554, holds 61,500 beneficially; bought 4300, holds 7506 directly. International Resistance—Edward A. Stevens bought 700, holds 9540. Litton Industries—Roy L. Ash exercised option to buy 2500, holds 47,415 personally, 20,222 in partnership; H. W. Jamieson exercised option to buy 2500, holds 48,490 personally, 20,223 in partnership; Charles B. Thornton exercised option to buy 5500, holds 115,098 personally, 44,490 in partnership; Richard Loewe exercised option to buy 1050, holds 2500. National Union Electric—C. Russell Feldman bought 2000, holds 4500 personally, 393,020 indirectly; W. J. Olsen bought 1000, holds 1000. General Dynamics—Earl D. Johnson exercised option to buy 15,000, holds 30,000.

Dividends: WJR, the Goodwill Station, Detroit, 10¢ payable March 6 to stockholders of record Feb. 15; Paramount Pictures, 50¢ March 15 to holders Feb. 27; Oak Mfg. Co., 35¢ March 15 to holders March 1; Cornell-Dubilier, 30¢ March 22 to holders March 8; P. R. Mallory, 35¢ March 11 to holders Feb. 25; Sprague Engineering, 9¢ Feb. 15 to holders Feb. 4; Canadian Marconi, 6% stock on \$1 shares March 1 to holders Jan. 31; Zenith Radio, 75¢ March 29 to holders March 8; Westinghouse, 50¢ March 1 to holders Feb. 11; International Resistance, 5¢ March 1 to holders Feb. 15; Magnavox, 37½¢ March 15 to holders Feb. 25; Storer Broadcasting common, 45¢ and 'B' 6¢, March 14 to holders March 1; Television-Electronics Fund, 8¢ Feb. 28 to holders Feb. 7; Walt Disney Productions, 10¢ April 1 to holders March 8.

Dividend payments by U. S. corporations in 1956 totaled record \$11.250 billion, up 8% (or \$821,500,000) from 1955 levels, reports Commerce Dept., with no breakdown for TV-radio-electronics. Dec. dividend payments unexpectedly declined 8% from Dec. 1955, which Govt. attributed to lower volume of year-end "extra" dividends.

Philco stockholders will be asked, at annual meeting April 5 at 123 So. Broad St., Philadelphia, to authorize company to raise debt limit for capital purposes from \$25,000,000 to \$50,000,000. Letter from pres. James M. Skinner Jr. said management had no plans to borrow additional money, but wanted the authority in light of "changes in general business conditions and Philco's own growth."

IT&T's consolidated net earnings in 1956 were equivalent to about \$3.75 per share, compared with \$3.21 in 1955, pres. Edmond H. Leavey told N. Y. Society of Security Analysts Jan. 28. He also said that, based on preliminary figures, 1956 net for the parent company alone came to about \$2.50 per share, as against \$2.06 in 1955. Backlog of orders, he said, exceeded the \$431,000,000 on hand at start of 1956.

American Electronics Inc. earned \$365,000 (71¢ per share) on sales of \$10,300,000 in 1956 compared with \$265,013 (51¢) on \$5,935,104 in 1955. For quarter ended Dec. 31, earnings were \$123,000 on sales of \$4,350,000, compared with \$87,636 on \$1,616,000 in corresponding 1955 quarter. Backlog of orders as of Jan. 1, 1957 totaled \$10,000,000, as against \$6,500,000 year earlier, reported chairman Phillip W. Zonne.

Daystrom Inc. earned \$1,838,000 (\$2.07 per share) on sales of \$53,765,000 in 9 months ended Dec. 31, compared with \$1,295,000 (\$1.45) on \$47,742,000 in corresponding 1955 period. For quarter ended Dec. 31, earnings were \$721,000 (81¢) on sales of \$20,113,000, as against \$316,000 (35¢) on \$14,886,000 in same quarter of 1955.

Electronics Reports: TV test signals, video tape recording and color TV will be highlighted in panel discussions and papers at 1957 IRE National Convention March 18-21 at N. Y. Coliseum and Waldorf Astoria Hotel.

Panel discussion on "New Operational Techniques Concerning Video Test Signals" will be chaired by Westinghouse Broadcasting's Ralph N. Harmon, with participation by J. R. Popkin-Clurman & F. Davidoff, Telechrome Labs; J. W. Wentworth, RCA; R. M. Morris, ABC; W. B. Whalley, CBS; H. C. Gronberg, NBC; Vern Hatch, AT&T, and E. W. Chapin, FCC.

Among papers devoted to TV & broadcasting: Analysis of packing density of information in high-velocity transverse video magnetic recording, W. Selsted, Ampex Corp.; high-light aperture equalizer, M. V. Sullivan, CBS Labs; single-sideband broadcast developments, L. Kahn, Kahn Labs; uhf high-power transmitting developments, J. E. Young, L. L. Koros & I. Martin, RCA; dynamic standard signal for color TV systems, R. C. Kennedy, NBC.

Color TV session will hear these papers: Developments in color TV in Europe, C. J. Hirsch, Hazeltine; brightness enhancement techniques for single-gun Chromatron, R. Dressler, P. Neuwirth & J. Rosenberg, Chromatic TV Labs; 3 papers on Philco "Apple" color TV system & tube by J. B. Chatten, R. K. Gardner, H. R. Colgate, C. P. Comeau, D. P. Kelley, P. D. Payne, S. W. Moulton, R. A. Bloomsburg, A. Hopengarten, R. C. Moore & H. H. Wilson.

Among other TV papers: Development of 110-degree TV picture tubes having ion trap electron gun, L. E. Swedlund & L. C. Wimpee, GE; new developments in the panel light amplifier, Benjamin Kazan, RCA; transistor circuit problems in TV receiver design, E. M. Creamer Jr., L. H. DeZube & J. P. McCallister, RCA.

IRE Banquet speaker March 20 will be Dr. John A. Hannah, pres. of Michigan State U, former asst. Defense Secy. for manpower and currently chairman of U. S. section, Canada-U. S. Permanent Joint Board of Defense.

* * * *

Total volume of U. S. electronics business "may be about \$1 billion higher in 1957 than in 1956," RCA pres. Frank Folsom told Canadian Club in Toronto this week, crediting expanding renewal market, increased commercial & industrial sales and govt. purchases with bulk of increase. Pointing out that Canada's electronics production has already achieved \$500,000,000-a-year rate, he said: "The electron may well be one of the keys that will help to unlock the door to Canada's future greatness."

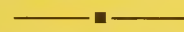
Electronic patent rights are included in 2000 U. S. patents & 1200 applications acquired by North American Philips Co. from research labs of N. V. Philips' Gloeilamp-fabrieken (Philips of Holland) through Hartford National Bank & Trust Co., trustee for foreign firm. North American Philips v.p. Russel G. Pelton said last week that patents, which cover pharmaceuticals and magnetic materials as well as transistors & radio products, will be available to U. S. industry.

Electronic equipment sales in 1957 up 6% from 1956's \$11.5 billion are predicted in Jan. 15 *Forbes Magazine* by editor & publisher Malcolm S. Forbes, who states: "Well situated companies (emphasizing microwave equipment & computers) should fare extremely well over the longer term."

National Electronics Laboratories Inc., Washington, has been acquired by Thiokol Chemical Corp. Inc., Trenton, will continue under its name & management as wholly-owned subsidiary.

Sylvania has organized new semiconductor div. with Charles H. Hosterman as gen. mgr. and special tube operations section with Norman L. Harvey as mgr., both headquartered at Woburn, Mass.

ELECTRONICS PERSONALS: Harry E. Pinkerton, mgr. of Airborne Instruments Lab applications div., named pres. of Intercontinental Electronics Corp. (Intec), jointly owned by Airborne, Compagnie Generale de TSE, American Research & Development Corp., Banque de Paris & J. P. Morgan Co. (Vol. 12:15) . . . Carl W. Zemke, director of RCA Labs administrative services since 1954, named finance & services mgr. of special systems & development dept., RCA defense electronic products; James A. McFadden Jr., RCA Labs controller, appointed to administrative services post . . . Franklyn E. Dailey Jr. promoted to mgr. of applied science section of Stromberg-Carlson research & advanced development dept. . . . Kent J. Worthen promoted to market development mgr. of GE communication products dept., headquartering at Syracuse, to promote 2-way radio sales . . . Edward L. Nung, gen. mgr. of P. R. Mallory electronic div., and G. A. Godwin, gen. mgr. of metallurgic div., elected v.p.'s . . . Gustave Shapiro, acting engineering electronics section chief of National Bureau of Standards' electricity & electronics div. and component parts editor of IRE *Transactions*, promoted to chief . . . Alfred H. Grebe named chief research & development engineer, Filtrors Inc., Port Washington, N. Y.



Office duplicating machine, based on closed-circuit TV system and capable of reproducing 17,000 elite-type printed characters per second, is being developed for A. B. Dick Co. at Stanford Research Institute's TV & electron devices labs, Menlo Park, Cal. Using special TV camera and coaxial cable or broadcast signal, process copies line drawings as well as typescript, also may reproduce photographs.

Tiny atomic battery which can deliver current for 5 years was announced this week by Elgin National Watch Co. Developed in conjunction with Walter Kidde Nuclear Labs, Garden City, N. J., cell is size of thumbtack head. Elgin spokesman said it soon will be used in such products as hearing aids, transistor radios and civil defense warning receivers for the home.

West Coast Electronic Manufacturers Assn.'s new pres. is Calvin K. Townsend, Jennings Radio Mfg. Corp., San Jose, Cal.; v.p., Hugh P. Moore, Lerco Electronics; secy., S. H. Bellue, Hughes Aircraft Co.; treas., George Koth, Lenkurt Electric Co. Moore was also elected to WESCON board, replacing Gramer Yarbrough, Yarbrough Sales Co.

Low-light image orthicon tube for industrial and scientific-research TV (RCA-6849) was announced this week by RCA tube div. Used with standard TV system and proper low-noise amplifiers, RCA says it can produce signal information with illumination on the photocathode as low as 0.00001 foot-candle.

Pocket-size TV camera for closed-circuit use in airborne & field military operations has been developed by RCA. Camera weighs less than pound, measures 1 7/8 x 2 3/8 x 4 1/2-in., combines transistors, specially-developed circuitry, new RCA 1/2-in. vidicon tube.

"Supermendur," new magnetic alloy developed by Bell Labs, is claimed to have higher permeability and lower hysteresis losses at higher flux densities than any previously available material. Alloy is 49% iron, 49% cobalt, 2% vanadium.

Motorola has moved west coast headquarters from San Mateo to new building at 1616 Rollins Rd., Burlingame, Cal. and eastern communications & electronics headquarters from Ft. Lee to new building at 540 Bergen Blvd., Ridgefield, N. J.

Belock Instrument Corp. earned \$457,403 (58¢ per share) on sales of \$13,801,336 in fiscal year ended Oct. 30, compared with \$679,443 (86¢) on \$14,896,878 in preceding fiscal year.

POLITICAL contributions by officers and directors of biggest TV-radio licensees, as tallied by Senate subcommittee on privileges & elections in political spending report (see p. 1), leaned heavily on Republican side. Listing all personal 1956 campaign contributions over \$500 by officials of 10 biggest TV-radio chains, subcommittee's total showed \$37,000 to GOP, \$1000 to Democrats. Biggest single contributor in subcommittee's compilation was CBS chairman Wm. S. Paley, listed as having given \$12,600 to Republicans. Others listed (mostly board members), arranged by name of licensee, and amounts contributed (all donations to GOP, except where stated):

CBS—Joseph A.W. Inglehart, \$1000. NBC—Harry C. Hagerty, \$500; Wm. E. Robinson, \$3000. ABC—Earl E. Anderson, \$500; Robert H. Hinckley, \$500 (Democratic). Storer Broadcasting Co.—George B. Storer, \$8200; J. Harold Ryan, \$600; Charles V. McAdam, \$500. Westinghouse Bestg. Co.—Gwilym A. Price, \$1500; George Main, \$1400; Charles E. Headlee, \$500. RKO Teleradio—“none found.”

Crosley Bestg. Corp.—George Allen, \$500; James Bruce, \$500 (Democratic); C. Coburn Darling, \$1000; Dr. Robert L. Johnson, \$1000; Herman H. Kahn, \$500; Leroy A. Lincoln, \$500; Thomas A. O'Hara, \$1000. Meredith Publishing Co.—Fred Bohlen, \$1000; E. T. Meredith Jr., \$1500. Scripps-Howard Radio—“none found.” Consolidated TV & Radio Bestrs.—Ralph S. Euler, \$500.

Admen die younger as time goes on, Jan. 28 *Advertising Age* reports. Obituaries published by magazine show that admen's average age at death in 1956 was 57.9—a year younger than in 1955 and 3.6 years younger than in 1954, when they averaged 61.5. Men in businesses related to advertising averaged 65, those in other businesses 69.5. Mortality breakdown indicates 41% of admen die before 55 and 75% before 66, only 4.7% living to 81 or older. In allied businesses, 10.8% reached 81 or over, publishing leading in longevity with nearly 20% living past 80 to ages ranging to 93. *Advertising Age* comments hopefully that “paucity of similar figures for other professions & industries makes the significance of the results difficult to assess.”

“Live Better Electrically” campaign, sponsored by 52 electrical utilities, was launched Jan. 30 with second annual closed-circuit telecast to 53 cities, featuring Gisele MacKenzie and John Daly with cast of 50. Audiences of the telecast, produced and directed by Theatre Network TV in cooperation with BBDO, consisted of some 40,000 members of electrical and allied industries. Last year's telecast was viewed by some 35,000 businessmen “live” and an additional 250,000 who saw film version via 200 kinescope prints.

TV newsman was target of 2 shots Jan. 27 in month-long violence erupting after Federal court ordered end of Negro segregation in Montgomery, Ala. buses. WCOV-TV news editor Bob Underwood, who told police he had received anonymous telephone calls protesting he favored whites in reports of racial incidents, was cut on face by glass from bullet-shattered windshield as he entered his car near station.

“Sneak preview” of TV film—claimed as first such showing in a neighborhood movie house—was held Feb. 1 in Lake Theatre, Oak Park, Ill. for TPA's new *Tugboat Annie* series.

Equal time must be given other Los Angeles mayoralty candidates, FCC told KTTV, after pondering case of candidate Bob Yeakel, auto dealer who is master of ceremonies on own amateur show on station.

N. Y. State budget, submitted this week by Gov. Harri-man, again includes request for funds to build educational TV station in Albany.

New RCA teacher-training scholarships in science & mathematics, totaling \$22,000 annually, will be awarded at 20 universities & colleges, chairman Brig. Gen. David Sarnoff announced Jan. 30. Described by Sarnoff as “unique among corporate educational aid programs,” plan supplements long-established RCA scholarships & fellowships for science & engineering students. Teacher-training \$800 grants go to U of Delaware, Newark; U of Wyo., Laramie; U of R. I., Kingston. Same grants, accompanied by \$500 unrestricted contributions to colleges themselves, go to Berea, Berea, Ky.; Adelphi, Garden City, N. Y.; Clark, Atlanta, Ga.; Goucher, Baltimore; W. Virginia Wesleyan, Buckhannon; Trinity, Hartford, Conn.; St. Louis U. In addition, \$800 junior-senior and \$250 freshman-sophomore scholarships go to N. J. State Teachers Colleges, Trenton & Montclair; Eastern Ky. State College, Richmond; N. Y. State College for Teachers, Albany; Ga. State College for Women, Milledgeville; Henderson State Teachers College, Arkadelphia, Ark.; Western State Teachers College, Macomb, Ill.; N. M. Highlands U, Las Vegas; Ariz. State College, Flagstaff; Western Wash. College of Education, Bellingham.

TV page of newspaper is read by 70% of population, while only 30% reads movie page, pres. Albert E. Sindlinger of amusement research analysts Sindlinger & Co. told Allied Drive-In Theatre Owners' convention in Chicago this week. Before advent of TV, however, he said, 65% of population read amusement (movie) page. He said his company's studies show that “every week since last October, more than 100,000,000 different people watch movies at least once a week—either at theatres and/or on TV.” Some 45,000,000 people see movies every day, he added—5,000,000 at theatres and 40,000,000 on TV. “Watching the new-old features on TV is whetting the public's appetite to see the newer pictures playing at theatres,” he said, “and people are becoming more selective in their TV viewing.”

Three applications for stations and one for translator were filed this week with FCC, bringing total to 128 for stations (24 uhf) and 36 for translators. Week's station applications were: San Francisco, Ch. 38, by real estate man Marvin Kratter, who is also applicant for Ch. 11 in Fargo, N.D.; for Amarillo, Tex., by Kenyon Brown, who has ownership in TV-radio stations in St. Joseph, Mo., Oklahoma City, and Wichita Falls, Tex., as well as Amarillo's radio KLYN; for Ogden, Utah, by owners of KNAK, Salt Lake City & KBLI, Blackfoot, Ida. Translator application was for Show Low, Ariz., Ch. 80, by non-profit Show Low TV Inc., to rebroadcast KDWI-TV, Tucson. [For details, see *TV Addenda 24-D herewith.*]

Farm services of broadcasters were saluted this week by President Eisenhower in connection with observance of Farm Broadcasting Day Feb. 2. President's letter to Jack Timmons, pres. of National Assn. of TV-Radio Farm Directors, said: “The broadcasters of agricultural information provide an essential service to our national community. By means of modern communications they are able to keep our farmers and ranchers up-to-date on matters which daily, even hourly, affect their crops and livestock, their personal health and prosperity.”

“Radically new” long-distance TV microwave systems may be made possible by extremely low-noise “spin oscillator” solid-state amplifier now in early research stage at Bell Labs. Device has already been operated successfully.

Canadian section headquartered in Toronto will be established for 180 members of SMPTE, whose board also has approved new student chapters at CCNY & Rochester Institute of Technology.

Long-pending U. S.-Mexican AM treaty was signed in Mexico City this week.

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ROBERT CADEL, *Business Manager*
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SUMMARY-INDEX OF THE WEEK'S NEWS — February 9, 1957

NATIONAL AIRLINES wins Miami's Ch. 10 over objections of Sen. Monroney & Rep. Celler. Congressional probes and protracted litigation presaged (p. 1).

DEINTERMIXTURE for Fresno & Evansville voted tentatively by FCC, Madison to remain unchanged. Show of hands on Elmira & Albany due next week (p. 2).

FCC "LEAKS" bring new procedure—announcement of majority's "instructions to staff" in major docket cases, indicating decisions contemplated (p. 3).

TV REPRESENTED 12.6% of all advertising expenditures in 1956, increase of 22.4% in year, according to media-by-media report. Radio gains 4.8% (p. 3).

NO ANTI-TRUST IMMUNITY in FCC grants, House staff study concludes. Magnuson renews plea for all-channel receiver tax exemption (p. 4).

AT&T LOWERS CHARGES for off-air TV pickup service in new tariff schedule inaugurating "regular service"; reduction to present customers is 17% (p. 6).

WILLISTON, N. D. due to be served by KUMV-TV starting Feb. 9, though 162-mi. microwave to Bismarck won't be completed until April (p. 6).

WESTINGHOUSE PONDERS deeper plunge into contract and private-label TV production. 1956 TV output placed at 7,387,029, retail sales 6,804,783 (p. 9).

ADMIRAL'S EXPANSION moves include construction of 150,000-sq.-ft. addition to TV-radio-phono plant at Harvard, Ill., establishment of credit subsidiary (p. 11).

EMERSON MEETING marked by squabbles as stockholders and pres. Abrams debate company's poor showing in last fiscal year. Improved earnings cited (p. 12).

AIRCRAFT & ELECTRONICS firms overwhelmingly dominate list of companies with biggest research & development contracts, as published by House committee (p. 13).

DECISION ON SALE OF WMUR-TV, Manchester, to Storer delayed by engineering question. Step-up in translator activity sees 14 new applications (pp. 8 & 14).

NEW ANTENNA SITE sought by WSM-TV following unexplained crash of new 1262-ft. tower, killing 4 construction workers; engineers examining wreckage (p. 8).

NARTB BOARD approves public relations expansion, recommends change of name back to NAB. TV code board to step up monitoring in 1957 (p. 14).

MIAMI CH. 10 DECISION A CAUSE CELEBRE: Climax came this week in one of hottest TV fights on record -- for Miami's Ch. 10 -- when FCC issued final decision giving CP to National Airlines' Public Service TV Inc. Vote was a decisive 4-1-1 -- Comrs. McConnaughey, Doerfer, Lee & Mack forming majority, Hyde favoring L.B. Wilson Inc., Bartley WKAT, Craven abstaining. Fourth applicant was North Dade Video Inc.

Contest produced most vigorous & overt attempt of Congressional intervention to date -- without effect. Sen. Monroney (D-Okla.), chairman of Commerce Committee's aviation subcommittee, had sought strenuously to forestall grant to airline; so had Rep. Celler (D-N.Y.), chairman of Judiciary Committee.

Last-minute petitions by airline's opponents were also brushed aside by FCC. Early this week, WKAT challenged airline's financial qualifications, calling attention to pres. G.T. Baker's testimony before CAB that if Northeast Airlines were permitted to compete on N.Y.-Miami run it would "ruin National Airlines." WKAT went on to say airlines, entitled to govt. subsidies when in financial straits, shouldn't be permitted to operate TV station -- rates and profits of which are unregulated.

Commission ruled that WKAT's petition was much too late. Furthermore, it said: "It is clear that nothing in our Act expresses or suggests a prohibition against an airline or a corporation owned by a regulated airline holding a license from the Commission. The corporation is state chartered. No argument is made that its legal power is defective under local law. We are not cited to any provision of the Civil Aeronautics Act which would preclude a grant or to any administrative or court decision which would support a disqualification of Public Service TV Inc."

Eastern Air Lines made last-act try. It said reason CAB gave Northeast N.Y.-Miami run was that National was unable to meet its responsibilities; that plan of National pres. Baker to spend 75% of his time on TV station was "shocking"; that

station would give National "tremendous competitive weapon," enabling it to promote air service, forcing Eastern into big ad expenditures.

Commission ruled that Eastern's petition was also too late; that it hadn't shown "good cause" for waiting so long to seek intervention.

* * * *

Commission's reasons for picking National Airlines over other 3 were given as its superiority in ownership-management integration and its equality, at least, with others in terms of its principals' civic participation, program plans, diversification of business interests and lack of communications media ownership.

Death of L.B. Wilson (WCKY, Cincinnati), FCC said, "leaves the applicant competitively weak in several significant elements of comparison." WKAT rates well in several factors, it stated, but its record of radio performance "gives the Commission concern." North Dade, it concluded, wasn't superior in any factor and "moreover, a principal of this applicant failed to evidence the degree of candor desired by the Commission."

* * * *

There will be plenty of repercussions in Congress, perhaps introduction of restrictive legislation. "It is deplorable," Rep. Celler stated to us this week, "that the application of a certificated air carrier has been awarded a franchise to operate a TV station. I don't think any organization that operates under one commission should be permitted a franchise concerning operation under another..."

"I am sure Congress never intended that these types of franchises should overlap. I would be opposed to operation of TV stations by railroads just as much as I would be opposed to operation of TV stations by power companies. The TV spectrum is very limited and should be divided among members of the public who are not already favored by franchises which immunize them from competition.

"Is National Airlines going to ask for subsidies on airline operation if it loses money on its TV operation? How will it keep records of its TV & airlines operations separate when it has the same officials operating both? The temptation to subterfuge is very potent; the whole business bodes ill."

Sen. Monroney wouldn't say anything except that he'd be going into subject when Commission appears before Commerce Committee March 5.

Case is far from over, therefore, and -- as Treasury Secy. Humphrey might put it -- the litigation to come will make your hair curl.

DEINTERMIXTURE CHANCES STRENGTHENED? Surprise action of FCC this week, as it took up deintermixture cases involving Fresno, Evansville & Madison, was to instruct the staff to draft decisions to "demix" Fresno & Evansville. Madison would be left as is. This week's show of hands by commissioners is still tentative, of course, subject to final decision -- but in the Fresno and Evansville cases it certainly ran contrary to expectations -- namely, that the Commission wouldn't move to shift any operating vhf station to uhf.

Thus, so far, Commission is leaning toward creation of "uhf islands" in 4 areas -- Peoria & Springfield (Vol. 13:3), Fresno & Evansville. On agenda next week are 2 more cases -- FCC's original proposals to delete Ch. 9 from Elmira, Ch. 10 from Albany (Vail Mills). It's also possible that another go-around will be conducted on one or more of first group -- Peoria, Springfield, Hartford, New Orleans, in all of which there are vhf grants frozen by the proceeding (Vol. 13:3).

If Commission goes through with current intentions regarding Fresno & Evansville, and it's aiming for final session Feb. 25 on all deintermixture cases, it would be first time any operating vhf station was ordered to move to uhf. KFRE-TV operates on Fresno's Ch. 12, which Commission proposes to move to Santa Barbara. WTVW occupies Evansville's Ch. 7, which is slated to go to Louisville, while Ch. 9 in nearby Hatfield, Ind. would be turned over to educators.

Voting was 4-2 in Fresno, 5-2 in Evansville, 4-3 in Madison. Comrs. Hyde, Bartley & Lee are for deintermixture all the way. Comrs. Doerfer & Mack are consistently against it. Chairman McCommaughey joined demix group in Fresno & Evansville, switched over in Madison. Comr. Craven abstained from Fresno, because Lohnes & Cul-

ver engineering firm, of which he was a partner before rejoining FCC, is consultant to KFRE-TV. He plumped for deintermixture in Evansville, against it in Madison.

Commission started consideration of Elmira & Albany this week, couldn't get a majority for instructions to staff. Reportedly, 4-3 votes are expected. Among plans being considered is addition of Ch. 2 to Albany area, giving it 3 vhfs.

The end to all the foregoing is still far over the horizon. On March 5, FCC appears before Senate Commerce Committee, will be asked to explain its actions. The losers in each case, particularly those with operating vhfs or vhf CPs, will exhaust every possible remedy. This will take years.

For whatever it may betoken, meanwhile, President Eisenhower gave his views on reservation of educational channels -- favorable. In news conference this week, he was asked this question by Sarah McClendon, correspondent for several Texas newspapers: "Quite a controversy has developed over this matter of educational TV channels which were assigned to schools and colleges, which some commercial enterprises want to take away and have reassigned to them. I wonder if you think we should leave these educational channels with the schools and colleges, for their development." According to official transcript, President replied:

"Well, I have not had a recent study presented to me on this question, but speaking only from what I believe to be the eventual good of the United States, and not knowing as of now anything of many more channels being available through improvement of techniques and equipment, I would say we must preserve channels for educational purposes."

FCC TO MAKE TENTATIVE ACTIONS PUBLIC: "Leaks" at FCC, as perennial and inevitable as human nature -- but a bit more obvious in recent years -- prompted Commission to adopt a new procedure this week. Henceforth, FCC said, whenever majority instructs staff to draft a decision "in important docket cases," prompt announcement will be made -- with cautionary word that "instructions" don't constitute a final decision.

Most important of such cases are competitive TV hearings, of which there are few left. Heretofore, when commissioners met in "executive session," with only one or 2 staff members present, to order decision favoring particular applicant, only those with good pipelines were able to learn what happened -- prior to issuance of final decision, which sometimes came many months later. Other kinds of docket cases affected would be significant allocations proceedings such as deintermixture. This week's instructions on Fresno, Evansville & Madison (see p. 2), were adopted early in week, before new procedure was initiated -- thus our information had to be obtained unofficially. New system doesn't affect final decisions, which are announced publicly as fast as mimeographed.

Announcements will be made at next regular press release time following the action -- at 11 a.m. or 3 p.m. Actions taken after 3 p.m. Fri. will be announced Mon. There's a fair chance, however, that those who are usually well-informed will continue to seek to be well-informed before Mon.

Comr. Hyde was sole dissenter in adoption of new system. He says: "The FCC should be able to make a decision and announce it promptly. If it can't make up its mind, it shouldn't release anything. Furthermore, I have grave doubts about the legality of the procedure." It has never been tested in courts.

TV TAKES ONE OUT OF 8 ADVERTISING DOLLARS: McCann-Erickson's preliminary estimates of 1956 advertising, prepared for Printers' Ink and released this week, give statistical documentation of TV's continuing climb on national advertising ladder. Out of an estimated national advertising expenditure of \$9.982 billion in 1956, TV's share was \$1.255 billion, or 12.6% of total. Stated another way, one out of every 8 ad dollars spent in 1956 went for TV, compared with one out of 9 in 1955.

[McCann-Erickson figures include all expenses to advertisers -- time, talent, production, etc. The full 1956 McCann-Erickson table, comparing advertising expenditures by media, for each year from 1947 on, will be published in our upcoming Television Factbook, due off presses week of Feb. 18.]

TV's 1956 total was broken down into \$660,000,000 for network, \$325,000,000

spot, \$270,000,000 local. Over-all total increased 22.4% over 1955, when estimated \$1,025,300,000 was spent on TV. It was largest percentage gain by any medium. Spot TV gained 24.8%, network 22.2%, local 20.2%.

TV thus retained third place among all media. Newspapers held on to lead, with 1956 billings of \$3.305 billion, up 7% from 1955's \$3,087,800,000. Newspapers took 33.1% of ad budgets, as against 33.6% in 1955. Direct mail kept second place, with \$1.4 billion, up 7.8% from 1955. Magazines gained 7.2%, farm publications were up 3.6%, business papers 7.6%, outdoor 3%.

It's interesting that radio take went to \$465,000,000, increase of 4.8% from 1955, though network declined 15.6% (\$70,000,000 vs. \$82,000,000). This was more than offset, however, by spot radio's gain of 11.8%, local radio's 7.1% increase.

Printers' Ink predicted that 1957 ad revenues will rise to more than \$10.5 billion. It gave no breakdown for TV and other media in its forecast -- but we figure TV will go to about \$1.5 billion (Vol. 12:52).

TvB pres. Norman E. (Pete) Cash gave us this comment on Printers' Ink predictions for 1957: "Our belief is that advertising will go to about \$10.8 billion in 1957, with TV accounting for at least \$1.4 billion. We're in a competitive year, money is tight, and the way for a businessman to turn over a product more rapidly is to advertise. And, I might add, he can reach more people by TV than any other way." As if to support his contention, TvB this week released report showing that average network TV advertiser in 1956 reached 17% more homes in evening than in 1955, some 18% more homes in daytime, 24% more in daytime weekend programming.

NO INSULATION from anti-trust laws is intended or implied in FCC regulation of broadcast licensees, a House anti-trust subcommittee staff study concluded this week. Study was prepared in connection with Chairman Celler's "primacy of free enterprise" bill, which states that Justice Dept. anti-trust prosecution in regulated industries cannot be barred on ground that another govt. agency has jurisdiction (Vol. 13:2).

While largely devoted to other regulated industries, report contains brief section on FCC which states: "Not only does the Commission lack power to condone anti-trust violations [by] networks but it apparently had no intention to sanction such acts."

Anti-trust subcommittee's report on its TV network investigation is due in late Feb. or early March. On Senate side, meanwhile, Commerce Committee staff has virtually completed its work on reports on network practices and subscription TV, now awaits action and comments of Senators. Printed record of its voluminous network hearings is due to be published next week.

There were these other developments on Capitol Hill affecting TV this week:

(1) House anti-trust subcommittee voted to comply with ABC's request not to make public its list of discounts to TV advertisers. It has already made public the CBS & NBC lists.

(2) Chairman Magnuson of Senate Commerce Committee sent another letter to House Ways & Means Committee Chairman Jere Cooper (D-Tenn.) reiterating his Committee's plea for elimination of 10% excise tax on all-channel receivers to encourage growth of uhf. Ways & Means Committee indicated its reluctance to cut any taxes by quickly approving a bill to extend certain corporate and excise tax rates (not including TV-appliances) which were due for automatic decrease April 1.

(3) Rep. Celler apparently has no current plans to push for action on his bill to ban subscription TV. Whether he does so, he told us, will depend primarily upon whether the public evidences any interest in the issue. Currently, he said, there is "not enough" interest in subject.

Educational TV appropriation of \$950,000 was sought this week of N. Y. State Legislature by Gov. Harriman, asking \$248,000 for continuation of present program; \$202,000 for extension of program to new areas; \$200,000 for building and operating state-operated educational TV station in Albany; \$300,000 for state aid to public schools for TV instruction. State is currently operating with \$200,000 for educational TV purposes. N. Y. this week offered its first college-credit course via TV as Mohawk-Hudson Council on TV Education, in cooperation with New York U and State College for Teachers in Albany, began offering "Introductory Geography" on WRGB, Schenectady. Feb. 3 *New York Herald Tribune* noted that inmates of Dannemora, Great Meadow and Walkill prisons would be permitted to take the courses—but no TV sets are available.

College football TV plan for 1957 was approved by NCAA TV committee after 3-day meeting in Chicago, but was not disclosed by week's end. It will be submitted to mail vote of NCAA member colleges not later than Feb. 18. Earlier, NCAA exec. director Walter Byers had described 3 plans under consideration as: (1) National "game-of-the-week" series; (2) combination national-regional plan as in 1956 season, and (3) TV autonomy for member schools, except for certain "basic rules"—latter plan having endorsement of Big Ten. Committee's plan is believed to be modification of No. 2.

NCTA "broadcasters committee" headed by Paul B. McAdam, Livingston Community Antenna Assn., Livingston, Mont., was appointed this week by pres. Bill Daniels for liaison with NARTB's community antenna committee. Daniels also named nominating committee headed by Lloyd A. Calhoun, Hobbs TV Co., Hobbs, N. M., to pick slate of candidates for NCTA election at annual convention at William Penn Hotel, Pittsburgh, June 4-6.

Appeal from ruling by U. S. Tax Court that community antenna systems initial connection charges are taxable as income (Vol. 13:5) will be taken by NCTA. Its directors agreed unanimously this week at Chicago meeting to continue court fight to establish charges as "contributions to capital."

Personal Notes: Robert E. Kintner, ex-ABC pres. who joined NBC Jan. 1 as exec. v.p. in charge of coordinating color activities, reassigned as exec. v.p. of TV network programs & sales, succeeding Thomas A. McAvity, who becomes exec. v.p. in charge of staff, concentrating on new TV programs & talent and strengthening existing programs; McAvity also becomes chairman of NBC talent & properties committee and member of program board and executive council . . . Alvin Ferleger promoted to mgr. of administration & sales development, NBC International Operations; Richard L. Berman promoted to mgr. of facilities . . . Dr. George Crothers gets new position of CBS director of public service broadcasts, succeeded by Miss Pamela Hott as director of religious broadcasts . . . Edgar G. Shelton Jr. resigns as director of U. S. National Security Training Commission to become asst. to Robert H. Hinckley, v.p. & director of ABC's Washington office . . . George Huntington, director of TvB sales development, assumes additional duties as asst. to pres. Norman E. Cash . . . Wm. Sackheim promoted to director of program development for Screen Gems, concentrating on new programs . . . Joseph D. Lamneck, ex-Kenyon & Eckhardt, named eastern regional mgr. of Warner Bros. TV commercial & industrial film dept., N. Y.; Burton A. Neuberger, ex-Roland Reed TV, named midwest mgr., Chicago . . . Raymond Linkin, asst. to Official Films pres. Harold L. Hackett, elected a v.p. . . . Donald O'Brien promoted to mgr. of accounting & budgets of NBC subsidiary California National Productions . . . Howard Van Der Muelen, ex-*Buffalo Courier-Express*, named publicity director of NBC's WBUF there . . . Howard Wormser resigns as publicity director of KTLA, Los Angeles, to become pres. of *Hollywood Talent Scouts*, a trade publication; James Rue, director of promotion & adv., assumes Wormser's duties . . . Ralph Lopatin resigns as director of motion picture unit, WRCV-TV, Philadelphia, to form own independent commercial studio, Ralph Lopatin Productions, Philadelphia . . . Carlos Rivera Gonzales, ex-Publicidad Badillo Inc., named sales mgr. of WAPA-TV, San Juan, replacing Andrew N. Vladimir, now v.p.-gen. mgr. of Gotham-Vladimir Adv. . . . Terry R. Rice promoted to TV-radio adv. mgr. of Borden Co., succeeding Wm. B. Campbell, now mgr. of gen. adv. dept.; Edward J. Peguillan named asst. TV-radio adv. mgr. . . . Dr. Alan Willard Brown, provost of Union College, Schenectady, named pres. of Metropolitan Educational TV Assn., N. Y. . . . Paul Owen

ADVERTISING AGENCIES: James E. Weber and Wm. T. Young Jr. elected exec. v.p.'s of Leo Burnett Co., Chicago . . . John Heiney, who organized Ford's TV-radio public relations office, joins J. Walter Thompson, Detroit, specializing in TV-radio accounts . . . Wm. H. Lewis Jr., ex-Benton & Bowles, named v.p. of McCann-Erickson's Marchalk-Pratt div., serving also as member of plans board . . . Walter Compton, ex-mgr. of WTTG, Washington, recently 10% stockholder of Miami Ch. 10 applicant North Dade Video Inc., joins J. Gordon Manchester Adv., Washington . . . T. B. Cullimore, ex-TV director of McCann-Erickson Ltd., Canada, elected v.p. of Cousen Productions Inc. . . . Joseph C. Meehan, ex-Geyer Adv., joins Gartley & Assoc. as director of press relations for TV-radio & magazines.

AP counts on TV-radio members for more & more news wire coverage, according to radio editor John Aspinwall. Examples: Mich. radio members supplied 2737 stories in 1956, up 736 from 1955, amounting to 41.8% of news on state wires exclusive of stories by AP staff. Member stations in Tex. set record last year with 3492 stories, 1413 more than in 1955. Radio WTMJ, Milwaukee, topped member-participation list with 398 stories.

resigns as mgr. of educational KUHT, Houston, to become program director of educational KTCA, Minneapolis-St. Paul, headed by Dr. John Schwarzwalder, whom he succeeded at Houston . . . Frank Crane, pres. of So. Cal. Broadcasters Assn., appointed sales & merchandising director of radio KPOP, Hollywood . . . Wm. E. Dixon, chief engineer of radio WCHS, Charleston, W. Va., promoted to technical director of WCHS-TV & WCHS; Gene Brick succeeds him as chief radio engineer . . . Bob Lundquist promoted to commercial mgr. of WICU, Erie; Joseph Laconi promoted to succeed him as program director . . . Frank Schudde promoted to production mgr. of Terrytoons Inc., div. of CBS-TV Film Sales . . . Richard Barnhill promoted to operations coordinator of WRCA-TV, N. Y. . . . Arthur Poppenberg, ex-WBNS-TV, Columbus, O., named asst. sales director of WTVJ, Miami . . . Jerry Danford, ex-RAB, N. Y. named eastern sales mgr. of KWK-TV & KWK, St. Louis, and radio WGTO, Haines City, Fla. . . . Barton C. Isbell Jr., ex-Lennen & Newell, named radio mgr. in Atlanta office of Peters, Griffin, Woodward Inc. . . . Morton Grossman, ex-adv. promotion mgr. of *TV Guide*, named promotion director of *Journal of Commerce* . . . Martin F. Rohde named gen. sales mgr. of KONA, Honolulu.

Obituary

Carl Byoir, 68, founder of Carl Byoir & Assoc. and a noted pioneer in public relations field, died Feb. 3 in N. Y. Hospital after long illness. Chairman of firm's exec. committee at death, he helped make headlines in recent years in campaigns for such clients as A&P and railroads in anti-trust cases. Other Byoir accounts include RCA, Bendix Aviation Corp., Minneapolis-Honeywell. Distinguished for public service activities, he directed "War Against Depression" employment campaign in 1932 and staged anti-polio FDR Birthday Balls.

Edgar T. Wolfe Sr., 63, co-publisher & director of Dispatch Printing Co., Columbus, O., owner of WBNS-TV & WBNS, *Columbus Dispatch* and *Ohio State Journal*, died Feb. 2 of cancer in Mt. Carmel Hospital, Columbus. He also headed banking and shoe firms.

Cecil B. Highland, 80, disputatious publisher of *Clarksburg, W. Va. Exponent* and *Telegram* whose many community fights included blocking of operation of WBLK-TV (Ch. 12) there by Wheeling News Co. (Vol. 11:24, 25, 32), died Feb. 6. Surviving are his widow, son and daughter.

TV audience "splinterization"—term used at Newspaper Advertising Executives Assn. convention by Wm. I. Nichols of *This Week Magazine* to deprecate effectiveness of TV ads (Vol. 13:4)—isn't being bought by agency admen generally as argument for newspapers as preferred medium, according to Feb. 1 *Advertising Agency Magazine*. Most media directors questioned by magazine agreed division of TV audience among programs & channels exists, but only one agency had picked newspapers above TV because of it. Typical comment was from Rod MacDonald of Guild, Bascom & Bonfigli, who opposes "introduction of any more such catch phrases or cliches" to "stifle or narrow our media thinking."

TV is top leisure-time activity of 80% of married men & 78.7% of married women, according to Politz survey for North American Newspaper Alliance. Reading is next, with 68.3% among men, 74.1% among women. Movie-going ranked 6th—behind household repairing, gardening, socializing.

Bill to give FCC authority over amount of TV-radio time devoted to commercials (HR-4571) was introduced this week by Rep. Heselton (R-Mass.), member of House Commerce Committee. It's identical to his HR-5741, introduced in April 1955.

NEW LOWER RATES for off-air TV pickup service for stations and community antenna systems were filed with FCC at week's end by AT&T. Uniform tariff replaces previous practice of charging on case-to-case basis, telephone company said—adding that “it appears that an offering of off-the-air channels on a regular basis is justified.” AT&T told FCC that the new rates, “when applied to existing customers for off-the-air service, will reduce present charges by approximately 17% or about \$42,000 a year.” In no case will there be increase in charges to any existing customer.

Basic charges are listed for 3 types of service—3 or fewer intermediate locations, more than 3 intermediate locations and no intermediate locations. In addition to regular monthly charge, AT&T lists “termination charge” which applies if use of facility is discontinued within 3 years after installation. This amount is reduced by 1/36 for each month of use. Highlights of new tariff schedule:

Three or fewer intermediate locations—Pickup equipment for primary channel, \$550 monthly & \$8500 termination charge; \$60 monthly & \$800 termination charge for pickup of additional broadcast station; \$250 monthly & \$4000 termination for additional channel on same route. Intermediate location primary channel equipment, \$475 monthly & \$8000 termination; additional channel, \$275 & \$4500. Receiving terminal primary channel equipment, \$250 & \$6000; additional channel, \$175 & \$3500.

More than 3 intermediate locations—Primary channel pickup equipment, \$725 & \$11,500; additional channels on same route, \$350 & \$6000. Intermediate location primary channel equipment, \$525 & \$8500; additional channel, \$250 & \$4000. Receiving terminal primary channel equipment, \$325 & \$7500; additional channel, \$250 & \$5500.

No intermediate locations—Primary channel pickup equipment, \$950 & \$13,500. Receiving terminal equipment, \$450 & \$9500.

For color signals, monthly charges for primary channel are \$40 at pickup location, \$20 at intermediate locations, \$25 at terminal location. Land, buildings and towers may be provided by customer or by AT&T.

KSTP Inc. earned \$625,677 net profit after Federal income taxes for fiscal year ending June 30, 1956, \$404,048 in 1955, according to application filed this week in connection with purchase of KOB-TV, Albuquerque, N. M. (Ch. 4) with radio KOB (Vol. 13:2). Operator of KSTP-TV, St. Paul (Ch. 5) and KSTP, purchaser's balance sheet lists \$1,504,377 current assets, \$1,095,223 fixed, out of \$2,982,579 total assets. Dec. 31 combined balance sheet for KOB-TV & KOB lists \$351,205 for property & equipment, \$223,518 current assets, out of \$637,376 total assets.

Steinman brothers' purchase of radio WRAK and CP for WRAK-TV, Williamsport, Pa. (Ch. 36) was approved this week by FCC. Steinman's WGAL Inc., licensee of WGAL-TV, Lancaster, Pa. (Ch. 8) & WGAL, is paying George E. Joy-Margaretta T. Steele group \$125,000 for the stations (Vol. 12:39). New owners plan to build TV, according to Clair R. McCullough, pres.-gen. mgr. of WGAL Inc. & Steinman's WLEV-TV, Bethlehem, Pa. (Ch. 51).

KMMT, Austin, Minn. (Ch. 6) and radio KAUS are being acquired by Black Hawk Bcstg. Co., licensee of KWWL-TV, Waterloo, Ia. (Ch. 7) & radio KWWL, latter exercising option it has held since 1954 (Vol. 10:42). Black Hawk, headed by Ralph J. McElroy, is paying \$41,000 for stock held by 5 co-equal owners (Chester A. Weseman, pres.), also paying \$146,948 in notes due sellers.

Radio WACR, Columbus, Miss. has been sold by J. W. Furr, also owner of WMBC, Macon, Miss. for \$60,000 to J. W. Eatherton, ex-sales mgr. of WCBI, Columbus.

DEMAND FOR TV in isolated Williston, N. D. proved too great for KUMV-TV (Ch. 8) to resist, so it scheduled tests Feb. 9, regular operation Feb. 11, even though 7-hop Raytheon microwave to Bismarck, 162 mi., isn't expected to be completed until April. Start of this semi-satellite of KFYR-TV, Bismarck (Ch. 5) brings on-air box score to 497 (96 uhf).

Area residents had formed Missouri Valley TV Corp., advancing grantee \$300,000 for construction of the microwave. Owner Meyer Bcstg. Co. (Wm. Ekberg, pres.), which also holds CP for KMOT, Minot (Ch. 10), has option to assume ownership of microwave at end of 5 years by paying off loan—or it may turn facilities over to Missouri Valley TV Corp. Station has 10-kw GE transmitter, is using 14-ft. pole pending completion of 878-ft. Stainless tower which will carry 12-bay GE antenna. Les Kleven, ex-radio KNDC, Hettinger, N. D. is gen. & sales mgr. Station is sold only in combination with KFYR-TV, which has \$275 hourly rate. Rep is Blair.

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

KHVH-TV, Honolulu (Ch. 13), stayed last week by protest from KULA-TV (Ch. 4), had hoped to begin next April, having ordered RCA equipment for mid-March delivery, reports Hal Lewis, exec. v.p. & 25% owner. It expects to use 165-ft. tower. Rep will be Raymer.

KRSD-TV, Rapid City, S. D. (Ch. 7) plans to order transmitter in March, expects to start next summer, reports partner Harry Daniels, who with John & Eli Daniels also holds CP for KDSJ-TV, Deadwood, S. D. (Ch. 5). KRSD-TV will use 370-ft. self-supporting Ideco tower now on hand. Construction of buildings has been delayed by weather. Rep not yet chosen.

WOWL-TV, Florence, Ala. (Ch. 41) which received grant Jan. 30, plans to order transmitter equipment in 1-2 months, hopes to be on air about Sept. 1, reports Richard B. Biddle, pres.-gen. mgr., also chairman of radio WGAD, Gadsden, Ala. It will add wing for TV studio to present radio building, completed last summer; remainder of TV operation will be in radio building. It will have 300-ft tower. Jack Worley, from WOWL, will be sales & program mgr.; Larry Rohling, WOWL, chief engineer. Rep will be Rambeau.

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Radio station sales and transfers approved this week: KVOR, Colorado Springs, by John Riggs & Robert Greene (owners of WHAM, Rochester, N. Y.) to Charles A. Dunbar and associates for \$142,000 (Vol. 12:51). WPET, Greensboro, N. C. by Wayne M. Nelson (owner of WHIP, Mooresville, N. C. and WAYN, Rockingham, N. C.) to Guilford Adv. (Hugh E. Holder, ex-CBS announcer, N. Y., pres.) for \$125,000 (Vol. 13:1). WLOF, Orlando, 37% by John W. Kluge to Harris H. Thomson, who increases holdings to 52%, for \$130,662 (Vol. 13:3). WKBR, Manchester, N. H., 35.3% by Wm. J. Barkley to other principals (W. F. Rust Jr., major owner), for \$111,700. Also approved was Barkley's sale of stock in following N. H. stations: 35.3% of WTSL, Hanover; 31% of WTSV, Claremont, for \$28,000; 33% of WTSN, Dover, for \$3300 (Vol. 13:3).

Clinton D. McKinnon's purchase of KOAT-TV, Albuquerque (Ch. 7) for \$800,000 from A. M. Caldwell-Walter Stiles group (Vol. 12:51, 13:2) was approved this week by FCC. McKinnon, ex-Democratic Congressman and 25% owner of KVOA-TV, Tucson (Ch. 4) & radio KVOA, is paying \$12,500 for stock (after former owners have been issued \$156,000 in 5-year 2½% debentures) plus approximately \$600,000 in obligations.

RCA shipped 6-section superturnstile antenna Feb. 4 to WMFD-TV, Wilmington, N. C. (Ch. 6).

Network Accounts: ABC-TV, preparing presentation to press Feb. 13 on fall expansion plans, has agreed on "realignment" of daytime rates to roughly one-third of evening charges. It's now about one-half. Network regards new ratio as more in keeping with viewing audience and providing selling pattern for expansion of daytime programming. "This reflects the realities of TV, not the history of radio, and puts ABC-TV on a sound economic basis so that it can, when justified, raise the network rates of its affiliates," commented Oliver Treyz, v.p. in charge of ABC-TV. He also revealed that video tape recorder will be used to put its programs on clock-time basis starting April 28 . . . Sears Roebuck enters network TV with 3-month partic. schedule on NBC-TV's *Today*, *Home*, *Tonight* starting Feb. 22, thru Cunningham & Walsh (Mayers div.) . . . American Tobacco, for new Hit Parade cigarettes, to sponsor *Marge and Gower Champion Show* as alternate with *Jack Benny Show* on CBS-TV starting March 31, Sun. 7:30-8 p.m., thru BBDO . . . Lever Bros. to be alt. sponsor (with Sheaffer Pen) of *The Brothers* on NBC-TV starting Feb. 19, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . Greyhound Bus to replace Viceroy's as one-third sponsor of *Steve Allen Show* on NBC-TV starting April 7, Sun. 8-9 p.m., thru Grey Adv. . . Standard Brands buys alt. Tue. 4-4:15 p.m. segment of *Queen for a Day* on NBC-TV starting Feb. 12, thru J. Walter Thompson . . . Bird & Son Inc., E. Walpole, Mass. (floor coverings, roofing shingles) to sponsor alt. Mon. 15 min. of *Garry Moore Show* on CBS-TV starting Feb. 11, Mon.-thru-Thu. 10-10:30 a.m. and Fri. 10-11:30 a.m., thru Humphrey, Alley & Richards . . . Viceroy's to sponsor Mon., Wed. & alt. Fri. segments of *Douglas Edwards and the News* on CBS-TV starting April 1, Mon.-thru-Fri. 6:45-7 p.m., thru Ted Bates; *Hazel Bishop* buys alt. Fri. segment starting March 28, thru Raymond Spector; American Home Products continues as sponsor of Tue. & Thu. segments, giving show sold-out status . . . Quaker Oats to sponsor Tue. segment of *NBC News* for 11 weeks starting Feb. 12, Mon.-thru-Fri. 7:45-8 p.m., thru Needham, Louis & Brorby.

Television Audience Measurement Ltd. (TAM) has been awarded exclusive 5-year contract for audience research by Britain's Independent TV Authority, beating competing A. C. Nielsen Co. Last year TAM won 1-year contract over Nielsen. Nielsen's TV service director for Britain, Graham Dowson, claimed TAM's bid for the service was 57% higher than Nielsen's.

Ziv may start west German TV production this spring, according to international div. chief Ed Stern, who left for Europe this week. He said he will confer with film executives & broadcasters in Munich & Frankfurt on plans for German dubbing of existing Ziv telefilms and possible production of shows there.

TV-radio election notices would have same legal standing as newspaper announcements under measure introduced Feb. 4 in Md. legislature. Present law requires publication of names of nominees in 2 newspapers in each county.

Rate increases: WALB-TV, Albany, Ga. Feb. 15 raises base hour from \$200 to \$250, min. \$40 to \$50. CJIC-TV Sault Ste. Marie, Ont. March 1 raises hour from \$170 to \$200, min. \$37.50 to \$45.

TvB has renewed contract with Nielsen, new agreement calling for special services on relationship between consumer product markets and TV viewing in addition to regular measurement services.

Just published: Collection of columns from *Sponsor* magazine by BBDO TV-radio v.p. Bob Foreman, under the title *An Ad Man Ad-Libs on TV* (Hastings House, \$4.50).

Telecasting Notes: "TV's brightest new face," says 4-page cover story in Feb. 11 *Time* magazine, "wears an agony that in only 10 weeks has grown as familiar to millions as Ed Murrow's cigarette or Arthur Godfrey's tea bag." Fascinating story on NBC's *Twenty-One* \$122,000 contestant Charles Van Doren features this thought-provoking comment on the personality that has helped put NBC in the Mon. 9-9:30 p.m. competition with CBS's *Lucey* for the first time: "Just by being himself, he has enabled a giveaway show, the crassest of lowbrow entertainments, to whip up a dotting mass audience for a new kind of TV idol—of all things, an egghead" . . . "No wholesale defections" by national advertisers from networks to spot sponsorship of Hollywood backlogs are in the wind, Feb. 6 *Variety* reports on basis of "a poll of many top agency execs" . . . Top RKO features, including some made after 1948, reported by Feb. 9 *Billboard* to be slated for ABC-TV on Sun. 7:30-9 p.m. next season . . . TV built up a singing idol in one hour last week: 19-year-old Tommy Sands, who starred in "The Singing Idol" on NBC-TV's *Kraft Theatre*, has a hit record on his hands already (from the TV show), has been signed for more TV performances, and is being considered by 20th Century-Fox for lead in movie based on the TV show . . . Next step in news shows—as planned by CBS—reportedly is series of 90-min. topical wrap-ups, a la "Cyprus Today" and "World in Crisis," with 6 said to be planned for next season . . . Another NBC movie venture: Network becomes equal partner in Bob Hope Enterprises, participating in financing of 5 theatrical features and 40 hour-length TV shows over 5-year period (retroactive 1½ years and including Hope's 2 last Paramount features) . . . National & regional advertisers will spend more than \$125,000,000 for syndicated TV films (including time) in 1957, "or one out of every 4 TV ad dollars spent for any form of non-network TV by other-than-local sponsors," Ziv TV predicts.

Cross libel suits for \$7,500,000 involving MBS commentator Fulton Lewis Jr. and Richfield Oil Corp. (Vol. 12:44) were dropped Feb. 6 in U. S. District Court, Washington. Damage claims of \$7,000,000 by Richfield against Lewis, MBS & RKO Teleradio Pictures and \$500,000 by Lewis against Richfield stemmed from controversy last year over proposed Cal. oil conservation law. They were dismissed with prejudice by court—meaning they can't be filed again. Lewis counsel said settlements involved no financial consideration.

Transfer of WMGT, Adams-Pittsfield, Mass. (Ch. 19) to WCDA, Albany (Ch. 41), CBS-TV affiliate owned by Lowell Thomas group, was approved by FCC this week. WCDA operates satellite WCDB, Hagaman, N. Y. (Ch. 29), also plans to operate WMGT as satellite, having acquired outlet for \$379,206 from group headed by Leon Podolsky (Vol. 12:49). In approving sale, Commission waived multiple-ownership rules.

Five European countries plan to televise NBC's "Project 20" documentaries—*The Great War*, *The Jazz Age*, *The Twisted Cross*, and *Three, Two, One—Zero*. NBC says series has been sold to Austria, Denmark, Sweden, Italy & Switzerland for TV showings, with negotiations now under way with BBC, Belgium and Netherlands.

Herman Liveright, 45, former program director of WDSU-TV, New Orleans, was convicted Feb. 8 of contempt of Congress by U. S. District Court jury in Washington for refusal to answer Senate Internal Security subcommittee questions about alleged Red affiliations.

FCC members will be guests of educational WQED, Pittsburgh (Ch. 13) Feb. 19, with Commission Chairman McConnaughey, Mayor David Lawrence and WQED pres. Leland Hazard speaking at luncheon.

PURCHASE OF WMUR-TV, Manchester, N. H. (Ch. 9) by Storer Bestg. Co., conditioned on move of transmitter to about 20 mi. from Boston, 30 from Manchester, came close to FCC decision this week—but final action was deferred until next week because of engineering matter.

FCC engineers questioned whether station would provide adequate signal to Manchester, as required by rules, from new site. Storer was asked to supply further proof that it would. Washington Airspace Panel this week approved new site with tower height of 927 ft.

Another site-move application was granted—Sarkes Tarzian's move of WTTG, Bloomington (Ch. 4) to spot 27 mi. northeast of Bloomington, over objections of Indianapolis' 4 Ch. 13 applicants. Third site-move application was set for hearing March 4—shift of KOVR, Stockton, Cal. (Ch. 13) to location about 80 mi. east of San Francisco, protested by KCCC-TV, Sacramento (Ch. 40).

Uhf translators figured prominently at FCC this week. In addition to receiving record 14 new applications (see p. 14), Commission granted CPs for 2 to Palm Springs Translator Station Inc., Palm Springs, Cal., turning down objections raised by city's community antenna operator Palm Springs Community TV Corp., controlled by Paramount Pictures. On the other hand, City of Butte was told it couldn't get Ch. 70 translator grant without satisfying Commission on 2 points: (1) Possibility of harming KXLF-TV (Ch. 4) and prospective Ch. 6 station. (2) Butte Mayor Sullivan's apparent involvement in unlicensed booster there.

Two channel shifts were suggested to Commission: (1) Addition of Ch. 10 to Presque Isle, Me., sought by prospective applicant Northeastern Bestg. Co., which proposes that Ch. 11 be substituted for Ch. 7 in Matane, Ch. 7 for Ch. 6 in Riviere du Loup, Ch. 6 for Ch. 10 in Ste. Anne de la Pocatiere, all Que. Petition says Canadian Govt. has no objection. (2) Shift of Ch. 13 from Biloxi to New Orleans, proposed in comments by KPLC-TV, Lake Charles, La. (Ch. 7), which suggests shift of Ch. 9 from Hattiesburg to Biloxi, Ch. 7 from Laurel-Pachuta to Hattiesburg, addition of Ch. 11 to Houma and Ch. 12 to Beaumont-Port Arthur.

Telecasters' filings in FCC's allocation proceeding covering frequencies above 890 mc are suprisingly light, in view of stations' need for own STLs, remotes and private inter-city links. Those filing this week: NBC, ABC—plus KTNT-TV, Tacoma-Seattle; KOVR, Stockton; McClatchy stations; WSYR-TV, Syracuse; WSB-TV, Atlanta. Among their arguments: station-owned facilities are more flexible and cheaper than common carrier; present assignments will prove too few as industry grows; some frequencies suffer interference from other services; competition will spur Bell System into providing better service; station purchases will encourage manufacturers into improving equipment. Virtually all asserted that stations' establishment of own facilities shouldn't be dependent on non-availability of phone company.

Contract for "candelabra" tower to carry antennas of Baltimore's 3 TV stations—WAAM, WBAL-TV & WMAR-TV—was awarded this week to Dresser-Ideco Co. Antennas, which will bring total height to 731 ft., will be made by RCA (Vol. 12:50). Another multiple-antenna tower was approved this week by Washington Airspace Panel—1111-ft. structure to be used jointly by Philadelphia's WFIL-TV & WRC-TV (Vol. 12:40).

Application for experimental on-channel booster to test value in filling in nulls in Johnstown area has been filed by WFBG-TV, Altoona (Ch. 10). Application specifies 150-watt Adler transmitter, cost of \$60,000.

NEW ANTENNA site is being sought by Nashville's WSM-TV, following unexplained collapse of virtually completed 1262-ft. tower in which 4 construction workers were killed. Decision to move from residential section was made voluntarily by station, but a proposal was introduced simultaneously in city council to rezone area to bar such structures. No houses were struck when tower buckled Feb. 4.

Officials and engineers of Blaw-Knox equipment div., which manufactured tower, and John F. Beasley Construction Co., Muskogee, Okla. erectors whose 4 workers were killed, were still examining wreckage at week's end in attempt to determine reason for mysterious disaster. Tower was the first to be constructed of U. S. Steel's new T-1 alloy, said to be 3 times stronger than conventional bridge steel. Alloy has been used for several years in other types of construction and is in no way considered "experimental," a Blaw-Knox spokesman told us. Tower, including antenna, would have been 1374 ft. tall.

"I've never seen anything like it and I've been in the business for 34 years," said GE engineer G. A. Wallenstrom, who witnessed the crash. GE is prime contractor for the fully insured \$100,000 tower-antenna job.

Collapse occurred while the 4 workers were adjusting tension on guy wires at 700-ft. level; tower buckled at 300-ft. level and "collapsed like an accordion," according to one witness. One construction engineer was quoted as saying collapse might have been caused by unequal tension on some of the 12 guy wires.

Through a freak connection, WSM-TV viewers were the first to know about the tragedy; telephone call from transmitter house was unexplainedly cut into audio of *Modern Romances*—the show being transmitted at the time. Viewers heard excited voice exclaim: "Oh, my God! Send help! The tower has just fallen down. Help, quick!"

"Flagrant" violation by WGN-TV, Chicago, of professed public-interest policy was alleged Feb. 5 by Action Committee for Freedom of Religious Expression in requesting formal FCC hearing on station's ban on "Martin Luther" film (Vol. 13:4). It said that WGN-TV "should no longer be entrusted" with broadcast facilities, for which station seeks full-power license. Letter to FCC asserted that cancellation of movie indicates that "WGN-TV believes that its listening & viewing public is not entitled to hear all sides of each important public issue which confronts that public." Meanwhile 5,000,000-member National Lutheran Council protested "de facto censorship" by station in response to "pressure reputedly emanating from Roman Catholic sources." Action Committee's counsel Frank Ketcham also filed letter on behalf of another religious group, Broadcasting & Film Commission of National Council of the Churches of Christ. He asked that application forms be revised to require stations to supply more explicit answers regarding religious programs—i.e., what programs carried, when, sustaining, whether fund solicitation permitted, etc.

Highly simplified studio vidicon camera for broadcast and closed-circuit telecasting was announced this week by RCA. Among features of new professional quality monochrome camera (TK-15): (1) Seven-inch kinescope viewfinder, permitting direct monitoring. (2) Built-in video operating controls, which can be operated at camera or remotely. (3) One-man operation of camera chain. (4) Improved performance with "appreciable reductions" in tube complement and control adjustments. (5) New-type non-linear optical focus. (6) Four-lens turret. (7) Self-contained variable gamma circuit for gray scale rendition. Approximate prices of the new camera chain with various RCA monitors: With TM-7C, \$6015; with TM-6C, \$8880; as field camera, with TM-6C, \$10,235.

WESTINGHOUSE WEIGHS NEW TV CONCEPT: Deeper plunge into contract and private-label TV production is being considered by Westinghouse as way of utilizing idle productive capacity at TV-radio plant in Metuchen, N.J. Chris J. Witting, v.p.-gen. mgr. for consumer products, estimated last week that its plant is now operating at only 55% of total capacity. While he asserts that's in keeping with Westinghouse's share of TV market, he certainly doesn't believe there's any virtue in idle plant space.

Westinghouse has produced about 5000 private-label TVs for Montgomery Ward, built to latter's specifications and designs. That has been extent of its private-label production -- so far. In Westinghouse planning for future, however, is expansion of both contract and private-label production. Witting told us:

"We're discussing with other TV manufacturers the possibility of making their sets in our plant. In addition, we're talking with key department stores in metropolitan areas about the chance of expanding in private label. We have the most modern TV manufacturing facility in the country, and we intend to operate it as near to capacity as possible, though that's not likely this year.

"We also believe our product improves when we bring a new line into the plant. We will not, of course, sacrifice Westinghouse-label production if we carry out our plans, and I must emphasize that no decision on it has been reached, beyond fulfilling our one-shot order for Montgomery Ward."

Contract production is not new in TV, of course, but for Westinghouse it represents something of a departure from its traditional concept of doing business. It has always turned down requests from other manufacturers to handle production of TV-radio-appliances in past, though its productive facilities admittedly have been more than ample for its shares of markets.

Westinghouse has taken 4-5% of TV market in last few years, according to the most reliable (though necessarily unofficial) estimates. Its immediate goal is for at least 7%, and meanwhile it believes it can take on "plus" business from other set makers who want to remain in TV business to keep their brands before the public, but want to be relieved of high production costs, leaving them free to use funds for more profitable segments of their business, such as defense work.

* * * *

Admiral raised color prices by \$50 across-the-board this week, effective immediately, but other manufacturers said RCA's action last week in increasing prices of 3 color sets and warning of more to come (Vol.13:5) would have no effect on their immediate plans. Admiral's increases boosted price range of its color line from \$550 for consolette to \$880 for low-boy console, all 21-in.

Reaction from distributors and dealers was mixed, though many field reports coming into NARDA and in trade press indicated general approval. Most dealers felt the action would put consumers on notice that price reductions should not be expected and that this in turn would cause them to stop delaying purchase of a color set.

Economic Controls: Chances are against any enactment of legislation, or even administrative action, to reimpose anti-inflation controls this year. President's news conference remark this week that Govt. would be forced to impose price and wage controls unless business and labor used voluntary restraints drew generally cool reception in Congress and precipitated controversy within his Cabinet. The day after President's comment, Commerce Secy. Weeks said Administration has no plans to put controls on wages and prices, added: "I just instinctively recoil from controls in a free economy." He said there was no disagreement between himself and President.

Sen. Fulbright (D-Ark.), chairman of Senate Banking Committee, commented that if President wanted economic controls, he would have to give details to Congress. Sen. Saltonstall (R-Mass.), ranking minority member of committee, said "I would be

slow to vote for any new controls." Rep. Spence (D-Ky.), chairman of House Banking Committee, said: "Mr. Eisenhower is putting out into heavy seas. He had better have all the decks battened down and see that the steering gear is in good order."

Reaction of business organizations was even more adverse. Even as President made his statement, U.S. Chamber of Commerce spokesman told Joint Congressional Economic Committee that no individual businessman or labor leader can exercise the type of restraint which will control inflation. Common task of both business and labor, said Chamber economist Walter D. Fackler, is to "give public support to balanced budgets and tight money policies." Another witness, Federal Reserve Board chairman Martin, urged Congress to go slow in enacting any new anti-inflation control laws, but said that money should have been tighter than it was in last 2 years, added that he wasn't sure that President was correct in saying that anti-inflationary restraints would have further curtailed economic activity in last 2 years.

Production & Sales: TV output dwindled to 101,932 week ended Feb. 1, compared with 111,921 preceding week and 135,358 in corresponding week of 1956. It was year's 5th week and brought production for year to date to about 552,000, as against 732,418 in first 5 weeks of 1956. Radio production totaled 302,356 (127,822 auto) week ended Feb. 1, compared with 302,863 (147,948 auto) in preceding week and 277,927 (130,640 auto) in corresponding week year ago. For 5 weeks, radio output totaled 1,372,000 (654,000 auto), as against 1,352,001 (629,051 auto) in same period of 1956.

Official TV-radio production & retail sales data for 1956 was released this week by RETMA, showing TV output of 7,387,029, retail sales of 6,804,783. They compare with record production and sales in 1956 of 7,756,521 and 7,421,084, respectively. Radio production in 1956 was placed at 13,981,800 (5,057,409 auto), compared with 14,528,777 (6,863,676 auto) in 1955. Retail sales totaled 13,389,486, compared with 13,785,060 in 1955. However, home radio sales of 8,332,077 in 1956 established new record for this category, comparing with 6,921,384 in 1955. Here are RETMA's 1956 recapitulations (retail sales of auto radios equivalent to production):

	<u>1956 Production</u>		<u>1956 Retail Sales by Types</u>			
	<u>Total TV</u>	<u>Total Radio</u>	<u>Total TV</u>	<u>Total Radio</u>	<u>Home Radio</u>	<u>Auto Radio</u>
January.....	558,347	1,078,624	614,213	1,050,854	531,206	519,648
February.....	576,282	1,093,506	530,554	892,478	454,867	437,611
March (5 wks)	680,003	1,360,113	544,411	1,005,921	527,649	478,272
April.....	549,632	992,982	347,630	770,446	471,193	299,253
May.....	467,913	1,060,165	392,080	848,968	566,357	282,611
June (5 wks).	553,025	1,073,775	439,362	1,136,086	839,830	296,256
July.....	336,931	566,697	405,310	775,018	576,453	198,565
August.....	612,927	990,845	566,158	879,239	681,152	198,087
Sept. (5 wks)	894,211	1,319,189	763,908	1,106,135	756,345	349,790
October.....	820,781	1,348,864	683,573	1,133,484	585,666	547,818
November.....	679,993	1,381,831	560,391	1,298,548	689,409	609,139
Dec. (5 wks).	<u>626,984</u>	<u>1,715,209</u>	<u>957,193</u>	<u>2,492,309</u>	<u>1,651,950</u>	<u>840,359</u>
TOTAL.....	7,387,029	13,981,800	6,804,783	13,389,486	8,332,077	5,057,409

DISTRIBUTOR NOTES: Admiral appoints Dealer Appliances Inc., 733 W. Hargett St., Raleigh (Neal F. Schilling, pres.) . . . Sylvania appoints Paul Davis Co., 825 NW 2nd St., Oklahoma City . . . Olympic Radio appoints Gruesel Distributing Corp., 808 No. Market St., Milwaukee (Frank W. Gruesel, pres.); Minsky Bros. & Co., 109 Third Ave., Pittsburgh (Louis M. Minsky, pres.); Duyck Supply Co., 1137 Ellamae St., Tampa (Leroy G. & Loyall H. Duyck, partners) . . . Sylvania Sales Corp., Chicago, appoints Michael Kelly, ex-Hallcrafters, as gen. mgr., succeeding late Thomas P. Ryan . . . DuMont National Distributors appoints Morton Rosenthal as district mgr. for Philadelphia & So. N. J. area . . . Krich-N. J., Newark (RCA) promotes James Shelly to TV-radio sales mgr., replacing Mervin Marcus, resigned; David Sternberg promoted to major appliance sales mgr., replacing Murray Balis, resigned; Herb Rappaport and Larry Bindleglass

promoted to district managers . . . Cooper Distributing Co., Newark (Motorola) promotes Robert Baron to exec. v.p., Nathan Hersh to sales mgr. . . Jos M. Zamoiski Co., Baltimore (Zenith) reports resignation of sales mgr. Norman L. Robinson . . . Bruno-N. Y. (RCA) appoints Arthur Sarnoff, just out of Army, to sales dept.; Bruno is headed by his father, exec. v.p. Irving Sarnoff . . . GE Appliances Co., Detroit, to construct new headquarters on Nevada St. between Mound and Van Dyke Roads for occupancy early next year . . . Hoffman Electronics appoints Interstate Electric Co., New Orleans, and Momsen, Dunnegan & Ryan Co., Albuquerque & El Paso.

Retail sales of TV sets in Britain during 1956 established record of 1,480,000 units, up 11% from 1955's 1,335,000, reports British Radio Equipment Manufacturers Assn. Radio sales totaled 982,000, a decline of 6% from 1955.

Topics & Trends of TV Trade: Admiral's fight to solidify and improve its position among major TV manufacturers is clearly reflected this week in its plans to construct a 150,000-sq. ft. addition to its electronics plant in Harvard, Ill., and in formation of Admiral Credit Corp. as a wholly owned subsidiary to handle financing of dealer purchases and, ultimately, consumer purchases.

Addition to Harvard plant, said Admiral, "will make it the world's largest single facility devoted entirely to TV, radio and phonograph production." When completed, it will have production capacity of 6000 TV receivers and 1000 hi-fi phonos daily. Ground will be broken as soon as weather permits.

All TV production will be concentrated at Harvard, meaning that portable TV receivers will be transferred from Bloomington, Ill. Conventional TV receivers and radios are already in production at Harvard. Bloomington plant will be converted to production of components. Admiral's major appliance production in last 5 years has been concentrated at Galesburg, Ill. Statement by pres. Ross D. Siragusa, currently on around-world air trip, explained expansion move:

"In this highly competitive TV-appliance industry, it is vitally necessary to control production and distribution costs. TV and appliance dealers, faced with substantial freight rate increases in recent years, have been hard-pressed to remain competitive with the giant stores capable of purchasing carloads of any one type of TV receiver or appliance.

"By building and warehousing all our electronic products under one roof, all Admiral dealers will be able to enjoy the advantages of quantity and shipping savings on a mixed freight car or a mixed truckload of black-&-white TV receivers, color TV, portable TV, radios, radio-phonos and hi-fi phonos."

Admiral released no details of its new credit corporation, other than it "follows a trend in the industry to expedite and simplify the financing of dealer and consumer purchases." New subsidiary does not affect company's existing finance plans with 200 banks and outside finance companies. It will be headed by C. R. Overholser, with title of v.p.-gen. mgr. For last 6 years he has managed Chicago office of Northern Illinois Corp.

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Picture tube sales in 1956 established new record of 10,987,021 units, valued at \$196,220,240, compared with 10,874,234 at \$209,007,518 in 1955, reports RETMA. Receiving tube sales in 1956 totaled 464,186,000, worth \$374,186,000, second only to 1955's 479,802,000 units at \$358,110,000. Here's RETMA monthly breakdown for 1956:

	Picture Tubes		Receiving Tubes	
	Units	Value	Units	Value
Jan.	892,385	\$ 17,016,391	40,141,000	\$ 31,314,000
Feb.	898,063	17,136,695	37,754,000	30,756,000
March (5 wk)....	848,055	15,714,365	42,525,000	34,849,000
April	830,902	15,141,461	35,184,000	28,616,000
May	906,732	16,123,625	33,015,000	27,145,000
June (5 wk)....	776,601	13,663,408	39,037,000	32,176,000
July	585,380	10,861,634	31,400,000	24,781,000
Aug.	1,099,605	19,628,837	43,948,000	34,507,000
Sept. (5 wk)....	1,249,624	21,709,064	44,432,000	35,093,000
Oct.	1,146,428	19,786,764	42,921,000	34,362,000
Nov.	957,765	16,014,839	39,489,000	31,476,000
Dec. (5 wk)....	795,476	13,423,157	34,340,000	29,111,000
TOTAL	10,987,021	\$196,220,240	464,186,000	\$374,186,000

New 110-degree tubes were offered for renewal market by RCA in both 17 & 21-in. sizes. The 17-in. tube (17BZP4) has over-all length of 12 9/16-in., weighs only 10 lb., has 1 1/8-in. neck diameter, 154-sq.-in. screen area. The 21-in. tube (21CEP4) weighs 23 lb., has over-all length of 14 7/16-in., gives 262-sq. in. picture. Both are available for immediate shipment.

Special section on air conditioners and fans is feature of Feb. *Electrical Merchandising Magazine*.

Trade Personals: Robert W. Galvin, 34-year-old pres. of Motorola, was honored by Philadelphia's Golden Slipper Square Club Feb. 6 as one of 13 "young men of achievement" in nation . . . Keeton Arnett resigns as DuMont v.p. to become exec. v.p. of Greater Philadelphia Chamber of Commerce; he's latest in series of top-level DuMont resignations (Vol. 13:3) reflecting company's deemphasis of consumer products . . . Earl Muntz, a stormy figure since he entered TV industry in 1948, resigns as pres. of Muntz TV, which recently was reorganized by court under Chapter X proceedings; Walter Poransky, pres. of Poray Inc. (metal stampings), named gen. mgr. of Muntz pending election of new officers . . . John G. Brooks, pres. of Siegler Corp., and Maj. Gen. Pierpont M. Hamilton, USAF (Reserve), Congressional Medal of Honor winner, elected to board of Unitronics Corp. . . . C. Russell Feldmann, chairman of National Union Electric Corp., CR tube facilities of which were purchased by Sylvania, elected a director of Electric Auto-Lite Co. . . . Edward B. Passlow, ex-Motorola, named engineering mgr. of Zenith special products div. . . . Charles W. Shaw, asst. to Sylvania marketing v.p. B. K. Wickstrum, retires after 26 years with company . . . Douglas Beggs, district rep of GE's TV receiver dept. in Denver area, transferred to Syracuse headquarters as sales planner . . . O. Lee Ballengee Jr. named CBS-Hytron midwest equipment sales mgr., Chicago; he's succeeded as eastern equipment sales mgr. by Steve Iovin . . . Otto Krauss promoted to new position of Whirlpool-Seeger director of manufacturing research; Glenn A. Evans promoted to succeed Krauss as gen. mgr. of St. Joseph (Mich.) div.; Jasper F. Burt succeeds Evans as mgr. of Marion (O.) div.; S. J. Smith succeeds Burt as mgr. of La Porte (Ind.) div. . . . Howard Kovin promoted to gen. sales mgr. for consumer products, Waters-Conley Co. . . . Murray I. Rosenberg, ex-CBS-Columbia, named sales promotion mgr. of Harman-Kardon Inc. (hi-fi) . . . Frank Malley resigns as Fisher Radio sales mgr. of industrial products . . . Wesley E. Wood, Harold H. Hart Jr. and Donald K. Hitchcock named field sales managers of DuMont CR tube div., territories undisclosed.

CBS-Hytron plans major expansion in tubes and semiconductors during next 2 or 3 years, intends to mechanize further in all operations. So said Arthur L. Chapman, new pres. of CBS-Hytron, on taking office this week. He also made these predictions for industry in 1957: TV sales of about 7,000,000, with considerably higher percentage of 17-in. portables; 300,000 color sales, or double 1956; 8,500,000 home radios, compared with 8,000,000 in 1956, and 6,000,000 auto radios (about same as 1956); \$165,000,000 worth of records, phonos and allied entertainment devices; \$900,000,000 in sales of tubes, semiconductors and other components. He also predicted that Govt. will spend about \$3 billion for electronics in 1957.

Hamburg Bros., RCA distributor is Pittsburgh, was charged by Federal Trade Commission this week with unlawful price discrimination in resale of TV receivers. In complaint (No. 6721) filed Feb. 8, FTC charged distributor "has given some, but not all, of its customers lower prices ranging from approximately \$2 to \$32 per TV set, depending on the price of the set. The result of this discrimination may be to lessen substantially or prevent competition between favored and non-favored retailers who compete." It's granted 30 days to answer complaint, with hearing scheduled April 16 in Pittsburgh. FTC says Hamburg's annual sales are about \$20,000,000.

Pre-trial depositions of Philco & Westinghouse officials will be taken by RCA attorneys beginning next week in Philadelphia, as first defense move in Philco's \$150,000,000 treble damage suit against RCA, GE and AT&T.

Financial & Trade Notes: Emerson Radio's annual meeting Feb. 6 turned into a highly publicized squabble session as small group of stockholders and pres. Benjamin Abrams exchanged heated remarks about company's earnings of fiscal year ended Oct. 31, termed by Abrams as "the worst in 30 years." Its profit, previously reported, amounted to \$84,852 (4¢ per share on sales of \$73,882,029, compared with profit of \$2,468,063 (\$1.28) on \$87,382,028 in preceding fiscal year.

Abrams said that factors affecting Emerson's 1956 business were dumping of sets by manufacturers who left business; higher sales of low-cost, low-profit portables; restraining effect of color on black-&-white sales; decline in Emerson's defense business. He said that situation had improved somewhat recently, adding that Emerson's earnings for quarter ended Jan. 31 doubled profit of entire preceding fiscal year, but he declined to predict the pattern for rest of year.

Stockholders voted overwhelming to approve company stock option plan, but not until Abrams replied to a minority stockholder's suggestion that executive salary cuts might be more in order. Replied Abrams: "Max Abrams and I have taken salary cuts." Max Abrams, his brother, is secy.-treas.

Repeated references to his family's control of Emerson drew this statement from Benjamin Abrams: "The principal stockholders of the company—my family and myself—are just as interested in seeing profitable operation as any stockholder in this room."

Emerson, he said, has recently been awarded a contract by Post Office to supply electronic equipment for automatic handling of mail, designed to process 30,000 letters an hour. U. S. Post Office will spend about \$40,000,000 for it, he said. It will be installed in Chicago post office shortly.

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Electronic Communications Inc. is new name of Air Associates Inc., Teterboro, N. J. maker of aviation and electronic products. Pres. Frank W. Godsey Jr., ex-Westinghouse, said new emphasis would be put on electronic research under the reorganization. Company is moving its manufacturing plant to St. Petersburg, Fla., and has established research center in Baltimore, headed by Dr. Donald D. King, ex-director of Johns Hopkins Radiation Lab. Electronic sales in fiscal year ended Sept. 30, 1956 accounted for about 40% of Air Associates' total sales volume of \$14,204,675.

Aerovox had "disappointing" 1956, pres. W. Myron Owen telling stockholders that earnings and sales were below the \$480,956 (55¢ per share) profit on \$25,480,214 in 1955. He said industry-wide components price declines have been particularly severe in ceramic capacitors, of which Aerovox is a major producer. About 25% of company's business has been with Govt. in recent years, he added, anticipating pickup in orders for guided missile components by fall of 1957.

Warner Bros. had consolidated net profit of \$1,569,834 (85¢ per share on 1,843,296 common shares) in fiscal quarter ended Dec. 1, compared with \$927,495 (37¢ on 2,474,263 shares) in corresponding 1955 quarter. Film rentals and sales amounted to \$20,718,988, as against \$19,132,139 for same period of 1955. At annual meeting Feb. 6, pres. Jack L. Warner said profits for current fiscal quarter ending March 2 would not be as high as in preceding quarter, but that profits for 6 months ending March 1 would exceed earnings of corresponding period in preceding fiscal year.

Walt Disney Productions reports net income of \$685,601 (46¢ per share on 1,492,209 common shares outstanding) in quarter ended Dec. 29, down sharply from \$996,229 (76¢ on 1,305,680 shares) in corresponding period of 1955.

More officers-&-directors stock transactions reported to SEC for Dec.: AB-PT—John A. Coleman bought 500, holds 500. Avco—A. B. Newton bought 700, holds 900. CBS—Sig Mickelson bought 100, holds 137. Cornell-Dubilier—Octave Blake sold 1000, holds 33,942 personally, 7139 in estate. GE—Lemuel R. Boulware bought 2250, holds 6750; Edwin H. Howell exercised option to buy 990, sold 76, holds 1535; Clarence H. Linder sold 200, holds 6410; Chauncey Guy Suits exercised option to buy 822, sold 1900, holds 3010; Wm. C. Wichman exercised option to buy 1695, holds 4298. Hazeltine—Laurence B. Dodds bought 110, holds 510; James F. Harrigan bought 100, holds 418; Wilfred M. McFarland bought 100, holds 519. International Resistance—Edward A. Stevens bought 700, holds 9540. Motorola—Walter B. Scott bought 264, holds 1958 personally, 242 in joint account. Philco—Russell L. Heberling sold 1000, holds 24,760. RCA—Charles B. Jolliffe bought 100, holds 963. Raytheon—Paul F. Hannah sold 500, holds 124. Sylvania—Don G. Mitchell sold 100, holds 4231. Texas Instruments—W. D. Coursey sold 200, holds 6254. Webcor—Walter P. Altenburg bought 125, holds 2786; Titus Haffa bought 671, holds 61,754. Westinghouse—John M. Schiff bought 1000, holds 11,500.

Avco's profits in current fiscal year ending Nov. 30 are expected to approximate \$15,000,000, with sales going up to about \$300,000,000, chairman Victor Emanuel told N. Y. Society of Security Analysts Feb. 5. In fiscal year ended last Nov. 30, Avco had net loss of \$387,847, though profit of \$3,111,682 was reported for final quarter of 1956, following discontinuance of unprofitable Crosley-Bendix operations (Vol. 13:4). Emanuel said it's hoped to resume dividends in 1957. Raymond A. Rich, new pres. of Avco, estimated company's sales to Govt. this year at \$182,000,000, or 60.6% of its total sales. He said commercial and consumer products should account for about \$30,000,000 in sales, broadcasting (Crosley Bestg. Corp.) \$12,000,000, other civilian sales \$76,000,000.

Beckman Instruments earned \$708,011 (55¢ per share on 1,287,227 common shares outstanding) on sales of \$17,644,173 in 6 months ended Dec. 31, compared with \$758,889 (61¢ on 1,249,735 shares) on sales of \$12,884,811 in corresponding 1955 period. Pres. Arnold O. Beckman told N. Y. Society of Security Analysts Feb. 7 that lower earnings were due to non-recurring losses on some govt. contracts, equal to about 12¢ per share, and increase in research & development expenditures, equivalent to about 35¢ per share. He predicted that sales for fiscal year ending June 30 would approximate \$40,000,000, profit exceeding the \$1.36 per share in preceding fiscal year.

Electronics Investment Corp., San Diego, mutual fund organized in May 1955 by ex-broadcaster Charles E. Salik, had net assets of \$13,466,893 (\$4.83 per share) as of Jan. 31, up 23% from Oct. 31, 1956. There were 15,416 stockholders as of Jan. 31, compared with 13,285 on Oct. 31. Salik said that 95% of fund's assets are invested in common stocks of electronics companies.

Jerrold Electronics earnings in fiscal year ending Feb. 28 probably will exceed the \$169,422 (15¢ per share) profit of preceding fiscal year, company spokesman told *Wall Street Journal*. Jerrold's profit for 9 months ended Nov. 30 came to \$79,259 on gross revenues of \$3,638,132. Revenues for preceding fiscal year were \$3,703,065.

Dividends: Tung-Sol, 35¢ payable March 2 to stockholders of record Feb. 18; Aircraft Radio, 20¢ Feb. 27 to holders Feb. 13; American Electronics, 12½¢ March 15 to holders March 1; Capitol Records, 25¢ March 31 to holders March 15.

Amphenol Electronics earned \$1,257,987 (\$2.51 per share) in 1956, as against \$952,687 (\$1.90) in 1955.

Electronics Reports: Who gets the big research & development contracts? A list of 300 companies and institutions receiving largest military R&D prime contracts in fiscal years 1954-56 indicates that overwhelming preponderance have gone to companies in aircraft and electronics fields. The list, published in final report of House Small Business Committee, was basis for Committee charge that R&D contracts are "concentrated in a few very large firms." Listing includes total of R&D "procurement actions" of \$50,000 or more in fiscal 1954, and \$10,000 or more in fiscal 1955 & 1956.

Top 10 firms in research & development prime contracts during the period were: North American Aviation \$420,712,000, GE \$338,102,000, Western Electric \$264,195,000, Boeing Airplane \$211,567,000, Hughes Aircraft \$203,009,000, General Dynamics \$146,978,000, Glenn L. Martin \$136,225,000, Bell Aircraft \$133,723,000, Aerojet General \$115,074,000, Westinghouse \$105,483,000.

Other electronics and related firms in top 300, with the amount of their prime research & development contracts during the period:

RCA \$87,639,000, Sperry Rand \$83,230,000, Raytheon \$70,844,000, Radioplane Co. \$57,572,000, IBM \$39,761,000, Avco \$37,206,000, Bendix Aviation \$34,289,000, Minneapolis-Honeywell \$23,906,000, IT&T \$22,802,000, Sylvania \$21,315,000, Philco \$19,953,000, Collins Radio \$14,275,000, AT&T \$14,200,000, Ramo Wooldridge \$14,168,000, Melpar \$13,524,000, Cook Electric \$12,413,000, Gilfillan Bros., \$11,673,000, Motorola \$11,508,000, American Bosch Arma \$9,818,000, Airborne Instrument Lab \$7,399,000, General Mills \$7,082,000, Hallierafters \$6,298,000.

Belock Instrument \$6,292,000, Kearfott Co. \$6,283,000, Reeves Instrument \$5,715,000, Emerson Radio \$5,037,000, General Tire \$4,943,000, Electronic Engineering Co. \$4,466,000, Magnavox \$4,249,000, Bulova Research Lab \$4,048,000, DuMont Labs \$4,030,000, Hazeltine \$3,889,000, Sanders Assoc. \$3,854,000, Clevite Corp. \$3,832,000, Norden Ketay Corp. \$3,711,000, Norden Labs \$3,690,000, Continental Electronics \$3,517,000, Varian Assoc. \$3,294,000, Litton Industries \$3,185,000, Librascope \$3,163,000, Hycon \$2,974,000, Lear \$2,906,000, Kollsman Instrument \$2,615,000, Remington Rand \$2,260,000, Daystrom \$2,042,000, Aeronautical Radio \$2,022,000, A. R. F. Products \$2,009,000, General Electronics Lab \$1,989,000, I-T-E Circuit Breaker \$1,948,000.

General Precision Equipment \$1,942,000, Texas Instruments \$1,930,000, General Precision Lab \$1,866,000, Eitel-McCullough \$1,840,000, Admiral \$1,765,000, Fada Radio \$1,725,000, RCA Service Co. \$1,642,000, Consolidated Electrodynamics \$1,547,000, Instruments for Industry \$1,511,000, Electronics Corp. of America \$1,507,000, Thompson Products \$1,358,000, Telecomputing Corp. \$1,208,000, GE Supply Co. \$1,150,000, P. R. Mallory \$1,071,000, International Telemeter \$1,065,000, Nems Clarke \$1,047,000, International Electronics \$1,006,000, Electronic Corp. \$988,000.

* * * *

Thy battery built to last more than 20 years with 60 times more voltage than flashlight cell is in pilot production in GE specialty electronics dept. at Auburn, N. Y. It's 1-in. long, less than 1/2 in. in diameter, weighs less than 1/5 oz., produces 95 volts, costs \$12.50 but may sell for about \$1 in mass production. It's designed for remote fire & radiation warning equipment, deep well surveys, electronic instruments.

Consulting engineers' seminar will be held Feb. 26 by RCA broadcast & TV equipment dept. at Hotel Statler, Washington.

List of TV transmitters, translators & monitors approved by FCC, revised to Feb. 1, may be inspected at Commission's Washington and field offices.

Network Color Schedules

(February 10-23, 1957)

- Feb. 10—NBC: *NEC Opera Company*, "La Grande Breteche," 3-4 p.m.; *Hallmark Hall of Fame*, "The Lark," 9-10:30 p.m. CBS: *The Boing-Boing Show*, 5:30-6 p.m.
- Feb. 11—NBC: *Matinee Theatre*, 3-4 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 12—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 13—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 14—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 15—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV 'Emmy' Nominations All-Star Show," 9-10:30 p.m.
- Feb. 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
- Feb. 18—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Feb. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 23—NBC: *Perry Como Show*, 8-9 p.m.

ELECTRONICS PERSONALS: Dr. Lee L. Davenport, exec. v.p. of Perkin-Elmer Corp. since 1950, appointed to executive post with Sylvania preparatory to being named pres. of new Sylvania-Corning Nuclear Corp. (Vol. 12:46) . . . Richard A. Maher, ex-Philco, Avco & RCA, appointed chief engineer of Hoffman Labs . . . Carl W. Zemke promoted to new post of mgr. of finance & services of special systems and development dept., RCA defense electronic products div.; James A. McFadden Jr. promoted to succeed Zemke as director of administrative services, RCA Labs . . . W. J. Delaney Jr. named to head new X-ray & industrial electronics div. of Westinghouse Electric Corp., headquartering in Baltimore . . . Kent J. Worthen promoted to mgr. of market development, GE communication products dept., Syracuse . . . Charles E. Arnold promoted to mgr. of Sylvania's Avionics Lab . . . F. Roy Chilton elected pres. & gen. mgr. of Magna Electronics Co. . . . Wayne M. Pierce Jr. elected v.p. of Norden-Ketay for engineering & manufacturing . . . Paul D. Rockwell named asst. engineering director for design engineering, Page Communications Engineers Inc., Washington . . . Tom C. Clark promoted to new post of director of military sales, Hoffman Labs.

Electronics acquisitions and mergers announced this week: (1) Directors of Airborne Instruments Lab, Mineola, N. Y. and Aircraft Radio Corp., Boonton, N. J., have reached "substantial agreement" on merger; one share of new corporation's common stock would be exchanged for each share of Airborne Instruments and for each 1 1/2 shares of Aircraft Radio. (2) Belock Instrument Corp., College Point, N. Y., enters motion picture camera field through acquisition of Andre Debrie Mfg. Co., distributors of equipment made by Establishments Andre Debrie, Paris; under new 10-year franchise, new Belock subsidiary will have exclusive rights to make and sell all products of French firm in U. S. & territories, Cuba, Philippines, Canada & Formosa. (3) Ling Industries Inc., Dallas, has purchased Electronic Wire & Cable Co., Los Angeles, making it wholly owned subsidiary of Ling Electronics Inc., 50% owned by Ling Industries.

Another "revolution" in electronics: The cryotron—100 of which can fit in a thimble—developed by MIT's Lincoln Lab to replace tubes and transistors in computers. MIT engineers said that through use of cryotrons a large-scale digital computer might occupy 1 cu. ft.

PUBLIC RELATIONS expansion proposals of NARTB (Vol. 13:5) won board approval this week at meetings in Hollywood, Fla., following presentation by public relations director Donald N. Martin, who will have staff of 10 working under him. As approved by board, plan has these 6 objectives:

(1) To gain appreciation "of the fact that broadcasters run their industry respectably as evidenced by codes of good practice." (2) To dramatize role of radio as information, entertainment and advertising medium. (3) To counter adverse criticism "by special interest groups attempting to use broadcasting as a 'whipping boy' in an effort to achieve their own end." (4) To obtain general support for broadcasters' right to equal access in covering news. (5) To foster appreciation of constructive role broadcasting plays in development of youth. (6) To oppose, "as a matter of public interest, any proposal which would limit the industry's ability to offer a free, competitive and selective program service to the entire nation."

NARTB's joint board also unanimously recommended change of name back to NAB, and referred matter to membership for vote. It will be discussed further at 8 regional conferences this fall and, if approved by membership, will be effective Jan. 1, 1958. Among other joint board actions:

Approved agreement with McGraw-Hill Publishing Co. for publication and sale of revised edition of NARTB Engineering Handbook, due next fall; adopted resolution favoring extension of broadcast license period from 3 to 5 years; changed by-laws to forbid NARTB membership for less than 6 months; set future conventions for April 27-May 1, 1958 at Los Angeles' Biltmore and Statler Hotels and March 15-19, 1959 and April 3-7, 1960 at Chicago's Conrad Hilton Hotel.

TV board authorized convening of all TV stations to discuss formation of committee to represent industry in negotiations with various music licensing organizations. It voted tentatively to hold meeting April 11, final day of convention at Chicago's Conrad Hilton Hotel. Board also voted to hold TV business meeting and election of TV directors as final order of business at convention.

G. Richard Shafto, WIS-TV, Columbia, S. C., chairman of NARTB's TV code review board, said monitoring activities would be stepped up in 1957 and that some means would be found to make public more aware of stations which conform to code. Board also approved amendment stipulating that dramatized advertising involving purported statements by physicians, dentists and nurses must be presented by accredited members of such professions, or words "A Dramatization" must be superimposed on picture. Shafto said 319 TV stations subscribed to code as of Jan. 9, a gain of 40 during year.

Audit TV Circulation Committee, charged with responsibility of setting up industry-approved continuing county-by-county census of sets-in-use, received word that final report on methodology will be ready by May. Progress of research subcommittee, headed by NBC's Hugh M. Beville Jr., was commended by official resolution.

Equal-time requirements for political broadcasts don't apply when a candidate appears in routine news program, FCC ruled this week. Allen H. Blondy, one of 21 candidates for Detroit common pleas court judge in Feb. 18 primary election, had demanded time on WWJ-TV because Judge Elvin L. Davenport, also running, was shown in film of City-County Bldg. ceremonies Jan. 3. FCC rejected Blondy's protest against WWJ-TV's refusal, pointing out that Davenport hadn't initiated film, that it was part of routine broadcast by station in "exercise of its judgment as to newsworthy events."

Record total of 14 applications for uhf translators and 3 for stations were filed with FCC this week, bringing total pending to 48 for translators, 127 for stations (25 uhf). Week's station applications: (1) For Decatur, Ill., Ch. 23, by Keith Moyer, principal owner of WTIM, Taylorville, Ill. & WMMA, Miami, Fla. (2) For Sheridan, Wyo., Ch. 9, by Harriscope Inc., Beverly Hills, Cal., TV film production firm which holds CP for KTWO-TV, Casper, Wyo. (3) For Elko, Nev., Ch. 10, by Donald W. Reynolds & Southwestern Publishing Co. (resubmitted with revisions). Translator applications: For Bullhead City, Ariz., Ch. 72, by Mohave County Supervisors (to rebroadcast KLRJ-TV, Henderson, Nev.); for Blythe, Cal., Ch. 71, 74, 77 & 80, by Palo Verde Valley TV Club (KTVK, Phoenix); KRCA & KNXT, Los Angeles, and KIVA, Yuma); for Lone Pine, Cal., Ch. 80, by Lone Pine TV Inc. (KRCA, Los Angeles); for Shelby, Mont., Ch. 76, by Shelby T.V. Club Inc. (CJLH, Lethbridge, Alta.); for Battle Mountain, Nev., Ch. 72, by Battle Mountain TV Club (KOLO-TV, Reno); for Boise City, Okla., Ch. 70, by City Govt. (KGNC-TV, Amarillo); for John Day, Ore., Ch. 72 & 77, by John Day Valley TV Inc. (KBOI-TV & KIDO-TV, Boise); for Castle Dale, Utah, Ch. 70 & 78, by Emery County (KSL-TV & KTVT, Salt Lake City); for Rock Springs, Wyo., Ch. 72, by Robert R. Laird (KSL-TV). [For details, see *TV Addenda 24-E* herewith.]

Tax-financed TV translators are authorized in bill which appeared headed this week for passage by Utah legislature. State Senate voted 19-6 for plan by which counties, municipalities & school boards could impose .75-mill levy to build & operate public stations in remote communities. Industry committee of House is under heavy popular pressure to report bill favorably despite newspaper & TV industry opposition. *Salt Lake City Tribune* denounces measure as "socialism." Joining in efforts to block bill in House are KSL-TV, Salt Lake City; TV Operators of Utah, representing community antenna interests which see private systems threatened by govt. competition; NCTA, which warns members to watch for similar bills in other state legislatures.

Regular U. S.-Cuba TV network service moved step closer this week as construction work began near Florida City, Fla. on foundations for 200-ft. tower to provide first regular commercial over-the-horizon (scatter) microwave link. Florida end of link is being constructed by AT&T's long lines dept., the Guanabo, Cuba, terminal by Radio Corp. of Cuba (IT&T). AT&T says 180-mile link will be used only for telephone transmission at first and declines to estimate when it will be used for TV service. Relay will use 840-880 mcs and is understood to have been designed with eventual TV use in mind. Completion of tower foundations and building is scheduled for April.

Gross revenue increase of 65% in 1956 over previous 1955 record is reported for NBC basic affiliate WVEC-TV, Hampton-Norfolk, Va. (Ch. 15) by pres.-gen. mgr. Thomas P. Chisman. He attributes successful uhf operation largely to mushrooming population in Tidewater area. More than 30 national advertisers were added at station last year, bringing total past 70.

KTVR, Denver, is operating in the black as result of its feature film policy, reports v.p.-gen. mgr. Hugh LaRue. Since station started programming MGM movie library in Oct., he said, gross monthly billings have increased 86%, adding that MGM features are 85% sold out through April. Station runs different first-run feature every evening.

Birth of baby was televised by BBC Feb. 4 in 40-sec. sequence. Though flood of protests was expected, only 4 critical telephone calls came in. Joyce Chesterton of *London Daily Herald* found sequence "extremely touching," while Alan Gardner of *London Daily Sketch*, father of 2, said births "should never be shown on TV."

THE AUTHORITATIVE
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OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

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with **ELECTRONICS REPORTS**

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SUMMARY-INDEX OF THE WEEK'S NEWS — February 16, 1957

SUBSCRIPTION-TV TRIAL under controlled conditions urged in staff report to Senate Committee; at least 4 members favor test, others noncommittal (p. 2).

ABC-TV UNVEILS PLANS for fall programming, new daytime rate, improved station clearances, expansion of facilities in bid for strong 3rd network status (p. 3).

UTAH TRANSLATOR BILL passes legislature, would permit tax-support. Broadcasters split. CATV and translators embroiled in other legal fights (p. 4).

RECORD SPOT OUTLAY of \$397,498,000 reported by TvB for 1956, including \$107,842,000 for 4th quarter. Prospects for 1957 called even brighter (pp. 4 & 6).

GOVT. ACCUSES JERROLD of restricting competition in community antenna field through "tie-in" sales in civil anti-trust suit filed in Philadelphia (p. 5).

TWO UHF STATIONS QUIT—WTVE, Elmira, N. Y. and WBLN, Bloomington, Ill.—first in 5 months. CP-holders ask Commission to extend permits (p. 7).

17-in. PORTABLES due for greater emphasis in lines to be shown at midyear. Westinghouse signs new production agreement with Montgomery Ward (p. 10).

POOR DISTRIBUTION POLICIES, top-level management changes, product difficulties biggest reasons Avco quit appliances, says Fortune post-mortem (p. 11).

RECORD SYLVANIA SALES of \$313,825,804 reported for 1956, though pres. Mitchell blames TV competition for decline in earnings to \$13,706,189 (p. 13).

EQUAL ACCESS OF TV with other media in covering courtroom proceedings should be studied by citizens committee, says attorney Ernst (p. 8).

DEINTERMIXTURE DEBATED, no decisions reached; final showdown planned Feb. 25. WMUR-TV purchase hangs fire. Boston & Miami vhf fights continue (p. 9).

NETWORK TV SCORES 20% rise in 1956 billings by setting record high, approaching half-billion; ABC gains nearly 50%. Dec. totals hit \$44,761,571 (p. 14).

ALMANAC OF TV's PROGRESS—24th EDITION: New and completely revised version of the TV industry's standard reference volume -- the 1957 Spring-Summer Television Factbook -- will be in the mails within a few days to all full-service subscribers.

This prime source of facts & figures on all phases of the industry contains listings for every one of the world's 843 TV stations -- with full data on rates, personnel and facilities of the 496 operating in U.S. & 37 in Canada and on the 15 U.S. stations due to start by spring. New Factbook shows 22 new U.S. stations have gone on air since previous edition, while only 3 have left air in 6-month period.

All 75 directories and departments which compose the Factbook have been completely updated -- with the many changes in personnel, rates, data, statistics detailed after having been double-checked for accuracy. New Factbook is by far the biggest yet, with 480 pages and many new departments -- including complete section on TV households in U.S., new handy list of abbreviations commonly used in TV, list of donors of major TV-radio awards, 1956 TV-electronics stock market analysis, etc.

The regular Factbook directories have been expanded wherever possible, including the 210-page U.S. & Canadian Station Directory section, Foreign TV Directory, complete lists of applications & CPs, lists of TV-radio manufacturers (U.S., Canadian & foreign), community antenna systems, live & film program producers, color-equipped stations, consulting engineers, TV-radio attorneys, laboratories, trade associations, research firms, unions, equipment makers, etc.; completely updated allocations tables; statistical tables on TV billings, advertising expenditures, network and station revenues, TV-radio receiver production, sales, inventories, etc.

New and handy feature of the Factbook is quick-reference edge index, designed to key major Factbook directories for easy location; we'll be interested in your reaction to this innovation to guide us in making the book even easier to use in future editions. A 43x29-in. wall map in color, showing locations of all U.S. and Canadian stations and network routes, is inserted in each Factbook. Extra copies of the Factbook with map are available at \$4.50 each, extra maps at \$1.50.

FEE-TV TRIAL URGED IN SENATE STAFF REPORT: Carefully controlled test of subscription TV is recommended in draft report distributed this week to the 15 members of Senate Commerce Committee by its TV investigation staff headed by Kenneth A. Cox.

The 24-page report, a preliminary document intended for the Senators' eyes alone, will probably be discussed at Committee's next scheduled meeting Feb. 27. Whether Senators will buy staff's let's-try-it proposal is, of course, problematical -- but chances seem to favor endorsement of some kind of test. No legislation is involved -- merely moral suasion of FCC by its Senatorial watchdog. There already is some sentiment within FCC for a trial of fee TV, and a strong push by the Committee could get Commission off dead center on issue.

Every action has an equal-&-opposite reaction, however -- and Committee's endorsement of a test could galvanize pay-TV opponents into strong lobbying action.

We took an informal poll of Senate Commerce Committee members at week's end, found 4 who could be considered as generally in favor of some kind of fee-TV trial, one tentatively against, remainder either undecided, uncommunicative or unavailable.

Inclined to favor test are Chairman Magnuson (D-Wash.), Sens. Bricker (R-O.), Schoeppel (R-Kan.) and Monroney (D-Okla.), latter espousing trial in "one or 2 selected spots." Sen. Butler (R-Md.) said: "I don't have any firm convictions on it, but right now I don't think I'm in favor of subscription TV." Those who preferred to wait before forming or announcing opinions were Pastore (D-R.I.), Payne (R-Me.), Thurmond (D-S.C.), Cotton (R-N.H.), Lausche (D-O.). Other 5 couldn't be reached.

On the FCC, Comr. Lee is strong advocate of fee-TV test, having set down his views in controversial Look Magazine article last March (Vol. 12:8,10). Chairman McConnaughey told Senate Committee last summer that he personally favored considering "experimental subscription TV some place."

* * * *

Draft report, evaluating testimony by 22 witnesses at hearings April 23-27 last year, takes view that FCC should act "at the earliest possible moment" on the issues involved in subscription-TV case -- its own power to act and the technical merits of the proposed systems. "If its conclusions on these points are favorable," draft continues, "carefully controlled tests should be authorized to determine how subscription TV will operate and what its effects on sponsored TV will be. In the light of the results of such tests, an informed final decision as to whether subscription service should be authorized generally could then be reached."

Report specifically avoids conclusions on technical qualities of systems or on FCC's legal authority to permit pay TV. Unimpressed with argument that Commission should wait for direction from Congress, staff draft says: "This would be complete abdication of administrative responsibility." These suggestions are made for tests:

* * * *

Markets -- Representative cross-section of U.S. markets, in size, number of stations, etc. Initially, only one fee-TV test station and system are recommended in any community, except possibly in the very largest markets.

Period of test -- Long enough to give subscription-TV operators reasonable time to manufacture and distribute equipment, make arrangements for operations, secure programming, and for FCC to make accurate assessment of fee-TV operation.

Types of stations -- To qualify for trial fee operation, outlets must be independent non-network stations which are (a) operating at loss, (b) just starting, or (c) uhf outlets now off air or about to go off. In one-station markets, station must show it would otherwise be forced to leave air.

Hours of operation -- "It would seem that some percentage limitation [of the total broadcast hours] is necessary, and that in addition it should be specified that no station could offer more than a certain number of hours of subscription programming during the hours of peak viewing."

Expense and risks -- "Should, so far as possible, be borne by the promoters [and] broadcasters [with] any expense to the viewer kept to the absolute minimum."

Programming -- Would be limited to (a) shows so costly they can't be supported on regular basis by advertisers (current feature films, legitimate plays),

(b) programs with appeal to limited audiences (opera, ballet, concerts, cultural programs, formal courses of instruction), and (c) those events upon which free TV might have adverse boxoffice effects (major sports events).

Opponents' fears that fee TV would siphon off free TV's popular programs "may be exaggerated," report states. "If not, this would develop during the course of the test and proper steps could be taken to deal with the situation." FCC is urged to pay particular attention to quality and balance of pay-TV programming. "The subscription broadcaster should [be] upon notice that the performance in this respect will be very carefully supervised."

Trial is only way to determine just what fee TV can do, report says, adding: "Unless these tests produce clear indications that subscription TV service can do the things which its proponents claim -- that, in fact, it can provide new and supplemental programming and support additional stations without material damage to the existing system of sponsored TV -- then subscription TV will be doomed to extinction."

ABC-TV's THRUST FOR REAL 3RD NETWORK STATUS: Salesmen are hitting the hustings in a massive sales pitch to prospective sponsors as aftermath of ABC-TV's disclosure of master plan to achieve competitive 3rd network status in fact as well as in name. As revealed to overflow turnout of press, admen, reps, et al, in New York Feb. 13 and repeated in Chicago Feb. 15, presentation made these salient points:

(1) New "D" rate of daytime programs has been established at about one-third of evening rate as "the single most important innovation in the business of TV this year," in words of Oliver Treyz, v.p. in charge of TV network.

(2) At least 20 new programs will be offered for 1957-58 season, including a wide range of Hollywood properties which network hopes will free New York facilities for expansion of live originations.

(3) Minimum of 75 markets will be cleared by this fall for live programs, representing 36,000,000 homes or 84% of total TV households. Including delayed markets, a typical new 30-min. program next fall on ABC-TV can command 130 stations.

(4) Major expansion of studio and office facilities in N.Y., Hollywood and Chicago is being undertaken, involving eventual construction of 8 studios on west coast alone, plus 2 additional studios in N.Y.

Presentation used Cellomatic big-screen process in manner reminiscent of TvB pitches under Treyz. Complete with sound effects, it made big hit with audience, moved one ABC veteran to comment: "We've never had anything like this before. This really made ABC look big-time and, by God, we are!"

* * * *

Occasion was 4th anniversary of AB-PT merger, and Treyz seized on occasion to make some pointed before-and-after comparisons. In Feb. 1953, he said, ABC-TV network comprised 7 exclusive affiliates (5 of them network-owned); currently it has 71 first-call live affiliates. At that time, ABC programs were seen by fewer than 8,000,000 homes; today they reach more than 30,000,000.

Ratings comparison by Treyz made ABC-TV look even stronger. He said that, according to Nielsen and Trendex national reports for Jan., ABC-TV has forged ahead of NBC-TV in those fully-sponsored evening programs where all 3 networks compete. He said Nielsen average audience ratings for those competitive evening periods gave CBS 28.1, ABC 21.1, NBC 18.6. Similarly, he said Trendex average ratings for same times gave CBS 20.3, ABC 16.1, NBC 13.7.

NBC is expected to offer rebuttal shortly, to present own figures showing a stronger competitive rating. NBC's data, it's anticipated, will be more inclusive and take in a greater portion of the entire programming schedule.

* * * *

Daytime expansion figures prominently in ABC-TV's plans. Intention is to "program up" from Mickey Mouse Club at 5 p.m. Definitely not in works is so-called "island" programming whereby network puts on a show, say, 12:30-1:30 p.m., then does not resume until 5 p.m.

ABC's program plans are heavily oriented to Hollywood. In addition to shows

built around such performers as Frank Sinatra, Pat Boone and Guy Mitchell, ABC has contracted with Warners for new hour-long alt. week film shows, with MGM for one-hour mystery series, has taken option on 52 RKO features. In addition, Disney is preparing Zorro, new weekly 30-min. series (already purchased by 7-Up as alt. sponsor).

Big problem of station clearance is easing up, said Treyz. FCC decisions, he stated, have enabled construction of new stations this year in Boston, Pittsburgh, Omaha, Miami, St. Louis and Ft. Wayne. He also anticipates addition of Louisville market, expects to have vhf affiliation in New Orleans (instead of current uhf).

RASH OF TRANSLATOR AND CATV FIGHTS: More than merely local interest is involved in action this week by Utah state legislature in voting to permit local taxes to be levied for purpose of supporting uhf translators. Utah broadcasters are sharply split over implications. Some consider tax-supported translators excellent technique for extending big-city service to remote towns. Some small-town station operators are concerned over potential competition for audience.

Most vigorous opposition to measure, naturally, came from community antenna operators -- to whom translators are direct financial threat. Strongest supporting testimony was given by G. Bennett Larson, pres. of KTVT, Salt Lake City. Technical feasibility of translators was attested to by Jay W. Wright, exec. v.p. of KSL-TV, Salt Lake City. Larson noted that poll of Utah Bcstrs. Assn. board found members split on pros & cons of permitting municipalities, school boards and county govts. to levy .75-mill tax to finance the translators. CATV operators are likely to take matter to courts; NCTA counsel E. Stratford Smith believes bill is unconstitutional.

* * * *

"Hamlet TV" was in a ferment all over the place this week. Bill before Montana legislature, to permit state regulation of CATV systems, was killed in committee after CATV operators descended on Helena and overwhelmed bill's proponents. In West Virginia, similar bill was reported out of committee but is given very slim chances of passage nonetheless.

From Flagstaff, Ariz., FCC this week received request that Coconino TV's 3 translator applications be designated for hearing -- grantee KLOF-TV (Ch. 9) arguing that translators would deprive city of local TV.

And to top off the whole small-town TV turmoil there was Dept. of Justice's anti-trust suit against Jerrold Electronics, charging it with restricting competition in sale of community antenna equipment (see p. 5).

1956 SPOT OUTLAY A RECORD; '57 LOOKS BETTER: "Some highly encouraging developments in spot TV thus far this year give every indication that advertisers are going to spend at least 20% more this year than last on spot. It's too early to give figures but we know, for example, that there's lots of activity among beer and auto sponsors in spot so far this year -- and the whole picture improves every day."

That's look-ahead by TvB pres. Norman E. Cash, in commenting to us on TvB's report of Feb. 15 showing spot TV expenditures in 1956 by national and regional advertisers came to resounding \$397,498,000, including \$107,842,000 in 4th quarter. (Details of TvB's report, including estimates of full 1956 spot spending by 31 product categories and by top 10 advertisers, plus breakdown for programs, announcements, IDs & participations, and 4th quarter spending by top 200 sponsors on p. 6.)

* * * *

This was first full year TvB has compiled spot expenditures, hence it did not make any direct comparisons with 1955 -- but McCann-Erickson's industry-accepted estimates for Printers' Ink showed outlay of \$325,000,000 for spot in 1955.

Increase in TV viewing level thus far in 1957 over all-time highs of 1956 is also cited by Cash as reason for belief that TvB's estimate of a 20% increase for 1957 will be more than fulfilled. He points out that, based on latest Nielsen data, "the average nighttime program delivered over 2,000,000 more homes at the start of 1957 than at the start of 1956." While this should benefit all TV advertising, spot should gain especially in form of lower costs to advertisers, said Cash.

FIRST ANTI-TRUST suit in community antenna field was civil court action filed Feb. 15 by Justice Dept., charging Jerrold Electronics Corp., Philadelphia, with violating Sherman & Clayton Acts by restricting competition in sale of community antenna equipment.

Complaint filed in Philadelphia District Court also names pres. Milton J. Shapp and 5 Jerrold subsidiaries as co-defendants and conspirators and asks for injunctions restraining them from engaging in the alleged restrictive practices.

Jerrold is specifically accused of selling community antenna equipment on "tie-in" basis, whereby system operators—as a condition of obtaining any Jerrold equipment—have been forced to buy all equipment from Jerrold and to "enter into service contracts with the defendants which provide that the defendants, in return for substantial continuing fees, will furnish engineering services with respect to the installation, maintenance and repair of the system."

Jerrold is also accused of threatening to install competing community systems in localities where system operators propose to use equipment manufactured by competitors or refuse to pay engineering fees. Govt. charges Jerrold with threatening prospective community operators with patent infringement suits unless they buy Jerrold equipment exclusively, and of offering royalty-

free licenses to operators who agree to use only Jerrold equipment.

In addition to Shapp and Jerrold Electronics, defendants are National Jerrold Systems Inc., Philadelphia; Jerrold-Northwest Inc., Seattle; Jerrold-Southwest Inc., Dallas; Jerrold-Ohio Inc., Cleveland, and Jerrold Mid-Atlantic Corp., Baltimore.

Pres. Shapp immediately denied that he or his company "have done anything which is in violation of the anti-trust laws." On the contrary, he said in statement, Jerrold has "faced daily the competition of such giants of the electronics industry as RCA, International Tele-meter Corp. (Paramount subsidiary), Philco and others."

"For 9 years my associates and I have been working to build our company," he said. "While we have been moderately successful, we still acknowledge that our company falls into the category of small business [last year's total sales were under \$4,000,000]. It is puzzling to us that a company of our size should become the target of an accusation of practices of a monopolistic character when our competitors comprise in large measure giants of American industry. We are confident that we violated no laws and we shall with all the vigor at our command prove this contention."

He said competition in community equipment is "intense" and attributed Jerrold's leadership in field "directly to design of better equipment."

IRE conference on TV will be conducted by Cincinnati section April 26-27, in Cincinnati Engineering Society Bldg., with Dr. George H. Brown, chief engineer for RCA commercial electronics products, as April 26 banquet speaker. Papers at April 27 meetings: "Practical Aspects of TV Tuner Design," C. D. Nestlerode, DuMont; "A Constant Input-Impedance RF Amplifier for VHF TV Receiver," H. B. Yin & H. M. Wasson, RCA; "A Transistorized Carrier System for Transmission of TV Signals," L. G. Schimps, Bell Labs; "Color TV Recording on Black-&-White Lenticular Film," J. M. Brumbaugh, E. D. Goodale & R. D. Kell, RCA; "Transistor Receiver Video Amplifiers," M. C. Kidd, RCA; "Transistor Design for Picture IF Stages," R. J. Turner & P. E. Hermann, Philco; "Color Signal Distortion in Envelope Type of Second Detectors," B. D. Loughlin, Hazeltine; "A Transistorized Horizontal Deflection System," H. C. Goodrich, RCA; "A New Approach to Horizontal Deflection Tube Testing," G. M. Lankard, Sylvania.

Traffic control by TV may be solution to big-city street congestion, according to Frank P. Barnes, industrial TV marketing mgr. of GE's technical products dept. In Feb. 6 speech to Pittsburgh AIEE, he said traffic could be kept flowing by radio-operated signals, controlled by coordinator who watches monitors linked to closed-circuit TV cameras installed at intersections. It would be "relatively inexpensive answer" to problem, Barnes said.

TV monitor watches students in Pearl River, N. Y. high school study hall, where camera connects by closed circuit with screen in principal Walter Reiner's office. Result, according to supt. Samuel Hicks, is that they "pay attention to their studies as they never did before" whether or not teacher is in room. Kids call system "private eye."

Closed-circuit TV system has been installed on Italian liner Christoforo Colombo to enable passengers to remain in their cabins and watch ship concerts, movies, sporting events, as well as liner's arrivals and departures from ports.

Closed-circuit industrial TV systems will be offered on rental basis by New York's Camera Equipment Co., which has ordered 5 vidicon camera chains from GPL.

Canadian TV application for Ch. 2 Kelowna, B. C. and request by CKSO-TV, Sudbury, Ont. (Ch. 5) to increase power to 30-kw using directional antenna will be considered by CBC board of governors at March 15 meeting in Ottawa. Kelowna applicant is Okanagan Valley TV Co. Ltd., owned by radio stations CKOV, Kelowna (Mrs. J. W. B. Browne, pres.); CKOK, Penticton, B. C. (Maurice P. Finnerty, managing director); CJIB, Vernon, B. C. (Charles Pitt, pres.). Applicant also requests Ch. 13 satellite at Penticton and Ch. 7 satellite at Vernon.

Corporate mergers increased again in 1956, FTC reported Feb. 14. Total last year was 905 compared with 846 in 1955 and 617 in 1954. Fewer mergers in manufacturing & mining were reported (683 vs. 689 in 1955) but mergers in retailing & wholesaling increased to 148 last year from 83 in 1955. FTC tables showed no TV-radio breakdowns, but 70 electrical machinery mergers were noted in 1956, compared with 53 a year earlier.

Air-to-ground radio telephone service, first of its kind to provide 2-way in-flight communications, was proposed Feb. 8 by Michigan Bell Telephone Co. in FCC application for radio CP for base & auxiliary test stations and 5 units. System centered at Dixboro, Mich. with Detroit control point would use frequencies of 454.95 mc on ground and 459.95 mc in air. Cost is \$10,000, with RCA equipment.

Uhf-equipped homes in Erie & Niagara counties, served by NBC's WBUF, Buffalo (Ch. 17), now total 200,000, or 59.4% of total TV homes, according to recent ARB survey, station announced this week. Gen. mgr. Charles C. Bevis Jr. said uhf figure is nearly double that of year ago when NBC purchased station.

Standard Electronics Corp. announces "first successful application of production line technique to manufacture of TV broadcast amplifiers" has made possible production of 25-kw amplifier selling for \$25,000.

Portable transistorized amplifier for remote TV-radio broadcast service, claimed to be lightest equipment of 4-channel type, is now being offered by RCA; it's 4½x17¼x8-in., weighs 15 lb.

Picture history of WWJ-TV & WWJ, Detroit, brochure titled *The Birthplace of Broadcasting*, is being distributed by *Detroit News* stations to Mich. educational institutions.

SPOT EXPENDITURES for 1956 by various product categories, based on N. C. Rorabaugh Co. data and released Feb. 15 by TvB (see p. 4), show food and grocery products led with outlay of \$107,615,000, or 27% of total spot expenditures of \$397,498,000 for year by all national and regional advertisers. Following food & grocery products were cosmetics & toiletries, \$34,240,000; ale, beer & wine, \$34,237,000; drug products, \$32,026,000. (For full list, see below.)

Top 10 spot advertisers for 1956: Procter & Gamble, \$17,521,900; Brown & Williamson Tobacco, \$11,288,700; General Foods, \$9,411,400; Sterling Drug, \$8,823,400; Philip Morris, \$7,369,400; Colgate Palmolive, \$7,314,600; National Biscuit, \$5,536,500; Miles Labs, \$5,354,700; Continental Baking, \$5,264,900; Kellogg Co., \$4,815,100.

Of the total spot expenditure in 1956, some \$222,517,000 (56%) went into evening TV, \$135,339,000 (34%) daytime, \$39,642,000 (10%) late night. Another breakdown revealed that announcements took \$176,429,000 (44.4%); participations, \$90,541,000 (22.8%); shows, \$83,722,000 (21%); ID's, \$46,806,000 (11.8%).

Breakdown of 4th quarter expenditure of \$107,842,000 by top 200 advertisers was also given by TvB. It compares with \$83,863,000 in 3rd quarter and \$103,872,000 in 4th quarter of 1955. Top 10 advertisers for 4th quarter:

Some \$3,000,000 in daytime TV sales were recorded by NBC in last 2 weeks, network reports, announcing these purchases: (1) Minnesota Mining & Mfg., 4-4:15 p.m. segment of *Queen for a Day* and 12:15-12:30 p.m. segment of *Tic Tac Dough*, alt. Thu., for 52 weeks starting March 14—plus 7 alt.-week quarter-hours on 2 unspecified daytime programs during last quarter, thru BBDO. (2) Standard Brands, 4-4:15 p.m. segment of *Queen for a Day*, alt. Tue. starting April 16 thru Ted Bates. (3) Corn Products (Nu-Soft fabric softener), 12-12:15 p.m. segment of *Tic Tac Dough*, 26 alt. Wed. & 26 alt. Fri., starting April 10 thru McCann-Erickson. (4) Mentholatum Co., extending its 12:15-12:30 p.m. segment of *Tic Tac Dough* to include Feb. 22, March 1 & 15, thru J. Walter Thompson.

Quoteworthy quote: "While the basic franchise for the large advertiser is typically in TV, network radio for approximately 10% additional cost typically increases the monthly net unduplicated homes reached by 30%. Today's Nielsen-minded TV advertiser sees in network radio not the old medium of filling in where TV isn't, but a new medium that adds important audience in terms of TV homes not otherwise reached by the basic TV properties and adds important frequency and multiple home visits in terms of TV homes reached only once or twice a month by the basic TV properties."—ABC radio v.p. Don Durgin, in address to N. Y. City Chapter of American Women in Radio & TV Feb. 12.

Blackburn-Hamilton brokerage firm has been dissolved, with Ray V. Hamilton heading a new firm and James W. Blackburn stating he'll announce his plans in near future. New Hamilton, Stubblefield, Twining & Assoc. on March 1 establishes offices at 1735 DeSales St., Washington (Executive 3-3456), with Wm. T. Stubblefield in charge. Hamilton remains in Chicago offices, W. R. Twining in San Francisco.

Rate increases for about half of CBS-TV affiliates, to go up 5-10%, will be put into effect shortly, network confirmed this week, stating that move is based on new Nielsen data. It noted that its affiliates are priced under NBC-TV's in such cities as Chicago, Baltimore, Cincinnati, Dallas, Denver, Houston, Kansas City—and that some of its outlets hadn't had increases in 3 years.

WCBS-TV, N. Y., reports Jan. spot billings up 12.6% over Jan. 1956, increase attributed by sales mgr. Frank Shakespeare Jr. to commercial success of *Early Show* and *Late Show*.

Brown & Williamson Tobacco, \$2,386,700; Sterling Drug, \$2,391,600; Procter & Gamble, \$2,324,400; Continental Baking, \$2,012,800; General Foods, \$1,939,200; Philip Morris, \$1,924,100; Colgate Palmolive, \$1,775,900; Robert Hall Clothes, \$1,664,400; Anahist Co., \$1,523,100; Lever Bros., \$1,297,800.

This is TvB's complete 1956 breakdown of spot expenditures by product categories:

Agriculture	\$ 1,225,000	Household Equip-ment-Appliances	7,735,000
Ale, Beer & Wine	34,237,000	Household Furnish-ings	3,805,000
Amusements, Enter-tainment	560,000	Household Laundry Products	16,286,000
Automotive	12,912,000	Household Paper Products	5,329,000
Building Material, Fixtures & Paints	3,422,000	Household, General	3,075,000
Clothing, Furnish-ings, Accessories	8,688,000	Notions	456,000
Confections & Soft Drinks	21,576,000	Pet Products	4,658,000
Consumer Services	12,545,000	Publications	1,366,000
Cosmetics & Toi-lettries	34,240,000	Sporting Goods, Bicycles, Toys	1,440,000
Dental Products	13,202,000	Stationery, Office Equipment	239,000
Drug Products	32,026,000	TV, Radio, Phonos, Musical Instru-ments	2,360,000
Food & Grocery Products	107,615,000	Tobacco Products & Supplies	30,390,000
Garden Supplies & Equipment	413,000	Transportation & Travel	2,866,000
Gasoline & Lubri-cants	16,030,000	Watches, Jewelry, Cameras	7,066,000
Hotels, Resorts, Res-taurants	290,000	Miscellaneous	4,583,000
Household Cleaners, Cleansers, Polishes, Waxes	6,863,000	Total	\$397,498,000

Best ad campaign of 1956 in all media, by 5-1 margin, was Bert & Harry series of Piel's Beer (Young & Rubicam)—according to poll of 1100 ad executives on *Tide Magazine's* Leadership Panel. Voted next best in TV were Gillette (Maxon), Ford (J. Walter Thompson), Theodore Hamm Brewing (Campbell-Mithun), Mercury on *Ed Sullivan Show* (Kenyon & Eckhardt), Kraft (J. Walter Thompson). In print campaigns, Marlboro (Leo Burnett) was first in consumer ads, GE (BBDO) in industrial. Voted most important event in advertising during year was consent decree signed by AAAA, ANPA and other media associations. Growth of color TV was also included among significant developments.

Big closed-circuit "Tele-Sell" sessions, sponsored by Sales Executives Clubs and Chambers of Commerce, are scheduled to link 40,000 salesmen in 34 cities Feb. 26 & March 5. The 2-day "how to sell" course, highlighting National Sales Week, will be opened by Vice President Nixon and Commerce Secy. Weeks, with 12 of nation's top salesmen acting as instructors from New York's Manhattan Center. The sales meetings will be first big project of Teleprompter's new Group Communications subsidiary, formed from old Sheraton Closed Circuit TV Inc. Another closed-circuit event of note will be Feb. 21 convention of big BBDO ad agency, piped to 9 of the agency's 16 U. S. & Canadian offices from New York's Hotel Roosevelt.

Annual CBS-TV film sales clinic for 9 sales offices & Canadian distributor will be held Feb. 18-20 in St. Regis Hotel, N. Y.

Storer Bestg. Co. moves New York sales office to 625 Madison Ave. (Plaza 1-3940), other N. Y. offices remaining at 118 E. 57th St.

Westinghouse Broadcasting Co. moves midwest sales office to 2818 Prudential Pl., Chicago.

ADVERTISING AGENCIES: Esty Stowell, former exec. v.p. of Benton & Bowles, named exec. v.p. of Ogilvy, Benson & Mather . . . Richard R. Uhl, TV specialist of Sullivan, Stauffer, Colwell & Bayles, elected a v.p.; also elected v.p.'s from TV dept. were Thomas F. Viotor and Eugene F. Whelan . . . Alfred V. Hansen, ex-Bryan Houston, named TV copy supervisor of C. L. Miller Co. . . . Mrs. Faye Steckly promoted to TV-radio v.p. of Fraser Adv., San Antonio.

TWO UHF STATIONS have left air, first to go off in 5 months—WTVE-Elmira (Ch. 25) and WBLN, Bloomington, Ill. (Ch. 15) informing FCC this week they couldn't hold out any longer. Last station to go dark was WHUM-TV, Reading, Pa. (Ch. 61), which quit in Sept. (Vol. 12:36).

One uhf started, even as other 2 quit—KBAS-TV, Ephrata, Wash. (Ch. 43) beginning programming as third satellite of KIMA-TV, Yakima (Ch. 29). Week's changes produce on-air box score of 496 stations (95 uhf).

WTVE stopped Feb. 13, pres.-gen. mgr. Thompson K. Cassel reporting it lost \$350,000 in 44 months of operations. Station left air once before, when tower & antenna were demolished by hurricane Oct. 15, 1954; it resumed in May 1955 (Vol. 12:18). This week, it told Commission that failure to get network affiliation plus uhf operating difficulties in rough terrain led to decision to drop out. Area gets service from CBS-TV affiliate WBNF-TV, Binghamton (Ch. 12) and WSYE-TV, Elmira (Ch. 18), satellite of NBC-TV affiliate WSYR-TV, Syracuse.

WBLN put situation this way in letter to Commission: "Considerable financial help is needed . . . to make necessary equipment repairs and for operating capital. We are working on this problem and hope to have it solved in the near future. In the meantime, we find it necessary to remain off the air until financial aid is received."

Sale of 75% of KTXL-TV, San Angelo, Tex. (Ch. 8) to local radio KGKL (Lewis O. Seibert, owner) and Brownwood businessman Roy H. Simmons was sought in application filed with FCC this week. KGKL is acquiring 50% by paying \$32,288, assuming obligations. Simmons gets 25% for \$50,000. Owner Seibert also owns 10% of KBST-TV, Big Spring, Tex. (Ch. 4), now operated under lease arrangement by KDUB-TV, Lubbock; 20% of radio KBST; 45% of radio KPLT, Paris, Tex. Sellers are co-equal owners A. D. Rust, selling all stock, and B. P. Bludworth, retaining 25%. Jan. 31, 1957 KTXL-TV balance sheet shows that \$82,418 deficit as of April 30, 1956 has been reduced to \$41,648. It also lists \$144,461 in long term liabilities, largest item being \$97,904 notes payable to officers. It has \$44,016 current assets (\$39,021 accounts receivable), \$139,700 fixed, out of \$184,747 total assets.

Complying with 5-vhf ownership limit, Mormon Church has sold its 8080 shares (6.73%) of KGMB-TV, Honolulu (Ch. 9) and satellites to Consolidated Amusement Co. for \$125,000. Consolidated now owns 75.45%, *Honolulu Star-Bulletin* 24.55%, of KGMB-TV and satellites KHBC-TV, Hilo (Ch. 9) and KMAU-TV, Wailuku (Ch. 3). FCC last Sept. ruled that Church had interest in 6 vhf outlets, counting KGMB-TV and satellites as 3. Church retains 63.5% of KSL-TV, Salt Lake City (Ch. 5), 23% of KID-TV, Idaho Falls, Ida. (Ch. 3), 6% of KBOI-TV, Boise, Ida. (Ch. 2)—with their radio adjuncts.

Radio station sales reported this week: WDCL, Tarpon Springs, Fla. by J. M. & Margaret Miller and Hal & Beatrice Freede for over \$100,000 to author-newsman Hodding Carter and associates John T. Gibson, McClain Bowman and songwriter Floyd Huddleston. WHIE, Griffin, Ga. by John A. Boling and associates for \$100,000, including \$56,827 in obligations, to Telerad Inc., equally owned by station employes W. C. Courson & Fred L. Watkins. WDCL broker was Paul H. Chapman Co.

Sale of radio WMGW & WMGW-FM, Meadville, Pa. by H. C. Winslow for \$99,600 was approved by FCC this week. New co-owners are Wm. Rich, ex-WINS and WABC-TV, N. Y., and American Business Enterprises Ltd. (Alistair B. Martin-Edwin A. Bernstein interests). Latter owns 50% of Treasure Records Inc., 49% of clinical testing lab, 100% of inactive music firm Majestic Music Corp.

KBAS-TV began programming Feb. 15, reports KIMA-TV gen. mgr. Tom Bostic. Station has 1-kw RCA transmitter, 100-ft. Fisher tower with 5-bay antenna. James Schroeder is KBAS-TV sales mgr., with Howard Hammond, ex-KIMA-TV, chief engineer. It's sold only in combination with KIMA-TV, which has \$450 base hour. Rep is Weed.

KIMA-TV principals also operate KEPR-TV, Pasco, Wash. (Ch. 19); KLEW-TV, Lewiston, Ida. (Ch. 3); hold CP for satellite KWAB, Walla Walla, Wash. (Ch. 8).

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Holder of uhf CPs, both those who had built and quit and those who never built, this week filed with FCC their reasons why CPs shouldn't be cancelled. Last Nov. (Vol. 12:47), Commission gave grantees until Feb. 15 to reply. This week, 60 out of the 83 so warned responded—and balance are expected to file soon. Of the 60, two dropped their CPs—KEDD, Wichita (Ch. 16) and WJLN-TV, Birmingham (Ch. 48).

Responses of the grantees, most of which sought 6-8 months grace, comprised reiteration of uhf's difficulties, expression of hopes for deintermixture in some areas, etc.

Maupin, Ore. translator K72AB began tests week of Feb. 4 repeating programs of KOIN-TV, Portland, reports owner Estel L. Stovall, who operates Maupin Drug Store.

Transfer of off-air WQMC, Charlotte, N. C. (Ch. 36) to new Century Advertising Co. Inc. is proposed by adman Hugh A. Deadwyler in application filed this week. Century principals with 49.5% each are Deadwyler and Frank P. Larson Jr., manufacturers' representative. Principals have arranged to lend new firm \$120,000 to purchase GE equipment and 400-ft. Truscon tower. Also filed was application to change transmitter to City Auditorium, with increase to 200-kw. CP expires in April but extension will be sought. Application also states that Deadwyler will be mgr.; Douglas M. Bradham, now asst. mgr. of WUSN-TV, Charleston, S. C., chief engineer; Cecil Campbell, RCA & Columbia recording artist, program director; Harry D. Moore, advertising associate of Deadwyler, sales mgr.

Option for 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) is being exercised by local jeweler and TV-appliance dealer George T. Hernreich who had obtained option from late Hiram S. Nakdimen in connection with withdrawal of his competing application. Hernreich becomes partner in Nakdimen stock subscription agreement, purchasing half of 1500 shares to be issued at \$100 each. In addition, he assumes half of obligations under agreement to advance \$150,000 to station, if needed.

Truth Publishing Co. owner of *Elkhart Truth* and WSJV, Elkhart, Ind. (Ch. 52), in Dec. 31 balance sheet filed with application to buy WKJG-TV, Ft. Wayne (Ch. 33) & WKJG (Vol. 13:5), lists \$79,346 surplus; current assets are \$218,484 (\$112,451 accounts receivable), with \$390,976 fixed out of \$647,559 total assets. Projected balance sheet for purchasing firm lists \$207,000 cash on hand and accounts receivable, \$1,100,000 fixed out of \$1,850,000 total assets.

Seeking 1/3 control of CHCT-TV, Calgary, Alta. (Ch. 2), 1/3 owner radio CKXL (Frederick Shaw) has applied for permission to acquire 1/3 held by CFCN, price undisclosed. Other 1/3 is held by CFAC (*Calgary Herald*).

Educational TV & Radio Center received \$113,550 from Ford Foundation last week to continue its informational and promotional efforts in behalf of educational TV during 1957.

Fire gutted 3-story brick building housing radio WPAR, Parkersburg, W. Va., last week end, causing damage estimated at \$250,000.

Personal Notes: Giraud Chester resigns, effective April 1, as gen. program executive in charge of NBC-TV daytime programs to join ex-NBC chairman Sylvester L. (Pat) Weaver in unannounced TV venture . . . George Greaves resigns as staff executive of NBC's KRCA, Los Angeles, to become station mgr. of KBET-TV, Sacramento, under pres.-gen. mgr. John Schacht . . . Paul E. Wilson promoted to mgr. of CBS-TV's new operations information center, set up as "clearing house" for all program production information and services to clients and producers; Larry Paulus promoted to asst. mgr., both reporting to Hal Meier, mgr. of network operations . . . Alfred R. Beckman, director of station relations for TV, elected a v.p. of ABC, along with Edward J. DeGray, director of station relations for radio, and Robert L. Stone, gen. mgr. of WABC-TV, N. Y. . . . Thomas K. Fisher, v.p. & gen. attorney of CBS-TV, and Mrs. Geraldine B. Zorbaugh, v.p. & gen. attorney of CBS Radio, elected v.p.'s and directors of CBS Inc. . . . Harold W. (Hank) Shepard returns as director of special projects for NBC-owned stations after special assignment as director of business development for NBC subsidiary California National Productions . . . John M. Couric resigns as asst. news editor of United Press Washington bureau to join NARTB as chief writer, filling a key vacancy in expanded public relations setup . . . Berry Smith, ex-WAVE-TV, Louisville, named gen. mgr. of WFIE-TV, Evansville, Ind., replacing Ted Nelson, resigned . . . Lester G. Bowles, ex-Canadian mgr. of Crowell-Collier, named Canadian rep of *TV Guide*, headquartering at 181 Richmond St., W. Toronto . . . Richard Johnson promoted to sales mgr. of WWSA-TV & WWSA, Harrisonburg, Va. . . . Everard W. Meade, ex-TV-radio v.p. of Young & Rubicam, returns

to TV after 4 years to become exec. producer of new TV film series, *Battleflag*, produced by Dayton Productions . . . Peter S. Good named asst. program mgr. of WWJ-TV, Detroit . . . George Marr, ex-NBC & WTMJ-TV, Milwaukee, heading own Delmar Productions there for last 3 years, joins WISN-TV, Milwaukee, in sales capacity . . . Miss Jean Hendrix promoted to asst. to Marcus Bartlett, station mgr. of WSB-TV, Atlanta . . . Frances Haughn promoted to sales service supervisor of CBS-TV Pacific Network and KNXT, Hollywood . . . Harry F. Hunter Jr., ex-Chicago *Journal of Commerce* and *Tide Magazine*, named Chicago mgr. of Taplinger Assoc. . . . Wm. Berns, news & special events director of WRCA-TV & WRCA, N. Y., given year's leave of absence to serve as managing director of Marine Amphitheatre, Jones Beach . . . Richard D. Heffner, ex-WRCA-TV, joins Metropolitan Educational TV Assn., N. Y., as program director . . . Robert Nashick, ex-WCKT, Miami, named adv. & promotion mgr. of KYW-TV, Cleveland, replacing Alan Bautzer, resigned.

Obituary

Edwin C. Hill, 72, radio newscaster & newspaper syndicate feature writer since 1931, died Feb. 12 in St. Anthony's Hospital, St. Petersburg, Fla., where he maintained winter home. He started career on *Indianapolis Journal*, moved to old N. Y. *Sun* in 1904 and became noted for headline interviews with world leaders before he began broadcasting *The Human Side of the News* and *Your News Parade*. Surviving is his widow.

Sir David Gammans, 61, former Postmaster General in Churchill govt., who as Member of Parliament was principal sponsor of bill which created Britain's commercial TV service, died in London last week end.

TOP LEVEL COMMITTEE of public-spirited citizens to study problems involved in granting TV equal access with other media in covering courtroom proceedings was proposed this week by noted N. Y. attorney Morris Ernst—and promptly won enthusiastic endorsement of NARTB pres. Harold E. Fellows, who told us:

"I believe it's a wonderful idea. There is already a committee working on the problem, but the members are representatives of media and the American Bar Association. Mr. Ernst's proposal involves a group which represents neither lawyers nor broadcasters, and that's all right with us. He can count on the backing of NARTB."

Ernst made proposal in lively debate at weekly luncheon of Radio & TV Executives Society in N. Y. Feb. 13. He later suggested that one or more foundations put up \$500,000 to finance the study and subsequent report.

Justin Miller, ex-NARTB pres. and now its consultant, was the other panelist in debate—and he, too, agreed with need for such a commission. But he disagreed with Ernst on whether TV should be given carte blanche admission to cover court trials.

Miller said enough experience had been gained thus far to show that TV could and should be permitted to gain access to courtroom. He said that Canon 35 of American Bar Assn. code, which forbids cameras and microphones in courts, is "unconstitutional on its face." He also said he was "ashamed" at attitude of some jurists and lawyers on that point.

Ernst said he would not favor "at this moment in history" the unqualified admission of TV to courts. But neither, he added, would he favor automatic exclusion. He said he was primarily concerned by such considerations as who would sponsor such trials, what effect it would have on witnesses, whether it would invite histrionics, what kind of cases will be covered and who will be the

final judge of which cases would be covered. These questions, he said, called for further consideration by the committee he proposed.

Note: N. Y. City Council touched off another controversy in equal access question when it barred TV-radio coverage of its session Feb. 8. Its action drew sharp protests from Radio-TV News Directors Assn., N. Y. State Assn. of Radio & TV Broadcasters and Radio-Newsreel-TV Working Press Assn.

Paul C. Smith resigned Feb. 15 as pres. & chairman of Crowell-Collier Publishing Co., whose *American*, *Collier's* and *Woman's Home Companion* folded last year, along with deal to buy Bitner stations (Vol. 12:50, 52, 13:4). He had headed magazine-book house 3 years. Sumner Blossom, Crowell-Collier v.p. and former editor of *American*, becomes exec. v.p.

NBC pres. Robert W. Sarnoff is subject of cover story in Feb. 16 *Business Week*, reviewing his efforts to regain No. 1 position from CBS-TV. It says one-shot special shows will be few and far between, declares the new approach to programming has already resulted in "a sharp upsurge" in network's program ratings.

Title of Private Chamberlain has been awarded by Pope Pius XII to Frank M. Folsom, chairman of RCA exec. committee, for his work with Catholic Charities. Papal honor was announced Feb. 13 in N. Y. by Francis Cardinal Spellman.

Lawrence H. Rogers II, pres.-gen. mgr. of WSAZ Inc., Huntington, W. Va., receives Distinguished Service Award of Huntington Junior Chamber of Commerce.

Allen Woodall, gen. mgr. of WDAK-TV & pres. of radio WDAK, Columbus, Ga., appointed to Board of Regents of U of Ga. System—first broadcaster so honored.

Charles G. Mortimer, pres. of General Foods, received 1956 *Printers' Ink* Advertising Award Feb. 13.

Telecasting Notes: Outstanding service in TV film programming and sales is given recognition for 5th year in *Billboard's* "TV Film Service Awards," listed in Feb. 16 issue. Based on balloting by TV stations, networks, agencies, sponsors, producers and distributors, winners were tallied on point system—each voter being given chance to select first, second & third place winners . . . In syndicated film distributor awards, Ziv ranked first in 4 separate categories: Over-all quality of product; aid to stations & agencies in obtaining sponsors; assistance to advertisers in clearing time; best technical service. MCA-TV was second in all 4 categories. Firsts for MCA-TV: Best library plan; outstanding sales staff. Art Breecher of Official Films was voted the syndicated film salesman giving best service . . . In feature films, *Billboard* awards went to: MGM-TV, for best feature package; AAP, for best short subject package; NTA, for best sales staff and best technical service. NTA's Gerald Corwin was voted No. 1 feature film salesman . . . In station category, Los Angeles' KTTV won awards for most effective programming of 30-min. series and most outstanding job of selling advertisers on use of film programs; New York's WCBS-TV was voted tops in effective programming of features . . . Perhaps programming is a mite duller than usual this season—but nearly every week there's at least one network TV drama which causes plenty of favorable comment. This week it was *Hallmark Hall of Fame's* extremely skillful adaptation of "The Lark," on NBC-TV; last week "The Miracle Worker," story of Helen Keller's teacher, on CBS-TV's *Playhouse 90*. The critics were en-

thusiastic, and so are we . . . "The half-hour seems to be through as network TV's bread-&-butter show"—at least for the time being—notes Feb. 13 *Variety* in story geared to theme that full-hour shows are now considered "safe" programming. Nine new 60-min. shows are being prepared for next season, says article, with most of this season's hour-long shows to be continued . . . Biggest audience ever measured by ARB for any regularly scheduled TV show was the total 68,270,000 who watched Jan. 6 *Ed Sullivan Show*, featuring Elvis Presley. Program's rating was 59 . . . "Most talked-about" TV program during week ended Feb. 2 was NBC-TV's *Twenty-One*, reports research analyst Sindlinger & Co.—noting that talk about TV was third highest in the 2 years the firm has been measuring "talk-about." Next in "talk-about" were *Ed Sullivan*, *\$64,000 Question*, *I Love Lucy*, *Tonight & Tennessee Ernie Ford Show* . . . Film on integration, "A City Decides," produced under grant from Fund for the Republic, is slated for presentation on NBC-TV Feb. 23 as special Brotherhood Week feature . . . The case for noise in commercials is presented in Feb. 10 *Advertising Age* as one of 6 rules listed to guide sponsors on how to be "dominant" on TV: "Strive for noise. Don't be subtle. Commercials must penetrate sales resistance, follow people out of the room, command their absolute attention, shout over the shrill voices of children, interrupt family quarrels, drown out the clank of dishes and glasses. [If] your commercial isn't heard it is a complete loss" . . . NBC-TV's answer to *Disneyland* in competitively tough Wed. 7:30-8:30 time period this fall will be "adult western," tentatively titled *Wagon Train*.

DEINTERMIXTURE got lots of talk at FCC Feb. 11 & 15, but no decisive action, and Commission still aims for a big windup Feb. 26—no allocations sessions scheduled before then. Elmira & Albany (Vail Mills) cases were discussed this week, but commissioners came to no agreement on what to do. Among ideas bruited about was the dropping in of Ch. 2 in Albany area (Vol. 13:6). Though drop-in would be lower than 170 mi. from CBS's co-channel WCBS-TV, N. Y., there were reports that CBS told FCC it wouldn't object.

Among more significant actions of Commission this week was vote to send McFarland letter to WMUR-TV, Manchester, N. H. (Ch. 9) and Storer Bestg. Co., latter seeking to purchase station and move it to 20 mi. from Boston. Comrs. McConnaughey & Doerfer voted for grant now—encouraging belief majority ultimately will favor approval.

McFarland letter said approval couldn't be given because it looks as if: (1) Move of station would deprive some people of service they're now getting. (2) Giving more service to Boston would be unfair to New Hampshire. (3) Considerable portion of Manchester would be outside line-of-sight from antenna, in violation of Sec. 3.685(b) of FCC rules. (4) Storer might be getting too great "concentration of control" of TV stations in major markets.

There were more moves in the big competitive vhf cases. *Boston Herald-Traveler* bounced back with categorical denial of "threats" alleged by *Globe* (Vol. 13:5), stating that *Globe's* charges are "spurious" and "untimely." *Herald-Traveler's* opponents in contest for Ch. 5, delighted with *Globe's* entry into case, urged FCC to reopen case. FCC's Broadcast Bureau, not too impressed with *Globe's* petition, said it was extremely untimely, urged that hearing should be severely limited to charges of "threats and intimidation" if case is reopened.

WKAT, Miami, a loser in Ch. 10 contest won by National Airlines (Vol. 13:6), hastened to Court of Ap-

peals, challenging FCC decision and asking stay of grant.

Following CPs were granted by Commission this week: La. Salle, Ill., Ch. 35, to WEEK-TV, Peoria, which plans satellite; Pekin, Ill., Ch. 69, to Mid Illinois TV Co. (McNaughton family-*Pekin Daily Times*); Helena, Mont., Ch. 10 to Helena TV (W. L. Piehl) and Ch. 12 to KXLJ. KPAC, Port Arthur, Tex., obtained initial decision for Ch. 4, following agreement of competitors to drop out (Vol. 12:51).

Two channel changes were authorized—KGEZ-TV, Kalispell, Mont. to shift from Ch. 8 to Ch. 9, grantee WRLP, Greenfield, Mass. from Ch. 58 to Ch. 32.

One allocations proceeding was concluded—Commission declining to add a commercial vhf channel to Bozeman, Mont. It had considered several alternatives—shifting Ch. 12 from Helena, Ch. 6 from Butte or unreserving educational Ch. 9 in Bozeman—turned all down because demand arose for the channels where they are.

Suit for \$10,000,000 damages, alleging fraud in management of KFMB-TV & KFMB, San Diego, and in deals involving KOTV, Tulsa, oil and real estate properties, was filed Feb. 13 by Mrs. Maria Helen Alvarez against her associates. Principal defendants: Jack Wrather; George E. Whitney, v.p.-gen. mgr. of KFMB-TV; rep Edward Petry & Co.; financier Walter E. Heller & Co. The filing in Federal District Court in San Diego was counterclaim to suit against her filed Dec. 11 in San Diego Superior Court by Wrather-Alvarez Bestg. Inc., demanding accounting of her transactions as v.p. & director. Lengthy pleading by Mrs. Alvarez, 39% owner of the San Diego stations, charges defendants with defrauding her all along the line in many transactions.

FCC's testimony on budget Feb. 15 before House Appropriations Committee reportedly ran smoothly in the closed session, Congressmen confining themselves generally to money questions—not policy, competitive cases, etc. Rep. Yates (D-Ill.) was interested in deintermixture, learned a little about it, didn't needle Commission with demands.

17-in. PORTABLES DUE FOR GREATER EMPHASIS: New TV lines to be introduced in midyear seem certain to include a wider offering of 17-in. portables, tied in with increased use of 110-degree tubes with lighter-weight faceplates. Net effect would be to make the sets lighter, thus shifting them from "transportable" to truly portable, and giving industry new talking point in advertising pitches to housewives.

Portables as such are solidly entrenched as big consumer-demand item, appear certain to account for minimum of 35% of total TV market this year. Having established the portable per se, the next objective of set makers is to recapture the larger-screen market, which for a time appeared to be weakening under pressure of 14-in. popularity. Common belief is that the 2 market factors -- portables & bigger screens -- can be mated in the 17-in. models.

Some major TV manufacturers, notably RCA and Motorola, are just starting in 17-in. portables -- which accounts for fact that such models represented only about 10% of total retail TV sales in Dec. On the other hand, 14-in. portables accounted for 21% of TV market that month. Consensus is that as 17-in. goes up in importance, the 14-in. will correspondingly decline.

Larger screen sizes usually yield greater profit margins -- and, in an industry harassed by continually declining profits, any such trend is welcomed.

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TV volume at retail level is holding up surprisingly well -- despite all the forecasts of doom. Preliminary figures indicate that Jan. retail sales were about equal to the 625,000 sold in Jan. 1956 -- and there are no reports of a letdown so far in Feb. Distributor sales in Jan., however, were reported to have been about 25% below Jan. 1956 -- a clear indication that dealers were selling out of their heavy inventories they built up last fall in anticipation of big Christmas season.

John M. Otter, Philco exec. v.p. for marketing, seemed to typify bullishness of many manufacturers. He said Philco increased its share of TV market in Jan. by 4% over Jan. 1956 and if current sales pace continues, company record for the first quarter may be established. He said its TV inventories were 20% below year ago.

Impression is that TV manufacturing is more stabilized now than at any time in last few years. The widely-predicted dumping of TV sets does not appear to have materialized -- at least not on the big-name brands. One set maker put it this way:

"No manufacturer has to dump to raise cash these days. The fly-by-nights and the small-time operators have left the TV business. Consequently, there are fewer dumpers around, and the net result is greater stability at the manufacturing level. Whether this will be matched by greater stability at dealer level, I don't know."

GE's layoffs continued to be biggest sore spot among manufacturers. It told 2500 TV workers to take 7-day furloughs starting Feb. 21 to correct an "imbalance" in TV inventories. Herbert Riegelman, gen. mgr. of TV receiver dept., said "this will be the last layoff required to bring inventory into a more normal relationship with consumer requirements." He said GE's retail TV sales in Jan. exceeded level of Jan. 1956 -- but this did not help factory inventory problem.

Westinghouse-Ward's Deal: Another step in its course as a private-label and contract manufacturer (Vol. 13:6) was taken by Westinghouse in disclosing plans to produce a full TV-radio and appliance line for Montgomery Ward. The new TV sets, to be sold under Ward's Airline label, would be over and above the original order of 5000 TVs recently placed with Westinghouse. New agreement makes Westinghouse and Wells-Gardner the prime suppliers of Montgomery Ward. It's expected that Ward will discontinue ordering TV sets from the handful of smaller manufacturers who formerly supplemented Wells-Gardner's offerings with limited quantities of receivers. Meanwhile, Westinghouse is continuing its efforts to place Westinghouse-brand TV-radios

and appliances in Montgomery Ward stores as well as Airline merchandise. Moreover, it's continuing discussions with several TV manufacturers in an effort to take over their TV output on a contract basis in order to use idle productive space.

Packard-Bell's Success: Individuality and versatility remain qualities which enable a smaller manufacturer to compete profitably with electronic giants. So says Packard-Bell pres. Robert S. Bell in interesting talk to San Diego Council of West Coast Electronics Mfrs. Assn. in revealing how his firm has been able to keep up the pace in an increasingly competitive industry. He said: "Our styling has gone with western living. We were quick to realize that radio and TV sets for the west needed more power, more maneuverability for casual and patio living." He also cited his concentration on specialty distribution and selection of high-caliber independent dealers in metropolitan areas. He said a recent survey of 12 TV-radio-electronics manufacturers turned up fact that 6 of them currently have sales 52-95% larger than 7 years ago, with 4 showing sales increases of 95-177%; Packard-Bell, he said, has increased its sales 422% in that period. As to profits, 4 of the companies showed decreases of 18-82%, whereas 7 had increases of 20-89%; Packard-Bell's profits for same period, he said, increased 371%.

Production: TV output totaled 116,134 week ended Feb. 8, compared with 101,932 preceding week and 136,189 in corresponding week of 1956. It was year's 6th week and brought TV production for year to date to about 668,000, compared with 876,489 in corresponding period year ago. Radio production totaled 319,386 (135,055 auto) week ended Feb. 8, compared with 302,356 (127,822 auto) preceding week and 283,553 (121,933 auto) in same 1956 week. Radio output for first 6 weeks totaled 1,691,000 (788,000 auto), as against 1,625,378 (738,454) in same period of 1956.

Topics & Trends of TV Trade: Post-mortem on Crosley-Bendix TV-radio-appliance operations, as presented in Feb. *Fortune Magazine* article by Spencer Klaw, "Why Avco Quit Appliances," reveals that between 1950 and mid-1956 Bendix washers fell from 1st to 8th place in sales and Crosley refrigerators dropped from third to a "hopeless also-ran," along with Crosley TV sets, ranges and freezers.

How come? Biggest factors, says article, were poor distribution policies following consolidation of Crosley and Bendix divs. in 1953, series of "unsettling" management changes and product difficulties. "The new [Crosley-Bendix] line, which included Crosley TV sets, was offered to distributors on an all-or-nothing basis," says article. "Bendix distributors in such important markets as Boston, New York, Pittsburgh and Los Angeles promptly severed their connections with Avco and started hunting around for another washing-machine line to replace Bendix . . ."

"In retrospect, [chairman Victor Emanuel's] mistake appears to have been not so much his decision to consolidate, as the manner in which the consolidation was carried out. If Avco had not insisted on forcing all its distributors to handle Crosley's weak TV line—or if it had put this policy into effect only gradually—the company might have been in better shape to weather the intense competition that set in in 1953."

Crosley's troubles with its "Super V" TV sets are retold, with the additional revelation that more than 10,000 of the 21-in. "Super V" sets were shipped back to the factory or to distributors for major alterations because they were underpowered and gave poor reception in suburbs.

Avco seriously considered leaving TV production in 1953, story says, but Emanuel ruled against it at that time in expectation that "color would be another bonanza."

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Magnavox anticipates big boom in hi-fi, plans annex to its Jefferson City, Tenn. plant for expanded production and assembly of hi-fi cabinets and components. Addition would double floor space of Jefferson City plant to 200,000-sq. ft. and increase employment to 1800. TV and radio-phono production continues at Greeneville, Tenn.

RCA's see-saw court battle with Zenith, involving long-standing patent infringement charges, took another turn Feb. 14 when RCA filed petition in Chicago Federal Court charging that Zenith and its tube-making subsidiary Rauland Corp., interfered with RCA's taking of depositions from foreign witnesses. Petition asks court to direct Zenith to send letters to 11 European witnesses informing them that Zenith approves RCA's taking of depositions from them. It charged that an unidentified Zenith executive "wined and dined" Robert Roth, head of radio sales dept. of a Zurich dept. store, in an effort to prevent him from giving deposition.

High saturation figures in TV-radio-appliances does not mean that sales will fall off, Chris J. Witting, v.p.-gen. mgr. of Westinghouse consumer products div., told New York U School of Business Administration conference Feb. 16. "An ounce of merchandising will create a pound of sales in the present market," he said. Continued technological improvement of products and better consumer market research will always assure high level of sales in consumer products, he declared.

Recent drop-outs among manufacturers should help stabilize TV-radio-appliance industry, says National Retail Dry Goods Assn. in bulletin to its members (mostly dept. stores and specialty shops). "There were just too many in the field, each with productive capacity which had to be kept alive," it said. "The consequence was that not only did the manufacturers lose money competing with one another, but the retailer suffered also because production had to be moved 'at all costs.'"

Boom in transistors is documented by RETMA report this week of 12,840,000 units sold by factories last year, compared with 3,646,802 in 1955 and 1,317,327 in 1954. The 1956 sales had value of \$37,352,000 at factory level, as against \$9,860,062 in 1955 and \$5,122,266 in 1954.

World trade fair participation by U. S. firms will be promoted by new industry exhibits div. of Commerce Dept.'s Office of International Trade Fairs under Phillips B. Marsden, ex-v.p. of Diethelm & Keller Ltd., N. Y. chemical and drug firm.

Trade Personals: John E. Gingrich, IT&T v.p., named pres. of subsidiary Federal Telephone & Radio, succeeding Raymond S. Perry, who becomes IT&T marketing v.p. in reorganization involving new product responsibilities; J. A. Frabutt, v.p. of Federal, heads new div. which will concentrate on production of variety of electronic components . . . Arthur L. Chapman, new pres. of CBS-Hytron, elected a v.p. & director of CBS Inc. . . . Robert W. Galvin, Motorola pres., addresses N. Y. Society of Security Analysts Feb. 26 . . . George R. Heidenblut elected engineering v.p. of Admiral appliance subsidiary Midwest Mfg. Co. . . . John E. Lau, ex-Crosley-Bendix, named sales promotion mgr. of Sylvania TV-radio div. . . . Michael F. Dowley Jr., director of consumer products marketing of RCA International div., promoted to director of export operations . . . Brig. Gen. Samuel P. Collins, USA (ret.), promoted by RCA Service Co. to operations mgr. of Army & non-military services, govt. service dept. . . . Thomas W. Easton promoted to mgr. of Magnavox Ft. Wayne plant . . . Robert K. Clifford promoted to production control mgr. of DuMont receiver div.; Henry Jaskot promoted to general foreman . . . Robert N. Parsell promoted to contract administrator of Philco appliance div. . . . Roger H. Penick named Houston district merchandiser for Magnavox's Spartan line; Wm. A. Calka named Detroit district merchandiser . . . James P. McCarvill, RCA, named chairman of American Public Relations Assn. annual conference April 24-26 at Philadelphia's Warwick Hotel . . . Paul Eckstein, ex-Lion Mfg. Co., joins Bell & Howell as marketing mgr. of hi-fi instruments & tape recorders; John Caviezel promoted to mgr. of hi-fi sales . . . James F. White, ex-Crescent Industries, named sales mgr. of Columbia Records . . . Robert Smith promoted by Dot Records to director of distribution relations . . . Harold Ashback and Sam Jenkins promoted to west

coast sales mgrs. of Wilcox-Gay and Grundig-Majestic subsidiary, both headquartering in Los Angeles . . . Charles R. Ochs named adv. & sales promotion administrator, RCA components div., Harrison, N. J. . . . John Hubeny promoted to asst. comptroller of Motorola . . . Joseph A. Ricca, ex-Norden-Ketay, named mgr. of DuMont mobile radio communications dept. . . . James Girdwood promoted to adv. sales mgr. of *Electronics Magazine*, mgr. Wallace B. Blood retiring, becoming its consultant.

Allen Center, Motorola public relations director, is editor of *Public Relations Ideas in Action* (McGraw-Hill, 327 pp., \$5), compilation of 500 case histories in public relations.

Elisha Gray II, pres. of Whirlpool-Seeger, addresses Washington Ad Club Feb. 26 on "Is the U. S. Losing the Race for Industrial Supremacy?"

DISTRIBUTOR NOTES: Philco appoints Graybar, 10 So. 6th St., Richmond, replacing B. T. Crump Inc., which is leaving appliance distribution . . . Heald Supply Co., Billings, Mont. (RCA-Whirlpool) appoints Thomas E. Heald as gen. mgr., James A. Whitson TV-radio sales mgr., E. W. Johns appliance sales mgr. . . . Alabama Appliance Co., Birmingham (Emerson) appoints Mike S. Goldman as gen. sales mgr. . . . American Elite Co., exclusive importing agent for Telefunken radios, appoints Franklin Electric Co., Philadelphia.

Gerald O. Kaye & Assoc., former Crosley-Bendix distributor in metropolitan N. Y., has consolidated its operations with Laundercenter Corp. at latter's location in Union, N. J. Kaye's building at Maspeth, L. I., has been leased to House of Seagram. Kaye, ex-Bruno-N. Y., said his company planned to remain in appliance distribution but did not indicate what lines it would handle.

SHIPMENTS OF TVs to dealers totaled 7,028,456 in 1956, when production was 7,387,029, compared with record shipments and production of 7,421,978 and 7,756,521 in 1955, reports RETMA in state-by-state tabulation (county-by-county data available to members on request to RETMA). Shipments in 5-week Dec. totaled 977,190, compared with 617,516 in Nov. and 800,192 in Dec. 1955. RETMA's state-by-state breakdown for 1956:

State	Total	State	Total
Alabama	107,710	New Hampshire	21,045
Arizona	47,850	New Jersey	223,040
Arkansas	70,195	New Mexico	25,344
California	641,663	New York	778,806
Colorado	58,502	North Carolina	150,102
Connecticut	113,669	North Dakota	28,240
Delaware	18,274	Ohio	392,310
District of Columbia	60,673	Oklahoma	90,937
Florida	238,140	Oregon	81,729
Georgia	147,751	Pennsylvania	492,842
Idaho	28,093	Rhode Island	37,480
Illinois	394,985	South Carolina	64,736
Indiana	179,985	South Dakota	27,746
Iowa	86,186	Tennessee	129,471
Kansas	79,620	Texas	365,849
Kentucky	111,830	Utah	29,074
Louisiana	126,667	Vermont	17,838
Maine	42,537	Virginia	130,674
Maryland	97,210	Washington	110,809
Massachusetts	202,488	West Virginia	79,961
Michigan	282,579	Wisconsin	134,210
Minnesota	110,791	Wyoming	9,562
Mississippi	64,692	U. S. Total	7,010,722
Missouri	164,533	Alaska	4,494
Montana	29,469	Hawaii	13,240
Nebraska	59,249	Grand Total	7,028,456
Nevada	13,580		

Sun-powered radio-phono developed by Admiral, utilizing 48 solar cells for printed circuit radio & 7-transistor phono amplifier, gets first public demonstration Feb. 14-March 2 at R. H. Macy's N. Y. music festival. Claimed as "first," experimental radio-phono unit valued at \$5000 follows Admiral's 7-cell solar transistor radio introduced in Oct. 1955, retailing now at \$69.95, and "lifetime" sun-powered radio introduced 6 months later, priced now at \$185.

Distribution franchise suit seeking \$7,731,000 in treble damages was filed Feb. 7 in Federal Court, N. Y., by David H. Rubinger and Wm. R. McAllister against IT&T, charging that old Rubinger-McAllister Corp.'s exclusive franchise for Capehart-Farnsworth products in metropolitan N. Y. was removed without cause and given to Gross Distributors Inc. Suit charges that franchise transfer took place before Gross purchased Capehart-Farnsworth TV-radio-phono business.

Bait ads and other sales deceptions are charged in FTC complaint (No. 6724) against former set maker American Television Inc. and deForest-Sanabria Corp., Chicago, both controlled by U. A. Sanabria. Hearing is scheduled April 25 in Chicago. American Television is currently operating under Chapter XI bankruptcy proceedings.

Cross-production agreement has been signed by Philco and Westinghouse on behalf of their Mexican subsidiaries. Philco S. A., Mexico, Mexico City, will produce TVs, radios and other electronic equipment under Westinghouse label for Industria Electrica D.E. Mexico, S.A., the Westinghouse subsidiary. Latter will make Philco white goods.

Philco introduced 5 new portables, each \$10 higher than comparable models they replace. New portables have handles which can be rotated and telescopic antennas which disappear into handle when not in use. Two 14-in. portables are priced at \$140, the third \$150; both 17-in. are \$170.

New uhf antenna for translator reception on Ch. 70-83 is offered by Clear Beam Antenna Corp., Canoga Park, Cal. Termed "Kat's Whisker," it comprises 4-bay vertically-stacked dipoles with screen reflector.

Emerson introduces what it claims are "world's lowest-priced" table & clock radios. AC-DC table model (874) is priced at \$14.88; clock model (871) at \$17.88.

Network Color Schedules
(Feb. 17 - March 2, 1957)

- Feb. 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Alcoa Hour*, 9-10 p.m.
- Feb. 18—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 19—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 20—NBC: *Matinee Theatre*, 3-4 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Arthur Godfrey Show*, 8-9 p.m.
- Feb. 21—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- Feb. 22—NBC: *Matinee Theatre*, 3-4 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- Feb. 23—NBC: *Perry Como Show*, 8-9 p.m.
- Feb. 24—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- Feb. 25—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- Feb. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 2—NBC: *Your Figure Is Your Fortune*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

All NBC affiliates will be offered on co-op basis the daily 12:30-1:30 p.m. live color *Club 60*, originated by NBC's WNBQ, Chicago, and originally scheduled only for NBC's 7 o-&o stations.

Financial & Trade Notes: Sylvania sales set record of \$313,825,804 in 1956, compared with \$307,371,315 in 1955, but earnings declined to \$13,706,189 (\$4.03 per share on 3,330,206 common shares outstanding) from \$13,812,970 (\$4.29 on 3,020,871 shares) in 1955. Pre-tax income in 1956 came to \$25,906,189, as against \$27,912,970 in 1955.

"Unusually intensive competition in the TV set business which affected both our volume and our operating results" was blamed by pres. Don. G. Mitchell for lower earnings. He added: "The year's results again reflected the vital importance of Sylvania's broad base of operations, with our diversified product lines minimizing the effects of the volatile TV industry." Mitchell had previously commented that "excessive inventories" had caused special deals and big discounts in TV (Vol. 13:3).

Note: Sylvania is gearing for 10% increase in earnings and sales this year, treas. W. R. Seibert told Cleveland Society of Security Analysts. Biggest factors, he said, are recent acquisition of Argus Cameras, formation with Corning Glass of Sylvania-Corning Nuclear Corp., and establishment of new data processing center near Syracuse.

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CBS Inc., detailing pres. Frank Stanton's earlier comments to newsmen (Vol. 13:5), reports record earnings and sales for 1956. Consolidated profits for fiscal year ended Dec. 29 totaled \$16,283,000 (\$2.17 per share), or 21.5% over the \$13,397,000 (\$1.83) earned during 1955. Sales in 1956 totaled \$354,000,000, or 12% above 1955 sales of \$316,573,000. The 1956 earnings are after provision of 41¢ per share for expenses and losses related to discontinuance of CBS-Columbia last July.

Collins Radio Co. earned close to \$1.38 per common share in 6 months ended Jan. 31, about same as year earlier, *Wall Street Journal* reports, quoting unidentified company official. Anticipated improvement in next 6 months should bring full year's net above \$1.92 earned in fiscal 1956, spokesman said. Collins has \$120,000,000 backlog of orders as of Jan 31, "well above" last July 31.

Guarantee against decline in color prices has been given its distributors by RCA, covering all merchandise shipped on or before last Dec. 31. Price guarantee pledges, in effect, that RCA will not lower prices on its color sets this year. RCA recently increased prices of 3 color receivers by \$45-\$50, saying there was "no possibility" of price cuts "in the foreseeable future."

Mail campaign aimed at some 10,000 prospects is planned to start end of Feb. by RCA distributor Raymond Rosen & Co., Philadelphia. Dealers are asked to supply at least 50 names each, will be charged only for postage for 10-week series. Mailings will include color program schedules, special letters, gift offers, etc.

British debate over color standards continues, with latest technical attack on NTSC standards reported in Feb. *Wireless World*—EMI's E. L. C. White stating that system "is designed to fit a particular type of tube, which is not a really sound basis for choosing a system which must remain valid for many years to come."

Hoffman raises prices of 4 color sets, following similar actions by RCA and Admiral (Vol. 13:5-6). Models M4021 & M4041 go from \$695 to \$745, B4041 from \$715 to \$745, M4061 from \$775 to \$795.

RCA shipped 2 live color cameras Feb. 15 to NBC Brooklyn studios, 2 color film cameras Feb. 13 to NBC Burbank, Cal. studio.

Third live color camera has been added by pioneer colorcaster WTMJ-TV, Milwaukee, which now originates 17 hours of live color weekly.

Dividends: CBS 'A' & 'B', 25¢ (increased from 20¢) payable March 8 to stockholders of record Feb. 21; *Hazeltine*, 35¢ March 15 to holders March 1; *Famous Players* (Canada), 37½¢ March 13 to holders Feb. 21; *Indiana Steel Products*, 30¢ March 11 to holders Feb. 21; *Columbia Pictures*, 30¢ April 30 to holders March 29.

Television-Electronics Fund lists net assets of \$138,209,373 as of Dec. 31, 1956, equal to \$11.79 per share on 11,724,172 shares outstanding, compared with net assets of \$116,730,597 (\$11.55 on 10,107,667 shares) Dec. 31, 1955.

Arvin Industries, with no breakdown for radios or TV cabinets, reports 1956 consolidated net income of \$3,784,839 (\$4.22 per share on 895,835 common shares outstanding) on sales of \$64,612,775, compared with \$4,052,091 (\$4.55 on 890,625 shares) on sales of \$67,421,582 in 1955. For quarter ended Dec. 31, Arvin earned \$1,428,012 (\$1.59 per share), as against \$1,332,684 (\$1.50) in same 1955 period.

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ELECTRONICS PERSONALS: Dr. Harvard L. Hull, Litton Industries v.p. & ex-pres. of Farnsworth Electronics, appointed gen. mgr. of subsidiary Litton Industries of Md., College Park, Md., formerly Ahrendt Instrument Co. . . . Col. Forrest W. Donkin, retiring as deputy commander of Army Airways Communications System, March 1 becomes v.p. & operations director of western div. of Page Communications Engineers Inc., responsible for projects in Pacific & Asian areas . . . Walter W. Slocum named exec. v.p. of Daystrom's Weston Electrical Instrument Corp. . . . Rear Adm. Curtis S. Smiley (ret.) elected a v.p. of Sterling Precision Corp. and appointed gen. mgr. of instrument div. . . . E. Philo Davis, ex-Hughes Aircraft, named adv. & sales promotion mgr. of Hoffman Labs . . . J. J. Slatery promoted to mgr. of Magnavox govt. & industrial west coast operations, headquartering at newly established offices at 2255 So. Carmelina Ave., Los Angeles . . . Andrew F. Haiduck promoted to exec. v.p. of Lear Inc. . . . Frederick J. Anderson promoted to asst. mgr. of Avionics Lab of Sylvania's Waltham Labs; he continues as mgr. of projects dept.

Network Television Billings
December 1956 and January-December 1956
 (For November report see *Television Digest*, Vol. 13:4)

BILLINGS of all 3 TV networks edged up to \$44,761,571 in Dec. 1956 compared with \$39,398,617 in same 1955 month, bringing combined total last year to record-high \$488,167,634—up 20% from 1955, according to Publishers Information Bureau. ABC led relative gains in 1956 with 49.3% increase to \$76,726,129 from \$51,393,434 in 1955. CBS was up 18.3% for year with \$223,520,382 compared with \$189,018,121; NBC, 15% with \$187,921,123 vs. \$163,384,796. The complete PIB Report for Dec. and all of 1956 (for preceding years, see *TV Factbook No. 24*, p. 43):

NETWORK TELEVISION						
	Dec. 1956	Dec. 1955	% Change	Jan.-Dec. 1956	Jan.-Dec. 1955	% Change
CBS	\$20,395,400	\$17,086,161	+19.4	\$223,520,382	\$189,018,121	+18.3
NBC	17,666,721	16,010,878	+10.3	187,921,123	163,384,796	+15.0
ABC	6,699,450	6,301,578	+6.3	76,726,129	51,393,434	+49.3
DuMont*	---	---	---	---	3,102,708	---
Total	\$44,761,571	\$39,398,617	+13.6	\$488,167,634	\$406,899,059	+20.0

1956 NETWORK TELEVISION TOTALS BY MONTHS				
	ABC	CBS	NBC	Total
Jan.	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,673,910	18,399,872	14,932,295†	39,006,077†
Oct.	6,878,183	20,446,755	18,142,005†	45,466,943†
Nov.	6,619,109	19,866,463	17,593,056†	44,078,628†
Dec.	6,699,450	20,395,400	17,666,721	44,761,571
Total	\$76,726,129	\$223,520,382	\$187,921,123	\$488,167,634

* Effective Sept. 15, 1955, DuMont changed from a national network to a local operation.
 † Revised as of Feb. 14, 1957.
 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.

Four applications for translators were filed with FCC this week, bringing total to 52. Total applications for stations stood at 122 (23 uhf). Week's translator applications were: For Alturas, Cal., Ch. 72, by Alturas T. V. Club, to rebroadcast KVIP, Redding, Cal.; for Likely, Cal., Ch. 70, by Likely T. V. Club, to rebroadcast KOLO-TV, Reno, Nev.; for Ely, Nev., Ch. 70, by White Pine Bcstg. Co., to rebroadcast KSL-TV, Salt Lake City; for Redmond, Ore., Ch. 73, by Redmond Junior Chamber of Commerce, to rebroadcast KOIN-TV, Portland. [For details, see *TV Addenda 24-F* herewith.]

Voice of Democracy essay contest for high school students, sponsored annually by NARTB, RETMA and Junior Chamber of Commerce, comes to climax at awards banquet Feb. 22 at Washington's Sheraton Park Hotel, when 4 co-equal national winners receive TV sets donated by manufacturers. Winners will deliver excerpts of their prize-winning broadcast scripts.

National Community TV Assn. will split jobs of gen. counsel and exec. secy., both now handled by attorney E. Stratford Smith, who will confine duties to legal problems. Smith and ex-NCTA pres. Martin F. Malarkey are now considering applicants for exec. secy.

New affiliations: WSOC-TV, Charlotte, N. C. (Ch. 9), NBC-TV optional interconnected, about May 1; KOVR-TV, Stockton, Cal. (Ch. 13), ABC-TV full interconnected, Feb. 17. Radio KXOK, St. Louis, drops ABC this spring.

It takes 9 TV sets to keep Mrs. F. M. Cooper of Memphis supplied with programs. She dislikes fiddling with dials, so she adjusts each set to single channel, then moves from room to room to view shows she wants.

CBS was rebuked in Senate Feb. 11 for killing Eric Sevareid's Feb. 6 radio commentary in which he assailed State Dept.'s ban on coverage of Communist China by U. S. newsmen. Sen. Morse (D-Ore.) called CBS action "amazing." Deploring Administration policy, Sen. Monroney (D-Okla.) said it created climate in which "a major radio network does not allow one of our leading commentators even to discuss the subject." Both Senate speeches included script of 5-m'n. Sevareid broadcast which was stopped by CBS on ground it contained editorial opinion instead of news analysis. In Feb. 13 *N. Y. Times*, Jack Gould said incident pointed up "perennially difficult problem of handling news & opinion on the airwaves." But he found "fatal flaw" in CBS policy: "its method of assuring broadcasting's fairness & impartiality may lead only to a vacuum."

Equal-time issue in political broadcasting wasn't touched in election reform bill (HR-4763) introduced Feb. 14 by Rep. Davis (D-Tenn.), chairman of Special House Committee on Campaign Expenditures which held hearings on question last session (Vol. 12:51). Davis said on floor that question of whether equal-time Sec. 315 of Communications Act needs amendment or repeal should be answered, but he wasn't ready with solution. His measure, similar to bill submitted in 84th Congress (Vol. 11:16-17) by Sen. Hennings (D-Mo.) raising limits on national committee expenditures to \$12,300,000, would permit Presidential candidates to spend 20¢ per vote cast in preceding election, Congressional candidates 10¢.

Vice President Nixon, via film, will discuss public service challenge to broadcasters at opening session of Westinghouse Bcstg. Co.'s local programming conference Feb. 27-March 1 in Boston (Vol. 13:3-4-5). Filmed messages also will come from UN Undersecy. Ralph Bunche, John Hopkins U pres. Milton Eisenhower, poet Carl Sandburg. TV & radio panels on public service areas, including news, education, children's programs, religion, music will highlight other sessions. Joseph N. Welch, Army counsel in celebrated Army-McCarthy Senate hearing and *Omnibus* narrator for "One Nation" series last year, will be principal speaker at Feb. 28 dinner session in Hotel Statler.

"Real Democrats" aren't appointed by President Eisenhower to bipartisan regulatory agencies, Chairman Celler (D-N. Y.) of House Judiciary Committee complained Feb. 14. He said Congress intended members of FCC and other agencies to represent "conflicting philosophies" in competition of ideas, but that President picked only "those who voted for him." Celler's reservation was interposed in civil rights subcommittee hearings. A spokesman for the Congressman said he has no plans to investigate subject.

FCC would be stripped of its quasi-judicial functions if Congress adopts proposal endorsed by American Bar Assn. Feb. 15 at 20th annual meeting of ABA's House of Delegates in Chicago. Committee headed by Ashley Sellers, of Washington, announced that ABA will ask Congress to establish separate courts to take over judicial functions of such govt. agencies as FCC, FTC, NLRB, etc.

"FCC Chairman Expected to Quit" headlined Scripps-Howard newspaper stories this week, over articles implying inside information that George McConnaughey will definitely leave at end of term June 30. It is considered probable that he'll leave, but his only comment is that he has yet to make up his mind.

Rock 'n' roll TV ban in Cuba was ordered Feb. 13 by Communications Minister Ramon Vasconcelos, who condemned it as "immoral & profane." Educators & parents have led public outcry recently against effect on teen-agers of rock 'n' roll dancing exhibitions & contests featured regularly on Havana stations.

SUMMARY-INDEX OF THE WEEK'S NEWS — February 23, 1957

REAPPOINTMENT TO FCC offered by White House to McConnaughey, who says he hasn't made up mind about staying. Guessing about successor continues (p. 1).

COLOR-EQUIPPED STATIONS increase at modest rate. RCA's Tracy sees encouraging signs as stations enlarge facilities, new large-city CP-holders build (p. 1).

DEINTERMIXTURE ZERO HOUR is Feb. 26, when FCC hopes to finalize allocations decisions. Pa. uhfs unite for "UHF Preserve"; Neuberger hits Craven Plan (p. 2).

FORD FOUNDATION sells TV-radio Workshop and Omnibus to Robert Saudek, but says its interest in TV remains high, cites continuing commitments (p. 3).

WESTINGHOUSE DISTRIBUTION pattern altered by creation of new subsidiary and factory field sales force designed to split TV from non-consumer items (p. 8).

GUARANTEED ANNUAL WAGE in TV-radio industry is sought by IUE, irked by continuing layoffs; RETMA declines to take direct role in meetings with union (p. 9).

SUBSCRIPTION TV discussed by FCC, no trend apparent, will be taken up again first week of March. Examiner favors WVJS for Ch. 9, Hatfield, Ind. (p. 4).

WCDC, ADAMS-PITTSFIELD, Mass. resumes operation as satellite of WCDA, Albany, making second uhf satellite for station. Translators testing (p. 4).

McCONNAUGHEY SAYS REAPPOINTMENT OFFERED: To spike rumors he is being "dumped" by Administration, FCC Chairman McConnaughey this week said that he has been offered reappointment when term expires June 30 but that he still hasn't made up his mind whether to accept. He said "personal" reasons are involved. These are understood to be desires of family to return to Columbus, O.

McConnaughey was irked by Feb. 18 N.Y. Times story reporting "there is talk around town that the White House has decided to 'dump' McConnaughey [and] that Administration officials have not been pleased with the way [he] has handled matters."

Because McConnaughey says he hasn't yet made up his mind, speculation as to possible successors will continue. Herewith is handy guide of names mentioned to date, to be consulted with tongue in cheek and with full awareness that dark horses are appointed more often than not:

Former Sen. George H. Bender (R-O.), who was defeated by Democrat Frank J. Lausche. George H. Clinton, W.Va. broadcaster and hard-working Republican leader. Warren E. Baker, FCC general counsel who has kept his nose clean. Former Rep. Harris Ellsworth (R-Ore.), former broadcaster (KRNR, Roseburg, Ore.), recently nominated as member of Civil Service Commission but still regarded as possible candidate for FCC, sooner or later. Samuel L. Golan, member of International Boundary Commission; he's a Chicago lawyer, highly regarded by Illinois Republicans. There'll be more.

COLOR STATION GROWTH—GRADUAL, PERSISTENT: Number of stations equipped to originate color has been increasing at only modest rate, it's evident in comparing listings in our current Factbook with tabulation in previous Factbook 6 months ago. However, the trends and portents are encouraging, according to the man most intimately concerned with selling color equipment -- E.C. Tracy, mgr. of RCA broadcast & TV equipment dept. Checking "color status" reports, we find these changes in 6 months:

(1) Now capable of live originations -- 21 NBC affiliates, 14 CBS, 7 ABC & independent. Six months ago, there were 18 NBC affiliates so equipped, 12 CBS (ABC & independents not tabulated then).

(2) Now equipped for film & slide originations -- 50 NBC affiliates, 40 CBS, 16 ABC & independent. In last Factbook, 38 NBC affiliates were so listed, 31 CBS.

Here's Tracy's outlook: "I'm encouraged by the fact that when stations are rebuilt, enlarged, etc., color is considered basic almost universally. If stations don't buy all the color equipment immediately, they almost always make complete

provision for it. Another important fact is that new stations, in large markets, frequently start right out with color."

Example of rebuilt station acquiring color equipment is WGAL-TV, Lancaster, which dedicates new building this week end. Example of new station is the upcoming WFGA-TV, Jacksonville, which has acquired 2 RCA live cameras.

Latest station due to begin live colorcasts is uhf WBRE-TV, Wilkes-Barre (Ch. 28), starting March 4 with full week of special color features -- on-air and closed-circuit -- from Fowler, Dick & Walker dept. store. Including network & local, station plans to telecast 25 hours of color weekly, hopes eventually to convert its special educational religious programs to color.

Tracy foresees color equipment sales continuing at about same clip for next few months. He says there's no price change in sight. Live camera chains, cut from \$65,000 to \$49,500 year ago, will remain steady, as will 3-V film chains at \$39,500.

Stations' color buying plans are constantly changing, but here is what they estimated when last surveyed by NBC & CBS: 13 plan to buy live equipment this year, 4 next year; 19 aim to buy film & slide chains this year, 5 next year.

As for stations capable of rebroadcasting network color, we count 258 -- 134 of them NBC affiliates, 124 CBS. This compares with 113 NBC, 116 CBS, six months ago. ABC isn't originating color yet, talks about doing so next year.

ZERO HOUR ON DEINTERMIXTURE AT HAND: Feb. 26 is still "Der Tag" for final go-round on allocations -- FCC hoping to reach decisions then on all major pending proposals.

Best bet is that Commission will stick close to original instruction votes (Vol. 13:3,6). Yet there's always possibility that commissioners' second thoughts will reverse some 4-3 votes -- for examples, Madison, Peoria, Hartford.

Chairman McConnaughey and Comr. Craven emerge as key men in deintermixture voting -- with Comrs. Hyde, Bartley & Lee rather consistently pro-deintermixture and Doerfer & Mack generally opposed. This situation naturally heightens interest in whether McConnaughey will remain on Commission after his term expires June 30. Some parties involved in critical cases are working for delays on the chance that -- if McConnaughey leaves -- the "right man" is appointed.

They're not leaving it entirely to chance -- some are hard at work beating the bushes to find a replacement for McConnaughey who will vote their way. At the same time, parties satisfied with the way things are going now are working to retain the status quo FCC membership. To no small degree, this background activity accounts for talk about possibility of chairman's leaving the FCC and for the ever-popular game of dropping names of possible successors (see p. 1).

* * * *

In the "campaigning" on allocations, there were 2 significant events this week -- clash between Sen. Neuberger (D-Ore.) and Comr. Craven over "Craven Plan" and its effect on educational TV, and an emergency mass meeting of 11 Pa. & N.Y. uhf operators to call for "UHF Preserve" in central & northern Pa. & south central N.Y.

The uhf operators' meeting, held Feb. 21 in Wilkes-Barre and spearheaded by WBRE-TV's David Baltimore & WILK-TV's Tom Shelburne, resulted in a manifesto which was sent to all FCC commissioners, Senate & House Commerce Committees, networks, etc., calling for inviolate preservation of the uhf stronghold in that Pa.-N.Y. area, which encompasses 27 authorized uhf outlets (13 operating) plus 21 additional uhf assignments -- and only one currently operating vhf (WBNF-TV, Binghamton).

Immediate objective of group is to urge deletion of Elmira's Ch. 9 drop-in -- due for Feb. 26 consideration by FCC. This loosely knit "Committee for the Maintenance of a UHF Preserve" asked Commission to recognize the area as a uhf preserve and protect it from "any additional vhf assignments or new vhf operations." Such a preserve, encompassing more than 6,500,000 people, would be helpful in testing and proving uhf, both technically and commercially, it said.

Signatories of uhf statement included representatives of WBRE-TV & WILK-TV, Wilkes-Barre; WGBI-TV, Scranton; WSYE-TV, Elmira; WKOK-TV, Sunbury; WNOW-TV, York; WSEE, Erie; WHP-TV & WTPA, Harrisburg; WBPZ, Lock Haven. Others may join.

Oregon's Sen. Neuberger got involved in hot dispute over Craven Plan to rescind allocation table and consider applications on case-to-case basis (Vol. 12:52, 13:1) when he charged in Feb. 18 Congressional Record that the proposal amounts to an attempt to destroy educational TV reservations.

Comr. Craven shot back letter telling Neuberger he was "misinformed" and that his plan "not only favors educational TV in a constructive manner but also goes further than the Commission's existing policy [in] terms of flexibility and efficiency." He pointed out that if educational institutions wished to make use of their channels they had but to tell FCC and his plan would offer "cooperation and encouragement." He blamed JCET exec. director Ralph Steetle for misrepresenting his proposal.

Apparently unconvinced, Neuberger inserted Craven's letter in Feb. 21 Record, commenting: "While Comr. Craven offers a defense of his proposal to reassign unused educational TV channels, he admits that if, under his proposal, educational TV channels are not used within a reasonable time, his plan provides for other uses of such channels. This is precisely what I am opposed to, for it means that these channels will go to commercial operators, and it forces educators to determine now their future use of educational TV channels. Educators need further time..."

Senator also asked Steetle's reaction, putting his letter in record, too. Said Steetle: "We believe that any such action [elimination of allocation plan] at this time would seriously jeopardize the development of educational TV throughout the United States and unquestionably deal a fatal blow to plans for the establishment of educational stations in virtually all communities that do not now have stations on the air or under construction."

On another allocations front this week, role of TV Allocations Study Organization was evaluated by NARTB pres. Harold E. Fellows. Addressing Conference of State Presidents of Bcstr. Assns., he stated: "It would be foolhardy to assume that this industry group...being voluntary and set upon a policy of fact-finding and not conclusion...could solve this whole difficult pattern of electronic contradictions."

FORD FOUNDATION SELLS WORKSHOP, OMNIBUS: Ford Foundation's immense interest in TV, particularly educational TV, remains undiminished despite sale this week of its TV-Radio Workshop and Omnibus to Robert Saudek, veteran producer who has been serving as director of the Workshop. He'll set up own organization, Robert Saudek Assoc., as strictly commercial venture, to produce and market Omnibus. In addition, Saudek is negotiating for transfer of Omnibus title and library of films used on show, plus kines of show itself. Price of transaction was not revealed.

Henry T. Heald, pres. of Ford Foundation, said that TV-Radio Workshop had been created in 1951 to prove that "cultural TV of high caliber could compete successfully for a large and loyal audience on a standard TV network." The experiment, he said, had been successful -- hence there was no need for Ford to continue in it.

Clarence Faust, v.p. of Ford Foundation, tells us that inference should not be drawn that the vast philanthropic organization's interest in TV has declined one whit. As examples of how deeply Ford is committed, he cited:

(1) Educational TV & Radio Center at Ann Arbor, Mich. has been granted about \$2,000,000 a year through 1959.

(2) Joint Council on Educational TV recently received renewal of \$125,000 grant for 1957, with expectation that it will be continued indefinitely.

(3) National Assn. of Educational Broadcasters has been given total of \$94,000 through July for its various projects and workshops.

(4) Land-grant colleges have been appropriated \$1,500,000 for release-time educational TV purposes, of which only about \$400,000 has been spent.

(5) Fund for Advancement of Education has spent about \$2,500,000 since 1953 as part of its continuing experiment in closed-circuit classroom use of TV. This experiment will continue indefinitely. Most widely publicized element in that program is closed-circuit hookup of Hagerstown, Md. public schools (Vol. 13:3).

Fund for Adult Education's investment in direct construction grants for educational TV stations, which has amounted to about \$2,000,000, will shortly run out. Faust says that this fund will not be renewed; it's felt the need has diminished.

SUBSCRIPTION TV examination was started by FCC this week, but it didn't get beyond stage of staff presentation. Attorney Louis C. Stephens, of Rules & Standards Div., carried the ball—but commissioners' questions weren't revelatory of any trend. Discussion is due to resume first week in March.

NARTB's attitude on toll TV was emphasized forcibly this week, when pres. Harold E. Fellows addressed NARTB Conference of State Presidents of Broadcasters Assns. NARTB's position, he said, is that no TV channels be used for subscription TV; that viewers should continue to have "freedom of choice without conditions—such as dropping a coin in the slot." Pay-TV proponents should find own channels, he said, or use "other means" to get their signals into homes.

Week brought another examiner's initial decision in vhf case—Thomas H. Donahue favoring WVJS, Owensboro, Ky. over WOMI-Owensboro Messenger and Inquirer for Ch. 9, Hatfield, Ind. (Evansville area). Choice was simple, he said. Applicants were about equal in all respects, so FCC's diversification policy dictates choice of radio-only applicant over radio-newspaper competitor. "Seldom in the annals of Commission precedent," he said, "has the diversification concept so clearly pointed to the applicant which should be preferred for grant." Donahue's decision may become moot—for FCC has voted tentatively

RESUMING AS SATELLITE of WCDA, Albany, N. Y. (Ch. 41), WCDC, Adams-Pittsfield, Mass. (Ch. 19), formerly WMGT, got going again Feb. 22. This makes second satellite operated by the CBS-TV affiliate which is owned by Lowell Thomas group. Other is WCDB, Haganman, N. Y. (Ch. 29). New owners acquired WCDC for \$379,206 from Leon Podolsky and associates (Vol. 12:49, 13:6); in approving sale, FCC waived rules covering overlap between the 2 stations.

Len Lavendol, who was WMGT chief engineer, remains with WCDC as resident mgr. WCDA base hour is \$500. Rep is Harrington, Righter & Parsons. Box score of operating stations remains at 497 (96 uhf), because WMGT wasn't subtracted from total when it went dark temporarily.

Full, regular licenses must be sought by TV stations in stricter compliance with rules, FCC announced this week, stating that special temporary authorizations (STAs) for operation will not be issued after April 1—except for short-term equipment-change purposes. Reason for new policy, Commission said, is that proper equipment is readily available and stations have no excuse for not seeking conventional licenses. Commission feels that many stations have had long extra lease on life, without undergoing license-renewal scrutiny, under the STA procedure. Existing STAs will be examined on case-to-case basis whenever their extensions are requested—with goal of converting all to licenses as soon as possible.

Translators on equipment tests: K73AB and K7OAJ, Trinidad, Colo. on Feb. 17 began repeating KKTU, Colorado Springs and KCSJ-TV, Pueblo. K73AD, Palm Springs, Cal. on Feb. 19 began repeating KRCA, Los Angeles. Grant of CP to latter has been protested by community antenna system there controlled by Paramount Pictures which is expected to ask Commission to stay translator operation.

Cornerstone of studio building for KETV, Omaha (Ch. 7), due to begin operating by fall, will be set in Feb. 26 ceremonies. Sealed box will contain 9-in. GE TV set, prophesies by govt., business & professional leaders to be opened in 2007. Speakers include pres. Sigurd S. Larmon of Young & Rubicam, graduate of Omaha high school.

to turn Ch. 9 over to educators, along with moving Ch. 7 from Evansville to Louisville.

No letup, meanwhile, in fight over Miami's Ch. 10. Eastern Airlines has filed with Court of Appeals, challenging grant to National Airlines, following similar filing last week by WKAT. Argument over requests for stay of CP is set for Feb. 28, may be postponed.

In the new-CP category, Commission finalized grant of Ch. 7, Laurel, Miss. to Laurel TV Co., authorized Ch. 74 translator in Pagosa Springs, Colo., Ch. 70 translator in Manson, Wash.

Commission also authorized WKST-TV, New Castle, Pa. (Ch. 45) to move transmitter to Youngstown, O.—but specifically made grant contingent on showing, via field intensity survey, that station's coverage of New Castle would comply with its rules. Also authorized was change of city designation for WLAC-TV (Ch. 5)—from Old Hickory to Nashville, Tenn.

Following petitions for channel changes were received: (1) Shift Ch. 13 from Yuma, Ariz. to El Centro, Cal., filed by KYAT, Yuma (Ch. 13 CP-holder). (2) Add Ch. 3 or 8 to Harrisburg, Ill., by WSIL-TV, Harrisburg (Ch. 22). (3) Add Ch. 10 to Lafayette, Ind., by WFAM-TV, Lafayette (Ch. 59). (4) Add Ch. 2, 7 or 8 to Knoxville, by WTVK, Knoxville (Ch. 26). (5) Add Ch. 3 to Thermopolis, Wyo., by KWRB-TV, Ch. 10 CP-holder in Riverton.

NARTB is cooperating with WDAY-TV, Fargo, N. D., in its defense against \$150,000 libel suit filed by Farmers Union of N. D. because, it charged, a speech by a minority-party candidate in U. S. Senatorial race defamed it. Speech was carried by WDAY-TV in accordance with equal-time provisions of Sec. 315 of Communications Act. Robert L. Heald, chief attorney of NARTB, told Conference of State Presidents of Broadcasters Assns. in Washington Feb. 21-22 that NARTB was cooperating in defense as means of testing effectiveness of Sec. 315. Other developments at conference: Charles H. Tower, mgr. of employer-employee relations dept., said NARTB plans to renew efforts to exempt small-market stations (less than 50,000 pop.) from overtime provisions of Wage-Hour Act, saying it would offer relief to 2/3 of radio stations, 1/4 of TV stations; special welcome was extended to Harvey C. Smith (WDEL, Wilmington), pres. of newly formed Delaware Bcstrs. Assn., whose inclusion made membership roster complete with 48 states; Howard Bell, asst. to NARTB pres. Harold E. Fellows and State Assn. Coordinator, urged state groups to form local freedom of information committees, saying TV will be treated as a "second-class medium" until equal access to courtrooms and legislative sessions is granted; Vincent Wasilewski, mgr. of govt. relations, said state groups would be called on for help in getting broadcast license period extended to 5 years, a proposal re-endorsed in luncheon speech by FCC chairman George C. McConaughy.

RCA consulting engineers' seminar Feb. 26 in Hotel Statler, Washington, includes these sessions: transmitters & antennas, E. N. Luddy, moderator—"One & 5 Megawatt UHF TV Packages," J. E. Young & H. E. Gehring; "50 kw & 250 w AM Transmitters & Remote Control," C. J. Starner; "Precise Carrier Frequency Control for TV," W. C. Morrison; "New TV Traveling-Wave Antenna," H. N. Wescot. TV studio equipment, W. B. Varnum, moderator—"Status of Color TV," G. W. Bricker; "TV Reference Signal," J. W. Wentworth; "Video Switching Systems," A. F. Inglis; "Unattended Operation," A. H. Lind; "Microwave Equipment," M. Berry; "New TM-21 Color Monitor" & "The New TA-9 Stabilizing Amplifier," J. W. Wentworth; "TP-7 Slide Projector," A. H. Lind.

Transportation & communications subcommittee of House Commerce Committee, responsible for TV-radio investigations was selected Feb. 21. New Commerce Chairman Harris (D-Ark.) keeps chairmanship of 13-man unit he held in 84th Congress. Other Democrats on subcommittee are Reps. Roberts (Ala.), Staggers (W. Va.), Rogers (Tex.), Friedel (Md.), Flynt (Ga.), Macdonald (Mass.). Republicans are Reps. Wolverton (N. J.), O'Hara (Minn.), Hale (Me.), Springer (Ill.), Derounian (N. Y.), Younger (Cal.). Three Democrats on subcommittee last session—Reps. Williams (Miss.), Mack (Ill.), Dollinger (N. Y.)—dropped off. Holdover Republicans kept assignments. Subcommittee set no meeting on agenda or staff for session, but Committee counsel Kurt Borchardt is expected to get communications assignment again. Meanwhile, full Committee delayed naming subcommittee for its announced investigation of administrative agencies.

BBDO had record billings of \$194,500,000 in 1956, increase of more than \$30,000,000 over 1955—and 1957 billings are currently running at rate of \$200,000,000. So reported chairman Bruce Barton in closed-circuit telecast during agency's convention Feb. 21. Of the 1956 billings, TV accounted for 33.5%; radio, 5.9%; general magazines, 22.5%; newspapers, 19.1%; "mechanical production," 7.8%; trade papers, 5.6%; outdoor and car cards, 3.6%; farm papers, 1.4%. Other random data: half of BBDO's 1956 billings came from N. Y. office; 153 clients were served in 1956, 46 billing more than \$1,000,000 each; average BBDO account has been with agency 14 years; agency has 2238 employes; largest BBDO stockholder owns less than 5% of agency's stock. BBDO pres. Ben Duffy, convalescing from serious stroke, watched telecast on specially-installed monitor at home in Rye, N. Y.

All 78 USIA transmitters will be used for first time in 15th VOA anniversary program Feb. 25 featuring talk by President Eisenhower—first by a President to be addressed directly by radio to people of world. Program, "Freedom to Listen," will be carried in 42 languages. VOA began in pre-Pearl Harbor Office of Coordinator of Information at time when Germany & Japan alone operated 114 propaganda transmitters. USIA now is worldwide \$113,000,000 business and seeks \$140,000,000 budget (Vol. 13:3). But agency's 7th report to Congress, issued Feb. 21, points out U. S. still lags far behind totalitarian powers in propaganda campaigns. Communist Poland, e.g., spends \$17,500,000 annually just to jam VOA broadcasts—equivalent to total cost of VOA.

"Detailed analysis" of USIA is needed to see whether it needs new TV-radio facilities sought from Congress in \$140,000,000 budget (Vol. 13:3), Senate Appropriations Committee investigator Paul J. Cotter reported Feb. 14. Cotter found agency performing "quite satisfactorily" at many of 27 USIA field installations in 16 countries he visited during 2-month inspection.

Broker James W. Blackburn forms new Blackburn & Co. firm, starting March 1, following dissolution of Blackburn-Hamilton Co. His former associates have organized Hamilton, Stubblefield, Twining & Assoc. (Vol. 13:7). Principals in new firm are Blackburn and Jack V. Harvey, with offices in Washington Bldg., Washington (Sterling 3-4341) and Clifford B. Marshall, in Healey Bldg., Atlanta (Jackson 5-1576).

New Canadian microwave extension targets, according to CBC: April 28—Timmins, Ont.; Brandon, Man.; Regina, Sask. June—Saskatoon, Sask. Nov.—Calgary, Edmonton & Lethbridge, Alta. March 1958—Sault Ste. Marie. June 1958—Vancouver, B. C. Also due Nov. 1957 is interconnection from Montreal to Atlantic region, including Charlottetown, P. E. I. French network is due to add Jonquiere & Rimouski, Que. July 1957.

Radio station sales reported this week: WKNK, Muskegon, Mich. by Nicholas W. Kuris and wife for \$150,000 to Music Bestg. Co. (Paul F. Eichorn, pres.), owner of radio WGRD, Grand Rapids, Mich. KRGI, Grand Island, Neb. by Grand Island Bestg. Co. Inc. (Robert L. Lester, pres.) for \$145,000 to James Stuart, also pres. of radio KFOR, Lincoln, Neb. KBMY, Billings, Mont. 50% by Don C. & John W. Foote for \$59,000 to other stockholders, principals being Horace S. Davis and Rockwood Brown Jr. family. KVWO, Cheyenne, by W. J. Harpole, Troyce Harrell, Kermit Ashby & Arthur Kline for \$57,000 to Great West Co. Inc.; new owners are A. C. Etter, also 25% owner of radio KWKC, Abilene, Tex., 19% of KTOW, Oklahoma City; E. L. Thornton, owner of Abilene dept. store and 19% of KTOW; W. P. Wright, Abilene businessman; Norman E. Jorgensen, Washington attorney, also owner of 25% of WMEG, Eau Gallie, Fla. and WALY, Herkimer, N. Y. WTOK, Meridian, Miss. by owners of WTOK-TV (Ch. 11); paying \$56,200 for WTOK is New South Bestg. Corp. (J. W. Carson, pres.), whose ownership interlocks with Miss. radios WCLD, Cleveland; WLSM, Louisville; WNSL, Laurel.

Radio station sales approved by FCC this week: WKXL, Concord, N. H. by H. Scott Killgore's Tele-Broadcasters Inc. to co-owners WKNE Corp. (Joseph K. Close) and Frank B. Estes for \$50,000 cash plus \$58,000 in obligations (Vol. 13:3). WFPR, Hammond, Ind. by Cyril W. Reddoch & Ralph L. Hooks (also owners of KREH, Oakdale, La.) to Airweb Inc. for \$52,500; Airweb co-owners are John E. Judd, mgr. of radio WEND, Baton Rouge, and Baton Rouge businessmen Robert S. Boeker & Jesse L. Webb Sr. (Vol. 13:1). KOMA, Oklahoma City, 14½% by owners headed by Burt Levine to station mgr. Sol Schildhouse, ex-chief of FCC's TV application branch, for \$24,727 (Vol. 13:4).

Marshall Pengra gets 20% of KLTV, Tyler, Tex (Ch. 7) for \$7460, plus assumption of 20% of obligations; according to application filed with FCC to change ownership from Lucille Ross Lansing to partnership in which Mrs. Lansing and husband Gerald Hall Lansing will each hold 40%. Mrs. Lansing remains sole owner of radio KGKB, Tyler; Pengra also owns ⅓ of radio WATO, Oak Ridge, Tenn. KLTV balance sheet for Oct. 31, 1956 lists \$144,271 in notes payable in year's time, \$237,234 in long term notes. It also shows \$350,923 in fixed assets, \$86,314 current assets (\$55,620 accounts receivable) out of \$442,490 total assets.

CP for KBAY-TV, San Francisco (Ch. 20) is being sold by Dr. & Mrs. Leonard Averett for \$1750 to Sherrill C. Corwin. Purchaser also owns 15% of KAKE-TV, Wichita (Ch. 10) & KAKE, and 11% of Cal. radio stations KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe. Averetts acquired CP from Lawrence Harvey in 1954 (Vol. 10:45, 11:1). Corwin says he'll spend \$225,000 for construction, \$275,000 for first year's operation. He shows net worth of \$1,330,600.

O. E. Richardson's sale of WFAM-TV, Lafayette, Ind. (Ch. 59) with radio WASK for \$330,000 (Vol. 13:4) was approved this week by FCC. New owners: Henry Rosenthal, station's asst. mgr., 25% (also 25% of applicant for AM in Crawfordsville, Ind.); Alvin H. Huth, tax expert and secy.-treas. of National Homes, 25%; D. & B. Equipment Corp. (Jack M. Drysdale, pres.), 50%.

Gerity Bestg. Corp. (WNEM-TV, Saginaw & radios WPON, Pontiac, and WABJ, Adrian, Mich) appoints newly formed John S. Allen & Assoc., Miami, as consultants. Latter firm is headed by John S. Allen, ex-v.p. & gen. sales mgr. of WTVJ, Miami.

Gates Radio Co., manufacturer of radio transmitters and other electronics equipment, marks 35th anniversary.

Personal Notes: Weston C. Pullen Jr., chief representative of Time Inc. in negotiations for company's broadcasting interests, including recent purchase of Bitner stations (Vol. 12:50-52), elected v.p. in charge of all TV-radio operations, reporting to Time Inc. pres. Roy E. Larsen; Pullen joined *Time* in 1939 as an office boy, rising to most recent title of asst. to exec. v.p. Charles L. Stillman . . . Robert Lewine, NBC-TV v.p., given responsibility for all nighttime network programs, with v.p. Mort Werner in charge of daytime programs, plus *Today*, *Home & Tonight*, both reporting to Emanuel Sacks, v.p. in charge of TV network programs; Walter D. Scott, v.p. & TV sales director, assumes administrative responsibility for TV network sales, with v.p. Michael H. Dann taking charge of sales of spectaculars & special shows . . . James Stabile, ex-ABC v.p. & gen. counsel who moved to NBC few weeks ago, assigned as mgr. of talent negotiations . . . Louis B. Ames, feature editor & production mgr. of *Home*, named theatrical div. director of NBC's California National Productions, succeeding Alfred R. Stern, now director of NBC international operations . . . Richard A. Harper promoted to gen. sales mgr. of MGM-TV, supervising sales of feature films, commercials & film shows to TV; he's succeeded by Sol Schreiber as operations director . . . John F. Whalley, business affairs director of NBC's WNBQ, Chicago, promoted to operations director of WNBQ & WMAQ; Russell G. Stebbins, sales director of WNBQ & WMAQ, to concentrate on TV sales only, with Harry D. Trigg concentrating on TV programs; Howard W. Coleman promoted to station mgr. of WMAQ . . . David M. Greene named mgr. of KCCC-TV, Sacramento, succeeding Al J. Richards, now devoting full time as sales mgr. . . . Jack Murphy, program director of KOOL-TV, Phoenix, promoted to asst. mgr. of station, reporting to pres.-gen. mgr. Tom Chauncey . . . Ralph Hansen, ex-WHAS-TV, Louisville, named program mgr. of KYW-TV, Cleveland . . . Warren Park, ex-WFMJ-TV, Youngstown, named program mgr. of WMUR-TV, Manchester, N. H., succeeding Wm. A. Gildersleeve, now promotion mgr. . . . James H. Burgess promoted to national sales mgr. of WLWA, Atlanta . . . Henry Jaffe, national counsel of AFTRA for 20 years, resigns to concentrate on TV production field . . . Malcolm Beelby, ex-Paramount Pictures, joins CBS-TV, Hollywood, as director

of music operations, succeeding Lud Gluskin, now devoting full time to creative music activities for CBS-TV & Radio . . . J. C. Hauser promoted to asst. commercial mgr. of KOTV, Tulsa . . . Jones Scovern, v.p. of reps Peters, Griffin, Woodward Inc., also elected treas. . . . David R. Wilson resigns as director of press relations for Crosley stations to join promotion dept. of *Cincinnati Post*; Joe Cella, ex-TV *Guide*, named press relations mgr. of WLWT & WLW, Cincinnati . . . Arthur Sprinkle promoted to mgr. of KULA-TV, Honolulu, Bob Denison and Ted Scott co-mgrs. of radio KULA, all reporting to gen. mgr. Jack Burnett . . . Joseph L. Brechner, mgr. of radio WGAY, Silver Spring, Md., to leave Feb. 28 for Kabul, Afghanistan, to advise Radio Kabul on broadcasting . . . Louis J. Volpicelli, ex-CBS & ABC, named production mgr. of WSUN-TV, St. Petersburg, Fla. . . . Walt Plant named administrative exec. in charge of TPA's newly consolidated central & Chicago divs., reporting to Bruce Eells, v.p. of western operations.

Obituary

Charles F. Gannon, 54, N. Y. adv. & public relations executive, died Feb. 16 of heart attack at Dupont Plaza Hotel, Washington, while on business trip. Recently associated with ex-VOA director Jack Poppele in "Santa's Land" recreation park in Putney, Vt., he had been a stockholder in losing applicant for Ch. 3, Hartford, headed by Harry C. Butcher & Clifford S. Strike. Gannon was Benton & Bowles v.p. 1943-1951, previously was v.p. of Arthur Kudner Inc. and Erwin Wasey & Co., served as program director of WOR, N. Y. in 1920's. Surviving are his widow, a daughter, a brother.

Carveth Wells, 69, explorer-author-lecturer and pioneer radio figure who recently had TV series in Los Angeles, died there Feb. 16 following heart attack. He wrote 18 books, lectured at schools and on radio before starting TV show, *Carveth Wells Explores the World*, in collaboration with wife, Zetta. She will continue program alone. Also surviving are a daughter and 4 grandchildren.

Thomas P. Littlepage Jr., 49, member of Washington law firm of Littlepage & Littlepage, and son of pioneer radio attorney, died Feb. 16 of cancer after 6-month illness. Surviving are his widow, a son, a daughter, a sister, 2 brothers.

Martin I. Levy promoted from asst. chief to chief of FCC's TV Applications Branch; Edward J. Brown from Hearing Div. to chief of Renewal Branch. Other Commission staff changes: Marguerite M. Van Dyke retires Feb. 28 as chief of Broadcast License Div. TV Branch after 28 years with FRC & FCC, having served Govt. 36 years; Joseph N. Jackson, chief of Docket Div. File Branch, retires Feb. 28, having served FRC & FCC 27 years, Govt. 37 years; Robert W. Loehne, asst. chief of Broadcast License Div. TV Branch, becomes asst. chief of Docket Div. Feb. 25.

Dictionary of dates—*When Did It Happen?*—compiled by Stanford Mirkin, senior editorial researcher for CBS news & public affairs, has been published by Ives Washburn Inc., N. Y.

Fred Niles Productions, Chicago TV film producer, forms industrial show & sales meeting div., to be headed by Arnold Coty, independent industrial show producer.

J. L. Van Volkenburg, retired pres. of CBS-TV, to receive outstanding achievement award from alma mater U of Minnesota on Charter Day, Feb. 28.

Bernard Herman Ridder, director of Ridder Publications (WCCO-TV, Minneapolis-St. Paul) decorated by Spanish Govt. for work in photography.

Triangle Stations moves national sales offices to 485 Lexington Ave., N. Y.

ADVERTISING AGENCIES: Joseph J. Hartigan elected vice-chairman of Campbell-Ewald & re-elected senior v.p.; Lawrence R. Nelson elected chairman of exec. committee and reelected senior v.p.; Colin Campbell elected senior v.p. . . . John Matthews elected v.p. & mgr. of copy dept., Leo Burnett Co.; Howard Shank, Ernest Evers & Ben S. Laitin elected v.p.'s & assoc. copy directors, each with responsibility for a major div. of live TV, radio copy & radio dept. . . . Chris Cross, Grant Adv. v.p., to head western foreign operations, headquartering in new San Francisco international office . . . Robert W. Ballin transfers from N. Y. to Hollywood TV-radio dept. of Sullivan, Stauffer, Colwell & Bayles; Corey Allen, senior producer in N. Y. TV-radio dept., named contact man on all new programs in N. Y. . . . Sherwood Dodge, v.p.-gen. mgr. of N. Y. office of Foote, Cone & Belding, appointed national marketing director . . . Leonard Keenon named TV art director of Kenyon & Eckhardt.

Top 10 agencies in spot billings were led again by Ted Bates in 4th quarter of 1956, reports TvB. Bates held same position throughout year. Report supplementing TvB's release of N. C. Rorabaugh Co. data on top 1956 advertising expenditures (Vol. 13:7) listed these other agencies in order: McCann-Erickson, Young & Rubicam, Dancer-Fitzgerald-Sample, Benton & Bowles, J. Walter Thompson, BBDO, Leo Burnett, Compton, N. W. Ayer.

Telecasting Notes: What happened to the kiddie show? Feb. 18 *Advertising Age* harks back to days of *Howdy Doody* and *Hopalong Cassidy* in interesting analysis—based on interviews with network people, sponsors and agencies—of why the golden days of the kiddie show are over. Says *Ad Age*: “In the early days of TV, everybody had a favorite story about the terrific impact of TV on children . . . If you listened to enough of these heady success stories, you could almost believe that the shopping responsibility had been completely usurped by the children. It is difficult to say how much of this was fact and how much legend” . . . The few kiddie shows still on air are having sponsor trouble. ABC-TV’s *Mickey Mouse Club* cuts back to 30 min. in April; CBS-TV’s high-rated *Captain Kangaroo* is far from sold out. *Ad Age* survey indicates that sponsors still want kids in audience—but they want their parents, too, and prefer to concentrate on all-the-family shows . . . These are reasons given for advertisers’ switch away from kiddie shows: (1) Only a limited number of products aim at children’s market. (2) Since many kiddie shows were sold on partic. basis, “product conflicts invariably keep out some people who might like to buy.” (3) Many manufacturers interested in kid market are strictly seasonal advertisers. (4) Sponsors complain about “overcommercialization” of such shows as *Mickey Mouse*. (5) TV has made kids more sophisticated; they now often prefer adventure and family-type shows to programs aimed especially at moppets . . . For first time in 5½ years, a regularly scheduled NBC-TV show out-Trendexed CBS-TV’s *Lucy* in Mon. 9-9:30 p.m. period—with contestant Charles Van Doren leading *Twenty-One* to slim 30.6-to-30 victory . . . ABC-TV had 2 shows in Trendex Feb. top 10 list, *Wyatt Earp* showing up in third place with 30.7 rating (after *Ed Sullivan’s* 34.9 and *Lucy’s* 30.8) and *Disneyland* ninth with 27.5 . . . Top-rated *I Love Lucy* may become once-a-month 60-min. show if negotiations between Desilu Productions and sponsors General Foods and Procter & Gamble bear fruit . . . Food products makers are biggest buyers of syndicated TV films, survey in Feb. 20 *Variety* indicates, with beer, gas-oil-automotive, retail stores, soft drinks, furniture-appliances, banks & financial institutions the runners-up . . . Screen Gems’ gross from TV film showings in foreign markets is currently at annual

rate of \$3,000,000 . . . TPA gets world sales & distribution rights to Jack Wrather’s *Lone Ranger* TV films—not including U. S., Canada & England . . . Batjac Productions, movie production firm owned by actor John Wayne, moves into TV films with series called *Flight*, based on activities of Air Research & Development Command . . . “TV’s first original 2-hour drama” is billing given by CBS-TV’s *Studio One* for 2-part play, “The Defender,” by Reginald Rose, to be presented Feb. 25 & March 4 . . . New time slot being sought by NBC-TV for *Robert Montgomery Presents*, being dispossessed next season by new drama series *Crisis*, Mon. 10-11 p.m., which will include 10 filmed shows produced and directed by Alfred Hitchcock and 10 more by a film company he will establish.

Squall over “Martin Luther” film cancellation by WGN-TV, Chicago (Vol. 13:6) blew on this week with (1) filing of formal FCC petition by Action Committee for Freedom of Religious Expression for “appropriate action” against station, (2) admission by Catholic lay weekly *Commonweal* that “deplorable” pressure by Catholics caused WGN-TV to drop movie, (3) comment by Jack Gould in *N. Y. Times* that Action Committee’s tactic to force showing of film “borders on the ludicrous.” FCC petition, seeking hearings on WGN-TV’s application for full-power license, was accompanied by protests signed by 150,000 persons. *Commonweal* said Catholics “damaged the fabric of our democratic society” by inducing station to stop filmed life of Protestant leader. Gould said WGN-TV made “error in judgment,” but that attempts by Action Committee to have FCC “order a TV station to run a particular film or be put out of business” are “altogether repugnant.” He predicted “almost certain rejection” of complaint by FCC.

Networks face new contest for time between rival Protestant groups, Feb. 18 *Christianity Today* warns. Editorial in new bi-weekly takes side of “fundamentalist” National Religious Broadcasters Inc. against “modernist” National Council of Churches (Vol. 13:5) in claims for free-time religious programming. It assails network recognition given NCC as most representative Protestant coalition, claiming that at “very most” it is entitled to only about 63% of available time.

Network Accounts: ABC-TV’s ambitious plans, revealed at special demonstration last week (Vol. 13:7), got shot in arm this week when AT&T switched *Telephone Time*, filmed drama series based on true stories, from CBS-TV to ABC-TV starting April 4 or 11, Thu. 10-10:30 p.m., thru N. W. Ayer . . . American Tobacco and General Foods to be alt. sponsors of *Tales of Wells Fargo* on NBC-TV starting March 18, Mon. 8:30-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles and Young & Rubicam . . . Procter & Gamble to sponsor *Perry Mason Show* on CBS-TV starting in fall, time undetermined; it also becomes full sponsor of *As the World Turns* on CBS-TV starting April 2, Mon.-thru-Fri. 1:30-2 p.m. . . . Liggett & Myers cancels Edgar Bergen’s *Do You Trust Your Wife?* on CBS-TV, effective March 26, but retains Tue. 10:30-11 p.m. time period for replacement . . . Colgate Palmolive to be full sponsor of *Big Payoff* on CBS-TV starting Feb. 25, Mon.-thru-Fri. 3-3:30 p.m. . . . California Packing Co. buys 13 alt. week quarter-hours of *Garry Moore Show* on CBS-TV starting April 12, thru McCann-Erickson, San Francisco; Pittsburgh Paint buys 6 additional alt. week quarter hours, thru Maxon . . . Timken Roller Bearing buys 2 one-hour documentaries on NBC-TV in prime evening time, dates undetermined, thru BBDO; shows are Project 20’s “Age of Innocence” and one of “Antarctica” series . . . Kemper Insurance buys half of East-West All-Star game and National Invitation basketball tournament March 16, 23 and

30 on CBS-TV, thru John W. Shaw Adv., Chicago . . . Carter Products sponsors last 2 programs in NBC-TV’s “Racing from Hialeah” series Feb. 23 and March 2, Sat. 4:30-5 p.m., thru Sullivan, Stauffer, Colwell & Bayles.

Rate increases: KSTP-TV, Minneapolis-St. Paul, has raised base hour from \$1550 to \$1640, other rates (including min. at \$320) being unchanged. KCMO-TV, Kansas City, March 1 raises base hour from \$1200 to \$1350, min. \$250 to \$300. KOTV, Tulsa, Feb. 15 raised base hour from \$750 to \$825, 20 sec. \$175 to \$200. KVOO-TV, Tulsa, March 1 raises hour from \$700 to \$750, min. \$150 to \$175. KAKE-TV, Wichita, March 1 raises hour from \$500 to \$600, min. \$110 to \$135. WCSH-TV, Portland, Me. March 1 raises hour from \$400 to \$500, min. \$80 to \$100. WRDW-TV, Augusta, Ga. Feb. 1 added Class AA hour (7:29-10:30 p.m. daily) at \$350, min. at \$75, Class A hour remaining \$300. KFDA-TV, Amarillo, Feb. 1 raised hour from \$300 to \$340 and added Class AA min. only rate (7-10 p.m. daily) at \$85. KOOK-TV, Billings, Mont. has raised hour from \$150 to \$200, min. \$30 to \$45.

First CBS Extended Market Plan affiliate to become primary affiliate is KLFY-TV, Lafayette, La. (Ch. 10), effective March 1.

CBS Radio appoints Doyle Dane Bernbach to handle expanded consumer advertising campaign.

WESTINGHOUSE CHANGES DISTRIBUTION PATTERN: Major reorganization of Westinghouse consumer products distribution, being announced Feb. 25, is but another step in its determination to become one of the Big 5 of TV manufacturers and to regain ground lost in white goods competition as result of costly strike last year. In nutshell, here is gist of reorganization, announced by v.p.-gen. mgr. Chris J. Witting:

Westinghouse Appliance Sales has been created to take over distribution of TV receivers, major appliances, room air conditioners, dehumidifiers & vacuum cleaners. Beginning March 1, it will replace Westinghouse Electric Supply Co. in all markets on a region-by-region basis. Wesco branches will continue to distribute apparatus and supply products as well as electrical housewares, radio receivers, fans and non-consumer products. In addition, a parallel factory field sales organization has been set up for marketing of TV receivers and appliances to independent distributors, most of whom carry full Westinghouse line.

"The new organizations eliminate split responsibilities between the manufacturing and selling functions of product-producing divisions," said Witting. "For some time we have felt that products such as major appliances and TV receivers call for the services of a specialty organization set up so as to devote all of its time and attention to those products. That objective will be achieved through Westinghouse Appliance Sales. Meanwhile, factory field sales will handle all products that normally flow to market through independent and supplemental distribution."

Richard J. Sargent, gen. mgr. of consumer products marketing & distribution, said Westinghouse Appliance Sales would be headed by Louis Berger, now sales mgr. of consumer products divs. George H. Meilinger, currently marketing director for major appliances, will head the factory field sales organization.

Each organization will operate through 7 regions, each headed by regional manager to be appointed shortly. Regional managers, in turn, will be given responsibility for creating number of districts required for "efficient market coverage."

Two organizations parallel but do not overlap each other, said Sargent, explaining: "Each selling organization has its own clearly defined responsibilities to serve the needs of our franchised dealers and to improve and speed up communications between the point of sale and manufacturer of the product."

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Westinghouse Appliance Sales will have to show profit, like any other organization, said Sargent in denying trade reports that Westinghouse will be able to bypass profit at distributor level to concentrate on profit at factory. He said it was not true that by setting up Westinghouse Appliance Sales as a div. of Westinghouse Electric Supply Co., company was in position to forego distributor profit. If rumors were true, it could mean that Westinghouse would be able to price TVs and appliances considerably under current levels.

"Our action will have no effect on prices, as we see the situation now," said Sargent. "As to its impact on the market as a whole, we'll have to wait awhile." He also said it had not been decided where to start new distribution setup.

Westinghouse's action is latest move in its drive to pep up TV-radio-appliance operations. It has already signed contract for production of TV-radio-appliance line for Montgomery Ward under private label (Airline for TV-radio) and it's continuing negotiations with major dept. stores for more private label business. Meanwhile, discussions are being held with other set makers for contract orders.

Economic Outlook: Mixture of good and bad is found in Feb. report of National Assn. of Purchasing Agents business survey committee. "While purchasing executives refuse to agree entirely with the current talk of a 1957 recession, they are exercising caution in their buying policies," it said, adding that "there is strong evidence of increased buyer resistance to higher prices." At same time, it found no

letdown generally in high production levels, 55% of purchasing agents saying Feb. production was at same level as Jan., 27% reporting higher levels, 18% lower. Also, 65% of agents thought that hours to be worked by their employes in next few months would remain at about same level as 1956. Commerce Dept. this week spelled out what all economists knew -- that country produced more goods and services last year than in any year in history. Gross national product hit \$412.4 billion for year, with fourth quarter at annual rate of \$423.8 billion. For the year, it represented a 5½% increase over 1955. Commerce also reported that personal income for 1956 totaled \$325.2 billion, compared with \$306.1 billion in 1955; personal consumption expenditures of \$265.7 billion vs. \$254 billion; personal savings, \$20.9 billion vs. \$16.6 billion. All of the 1956 totals, said Commerce, set new records.

Production: TV output totaled 123,225 week ended Feb. 15, compared with 116,134 preceding week and 146,733 in corresponding week of 1956. It was year's 7th week and brought TV production for year to date to about 791,000, compared with 1,023,222 in corresponding period year ago. Radio production totaled 307,909 (126,450 auto) week ended Feb. 15, compared with 319,386 (135,055 auto) preceding week and 284,840 (105,133 auto) in same 1956 week. Radio output for first 7 weeks totaled 1,998,000 (914,000 auto), as against 1,944,764 (864,904 auto) in same period of 1956.

Topics & Trends of TV Trade: RETMA and IUE engaged in verbal duel this week on question of guaranteed annual wage—and the result would have to be called a draw. Irked by still-continuing layoffs in TV plants, IUE's TV-radio-parts conference board served notice on industry that guaranteed annual wage would be included in its demands in new labor contract negotiations, and approved sending letter to RETMA asking it to "reconsider its refusal" to meet with union representatives on wide range of labor problems.

RETMA exec. v.p. James D. Secrest denied that RETMA refused to meet with IUE, said 2 such meetings have already been held and that on Feb. 14 he sent a letter to Daniel Arnold, chairman of IUE's conference board, to inform him that the problems raised by union were in realm of collective bargaining with individual manufacturers, that RETMA could not be a party to such bargaining and that no useful purpose could be served by further meetings on subject.

Arnold fired back that RETMA's premise was incorrect, that problems were industry-wide. "A single employer may be helpless to try to stabilize his production and employment in the face of policies by other companies which are unstabilizing," he declared. He said industry needed a common labor-management approach to basic problems.

"Workers in this industry are being taken for a ride," he said. "Manufacturers hire 5000 one month and the next month turn around and lay off 15,000. Workers have become the pawns in a game of 'glut and market' played according to the rules of automation. Industry has found out that workers displaced by automation cannot buy the increased volume of products which are literally dumped on the market. Shortsighted attempts to reduce [wages] of employes who operate the automated equipment has made the purchasing power problem even more acute."

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Repeal or reduction of excise taxes on TVs and radios was ruled out, for time being at least, by House Ways & Means Committee at closed-door meeting Feb. 19. Committee is reviewing numerous excise tax administrative and technical changes proposed by subcommittee headed by Rep. Forand (D-R.I.). Committee's action doesn't necessarily mean that all possibility of repeal or reduction is dead this session—mainly because it could be tacked on as floor amendment to any revenue-raising legislation which may be introduced.

"Multiple beam" picture tube, which eliminates video amplifier section and is driven directly from video detector, was demonstrated to some midwest set and tube manufacturers this week by Multi-Tron Lab Inc., Chicago picture tube and research & development firm which hopes to license other manufacturers to make the tube. Multi-Tron director Porter Bibb said tube would be demonstrated to eastern manufacturers next week and that samples in sizes from 8 to 21-in. are already being made. Aimed principally at portable market, he said it would make possible savings of \$1.50-\$3.50 per set at manufacturer level. He said multiple beam tube grew out of research for RCA color tube and that his company has been working on it for 5 years. The chief engineer of a TV picture tube manufacturer, who attended the demonstration, told us he had measured brightness of picture, found it to be 15 ft.-lamberts. "The highlight brightness is very low," he commented, noting that total maximum beam current was 500 microamperes and "our customers demand 1200 microamps." He stated his company and others in field have been working for some time on similar principle in effort to develop tube requiring no video amplifier for cheaper sets. Muntz is said to be interested in coming out this fall with set using the tube.

Federal Judge Igoe overruled motion by RCA requesting that Zenith be ordered to stop interfering with depositions being taken by RCA attorneys from European witnesses in preparation for trial of Zenith's anti-trust patent infringement counterclaim suit against RCA, GE and Western Electric (Vol.13:7). Judge Igoe told RCA to follow a schedule of European witnesses worked out earlier. Zenith denied any interference and advised Swiss witnesses that an RCA letter was falsely reporting that Zenith was trying to interfere.

"Boudoir TV" is Motorola's latest offering—a 14-in. pink portable covered with pink leather, with controls and carrying handle bejeweled with pink and clear rhinestones. It's for the lady "hard to give to." And for the discriminating male, there's 14-in. portable covered in black-&-white pony skin, with handle engraved in design of Colt .45.

U. A. Sanabria, whose American Television Inc. and deForest-Sanabria Corp. were charged by Federal Trade Commission with using bait advertising and other deceptive claims (Vol. 13:7), this week said the charges were unfounded, added: "We have done no wrong and the complaints against the companies are typical problems of the industry."

Trade Personals: Ross D. Siragusa, Admiral pres., returned to desk Feb. 18 from 15-day around-the-world business trip . . . Meade Brunet, v.p. & managing director of RCA International, named vice-chairman of board of trustees of Union College, Schenectady . . . W. A. Keil, production v.p. of Muntz TV, elected pres., replacing Earl Muntz, resigned . . . George J. Feder, factory supt. of RCA tube div., Harrison, N. J., named manufacturing mgr. of RCA semiconductor plant at Somerville, N. J. . . . Wm. E. Whittaker promoted to service mgr. of DuMont receiver div., replacing Peter Buttacavoli, resigned . . . George Avakian named director of Columbia Records popular album dept. . . . Wm. H. Herrman, director of Hoffman Electronics press relations & ex-Retailing Daily staffer on TV-radio, chosen as outstanding publicist in industry classification by Los Angeles Publicity Club . . . E. V. Space promoted to mgr. of equipment & production development, RCA semiconductor div., Somerville, N. J. . . . Robert L. Colfax, ex-Capehart-Farnsworth, named sales mgr. of International Resistance Hycor div., Sylmar, Cal.; Otho C. Lindsey, ex-Erie Resistor, named sales mgr., International Resistance subsidiary Circuit Instruments Inc., St. Petersburg, Fla . . . C. Kenneth Juno named adv. mgr. of Stromberg-Carlson special products div. . . . Paul LaRoche promoted to Cleveland regional sales mgr. of RCA Whirlpool.

RCA chairman David Sarnoff was presented first Lee deForest Gold Medal of Veteran Wireless Operators Assn. Feb. 21 in recognition of "50 years of outstanding service in the radio art."

Obituary

R. H. MacGillivray, 63, Pacific coast mgr. of Westinghouse International, died Feb. 16 at his home in San Rafael, Cal. after long illness. He joined Westinghouse in N. Y. 35 years ago. A son, R. F. MacGillivray, is currently San Francisco district mgr. of adv. & promotion for Westinghouse major appliances. In addition to his son, he is survived by his widow, another son, 2 brothers & a sister.

ELECTRONICS PERSONALS: Leslie A. Skinner, 1950 winner of American Rocket Society's Hickman Award, joins RCA missile & surface radar dept. as mgr. of new RCA missile electronics engineering operation at Army's White Sands, N. M. proving grounds . . . Russel A. Schlegel named gen. sales mgr., John R. Hemion asst. gen. sales mgr., Weston Electrical Instrument . . . Walter E. Kingston, gen. mgr. of Sylvania's atomic energy div., slated to be exec. v.p. of new Sylvania-Corning Nuclear Corp. . . . E. Whiffen named gen. mgr., J. P. Field quality mgr. in missiles section of Bendix Aviation products div. . . . Roy D. Jordan named adv. & sales promotion mgr. of GE's computer dept., transferring to Phoenix from Syracuse, where he was adv. & sales promotion mgr. for GE broadcast equipment.

Oak Mfg. Co. reports record earnings and sales for 1956, profit amounting to \$1,784,105 (\$2.72 per share) on sales of \$24,902,554, compared with \$1,688,483 (\$2.57) on \$22,783,785 in 1955. Annual statement anticipates increased sales to industrial accounts in 1957, with sales to TV-radio manufacturers about same as 1956.

Sprague Engineering Corp. earned \$102,705 (33¢ per share) on sales of \$2,257,663 in quarter ended Dec. 31, compared with \$68,441 (22¢) on \$1,346,441 in corresponding period of 1955. Backlog as of Dec. 31 was \$5,400,000, as against \$3,400,000 year earlier.

Cornell-Dubilier earned \$279,693 (52¢ per share) on sales of \$8,506,345 in quarter ended Dec. 31, compared with \$377,293 (17¢) on \$9,200,134 in corresponding period of 1955.

DISTRIBUTOR NOTES: Hoffman Electronics appoints Appliance Distributors, Tucson; Graff Motor Supply Co., Sioux Falls, S. D.; D. N. Latus Co., Helena . . . DuMont appoints Sydlee Electronic Supply Co., 453 Worthington St., Springfield, Mass. (Clifford Drafa, pres.); Penn Appliance Distributors Inc., 825 So. 26th St., Harrisburg, Pa. (Elmer A. Groeme Sr., pres.); Neyhart's Inc., 141 W. 3rd St., Williamsport, Pa. (H. Merrill Winner, pres.) . . . Ohio Appliances, Columbus (RCA) names Frank Rudolph, ex-v.p. & gen. mgr. of Scioto Sales (Crosley-Bendix), as builder sales mgr.

TV sales by Canadian distributors totaled 612,871 in 1956, compared with 776,536 in 1955, reports Canadian RETMA. Of the 1956 sales, 312,417 were consoles, 286,721 table models, 13,733 combinations. Dec. shipments were 51,281, compared with 63,250 in Nov. Montreal led in 1956 sales, 114,082; Toronto, 90,126; other Ontario, 57,222; British Columbia, 48,357; Alberta, 44,904; Manitoba, 43,575; Quebec City, 41,128; Ottawa & eastern Ontario, 36,079; Hamilton-Niagara, 30,227; Nova Scotia, 27,051; Saskatchewan, 23,530; New Brunswick & Prince Edward Island, 18,122; Windsor, 16,290; other Quebec provincial areas, 15,609; Newfoundland, 6569.

Radio Receptor Co., Brooklyn, announced this week that it will manufacture new line of German-developed selenium rectifiers, which it claimed are substantially smaller yet more efficient than any on U. S. market. Rectifiers were developed by Siemens, which has licensed Radio Receptor for U. S. manufacture and sale.

Portable demonstration room for special showing of color sets is offered dealers by RCA—8x12 or 12x12 ft. pre-fabricated room of metal tubing frame sections, which can be assembled or dismantled in 2 hours. It's available through RCA distributors.

GE will introduce new portable line in late March, 3 months before full line is shown in June.

Tung-Sol sales in 1956 set record of \$53,838,822, up 5.3% from 1955's \$51,114,549, but earnings declined to \$2,909,397 (\$3.83 per share on 704,931 common shares outstanding) from \$3,239,393 (\$4.65 on 649,333 shares) in 1955. Taxes were \$2,910,000 vs. \$3,615,000 in 1955. Chairman Harvey W. Harper and pres. Louis Rieben told stockholders that production of color TV tubes had been discontinued so that "funds and personnel could be better employed in other activities." They explained that lower earnings last year were due to higher labor and material costs and an expanded research and development program.

Hoffman Electronics had sales of about \$46,500,000 in 1956, compared with \$44,416,673 in 1955. In letter to stockholders, based on preliminary estimate, pres. H. Leslie Hoffman did not give details of 1956 earnings, but said they were equivalent to about \$2.17 per share; Hoffman earned \$1,560,596 (\$2.15) in 1955. He said that all divisions are in healthy condition, with prospects for improvement this year in both profits and sales. TV inventories, he said, are at "a very low level," and that Jan. sales doubled Jan. 1956. Semiconductor div. has established 1957 sales target at double 1956 level.

Gabriel Co. earned \$378,203 (67¢ per share) after taxes of \$415,000 on sales of \$19,209,638 in 1956, compared with profit of \$262,923 (45¢), taxes of \$269,000, sales of \$15,295,612 in 1955.

Granco Products earned \$51,003 (16¢ per share) on sales of \$1,543,729 in 6 months ended Dec. 31, compared with \$24,690 (8¢) on \$1,112,715 in corresponding 1955 period.

Financial & Trade Notes: Television-Electronics Fund reports net assets of \$138,055,961 and 11,918,646 shares outstanding as of Jan. 31, compared with assets of \$132,618,446 and 11,083,609 shares as of Oct. 31. During the quarter, these were the changes in its portfolio:

New stocks added: 17,200 shares American Machine & Foundry, market value \$584,800; 17,200 American Machine & Foundry rights, \$2688; Walt Disney Production warrants, \$32,000. Also added were \$141,000 worth of Burroughs Corp. 4½% convertible debentures, due Dec. 1, 1981; \$180,000 of National Cash Register convertible debentures due Dec. 15, 1981; 3 groups of \$2,500,000 Govt. bonds each, due March 7, 14 and 21, 1957; \$1,500,000 of G.M.A.C. commercial paper, due Feb. 23, 1957.

Stocks eliminated: 1800 Eastern Industries 5% cumulative conv. preferred, market value \$25,650.

Holdings were increased in ACF Industries, Addressograph-Multigraph, Admiral, American Bosch Arma, American Chain & Cable, Babcock & Wilcox, Barry Controls 'B,' Beckman Instruments, Bendix Aviation, Boeing Aircraft, Burroughs Corp., Carborundum Co., Clark Controller, CBS 'A,' Columbia Pictures, Cornell-Dubilier, Corning Glass, Douglas Aircraft, Dresser Industries, Eastern Industries, Eastman Kodak, Eaton Mfg. Co., Eitel-McCullough, Electronics Associates, Emerson Electric, Emerson Radio, Ex-Cell-O Corp., Fansteel Metallurgical, Food Machinery & Chemical, Friden Calculating Machines, General Bronze, General Dynamics, GE, General Mills, General Railway Signal, General Telephone, G. M. Giannini, Goodyear Tire, Harris-Seybold, Hazeltine, Hoffman Electronics, IT&T, Lockheed Aircraft, Magnavox, P. R. Mallory, Glenn L. Martin, W. L. Maxson, Mergenthaler Linotype, Minneapolis-Honeywell, Minnesota Mining, Motorola, National Acme, National Cash Register Co., Neptune Meter, North American Aviation, Otis Elevator, Paramount Pictures, Royal McBee, Sprague Electric, Stewart-Warner, Sylvania, Thompson Products, United-Carr Fastener, Walt Disney Productions, Westinghouse Air Brake, Westinghouse Electric, Zenith.

Part of holdings were sold in Aerovox, Allis-Chalmers, Amphenol Electronics, Bulova Watch, Chance Vought Aircraft, Garrett Corp., General Tire, International Nickel of Canada, International Resistance, Oak Mfg., Raytheon, Reliance Electric, Robertshaw-Fulton, Sperry Rand, Square D, Tung-Sol, Union Carbide, Western Union.

Unchanged during quarter were holdings in Aircraft Radio, AB-PT, AT&T, Ampex, Bell & Gossett, Bell & Howell, George W. Borg Corp., Borg-Warner, Bullard Co., Cincinnati Milling Machine, Cleveite, Conrac, Consolidated Electrodynamics, Consolidated Electronics Industries, Curtis-Wright, Cutler-Hammer, DuMont Bestg., DuMont Labs 'A,' duPont de Nemours, Electronics Corp. of America, Elgin Watch, Elox Corp. of Mich. 'A' & 'B,' Federal Sign & Signal, General Precision Equipment, Globe-Union, Indiana Steel, Industrial Electronics, IBM, Liquidometer, Litton Industries, Machlett Labs, Marchant Calculators, Northrop Aircraft, Penn Controls, Philco, Photon, Pullman, RCA, Ryan Aeronautical, Sangamo Electric, Servomechanisms, Storer, Taylor Instruments, Technicolor, TelAutograph, Telecomputing, Television Associates, Texas Instruments, 20th Century-Fox, United Aircraft, United Utilities, Varian Associates, Vitro Corp.

[For report on Aug.-Oct. quarter, see Vol. 12:46, p. 14.]

* * * *

Erie Resistor has called special meeting of common stockholders April 19 to vote on authorization of 200,000 shares of new "Preference" stock, with par value of \$12.50 per share, a portion of which will be sold at early date to finance company's growth; authorization of 1,500,000 shares of common (\$2.50 par); splitting of each \$5 par common share into 2 shares of \$2.50 par each; reduction of authorized shares of \$20 preferred from 125,000 to 62,475. If stockholders approve proposals, Erie plans to declare quarterly cash dividend of 10¢ per share, plus 1% quarterly stock dividend, on new shares of common, both payable June 15. Notice to stockholders explained that new "Preference" stock to be issued in immediate future will be convertible into common stock "at a conversion price somewhat above the market price of the common stock at the date of issue." It is also anticipated that the outstanding \$1.20 convertible preferred will be called for redemption shortly; each share of convertible preferred is presently convertible into 1.1 shares of present common (2.2 shares under proposed stock split). Erie Resistor sales last year were estimated at \$25,090,000, compared with \$22,358,644 in 1955 and \$14,866,836 in 1954.

Dividends: General Electric, 50¢ payable April 24 to stockholders of record March 15; Whirlpool-Seeger, 35¢ March 11 to holders March 1; Time Inc., 75¢ March 9 to holders Feb. 25; Meredith Publishing, 45¢ March 11 to holders March 1; Loew's Inc., 25¢ March 30 to holders March 12; Globe-Union, 30¢ March 9 to holders Feb. 25; Cleveite Corp., 25¢ March 12 to holders March 1.

National Telefilm Assoc. reportedly in discussions with Bache & Co. on possible additional financing through issue of convertible debentures.

Network Color Schedules

(Feb. 24 - March 9, 1957)

Feb. 24—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Goodyear TV Playhouse*, 9-10 p.m.

Feb. 25—NBC: *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

Feb. 26—NBC: *Matinee Theatre*, 3-4 p.m.; *Noah's Ark*, 8:30-9 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

Feb. 27—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.

Feb. 28—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

March 1—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

March 2—NBC: *Your Figure Is Your Fortune*, 1-2 p.m.; *Perry Como Show*, 8-9 p.m.

March 3—NBC: *Alcoa Hour*, 9-10 p.m.

March 4—NBC: *Producers' Showcase*, "Romeo and Juliet," 8-9:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.

March 5—NBC: *Matinee Theatre*, 3-4 p.m.; *March of Medicine*, "Monganga," 9:30-10:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.

March 6—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Maurice Chevalier's Paris* (film), 8-9 p.m.; *Kraft TV Theatre*, 9-10 p.m.

March 7—NBC: *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.

March 8—NBC: *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.

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

Raytheon earned \$654,743 (23¢ per share) on sales of \$111,844,000 in 7 months ended Dec. 31. No direct comparisons with same 1955 period are available because company has changed to calendar fiscal year, but pres. Charles F. Adams commented that earnings were "somewhat less than half" those of last 7 months of 1955. Raytheon's earnings in last fiscal year ended May 31 were \$1,254,633 (45¢) on sales of \$175,490,222. Adams blamed lower earnings on close-out of its TV receiver business (sold to Admiral) and highly competitive conditions in tube and transistor fields. He expects "a gradual recovery" of profits in 1957, with sales currently running ahead of 1956 levels. Backlog of defense business exceeded \$250,000,000 as of Dec. 31, more than double over year earlier.

GE set records in earnings and sales last year, net profit being \$213,756,849 (\$2.46 per share on 87,143,662 common shares outstanding) on sales of \$4,090,015,685, compared with \$208,908,054 (\$2.41 on 86,875,994 shares) on \$3,463,734,419 in 1955 and \$204,371,317 (\$2.36 on 86,660,618 shares) on sales of \$3,334,708,206 in 1954. Pres. Ralph J. Cordiner expressed dissatisfaction with failure of earnings to keep pace with increase in sales, saying operating profit margins were too low as result of "unfavorable price situation in the electrical manufacturing industry." He gave no breakdown for consumer products, but had previously stated that profits of consumer products divs. had kept pace with other GE sections (Vol. 12:50).

Importance of RKO Teleradio Pictures (formerly General Teleradio) to parent General Tire is revealed in financial statement released this week. It showed RKO Teleradio had net profit of \$2,530,961 in 10 months ended Sept. 30, plus indicated profit of additional \$1,000,000 for combined Oct.-Nov. period. General Tire's total net profit for 12 months ended Nov. 30 was \$10,860,129 (\$6.90 per share) on record sales of \$390,471,772. General Tire pres. Wm. O'Neil commented that, due to delays in audit of foreign operations, only 10 months of RKO Teleradio's profits were included. None of the RKO Teleradio sales were included because "they are not tangible merchandise," said O'Neil.

Storer Bestg. Co. reports 4th quarter 1956 earnings after taxes of \$1,605,742 (65¢ a share on 2,474,150 common and 'B' common shares), compared with \$1,466,159 (59¢) for same 1955 period. For full calendar 1956, net earnings after taxes were \$5,517,206 (\$2.23 per share) vs. \$4,277,928 (\$1.73) for 1955.

FCC-FTC liaison on complaints about deceptive commercials—"cooperative arrangement" in which FCC will warn TV & radio stations of any impending FTC action against them—was initiated formally Feb. 21. FCC said it will not attempt to police stations by judging merits of complaints, but will notify them when it receives copies of FTC reports of "questionable advertising." Stations then can "consider taking action consistent with their operations in the public interest." Joint FCC-FTC watch on TV & radio ads was proposed last April by Chairman Magnuson (D-Wash.) of Senate Commerce Committee (Vol. 12:17). After describing new procedure, FCC concluded: "Licensees should not rely solely on the action or inaction of the FTC, nor should they suspend their own continuing efforts in determining the suitability of advertising material to be broadcast over their facilities. Thus, advertising similar to that found to have been deceptive should raise questions on the part of broadcast stations as to the propriety of such material." T. Harold Scott, head of FTC's TV-radio unit, said his group will act shortly against first violators of regulations on TV commercials.

TV has proved "a blessing in disguise" to movie industry, according to prepared speech by Walt Disney—which he never delivered—at Feb. 17 dinner where he received Screen Directors Guild's Milestone Award. Throwing away his prepared text, he spoke informally of his years in movie business. In his prepared remarks, he said movies and TV are at last "coming into a period where both industries can view each other with relative calm and find some methods of common benefit." He added: "TV has given immediate opportunity to young directors, writers and players. They believe in new ideas. They take chances, and if they fall on their faces, they fall forward, and not back on their fannies. TV has opened doors to a new wealth of story and entertainment material. [TV] is forging a new selective audience, with a special capacity for quality entertainment."

One application for a TV station and 6 for translators were filed this week with FCC, bringing total pending to 121 for stations (23 uhf) and 56 for translators. Station application was for Aberdeen, Wash., Ch. 68, by local group with interests in radio KXRO, community antenna systems & electronics distributor. Translator applications were for Brownwood, Tex., Ch. 70, 73, 76, 79 & 82, by John G. Campbell, to rebroadcast KLRD-TV, Dallas; WBAP-TV, Ft. Worth; KCEN-TV, Temple; KRBC-TV, Abilene & KFJZ-TV, Ft. Worth; and for Raymond, Wash., Ch. 76, by Willapa Harbor T.V. Assn., to rebroadcast KOMO-TV, Seattle. [For details, see *TV Addenda 24-G* herewith.]

Thwarted suicide from atop old tower of WBZ-TV, Boston, was telecast live by station Feb. 16 and filmed for *11th Hour News* show that night. Center of drama was Roger Lavelli, who mounted tower in back of studio on Soldiers Field and threatened to leap. He descended after hour-long loudspeaker pleas by wife, Patrolman Charles Feeley, who was at studio rehearsing Brotherhood Week panel discussion, and Rev. Thomas Keane, his pastor.

Cuba can rock 'n' roll again, Communications Minister Ramon Vasconcelos decided this week in a fast switch. In response to protests from parents, he banned rock 'n' roll entirely from TV last week (Vol. 13:7), but counter-protests from teen-agers and TV stations changed his mind sufficiently to okay such TV music—if it isn't accompanied by "suggestive body movements."

Videotape will be used up to 10 hours weekly by NBC-TV for program repeats to affiliates remaining on standard time this spring and summer, affiliates executive committee was told last week. ABC-TV has already announced summer "clock time" videotape repeats.

Operators of unauthorized vhf boosters in state of Washington, whose authority to continue is being weighed by D. C. Court of Appeals, are trying another route to keep going—sponsoring bill in Washington legislature to give state's Public Service Commission authority to license "intra-state" TV stations. In Utah this week, governor signed bill permitting municipalities to finance translators (Vol. 13:7). It's expected state's CATV operators will challenge constitutionality of measure. Utah's action was rated "classic boondoggle of the year" in Feb. 23 *Editor & Publisher* editorial which states: "If the public coffers of Utah are so loaded with cash that they can be tapped to bring entertainment to the taxpayers, why don't the legislators do it right and provide free newsprint and transportation for newspapers and magazines and also build a few movie houses in those remote areas?" Montana state legislature has officially asked President & Congress for legislation authorizing vhf translators in remote areas. Request was submitted to House by Speaker Rayburn.

NCAA college football TV program for 1957 season, announced this week by exec. director Walter Byers—and subject to ratification by member schools—will be almost identical to 1956 program. Principal differences from last year's program: (1) Nine national and 4 regional TV dates are provided, instead of 8 national and 5 regional. (2) Two games will be televised at same time on 2 of 9 national dates, using split network. (3) National series will include a game from each of the 8 NCAA districts. National telecasts will be Sept. 21, Oct. 5, Nov. 28 (Thanksgiving), Nov. 30, Dec. 7; 4 other dates to be chosen by sponsor.

Unusually candid interview with ex-pres. & chairman Paul C. Smith of Crowell-Collier Publishing Co. in Feb. 18 *Wall Street Journal* quotes him: "I didn't do the job I set out to do" with now-defunct *American*, *Collier's* and *Woman's Home Companion*. Smith's summary, on quitting last week with no severance settlement: "No job. No offers of a job." He said he's "got maybe a net worth of \$25,000 or \$30,000. Otherwise, it was just another typical experience." He spent most of \$60,000 salary "for living expenses."

American Heritage Foundation honored NARTB this week for its outstanding public service in promoting national "Register, Inform Yourself and Vote" campaign of 1956. Brendan Byrne, exec. director of Foundation, praised TV and radio for major role in increasing voting registration by 4,500,000 over record 1952 levels. He spoke at NARTB's Conference of State Presidents of Broadcaster Assns., where broadcasters were also commended by Treasury Undersecy. W. Randolph Burgess for their efforts in selling savings bonds.

First community antenna operator to seek translators is John G. Campbell, who filed for 5 this week for Brownwood, Tex. He operates CATV system in Mineral Wells, had tried unsuccessfully to obtain CATV franchise for Brownwood.

Vastly expanded TV coverage in *Time Magazine* appears to have coincided with Time Inc. purchase of Bitner stations; at any rate, it's paying off—Feb. 11 issue, with Charles Van Doren cover story (Vol. 13:6) broke all records for single-issue sale.

Transoceanic TV in 10 years is predicted by Dr. Lee de Forest in VOA symposium, "The Frontiers of Knowledge and Humanity's Hope for the Future," prepared for Feb. 24 broadcast.

TV study at home, with costs of sets counted against tuition fees, will be offered U of Detroit students for up to 2/3 of college courses in program starting in Sept.

KOOK-TV, Billings, Mont. (Ch. 2) Feb. 15 increased power to 100-kw ERP from new 385-ft. tower.

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 2, 1957

FEE-TV TRIAL PROPOSAL shunned by Senate Commerce Committee, which prefers to wait and ask FCC about issue at hearings; Commission action slated (p. 1).

DEINTERMIXTURE FINALIZED, except in Madison & Hartford, including surprise shift of GE's WRGB, Schenectady, to uhf. Now for the litigation (p. 2).

PUBLIC SERVICE PROGRAMMING explored in 3-day meeting sponsored by Westinghouse; "Showmanship" called vital (p. 3).

FEATURE FILMS ON NETWORKS? CBS & Paramount confirm negotiations for backlog; NBC reported eyeing movies; NTA Network gets second sponsor (p. 4).

HEAVY SALES ACTIVITY—deals moving toward consummation covering WPFH, Wilmington; Bitner stations; WNEW, N. Y. Storer Atlanta deal dead (p. 6).

TV PRICE INCREASES due by midyear, say leading set manufacturers. Philco to be first target of union demands for guaranteed annual wage in industry (p. 10).

TUBE COUNTERFEITING crackdown intensified under RETMA prodding. Worn-out receiving tubes being destroyed. Former Bruno sales official indicted (p. 11).

RECORD MOTOROLA SALES of \$227,600,000 reported for 1956, though profit declined to \$4.12 per share; \$10,000,000 sales increase for 1957 predicted (p. 12).

NEW STATION in Casper, Wyo. starts, taking advantage of 6000 TV homes built by community antenna system. Reports on other near starters (p. 7).

RESURGENCE OF RADIO keeps rolling, with NBC and ABC reporting new sponsorships, CBS disclosing rate adjustment. Culligan gives reasons for boom (p. 9).

SENATORS BALK, LEAVE FEE TV TO FCC: Senate Commerce Committee refused to buy its staff's report urging trial of subscription TV (Vol. 13:7) -- preferring to wait at least until FCC appears before it next Tue. & Wed. March 5-6. Coincidence or not, FCC plans to tackle pay-TV issue March 4, with no decisive action foreseen.

Senate staff report looks dead -- victim of sharp disagreement among members of the Committee -- much to the embarrassment of Chairman Magnuson (D-Wash.), who told TV-radio audience Feb. 24 on CBS's "Face the Nation" that it would be approved by a majority of the Committee, if not unanimously.

Staff's fee-TV report will be used as "basis for questioning" Commission in next week's open hearings, Magnuson told press immediately following closed Committee session Feb. 27. He said Committee took no action because "some members hadn't digested the report" and others "disagreed with some parts of it." But he added his opinion that "toll TV is a matter that should be brought to a head soon."

Closed committee session was hot and argumentative, despite Sen. Magnuson's gentlemanly way of putting it. Though no vote was taken, it's unlikely the report would have garnered majority support after the 90 minutes of warm discussion. It's understood that active opponents of a pay-TV trial were Sens. Butler (R-Md.), Potter (R-Mich.), Thurmond (D-S.C.) & Blakley (D-Tex.).

But the fiery Sen. Pastore (D-R.I.) was credited with administering the coup de grace. Pastore, who has not taken a stand on subscription-TV issue itself, argued that Committee shouldn't jump the gun on FCC, that it was Commission's duty and prerogative to make pay-TV decision and Senate Committee had no right to usurp it.

It's possible the report "died of leakage," as suggested by some observers. Staff's draft, intended for Committee members only, was summarized by trade press 2 weeks ago (Vol. 13:7). Then the pro & anti forces got busy -- the anti-subscription groups admittedly running scared.

CBS prepared detailed 11-page analysis of the unreleased Senate staff report, concluded that Congress -- not FCC -- should decide on fee TV, that test wouldn't prove anything, that FCC doesn't have enough facts to decide on basic factors. NARTB pres. Harold Fellows told Manchester (N.H.) Chamber of Commerce that fee TV would violate rights of millions of Americans. And movie exhibitor-dominated Joint Committee Against Pay-As-You-See TV urged public to write Senators to reject report.

Commission will be grilled twice next week on fee TV -- first at Senate Commerce Committee's March 5-6 session, then at general "briefing session" March 7 before House Commerce Committee, where issue is certain to come up again. There reportedly is some sentiment on House Committee in favor of Congress' taking pay-TV ball away from FCC -- but both Chairman Harris (D-Ark.) and Rep. Wolverton (R-N.J.) this week denied reports they intended to introduce legislation to that effect. Only subscription-TV bill currently pending is one by Rep. Celler to ban all pay TV.

DEINTERMIXTURE FAVORED IN FINAL ACTIONS: "Inconsistency" -- that's the cry you'll hear from now on, as the wounded parties in deintermixture cases fight to reverse FCC's final actions this week. Commission's decisions were little changed from its tentative votes of a few weeks ago (Vol. 13:3,6). It voted to take vhf channels out of Albany-Schenectady area; Springfield & Peoria, Ill.; Evansville, Ind.; Fresno, Cal.; Elmira, N.Y. Vhfs will stay, it concluded, in Madison, Wis. and Hartford, Conn., while it voted tentatively to add another vhf to New Orleans.

There was one real shocker -- the decision to totally deintermix Albany-Schenectady not only by removing Ch. 10 from nearby Vail Mills but by shifting 17-year-old WRGB from Ch. 6 to Ch. 47, moving Ch. 6 to Syracuse. Commission also voted to move Fresno's KFRE-TV (Ch. 12) and Evansville's WTVW (Ch. 7) to uhf -- but these had been considered possible, though unlikely.

Speculation immediately arose that there had been a "deal" in the WRGB case; that owner GE had given FCC off-the-record assurance it wouldn't fight shift. But this was dispelled when WRGB mgr. R.W. Welpott issued statement asserting intent to contest decision, saying "we have no intention of voluntarily abandoning" audience which would lose service if station shifted to uhf.

It's no secret that GE v.p. Dr. W.R.G. Baker (whose initials form station's call letters) has long favored deintermixture generally, leans toward moving all TV to uhf -- and he restated that to us this week, though refraining from comment on WRGB's case. There was even a rumor that Chairman McConnaughey had previously sounded out GE pres. Ralph Cordiner, was assured GE wouldn't object to shift. But no one at GE or FCC would confirm the report.

FCC decisions considered same factors in each case, whether final action was to deintermix or not. Where deintermixture was ordered, Commission stated that area was already predominately uhf; that addition or retention of a vhf station would jeopardize operating uhfs, with potential loss of service to public; that vhf in the area would cover no significant "white area" that uhfs don't reach or wouldn't be able to reach with more power & height.

Where vhfs were retained -- in Hartford and Madison -- Commission concluded that deletion of the channels would deprive people of existing or potential service; that areas would be invaded by vhf signals from other cities, anyway; that the vhf channels couldn't be used efficiently elsewhere.

The really tough choices involved the definition of "white areas." The Commission finally stated that vast number of imponderables, unknowns, etc. were to be weighed -- then picked the measurements and arguments it considered most reasonable. Sometimes this produced deintermixture, other times not. Briefly, here are the final decisions rendered by FCC, all effective April 15 except those which require operating vhf stations to shift to uhf (which involve hearings):

* * * *

(1) Shift Ch. 6 from Schenectady to Syracuse, ordering WRGB to show cause why it should not go to Ch. 47. Delete Ch. 10 from Vail Mills. Comrs. Doerfer & Mack dissented; Comr. Hyde concurred in result.

(2) Shift Ch. 2 from Springfield, Ill. to St. Louis and Terre Haute. Give Springfield Ch. 2 CP-holder a uhf. Permit KTVI, St. Louis (Ch. 36) to operate temporarily on Ch. 2 pending hearing on competitive applications for the channel. Add Ch. 26 & 36 to Springfield. Reason for giving KTVI Ch. 2 temporarily, FCC said, is to keep St. Louis supplied with the station's service, inasmuch as Ch. 36 is being deleted. Comrs. McConnaughey & Doerfer dissented in part, concurred in part. Comr. Mack dissented; Comr. Craven abstained.

(3) Shift Ch. 8 from Peoria to Davenport-Rock Island-Moline, replacing it with Ch. 25 & 31. Give Peoria Ch. 8 CP-holder WIRL-TV a uhf. Comrs. Doerfer & Mack dissented; Comr. Craven abstained.

(4) Shift Ch. 12 from Fresno to Santa Barbara, replacing it with Ch. 30. Order KFRE-TV to show cause why it should not go to Ch. 30. Comrs. Doerfer & Mack dissented; Comr. Craven abstained.

(5) Shift Ch. 7 from Evansville, Ind. to Louisville, replacing it with Ch. 31. Move Ch. 9 from Hatfield, Ind. to Evansville, reserving it for educators. Order WTVW to show cause why it should not go to Ch. 31. Doerfer & Mack dissented.

(6) Substitute Ch. 30 for Ch. 9 in Elmira, N.Y.

(7) Retain Ch. 3 in Hartford, Ch. 3 in Madison. Comrs. Hyde, Bartley & Lee dissented in both cases.

Commission also announced tentative decision in New Orleans case -- adding Ch. 12, also adding Ch. 12 to Beaumont-Port Arthur, Ch. 3 to Lake Charles-Lafayette, Ch. 11 to Houma. This is expected to be finalized shortly. Vote was unanimous.

All the foregoing are final -- except that the "show cause" orders obviously have to go through hearings. In Hartford case, in fact, grantee WTIC-TV is free to start construction immediately, as far as FCC is concerned, and its goal is to begin operating within 90-120 days.

Commissioners' dissents expressed their long-known views. Opposing deintermixture, Comr. Doerfer said that he couldn't see how creating a few vhf islands would help uhf nation-wide; that removal of vhf's would deprive some people of their only service; that Congress meant FCC to promote service, not equalize competition.

Comr. Mack failed to see how deintermixture would help uhf generally, either. He suggested FCC go further -- delete more operating vhf's, in such cities as Utica and Binghamton, perhaps turning their channels over to safety & special services.

Comr. Hyde, pro-deintermixture, couldn't see how Commission could shift vhf operators to uhf in some markets while refusing to shift a non-operating vhf as in Hartford. Comr. Bartley, also dissenting in Madison & Fresno cases, charged that "the decision which the majority has reached...is clearly inconsistent with the other actions taken this day in similar proceedings."

Balance of current allocations cases, mostly involving vhf drop-ins in Miami, Norfolk, etc. (Vol. 12:26), may not be considered for several weeks.

Emboldened by Commission's actions this week, CP-holder WOCN, Atlantic City (Ch. 52) asked that Ch. 3 be shifted from Philadelphia to Atlantic City. Channel is now occupied by NBC's WRCV-TV. WOCN asserted that New Jersey has no TV stations; that WATV (Ch. 13) is only nominally a Newark station.

The litigation now resumes, and Commission is gearing for it. For example, it plans to assign attorney John Harrington to head hearing activities -- with plenty anticipated from now on.

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A long-term study of allocations by group of top professional experts -- almost forgotten in the recent allocations hurly-burly -- is now nearing an end, according to Chairman Magnuson (D-Wash.) of Senate Commerce Committee. The ad hoc allocations committee headed by MIT's Prof. Edward Bowles -- selected 20 months ago by Senate group (Vol. 11:24-26) -- is "almost finished," Magnuson told us after he conferred with Bowles March 1. Committee was originally picked to look into engineering aspects of allocations, later was broadened to include all phases of the situation. Senator told us ad hoc group's report probably would be issued as Committee document, separate from final Committee report on allocations. Best guess is that it will be released in couple months.

NATIONAL LOOK AT LOCAL PUBLIC SERVICE: First national conference on public service programming by local stations, held this week in Boston under Westinghouse Bcstg. Co. auspices, was no holiday junket. It turned into a 3-day workshop -- in shirt-sleeves -- for 200 invited participants from 100 TV & radio stations across country.

"Showmanship" became theme of Feb. 27-March 1 meeting on subjects which Westinghouse pres. Donald H. McGannon said had become "rather dull, lukewarmly-regarded"

in industry. Conferees stayed up late in Hotel Statler sessions and caught 8:30 a.m. buses to studios of WBC's WBZ-TV & WBZ 6-mi. away to talk about them.

There were 14 panel programs -- some running simultaneously -- in 3 days, ranging from "Freedom" & "Religious Programming" to "Making the Most of Informational Film." Question for panelists, as posed by host McGannon, was how to "display showmanship, excitement & enthusiasm" in non-entertainment program for public which is "more interested in being entertained" than "inspired or instructed."

Consensus of conference was that there's nothing wrong with public service programming that bigger & better "showmanship" can't fix, although definitions of term varied. For example, James T. Aubrey Jr., ABC-TV v.p. for programming, thought it was "making the ordinary seem like the extraordinary," while NBC public service mgr. Edward Stanley said it was "imaginative marriage of technique & content."

"Showmanship" theme pervaded series of panel discussions. Even on such strait-laced topics as civil rights and basic liberties, programs can be made more palatable to audiences by "showmanship," said Jerome R. Reeves, KDKA-TV, Pittsburgh. Panelists agreed, but cautioned that "good taste" must be maintained. Same holds true for religious programming, remarked Rev. Walter L. Flaherty, Boston Archdiocesan TV Center. "You have to make them listen to you; you have to entertain them," he said. Bruce Wallace, WTMJ, Milwaukee, appealed for "simple" religious shows.

Conference started out to be caucus limited to 10 Westinghouse stations to implement slogan that "public service is good business." It was idea of Richard M. Stack, WBC v.p. for programming, to bring in other stations -- including competitors -- and networks to have a look at some common public service programming problems.

SALE OF PARAMOUNT'S 700-feature pre-1948 backlog is imminent—but a report that sale to CBS is virtually consummated was denied by both parties. The report in Feb. 27 *Variety* stated flatly that directors of CBS & Paramount had "agreed in principle" to deal for all rights to the features at \$50,000,000.

Paramount pres. Barney Balaban told us story was "not correct in the sense that the deal had been submitted to the boards of directors." He added: "We have been having discussions with every company, large and small, including CBS."

CBS-TV pres. Merle Jones branded story "absolutely untrue." He declared: "Sure, we have had casual meetings with Paramount and others, just as other people in the industry have had. But there's no truth in the statement that there has been any deal, or that anything at all has gone to the top board level of CBS."

Neither president specifically precluded the possibility that there might be a deal between CBS and Paramount—which would almost certainly mean CBS would take the plunge into network showings of top-notch feature films. Among the other networks, ABC-TV has option on RKO's "finest 52" package, and even NBC-TV has been reported in negotiation with United Artists for group of independently released post-1948 features ("Moulin Rouge," "African Queen," "Barefoot Contessa," etc.) as possibility for summer network screenings.

Meanwhile, "the fourth network"—NTA Film Network, owned half-&-half by National Telefilm and 20th Century-Fox—announced second sponsor for its 90-min. weekly feature film show on 128 stations beginning April 1. Sponsoring 30-min. weekly will be P. Lorillard Co. (Old Golds), thru Lennen & Newell, for 39 weeks—joining Warner-Lambert Pharmaceutical, sponsoring remaining 60 min. Total revenue from joint sponsorship for 39 weeks "will approximate \$4,000,000," NTA Network said. Pictures will be new-to-TV features supplied by 20th Century.

With tremendous supply of features now on market, demand for films—and the prices asked and paid—have gone up, paradoxically. Even old-to-TV features are now

commanding stiffer prices than formerly. A new feature film distributor—Signet TV, headed by Nat Gassman—Jan. 1 took over Paramount's 35 Pine-Thomas features (not considered Class A), and has already sold them in 14 major markets.

Meanwhile, Republic Pictures pres. Herbert J. Yates told stockholders his company's TV sales of pre-1948 features have already grossed more than \$11,000,000 and that he anticipates \$15-\$20,000,000 from 210 post-1948 films.

Wired pay-TV movie system for Bartlesville, Okla., planned by Video Independent Theatres and Jerrold Electronics Corp. (Vol. 12:42, 48), is featured in TV-radio section of March 4 *Time Magazine*. Principals aim for start of operations in June, expect to begin wiring up town in a few weeks. Jerrold spokesman says company has received inquiries from many other exhibitors anxious to start similar systems in their areas. Project will go ahead regardless whether FCC authorizes tests of telecast toll TV, he said, reiterating that Jerrold welcomes comparison of the 2 techniques. Jerrold was also subject of cover story in Feb. 25 *Electronic Week*.

Investigation of "conspiracy by TV & radio networks to deny the public a free choice of music" was urged by delegation of 5 songwriters headed by ASCAP v.p. Otto Harbach in March 1 visit to Senate Commerce Committee Chairman Magnuson (D-Wash.). Representing "Songwriters' Protective Assn.," they presented brief urging full probe, were assured that request would be given "full study."

Community antenna operators have hands full nowadays, putting out regulatory brush fires—latest being introduction of bill in Arizona legislature to put systems under state utility regulation. So far, operators have been extremely successful in preventing adoption or implementation of such measures in about a dozen states.

TV film commercial production represented \$35,000,000 gross in 1956, according to Ross Reports-Television Index, 551 Fifth Ave., N. Y., based on production reports in its 1956 *Survey of TV Film Commercials* (84 pp., \$7.50).

Personal Notes: Wm. H. Hylan reassigned as CBS-TV v.p. in charge of sales administration, succeeded by Thomas Dawson as v.p. in charge of network sales; Wm. B. Lodge, v.p. in charge of general engineering, reassigned as v.p. of station relations & engineering; Edward P. Shurick named v.p. & director of station relations; Jay Eliasberg promoted to research director, succeeding Oscar Katz, now v.p. in charge of daytime programs . . . Don Durgin, v.p. in charge of ABC Radio, joins NBC-TV March 11 as v.p. & director of sales planning, reporting to Walter D. Scott, v.p. & national sales mgr. for TV . . . Maurice E. McMurray, representing WJBK-TV, Detroit & WJW-TV, Cleveland, in Storer's N. Y. sales office, promoted to national sales director of Storer stations, succeeding late Robert Wood and continuing to headquarter in N. Y. . . . Arnold Kaufman elected a v.p. of RKO Teleradio Pictures . . . John T. Griffin named chairman of KTVX, Muskogee-Tulsa and KATV, Pine Bluff-Little Rock; James C. Leake succeeds him as pres. of stations; managing director Mike Shapiro succeeds Leake as exec. v.p. . . . Ralph W. Nimmons, ex-WFAA-TV, Dallas, named gen. sales mgr. of upcoming WFGA-TV, Jacksonville (Ch. 12), due in spring . . . Richard L. Geismar promoted to exec. asst. to Bernard Goodwin, pres. of DuMont Bestg. Corp. (WABD, N. Y., and WTTG, Washington) . . . Stacy W. Norman, chief of Inspection & Examination Div. of FCC's Engineering & Monitoring Bureau, retired Feb. 28 after serving Commission and predecessor agencies since 1929 . . . Robert D. L'Heureux, asst. to FCC Chairman McConaughy and liaison with Congress, will establish private law practice in Washington Sept. 1 . . . Stanley H. Pulver resigns as Lever Bros. TV-radio adv. mgr., due to be succeeded by Howard Eaton, ex-Young & Rubicam . . . Lynn E. Knox, ex-WHAS-TV, Louisville, named sales mgr. of WINT, Ft. Wayne . . . John P. Sholar promoted to sales mgr. of WNOK-TV, Columbia, S. C. . . . Wm. J. Taylor, gen. mgr. of radio KSLR, Oceanside, Cal., named director of So. Cal. Bcstrs. Assn., replacing Frank Crane, now with radio KPOP, Hollywood . . . Peter Kalischer, ex-Collier's Far East correspondent, joins CBS News for N. Y. & Washington assignments before reassignment overseas . . . Ed Wallis, adv. & promotion mgr. of KYW-TV & KYW, Cleveland, named sales mgr. of KYW . . . Frank Young, ex-Screen Gems & NBC, named publicity director of NTA Film Network . . . Charles Heaton, ex-Bell Syndicate,

named promotion director of WTTG, Washington . . . W. J. Carter resigns as chief engineer & engineering director of CKLW-TV & CKLW, Windsor, Ont., after 25 years to join architectural firm of Pennington & Carter; Stewart Clark succeeds him as engineering director . . . Tex Schramm, onetime sports editor of *Austin (Tex.) Statesman*, serving since 1948 as gen. mgr. of Los Angeles Rams football team, joins CBS as asst. sports director . . . Norman Prevatte promoted to asst. TV production mgr., WBTW, Charlotte; Dan Givan promoted to TV program development supervisor.

John J. Sirica, head of trial dept. of Hogan & Hartson, was nominated to be a Federal District judge in Washington, D. C. He began his law career 30 years ago and in 1944 served as general counsel for a House select committee which investigated FCC. He quit after 6 months, denouncing investigation as a "whitewash."

Promotions in CBS-TV legal dept., announced by Thomas K. Fisher, v.p. & gen. attorney; Leon R. Brooks (Washington), Richard A. Forsling, Richard W. Jenks, Charles C. Woodward named asst. gen. attorneys; E. Thayer Drake and Robert V. Evans named senior attorneys.

J. L. Van Volkenburg, who retired Jan. 1 as CBS-TV pres., was presented with cabin cruiser Feb. 21 as gift of CBS-TV affiliates. Meeting of affiliates executive committee in N. Y. watched his acceptance at nearby CBS studio on closed-circuit hookup.

Former Sen. Burton K. Wheeler (D-Mont.), onetime chairman of Senate Commerce Committee now in law practice with son Edward, celebrated 75th birthday this week. Gift from his 6 children was establishment of scholarship in his name at U of Montana Law School.

Obituary

John C. Spearman, 55, of Washington law firm Spearman & Roberson, died Feb. 25 in a St. Petersburg, Fla. hospital following heart attack. He retired from active practice last year after being treated for heart ailment for several years. Surviving are his widow, his mother, 2 brothers, 3 sisters.

Gene Buck, 71, noted song writer, founder and pres. of ASCAP from 1924 to 1941, died Feb. 24 in North Shore Hospital, Manhasset, N. Y.

Freedom Foundation's TV awards, presented Feb. 22: top award, WTVJ, Miami, for "Listen to the People," public service program for Independence Day. TV series—WBKB, Chicago, for *Father Rigney Speaks*; WBZ-TV, Boston, for *History for Small Fry*; WFIL-TV, Philadelphia, for *Benjamin Franklin—The Compleat Man*. Single telecasts: CBS, for "The History of American Political Parties" on *Bandwagon '56*; NBC, for "The Bill of Rights," on *Open Mind*; WTOP-TV, Washington, for "Blessings of Liberty"; Campbell Soup, for "Local Election" on *Lassie* (CBS-TV); The Christophers, for "Knock on Every Door" syndicated program; E. I. duPont de Nemours, for "The Boy Who Walked to America," on *DuPont Cavalcade Theatre* (ABC-TV); Firestone Tire, for "Springtime, U. S. A." on *Firestone Hour* (ABC-TV); General Motors, for "Birth of an American" on *Wide World* (NBC-TV).

AWARE Inc. lost a round in legal battle when appellate div. of N. Y. Supreme Court upheld libel suit brought against the anti-communist pamphletting group by WCBS commentator and AFTRA New York v.p. John Henry Faulk (Vol. 12:27, 32). Appellate div. dismissed AWARE's defense of "fair comment," clearing case for Supreme Court hearing this year.

National Brotherhood Media Awards of National Conference of Christians & Jews: "Noon on Doomsday" on *U. S. Steel Hour* (CBS-TV); *Medical Horizons* (ABC-TV); "Brotherhood Week Salute" on *Kukla, Fran & Ollie* (ABC-TV); "What's Happening in This Country Now?" on *Dean Pike* (ABC-TV); "Tragedy in a Temporary Town" on *Alcoa Hour* (NBC-TV); "The Man With the Beard" on *Telephone Time* (CBS-TV); "The Gift" on *Frontiers of Faith* (NBC-TV); "Report from Africa" on *See It Now* (CBS-TV); *The Open Mind* (WRCA-TV, N. Y.).

Some of educational programs to be transmitted by NBC-TV to non-commercial stations starting March 11 (Vol. 12:50) will also be shown via kine on WRCA-TV, N. Y., first commercial station to announce such plans. The 5 separate 13-week series will cover American literature, geography, mathematics, American govt., music.

Educational TV got \$8,000,000 last year from its No. 1 benefactor—Ford Foundation. Annual statement revealed that funds went to Educational TV & Radio Center at Ann Arbor for direct grants to educational stations for programming improvement, for technical and professional assistance and to citizens groups promoting educational TV stations and programming.

STATION SALES activity burgeoned this week, along with spring weather here and there—and the prices don't get smaller. The latest:

(1) Storer's application to purchase WPFH, Wilmington (Ch. 13), with radio WIBG and subsidiary National Wired Music Corp., for \$5,626,312 and assumption of about \$1,000,000 liabilities (Vol. 12:51), was filed with FCC this week. To keep within Commission's ownership limits, Storer said it would sell either WAGA-TV & WAGA, Atlanta, or WBRC-TV & WBRC, Birmingham.

(2) Storer's proposed sale of Atlanta properties for \$6,500,000 to *Washington Post* (Vol. 12:42) fell through when agreement expired Feb. 15. Sale had been contingent on FCC approval of Storer's acquisition of WMUR-TV (Ch. 9)—but Commission has questioned plans to move station closer to Boston.

(3) Time Inc. purchase of Bitner stations for \$15,750,000 (Vol. 12:50-52) was formalized this week after Bitner stockholders approved deal in meeting Feb. 25.

(4) Radio WNEW, N. Y., was persistently reported to have been sold to DuMont Broadcasting Co. for \$7,750,000—despite assertions of principles that things were still in negotiation stage. In 1954, station went for \$2,100,000; about year later, present owners got it for \$4,100,000.

Unique sale approval by FCC this week resulted in 4-3 vote giving Herman M. (Hank) Greenspun, controversial Las Vegas publisher (*Las Vegas Sun*), control of KLAS-TV (Ch. 8). Comrs. McConnaughey, Doerfer & Lee dissented, Doerfer noting that Greenspun had pleaded guilty to violation of Neutrality Act by shipping load of arms from California to Mexico with Israel as destination; that he'd been fined \$10,000 for it July 17, 1950; that he'd lost civil rights as result—including right to vote, serve on jury, hold public office. Doerfer asserted that Communications Act's requirements regarding licensees' citizenship and character should disqualify Greenspun; that broadcasters' participation in Conelrad and other defense activities requires "extraordinary caution" in choosing licensees. Comr. Lee said that although there appeared to be "mitigating circumstances" regarding Greenspun's violation of Neutrality Act, he should not have control of station unless his civil rights are restored. Greenspun increases holdings from 22.77% to 67.5% by acquiring 124½ shares from R. G. Jolley for \$50,000. Jolley also sells his remaining shares back to company for \$270,000 (shares to be cancelled) and gets payment on \$20,000 promissory note (Vol. 12:25).

Sale of 50% of KNAC-TV, Ft. Smith, Ark. (Ch. 5) to George T. Hernreich under option obtained from late H. S. Nakdimen (Vol. 13:7) was approved this week by FCC. Hernreich becomes partner in stock subscription agreement, buying half of 1500 shares to be issued at \$100 each, in addition assumes half of obligations under agreement to advance \$150,000 to station, if needed. Approval of transfer is subject to any action FCC may be required to take when Court of Appeals comes to decision on suit filed by Donald Reynolds, owner of KFSA-TV, Ft. Smith (Ch. 22). Claiming he had contract to buy KNAC-TV, Reynolds argued FCC erred in extending CP and approving transfer of control to Nakdimen estate.

Radio station sales and transfers approved this week by FCC: WSMB, New Orleans, 50% by Paramount Gulf Theatres Inc. to Founders Corp., Bankers Securities Corp. retaining 50%. (Vol. 13:3). WJQS, Jackson, Miss. by D. W. Gavin to Milner Enterprises Inc. for \$75,000 (Vol. 12:50). KWIK, Pocatello, Ida. by Pocatello TV Corp. (Robert S. Howard, pres.) to owners of KOIL, Omaha, Neb. (Don W. Burden & John D. Buchler, principals) for \$33,000 plus \$9600 5-year building lease (Vol. 13:1).

Radio station sales and transfers reported this week: KLBS, Houston, by Howard Bestg. Corp. (Howard W. Davis, pres., also owner of KMAC & KISS-FM, San Antonio) for \$525,000 to McLendon Investment Corp., which dismissed Houston AM application. McLendon also owns KLIF, Dallas and KTSA, San Antonio. WCTC, New Brunswick, N. J. & WCTC-FM by Chanticleer Bestg. Co. (James L. Howe, pres., also owner of WIRA, Ft. Pierce, Fla.) for \$215,000 to group headed by Joseph L. Rosenmiller Jr. and Peter A. Bordes—also included with buying group is Louis J. Appell Jr., pres. of WSBA-TV & WSBA, York, Pa. Rosenmiller-Bordes interests control WESO, Southbridge-Webster, Mass. KIOA, Des Moines, by Town & Farm Co. Inc. (Don Searle, pres., also 6% of KOA-TV & KOA, Denver) for \$185,000 to Houston adman Lester Kamin's Public Radio Corp., owner of KAKC, Tulsa. Kamin also has minority interest in KCIJ, Shreveport, WMRY, New Orleans and CP for WCKG, New Orleans (Ch. 26). Town & Farm stations are KMMJ, Grand Island, Neb.; KXXX, Colby, Kan.; WFNF, Shenandoah, Ia. WHKK, Akron, O. 50% by Jackson B. Maurer for \$54,000 to parent corp., making Philip R. Herbert 100% owner. KBIF, Fresno, 51% by John Poole for \$40,800 to David T. Harris and Ephram Bernstein, both from KMJ, Fresno. Poole Bestg. Co. retains 49% along with "certain assets with long term lease." Poole also owns off-air KBID-TV, Fresno (Ch. 53), radio KBIC, Avalon, Cal. and CP for KBIC-TV, Los Angeles (Ch. 22). KMLW, Marlin, Tex. by KMLW Inc. (Charles E. Reagan, pres.) for \$47,500 to M-L Radio Inc.—buying principals being Louis F. Leurig, San Angelo adman, and Peter Miller, publisher of *LaSalle* (Ill.) *News-Tribune* (WPLO). Miller is also buying \$38,000 of preferred stock.

Sale of KEYT, Santa Barbara (Ch. 3) for \$1,640,000 was announced by pres.-gen. mgr. Colin M. Selph (Vol. 12:52). Buyer is new Key TV Inc., headed by Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, with 16⅔%; his cousin Wm. F. Luton, 41⅔%; Robert H. Dunlap, Pasadena attorney, 41⅔%. Sellers include Selph; rancher C. H. Jackson Jr.; actor Ronald Colman; Chicago adman Arthur F. Marquette, who will serve as a director of Key TV Inc.; Maj. Gen. P. M. Hamilton; Harry C. Butcher, ex-CBS v.p. and now owner of radio KIST, Santa Barbara; Cecil I. Smith, and others. According to transfer application, KEYT has been edging toward the black, having cut \$100,662 deficit as of June 30, 1955 to \$41,212 by June 30, 1956 and in 5 months since then has reduced it to \$18,768. Balance sheet for 5 months ending Nov. 30, 1956 lists \$190,264 fixed assets, \$133,221 current assets out of \$365,198 total assets.

Loan of \$425,000 to Glenn H. McCarthy from Houston investment banker Milton R. Underwood included option for Underwood to buy KXYZ, Houston, with CP for KXYZ-TV (Ch. 29), for \$600,000, with loan to be applied to purchase price if option was exercised, it's revealed this week in transfer application filed with FCC. Exercising option is new Houston Bestg. Corp., owned by Underwood, his wife and son. Underwood, Neuhaus & Co. (M. R. Underwood, pres. & 45%; Philip R. Neuhaus, v.p. & 25%), has agreed to dispose of 3.75% interest in Houston radio KTHT, but will retain 9.9% in radio KRYS, formerly KRIS, Corpus Christi, sold for \$255,000 by T. Frank Smith family, which retained KRIS-TV on Ch. 6 (Vol. 12:43).

McLendon Investment Corp. had surplus of \$239,391 as of Dec. 31, according to balance sheet filed with application to sell KILT, El Paso (Ch. 13) & radio KELP to owners of KXLY-TV, Spokane, Wash. (Vol. 12:49). Its balance sheet also lists \$433,852 in investments (stocks and leases), \$204,784 in accounts receivable, \$344,235 in land, buildings and equipment, out of \$976,073 total assets.

THANKS TO CATV SYSTEM, new KTWO-TV, Casper, Wyo. (Ch. 2) began test patterns March 1 with some 6000 TV sets in use, plans March 8 program debut with NBC-TV & ABC-TV, also will carry CBS-TV on per program basis. Community antenna system there, operated since Dec. 23, 1953 by Bill Daniels, pres. of National Community TV Assn., gets live network programs from Denver via phone company microwave. City also has another CP—KSPR-TV (Ch. 2), which hasn't reported target date. This week's starter is year's 4th, brings on-air box score to 497 (95 uhf).

KTWO-TV starts interim operation with 500-watt RCA transmitter and 1-bay antenna, has ordered 5-kw DuMont transmitter, will shift to 116-ft. self-supporting Ideco tower with 3-bay antenna. It hopes to establish own microwave link with Denver, according to principals.

Grantee Harriscopes Inc., Beverly Hills TV packager, is also applicant for Ch. 9, Sheridan, Wyo., to be operated as KTWO-TV satellite. Owners are Burt I. Harris, ex-gen. mgr. of defunct XELD-TV, Matamoros, Mex. (Ch. 7), pres., 40%; Irving B. Harris, v.p., 40%; Don Paul Nathanson, v.p., 20%. Personnel: Lawrence S. Burger, ex-Standard TV (TV film distributor), exec. v.p.; C. Van Haaften, ex-KOA-TV, Denver, gen. mgr.; Pete Bennett, ex-KVOC, Casper, sales mgr.; Robert Lebsock, ex-KREX-TV, Grand Junction, Colo., chief engineer. Base hour is \$150. Reps are Meeker and John L. McGuire (Denver).

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

WSOC-TV, Charlotte, N. C. (Ch. 9) has ordered 50-kw RCA transmitter for March 5 delivery, plans April 28 start with NBC-TV, reports pres.-gen. mgr. E. J. Gluck. It will be second vhf there, WBTV (Ch. 3) having started in mid-1949 as basic CBS-TV affiliate. Transmitter building near Newell, N. C., also housing temporary studio, is 75% ready; permanent studios will be in city at 1925 N. Tryon St. RCA 12-bay antenna is scheduled for installation on 1000-ft. Ideco tower April 20. Base hour will be \$900. Rep will be H-R Television.

WPSD-TV, Paducah, Ky. (Ch. 6) has ordered 10-kw RCA for early April delivery, plans May 1 start with NBC-TV, reports pres.-gen. mgr. E. J. Paxton Jr., for grantee

British Commonwealth International Newsfilm Agency has been established jointly by BBC, Rank Film Organization, CBC & Australian Broadcasting Commission to supply newsfilm for TV and theatres. New agency "will provide service with international news on film for subscribers anywhere in the world who may operate TV services, produce cinematograph newsreels or who require news film for other purposes, as for example universities," the newsfilm trust announced this week. Trust was formed, according to announcement, to "ensure that the company remains under British control and that newsfilm is supplied impartially without restrictions as to the way it is cut or presented." Organization began operations Feb. 27 from headquarters at Acton, England, in studios vacated by British Paramount News which recently went out of business. BCINA has been established as a trust similar to Reuters news agency. It will be controlled by board of trustees consisting of 3 representatives each from BBC & Rank, one each from CBC & Australian Broadcasting Commission. Lord Radcliffe, wartime director-general of British Ministry of Information is chairman of board and CBC gen. mgr. Alphonse Ouimet represents Canada on board. Kenneth Dick, ex-asst. head of BBC's TV news dept., is managing editor in charge of company, and CBC chief news editor W. H. Hogg is Canadian director.

Call letters of KDWI-TV, Tuscon (Ch. 9) change to KGUN-TV, effective March 14.

Paducah Sun-Democrat. Studio-transmitter building on south edge of town is nearly ready and foundations are being poured for 500-ft. Ideco tower due to arrive in early April. Base hour will be \$400. Rep will be Pearson.

KTVC, Ensign, Kan. (Ch. 6) hasn't definite target, although it's signed agreement to pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10), reports v.p.-gen. mgr. & 5.65% owner Wendell Elliott. Raytheon microwave is due by mid-March and station hopes to have hook-up with Stafford, Kan. ready in 30 days. Studio-transmitter building is ready and 5-kw GE transmitter is being installed. It has 6-bay GE antenna on hand, but 600-ft. custom-built tower isn't due to arrive until April 3. Base hour will be \$100. Rep not chosen.

WRLP, Greenfield, Mass. (Ch. 32) plans mid-May test patterns, June 1 programming start as satellite of WWLP, Springfield (Ch. 22), reports WWLP mgr. Wm. L. Putnam. It has 12-kw RCA transmitter ordered for delivery in about 2 weeks. Walls of new studio-transmitter building are up at Bolton Rd., Winchester, N. H.; 620-ft. Ideco tower is scheduled to be ready by end of April. WWLP plans to raise base hour from \$600 to \$700 when WRLP begins. Rep is Hollingbery.

KPLO-TV, Reliance, S. D. (Ch. 6) has ordered 10-kw RCA transmitter for March-April delivery, plans June test patterns, reports principal N. L. Bentson. It will operate as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), also operating satellite KDLO-TV, Florence, S. D. (Ch. 3). Butler steel building to house entire operation is about 25% complete on Medicine Butte. It will use 700-ft. Stainless tower with 6-bay antenna. Still to be built is microwave to Sioux Falls. KELO-TV base hour is \$450. Rep is H-R Television.

Order for 25-kw Standard Electronics amplifier by WORA-TV, Mayaguez, P. R. (Ch. 5) is reported by Visual Electronics Corp.

Gates ships 500-watt transmitter with 2-ring antenna March 8 to upcoming CFCR-TV, Kamloops, B.C. (Ch. 4), without target as yet.

Pagosa Springs, Colo. translator K74AD began tests Feb. 25, repeating KOB-TV, Albuquerque, consulting engineer John Morgan has informed FCC.

TV newsfilm will be shown in Los Angeles' Newsreel Theatre because of shortage of theatrical newsreel programming following demise of Warner-Pathe and Paramount newsreels. Theatre has made deal with Cleve Roberts' World Reports TV Service for weekly newsfilm and is negotiating with CBS-TV for daily newsfilm coverage. Newsreel Theatre features large-screen projection TV in lobby as added attraction to patrons. Meanwhile, another of nation's 3 remaining newsreel theatres—New York's Embassy—has scheduled March 6 showing of "Drew Pearson's Report on the Holy Land," 60-min. documentary originally presented Jan. 27 on NBC-TV. Film has been acquired by Joseph Brenner & Assoc., which is aiming at further TV & theatrical showings.

Emphasizing that uhf can succeed under proper circumstances, Wm. L. Putnam, gen. mgr. of WWLP, Springfield, Mass. (Ch. 22) reports station had net profit of \$133,444 on income of \$923,001 in 1956. Income breakdown: NBC, \$134,451; ABC, \$26,181; national spot, \$344,547; regional spot, \$48,249; local, \$291,434; miscellaneous, \$78,136. Agency commissions were \$73,755. Expense breakdown: engineering, \$194,440; program, \$236,403; sales, \$152,755; administration, etc., \$132,019.

Third anniversary of NBC-TV's *Home* was celebrated March 1 with 778th consecutive show. Plans for coming year include Arlene Francis film interviews in London and Paris, plus remotes from U. S. educational centers.

NEW STATION equipment was described this week by RCA at a special seminar for consulting engineers in Washington. Among highlights—though there's not much demand for it at present—was new 5-megawatt uhf package. This consists of 150-kw transmitter TTU-150A and high-gain antenna. Heart of transmitter is A2335 triode—2 used in visual section, one in aural section. RCA officials said 5-megawatt station package would be priced somewhere between \$500,000 & \$750,000, depending on timing and quantity of orders. RCA's 1-megawatt package is \$165,500 for 25-kw transmitter and \$59,500 for 46-gain antenna.

Among other new equipment discussed in all-day seminar:

(1) New traveling wave vhf antenna, claimed to be simple, provide nearly ideal pattern, have low wind loading and high power handling capacity. Cost of new type antenna was said to be roughly parallel to superturnstile—approximately \$33,000 for 8-gain, \$55,000 for 16-gain high-band antenna.

(2) "Precise carrier frequency control" for TV stations, markedly reducing co-channel interference (Vol. 12:37), is now ready to be offered commercially by RCA. Tested for several months on co-channel (Ch. 4) WRCA-TV, N.Y. & WRC-TV, Washington, use of equipment was said to be "equivalent to a tenfold power increase at nominal investment" for stations suffering from co-channel interference. Gear maintains precise station frequency with tolerance of plus-or-minus 2½ cycles, as proposed to current tolerance of 10 kc either way.

(3) New color monitor, to be priced at \$3500-\$4000, completely new slide projector at \$2450 and stabilizing amplifier at \$1250, were also described.

Multiple antenna installations were described by broadcast antenna equipment mgr. I. T. Newton, who stated that RCA has supplied stacked or candelabra antenna installations in 8 U. S. cities and 4 in Cuba and Canada. He gave us some details of KRON-TV's proposed 15-antenna tower in San Francisco (Vol. 12:32-33), which would employ both the candelabra and stacked approaches. Platform at top would accommodate several antennas above, several hanging below. Remainder would be built

around sides of tower. Tower would cost about \$1,000,000. Why 15 antennas for San Francisco? Newton said this number would cover any eventuality—for example, if FCC should some day order move of all stations to uhf, there would be room for enough antennas to permit simultaneous vhf-uhf operation by stations.

Technical presentation was capped by non-technical pitch for stations to convert to color, by TV studio equipment sales mgr. G. W. Bricker. Taking tax depreciation into consideration, he said cost of converting station for local color in 1957 would be only about \$25,000. "Color is the growth dimension" in TV, he stated, pointing out that if stations help dealers sell color sets by providing plenty of color programming, it will hasten the day when advertisers will be willing to pay premium prices for color shows. He forecast industry-wide sales of 400,000 color sets in 1957, 1,200,000 in 1958 and 1,800,000 in 1959. Next year, he added, "more than 5% of the TV homes will be color in better than 2 out of 3 markets." He termed 5% color saturation the figure at which stations can begin charging premium for color.

GE announced "price adjustment" for its complete line of TV-radio broadcasting equipment at week's end—first general price change for its broadcast gear. Broadcast equipment marketing mgr. Paul L. Chamberlain estimated revised price schedules will add "in the order of 10% to over-all equipment costs for new stations going on the air." He emphasized that move was not a general increase but involved "reductions in some products and increases in others." Biggest price increases were understood to be in studio equipment—studio image orthicon camera chain going from \$15,000 to \$16,800, though vidicon camera chains (live \$6300, film \$5200) and film scanners are unchanged. Prices of antennas have been "readjusted somewhat," transmitters are "virtually unchanged," a GE spokesman said. Amplifiers, power supplies, cabinets, etc. have gone up about 10%.

Assured of no local vhf competition by FCC's decision to delete Ch. 8 from Peoria (p. 2), WTVH (Ch. 19) announced it's shooting for power hike to 1000 kw as soon as possible, will use RCA 25-kw transmitter with present 50-gain antenna. It's also aiming for more height.

Telecasting Notes: "You can control TV programming by writing to the networks," advises Feb. 24 *Parade Magazine* in article titled "What's Wrong with TV?" Article complains about "the sameness of current video offerings, the excess of quiz and juvenile programs, the seemingly endless commercials, the general lack of creative programming." It attacks overdependence on ratings and concludes with plea to public: "If you like a program, say so; if not, say that. The networks are sensitive to public opinion. [So] let the networks know how you feel. In the long run, where TV goes from here is to a large extent your decision" . . . "Hardy perennials" of TV comprise 29 shows still going strong in the time periods they occupied in 1953—out of some 140 programs making up evening network TV fare—reports A. C. Nielsen Co. The "durable 29" still average a healthy 25.6 average audience rating or 40% share of audience—down from 32.4 and 51% in 1953 . . . If you follow the overnight Trendexes you know that NBC-TV's *Twenty-One* (Charles Van Doren) beat out CBS-TV's *I Love Lucy* 33.3-to-26.9 this week . . . CBS-TV has turned down request by Warner Bros. to postpone *Playhouse 90* drama, "Helen Morgan Story," until Warner movie on same subject is completed . . . **Metropolitan Opera** and Ed Sullivan have agreed to terminate their TV contract March 10—Sullivan expressing dissatisfaction with ratings of shows featuring opera segments and Met gen. mgr. Rudolph Bing reportedly unhappy with the way

Sullivan "was handling the opera presentations" . . . Albert McCleery, exec. producer of successful *NBC Matinee Theatre*, has agreed with network on new 5-year contract, said to make him one of highest paid production executives in TV . . . First-run syndication successes: NTA announces its *Sheriff of Cochise* series is now telecast in 174 markets; TPA's *Hawkeye & the Last of the Mohicans* now sold in 74 markets, with worldwide gross totaling \$1,600,000 (including CBC-TV network showing and airing on British TV . . . TV film production costs are 20-40% higher this year than last, reports Ziv, "while the price outlook is for no more than 10-15% increase by this fall." Ziv also reports new TV film purchases by networks and stations in Britain, Italy, Germany & Japan, accompanied by stepped up program of foreign language soundtrack dubbing for Ziv shows . . . TV Key, program preview-review service distributed to newspapers by McClure Syndicate, adds new service—"TV Key Movie Previews"—rating more than 9000 movies released for TV showing . . . **Magicular:** NBC-TV's *Producers' Showcase* schedules 90-min. magic show May 27, featuring 7-(count 'em)-7 magicians from all over world . . . **Hillbilly music** invades early morning TV beginning April 8 when CBS-TV presents daily *Country Style*, featuring Jimmy Dean, 7-7:45 a.m.—originating from (of all places) Washington, D. C.—replacing *Good Morning with Will Rogers Jr.*

RAADIO's UPSURGE continues to roll in high gear, with NBC and ABC reporting significant sponsorships and CBS announcing new rate adjustments designed to reflect network radio's changing patterns in programming and listening habits.

R. J. Reynolds (Camels) will spend \$1,000,000 on ABC Radio starting in mid-March for 20 five-min. newscasts a week, extending perhaps into week end, thru Wm. Esty Co. At same time, Camels also invested estimated \$168,000 net in *News of the World* on NBC Radio Mon.-thru-Fri. 7:30-7:45 p.m. for 26 weeks as part of \$500,000 net billings racked up by NBC this week from 7 advertisers. Other purchases were for *Monitor*, *One Man's Family* and several daytime dramatic programs.

CBS Radio, while not reporting additional sponsorships, adjusted its rates this week. Effective March 10, night rates were cut by 33%, while daytime rates were raised 5%. Cut was designed to put CBS evening shows on more competitive basis, while daytime increase was apparently intended to soften impact on affiliates. John M. Rivers, pres. of WCSC-TV & WCSC, Charleston, S. C., chairman of CBS Radio affiliates board, said that even with the whopping price cuts, CBS rates are "at a level significantly higher than those of competitors." Spokesmen for ABC Radio and NBC Radio said, on the contrary, that CBS rates would be lower than theirs.

ABC Radio had previously announced rate increase, effective April 1. Next to adjust rates is likely to be NBC Radio, Feb. 27 *Variety* reporting that plans there are for establishment of an all-day base rate, with variations by time periods. It said that 7-9 a.m. time period might be

20% higher than rest of day. Separate 20% increase on week-end *Monitor* rates is also due shortly.

NBC Radio v.p. Matt Culligan, meanwhile, took stock of radio's comeback in Feb. 25 address to Chicago's Broadcast Advertising Club. He listed 6 basic reasons for the resurgence: (1) Stability of audience. (2) Improved research, showing value of network radio as supplementary buy to other media. (3) Return of merchandising "excitement" from TV to radio. (4) High cost of TV advertising. (5) Better and smaller radio receivers. (6) More attractive purchase terms for sponsors on network radio. Culligan commented:

"One business truth all of you will recognize is that the most difficult single task in business is to arrest a downward trend, hold a plateau of stability, then claw your way back up. That is precisely what I suggest is now in progress in network radio. And I should like now to publicly pay tribute to the stout-hearted men of network radio—in our network and at CBS and ABC—who stood firm in the face of the TV onslaught and waited out the passing of the storm.

"This miraculous turnabout in the fortunes of network radio is definitely not a matter of luck, the failure of the competition, or the charity of advertisers and agencies. It is the result, we think, of identifiable, measurable causes, all of which contribute in varying degrees."

Note: Apropos of radio boom, we received this quoteworthy comment from an old school friend now with a mid-west advertising agency: "In my travels around the Central West I gain the impression that radio really has taken a new lease on life—and TV is pricing itself right out of this world. Still, who knows where the saturation point is?"

ADVERTISING AGENCIES: Humboldt Greig, ex-pres. & gen. mgr. of WHUM-TV & WHUM, Reading, Pa., most recently v.p. of WPFH-TV & WIBG, Philadelphia, named head of timebuying dept. of C. J. LaRoche & Co. (Revlon) . . . H. L. (Hay) McClinton, onetime TV-radio v.p. of N. W. Ayer, resigns as pres. of Calkins & Holden, announcing "basic differences of opinion as to management policies" with chairman J. Sherwood Smith . . . Roger A. Pardon, ex-Bryan Houston, named McCann-Erickson v.p. & group head of Chrysler account in N. Y. . . . Woodrow Benoit joins J. Walter Thompson TV-radio dept. as group head . . . John G. O. Webster, mgr. of J. Walter Thompson's office in Santiago, Chile, named mgr. of new office in Lima, Peru, its 8th Latin American office and 38th international office . . . Thomas A. Wright Jr., ex-NBC & BBDO TV-radio dept., named media mgr. of Leo Burnett Co., Chicago . . . Lloyd Gaynes, ex-WTVJ, Miami, named TV-radio production director of newly formed John S. Allen & Assoc., Miami . . . Sherman Slade, ex-Foote, Cone & Belding, where he was supervisor of Hoffman Electronics account, named a director of Dan B. Miner Co., Los Angeles . . . Wm. D. Stroben, serving on Westinghouse TV-radio div. account, resigns from McCann-Erickson, will announce plans following vacation.

Ten top agencies of 1956, out of 70 which did \$10,000,000 or more business each, are ranked in Feb. 25 *Advertising Age* in this order (in millions): J. Walter Thompson, \$255 vs. \$220 in 1955; McCann-Erickson, \$219 vs. \$166; Young & Rubicam, \$200 vs. \$182; BBDO, \$194.5 vs. \$162.5; N. W. Ayer, \$97 vs. \$92; Benton & Bowles, \$92 vs. \$68; Kenyon & Eckhardt, \$83 vs. \$68; Foote, Cone & Belding, \$81 vs. \$76; Leo Burnett, \$79 vs. \$71; Grant Adv., \$78.5 vs. \$67.9.

California National Productions, NBC subsidiary, appoints Grey Adv. for its 4 divs.—NBC-TV Films, NBC theatrical, merchandising, film services.

Rate increases: WKY-TV, Oklahoma City, March 1 raised base hour from \$920 to \$950, 20 sec. from \$225 to \$240. WHBQ-TV, Memphis, March 1 raised hour from \$800 to \$900, min. \$175 to \$200. KSLA-TV, Shreveport, April 1 raises hour from \$400 to \$500. WDAY-TV, Fargo, N. D. March 1 raised hour from \$400 to \$450, min. \$80 to \$90. KBAK-TV, Bakersfield, Cal. March 1 added Class AA hour (7-10 p.m. daily) at \$350, min. at \$70, Class A hour going from \$300 to \$280. KCEN-TV, Temple, Tex. March 1 raised hour from \$300 to \$350, min. \$60 to \$70. KTTSTV, Springfield, Mo. March 1 raised hour from \$250 to \$325, min. \$62.50 to \$81.25. Spot increases: KPIX, San Francisco, March 1 raised base min. from \$425 to \$500. KFJZ-TV, Ft. Worth, has raised min. from \$180 to \$225. WREC-TV, Memphis, March 1 raised min. from \$175 to \$200. WMCT, Memphis, has raised min. from \$180 to \$200. Note: WFIE, Evansville, Ind. has withdrawn Rate Card No. 7; base hour remains \$350, min. \$70.

NBC-TV affiliates grossed over \$1,000,000 from local co-op sales of network shows in 1956, second straight year such sales topped \$1,000,000 mark. Analysis reveals 133 stations sold 12,797 partic. in NBC-TV co-op programs. Largest single co-op revenue producer was *Meet the Press*, with 48 stations selling aggregate of 1270 such programs.

ABC-TV bagged another star this week in signing Gary Cooper to hour filmed show starting in fall, probably Thu. 8-9 p.m. Allied Artists, thru subsidiary Interstate TV, starts production in April on 39-week series.

New edition of ANA survey, "Magazine Circulation & Rate Trends" of 64 publications, 1937-1955, is available from ANA, 155 E. 44th St., New York 17, N. Y., free to members, \$15 to non-members.

Article on ABC's drive for competitive network status is now in preparation for April *Fortune Magazine*.

Blair TV Assoc. named rep for WPTV, Palm Beach, replacing Venard, Rintoul & McConnell.

TV PRICE INCREASES DUE IN NEXT FEW MONTHS: There's widespread industry support for Motorola pres. Robert W. Galvin's "anticipation" that industry-wide price increase of \$10 to \$20 a set will take effect "within the next 3 or 4 months." Galvin made the statement in address to N.Y. Society of Security Analysts Feb. 26 -- and our informal canvass of TV industry's pace-setters drew unanimous agreement.

Robert A. Seidel, RCA exec. v.p. for consumer products, said that "it's quite likely TV prices will go up in view of the continuing problem faced by the industry in the form of rising costs and steadily declining list prices."

Wallace Johnson, Admiral sales v.p., said "I agree with Mr. Galvin that TV prices will have to be raised. It just has to happen. We can't go on at this rate, despite the fact that in units our TV business is ahead of last year."

GE and Philco spokesmen expressed complete agreement. A GE official, who did not wish to be quoted by name, authorized following statement to us: "The TV market is under constant surveillance by GE in order to keep our marketing policies current with economic changes. It is academic that all products are subject to price change under the influences of a competitive market and the fluctuations in the cost of labor and materials. We anticipate that TV prices will tend to increase, but it is impossible at this time to predict the extent of such price change in the event such price change is determined as necessary."

Philco "will go along with price increases," said spokesman, recalling that recently introduced portables averaged \$10 higher than counterparts in old line.

Galvin's estimate of "3 or 4 months" for price increases would embrace the traditional midyear introduction of new models -- and it seems manifest that he had that in mind. But it would take only one manufacturer to raise prices before then to set an industry-wide trend in motion, so determined are set makers to reverse a downward price skid which had begun to assume the aspect of a psychological complex. To some, the downward trend almost appeared irreversible -- to say nothing of the attitude of consumers, who have come to expect nothing but lower TV prices.

Galvin's statement thus came as welcome relief to manufacturers, who have been belaboring necessity for raising prices in private sales meetings for some time. The young Motorola president has now communicated that need to the public.

Labor Rumblings: As if it didn't have enough trouble (see financial statement, p. 12), Philco now faces disquieting prospect of being first TV manufacturer to come to grips with an IUE intent on pressing for guaranteed annual wage as means of offsetting enforced furloughs at electronics plants. Four IUE contracts with Philco expire in May -- and union officials are talking in terms of package demands to include guaranteed annual wage, shorter work week with no loss of pay and improved severance benefits. If accepted by Philco, union officials left no doubt that they would regard settlement as a pattern for entire TV-radio-electronics industry.

Philco has never recovered fully from crippling 45-day strike at 10 plants in 1954 (Vol. 10:25) and, at least on surface, would appear to be in position of being unable either to yield to demands of labor or of risking another strike by refusing to yield. Company spokesman said no strategy had been worked out yet. Only other major TV manufacturer facing IUE wage demands this year is Emerson, which recently reported profit of \$84,852 (4¢ per share) in fiscal year ended last Oct. 31, way down from profit of \$2,468,063 (\$1.28) in preceding fiscal year.

Big test will come in negotiations with RCA, whose contract does not expire until June 1, 1959. Union spokesmen have made no secret of their intention to go all-out in their drive for full acceptance of their demands, plans to step up their membership campaign at 2 unorganized RCA plants in Harrison and New Brunswick, N.J. A union conference board was recently created at RCA, representing about 20,000.

Production: TV output totaled 117,891 week ended Feb. 22, compared with 123,225 preceding week and 138,861 in corresponding week of 1956. It was year's 8th week and brought TV production for year to date to about 909,000, compared with 1,164,629 in corresponding period year ago. Radio production totaled 344,507 (131,108 auto) week ended Feb. 22, compared with 307,909 (126,450 auto) preceding week and 278,271 (92,648 auto) in same 1956 week. Radio output for first 8 weeks totaled 2,359,000 (1,041,000 auto), as against 2,172,130 (957,259 auto) in same period of 1956.

Topics & Trends of TV Trade: Tube and set manufacturers are now destroying worn-out receiving tubes returned on warranties as part of cooperative effort to dry up one of the sources for tube counterfeiting, RETMA gen. counsel Glen McDaniel disclosed this week prior to his Feb. 27 testimony before Bronx grand jury investigating the problem. He also revealed that RETMA has established special committee to alert all segments of industry and public to fraudulent tube practices and is encouraging its members to cooperate with law enforcement agencies in tracking down tube counterfeiters. He said:

"Thousands of old and worn out receiving tubes inevitably become available for purchase. Some of them come into the hands of the service technician when he removes worn out tubes from your set and replaces them with new tubes. Others are taken from old sets which are traded in for new ones and cannibalized—that is, stripped of their tubes. Others are turned in to distributors or set manufacturers for replacement under the terms of warranties applicable to their original sale.

"Certain persons make a practice of purchasing these old tubes by the thousands for a few pennies per tube. Some legitimate operators cull out the tubes that are still useful, and sell them as used tubes. This practice, so long as it does not involve misrepresentation, is a legitimate one, and should be distinguished from the fraudulent practices."

Day after McDaniel's testimony, Bronx grand jury indicted a former parts sales mgr. of RCA distributor Bruno-N. Y. and 2 associates on charges of conspiracy to defraud RCA. Bronx District Attorney Sullivan said that the alleged conspiracy may involve merchandise with total value of \$400,000.

Named in indictment were Sidney Pressler, former parts sales mgr. of Bruno-N.Y.; Murray Frankel, pres. of Television Maintenance Corp., and Robert Mintz, v.p. of that company. According to indictment, the 3 defendants met in N. Y. hotel in April 1953 and Pressler "suggested and discussed with Frankel and Mintz a plan and scheme so they could all make money . . . by cheating and defrauding RCA."

Indictment said Pressler supplied the other defendants with defective TV and radio tubes which were rebranded with new warranty dates and forwarded to RCA for good ones, which were then sold to various dealers for cash. Pressler took 50% of profits, said indictment. Defendants pleaded innocent, and Pressler was released in \$5500 bail, other 2 defendants in \$3000 bail each.

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Whirlpool-Seeger will acquire Birtman Electric Co., major manufacturer of vacuum cleaners and electric housewares for Sears Roebuck, subject to approval of stockholders of both companies March 29 in Chicago. Effective date of merger is proposed for April 1. RCA and Sears Roebuck each owns about 20% of Whirlpool-Seeger. Birtman reported 1955 profit of \$430,415 on sales of \$17,572,731.

Admiral signed agreement this week to place its full major appliance line in 106 Western Tire & Auto stores in 9 midwest states. Items to be handled are refrigerators, freezers, ranges, room air conditioners & dehumidifiers.

Trade Personals: Wm. Balderston, Philco chairman, re-elected a director of National Industrial Conference Board . . . Mulford M. Brandt, RCA mgr. of govt. sales administration for commercial electronic products, awarded citation by alma mater Drexel Institute of Technology for achievement in electronics . . . R. W. Frisbee promoted to industrial sales coordination mgr., RCA tube div.; A. K. Mallard promoted to entertainment sales coordination mgr., succeeded by R. K. Joslin as Dallas district mgr. . . R. A. Moe promoted by RCA Service Co. to mgr. of west coast facilities, systems engineering operations, govt. service dept. . . M. M. (Pete) Elliott, ex-gen. mgr. of Motorola Canada Ltd. & onetime gen. sales mgr. of Canadian Marconi, named pres. of Caldwell A-V Equipment Co. Ltd., 400 Jarvis St., Toronto, newly formed subsidiary of S. W. Caldwell Ltd. . . Frank M. Viles Jr. appointed v.p. in charge of semiconductor manufacturing of IT&T's Federal Telephone & Radio . . . Francis E. Abt promoted to sales coordinator of DuMont receiver div. . . Howard B. Jansen, ex-DuMont, named midwest district mgr. of Hoffman Electronics . . . J. Calvin Affleck, ex-DuMont receiver adv. mgr., joins Monogram Art Studios . . . Irving Jerome, N. Y. district sales mgr. of Capitol Records, named v.p. & national sales mgr. of newly formed subsidiary Prep Records Inc., with headquarters at 1730 Broadway, N. Y.; Prep's first single-record release is due about April 1 . . . Cliff Knoble, ex-Raytheon TV-radio merchandising mgr., appointed gen. sales mgr. of Coroaire Heating Corp., Cleveland . . . Wm. W. Price named public relations director of Bendix Radio . . . Murray Baird, ex-Gerald O. Kaye Assoc. (Crosley-Bendix), named gen. sales mgr. of Granco Sales Corp. . . Daniel S. Reed rejoins Packard-Bell as contracts administrator of technical products div., having served last 2 years with Pacific Mercury.

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Tribute to RCA chairman David Sarnoff, published by N. Y. City's *East Side News* on his 66th birthday, was inserted in Feb. 26 *Congressional Record* by Rep. Farbstain (D-N. Y.).

Gershon Fishbein, *Television Digest* trade reports editor, resigns, leaving next month to enter medical writing field in Washington.

Obituary

Jesse W. Lewis, 76, who retired in 1947 as treas. of GE, having previously served as asst. to pres., died Feb. 26 in N. Y. after brief illness.

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DISTRIBUTOR NOTES: Philco Distributors Inc. abolishes Newark branch, replacing it with Fineburgs', Trenton, which will set up E. Orange branch; move reduces Philco factory branches to 5—N. Y., Philadelphia, Detroit, Chicago, Los Angeles . . . DuMont appoints Sunset Electric Co., N. 703 Division St., Spokane (Raleigh M. Spiger, v.p.) and Hogan Vickair Sales Co., Dearborn, Mich. (Detroit) . . . Hotpoint Appliance Sales Co., Newark, appoints Richard C. Dahlman sales mgr. . . Krich-N. J. (RCA Whirlpool) names Daniel Pliskin as adv. mgr., replacing James Cohan, resigned . . . Graybar Pittsburgh appoints Edward A. Grimes as district mgr. of major appliance div.; Melvin Schloss promoted to sales mgr. of appliances.

Financial & Trade Notes: Motorola had net profit of \$7,970,000 (\$4.12 per share) on record sales of \$227,600,000 in 1956, compared with \$8,490,539 (\$4.39) on \$226,653,953 in 1955 and \$7,572,024 (\$3.91) on \$205,226,077 in 1954. Pres. Robert W. Galvin revealed the figures in Feb. 26 address to N. Y. Society of Security Analysts, also disclosing that 4th quarter profit was \$3,149,000 (\$1.63) on sales of \$64,900,000, compared with \$3,604,691 (\$1.87) on \$72,675,721 in corresponding 1955 quarter.

Galvin attributed earnings decline to expenses entailed in activating transistor manufacturing operations, low prices and short profit margins on TV, conversion from subsidiary manufacturing to licensing arrangement in Canada, lower volume of auto radio sales. He predicted a \$10,000,000 sales increase in 1957.

Referring to bitter competition in TV industry last year, which caused several manufacturers to leave business, Galvin said some of larger TV manufacturers "are now performing more in the interests of their stockholders than to satisfy the vanities of their own managements." He said that TV market conditions have become more stable as result of drop-outs.

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Philco's net profit in 1956 fell sharply to \$398,690 (1¢ per share) from \$8,423,329 (\$2.13) in 1955 and \$6,768,965 (\$1.69) in 1954. Sales last year totaled \$347,901,014, compared with \$373,359,297 in 1955 and \$349,278,998 in 1954. Chief reasons for Philco's decline, said pres. James M. Skinner Jr., were heavy inventory liquidations by companies leaving TV & appliance business, low average unit price of TV receivers and 6-week strike at Connersville, Ind. appliance plant which sharply reduced shipments last Oct. & Nov. But he added: "The record of earnings does not reflect the many positive steps taken during the year to strengthen Philco's position in the industries in which it is engaged and the substantial economics which were effected in the cost structure of all divisions." He cited purchase of Bendix laundry div., installation of automation equipment, expansion of govt. business. Philco has been operating on profitable basis thus far in 1957, with inventories "in balance," he said. Reflecting steep drop in earnings, Philco board deferred action on dividend until late spring when "working capital requirements and earnings may be more definitely indicated than at present." It was second straight quarter that dividend action had been deferred.

GE's successful Edison Award program, honoring nation's outstanding amateur each year, climaxed with dinner in Washington's Mayflower Hotel Feb. 28. Winner Mrs. Mary (Mae) Burke accepted kudos from speakers including Rear Adm. H. C. Bruton, director of naval communications. Since 1949, Mrs. Burke has sent 312,000 free messages, (CW, at 30 words a minute) mostly to overseas servicemen, running up to 10,000 monthly and including one stretch of 1825 days without vacation or day off.

Radio shipments to dealers, excluding auto sets, totaled 8,422,823 in 1956, compared with 7,076,722 in 1955, reports RETMA in state-by-state and county-by-county tabulations available to members on request to RETMA. Auto radio production, regarded as equivalent to retail sales, totaled 5,057,409 in 1956, compared with 6,863,676 in 1955. Excluding auto sets, radio shipments in 5-week Dec. totaled 1,544,987 compared with 797,011 in Nov. and 1,273,181 in Dec. 1955.

More appliance layoffs: Westinghouse furloughs 650 workers (out of 5000) at Mansfield, O. laundry equipment and range plant; Whirlpool-Seeger lays off 239 (out of 2500) at Clyde, O. washer-ironer factory. GE and Frigidaire had previously announced appliance furloughs.

RCA's annual report, released this week, spelled out earlier estimates by chairman David Sarnoff in detailed year-end statement (Vol. 12:52). Sales came to \$1,127,774,000 last year, second straight year that volume has topped \$1 billion, 7% over 1955's \$1,055,265,655. Profit before taxes was \$80,074,000, after taxes \$40,031,000 (\$2.65), comparing with \$100,107,000 and \$47,525,000 (\$3.16) in 1955. Taxes last year totaled \$87,803,000. Company currently has 80,000 employes, including 8500 overseas. Wages and salaries paid to domestic employes in 1956 amounted to \$390,000,000, or 35 cents out of each sales dollar. Last year was company's second highest in black-&-white sales, with phono sales more than double 1955.

Dividends: Sylvania, 50¢ payable April 1 to stockholders of record March 11; Hoffman Electronics, 25¢ March 30 to holders March 15; Wells-Gardner, 20¢ March 15 to holders March 6; Sprague Electric, 30¢ March 14 to holders Feb. 28; Amphenol Electronics, 30¢ April 26 to holders April 12; Sperry Rand, 20¢ March 29 to holders March 8; General Precision Equipment, 60¢ March 15 to holders March 8; Gabriel Co., 15¢ March 15 to holders March 11; Canadian GE, \$2 April 1 to holders March 15; General Dynamics, 50¢ May 10 to holders March 25; RCA, 25¢ April 29 to holders March 18; Radio Condenser Co., 5¢ March 20 to holders March 1.

Olympic Radio sales in 1956 exceeded \$23,000,000, an increase of 26% over 1955, reports parent Unitronics Corp. Indicated net profit also set record in 1956, reports Unitronics, though no figures were revealed. Olympic's 1956 military sales were up 17% over 1955, and entered 1957 with military backlog of more than \$7,000,000. First 6 weeks of 1957 showed sales increases over comparable period of 1956, with inventories in a "well-balanced position."

Republic Pictures reports consolidated net income of \$758,401 (18¢ per share on 2,004,190 common shares outstanding, after preferred dividends) on gross revenues of \$42,236,306 in fiscal year ended last Oct. 27, compared with \$919,034 (26¢ on 1,908,753 shares) on \$39,621,099 in preceding fiscal year.

Consolidated TV & Radio Broadcasters, the Bitner station chain sold to Time Inc. last Dec. for \$15,750,000 (Vol. 12:50-52), reports consolidated net income of \$767,370 (\$1.21 per share) in fiscal year ended Nov. 30, compared with \$701,940 (\$1.11) in preceding fiscal year.

Closed-circuit TV will be bonanza for TV serviceman in future, says Sylvania marketing v.p. B. F. Wickstrum in talk to group of Phoenix servicemen in connection with TV Servicemen's Week. "Some people predict that closed-circuit TV will eventually involve more electronic equipment than entertainment TV," he said. "Every system is going to require maintenance—specialized, expert TV maintenance. It's up to each and every serviceman to keep sharp technically, to be on hand to meet the demand with proper know-how."

Plamondon Magnetics Co., manufacturer of permanent magnets for electronic equipment and headed by onetime RETMA pres. A. D. Plamondon Jr., this week filed petition under Chapter XI of Bankruptcy Act. Partial schedule filed in Chicago Federal Court listed assets of \$659,384, liabilities of \$862,329.

Japanese manufacturers produced 312,000 TV sets last year, compared with 134,700 in 1955, reports Ministry of International Trade & Industry. Radio production last year totaled 2,965,000, compared with 1,784,000 in 1955.

Americanization via TV: Sylvania has provided several TV and hi-fi sets to Camp Kilmer, N. J. reception center for use in teaching English to Hungarian refugees.

Electronics Investment Corp., specialized mutual investment fund organized in 1954 by ex-San Diego broadcaster Charles E. Salik, its pres., reports total net assets increased by 23% to \$13,466,893 in quarter ended Jan. 31. New holdings added during Oct. 31-Jan. 31 quarter were 5000 shares of American Machine & Foundry; 5000 Amp Inc.; 4800 Amphenol Electronics; 2000 Fischer & Porter; 2000 Friden Calculating Machine; 2700 Minnesota Mining & Mfg.; 2000 Collins Radio pfd.; 3500 Eastern Industries conv. pfd.; \$250,000 U. S. Industries 5½% bonds due 1971. Sold during quarter were 1000 AT&T; 1000 Corning Glass; 2000 Eastman—entire holdings; 3500 Minneapolis-Honeywell, 500 retained; 3900 No. American Aviation, 100 retained. These portfolio increases were also reported; 3000 Airborne Instruments, now holds 4000; 2000 Allis-Chalmers, now 5000; 5000 American Bosch Arma, now 10,000; 475 Babcock & Wilson, now 5200; 600 Bendix Aviation, now 5000; 1000 Burroughs, now 9000; 3500 Combustion Engineering, now 9000; 4000 General Tire, now 4160; 900 IT&T, now 8000; 4900 Litton Industries, now 5400; 5000 Glenn L. Martin, now 5250; 2000 Motorola, now 5000; 50 Philips Gloeilampenfabrieken, now 400; 4000 Speer Carbon, now 5000; 1000 Sperry Rand, now 10,000; 300 Storer Broadcasting, now 10,300; 1000 Worthington Corp., now 4080. [Note: For full list of holdings and Jan. 31 market values, request latest report from fund's headquarters, Bank of America Bldg., San Diego.]

Standard Coil has proposed a liberalized conversion rate on its 5% convertible subordinated debentures, due Sept. 1, 1967. Under new proposal, debentures will be convertible into common stock at \$12 per share if converted on or before Dec. 1, 1957; at \$13.50 per share through Dec. 1, 1962; at \$15.25 thereafter. This compares with present conversion prices at \$18.50, \$20 & \$21.75, respectively. In letter to debenture holders, who must approve amendments at meeting March 7, pres. James O. Burke explained: "The proposed amendment will give you a more valuable conversion privilege by reducing the conversion prices to levels more closely related to present market values of the company's common stock."

Texas Instruments expects first-quarter profits & sales to be "well above" the \$540,000 (17¢ per share) earned on \$8,853,000 sales in first quarter of 1956, pres. J. E. Jonsson told stockholders. He had previously predicted full 1957 earnings of about \$1 per share on sales of about \$65,000,000. In 1956, earnings were about \$2,100,000 (70¢) on sales of \$45,500,000.

General Precision Equipment Corp. earned \$2,394,729 (\$1.73 per share on 1,125,806 common shares outstanding) on record sales of \$153,261,864 in 1956, compared with \$2,530,758 (\$2.05 on 1,031,644 shares) on \$133,337,819 in 1955. Pres. Hermann G. Place said backlog of unfilled orders totaled \$167,660,000 as of Dec. 31, compared with \$127,192,000 year earlier.

Collins Radio is called attractive "growth" firm, with annual sales of more than \$125,000,000, in report by brokers Kidder, Peabody & Co., 17 Wall St., N. Y. It estimates 1956 earnings of \$3,130,000 (\$1.92 per share) on sales of \$125,100,000, compared with \$3,470,000 (\$2.32) on \$108,200,000 in 1955.

New compromise board of directors, headed by pres. Joseph R. Vogel, was elected unanimously by Loew's stockholders Feb. 28. Vogel told stockholders in New York that MGM's pre-1948 feature film library has been leased to 32 TV stations, representing gross revenue to Loew's of more than \$34,000,000 over 5-7 year period.

Capitol Records earned \$1,515,331 (\$3.18 per share) on sales of \$17,374,924 in 6 months ended Dec. 31. No direct comparison with same 1955 period is available because close of fiscal year has been changed from Dec. 31 to June 30.

Network Color Schedules (March 3-16, 1957)

- March 3—NBC: *Alcoa Hour*, 9-10 p.m.
 March 4—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Producers Showcase*, "Romeo and Juliet," 8-9:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
 March 5—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *March of Medicine*, "Monganga," 9:30-10:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 March 6—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Maurice Chevalier's Paris* (film), 8-9 p.m.; *Kraft TV Theatre*, 9-10 p.m.
 March 7—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
 March 8—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 March 9—NBC: *Perry Como Show*, 8-9 p.m.
 March 10—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Washington Square*, 4-5 p.m.
 March 11—NBC: *Club 60*, 1:30-2:30 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
 March 12—NBC: *Club 60*, 1:30-2:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
 March 13—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.
 March 14—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
 March 15—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
 March 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV Emmy Awards," 9-10:30 p.m.

After testing color commercials for 2 years, researcher Horace Schwerin states that "the average color commercial has been about 1½ times as effective as its black-&white counterpart." He asserts that color will "enormously advance the effectiveness of mood commercials by adding another emotional dimension."

Co-op color *Club 60*, 1:30-2:30 p.m., originated daily by NBC's WNBQ, Chicago, and originally scheduled for NBC's 7 o-&o stations, is now being carried by total of 46 stations.

Kansas City color set sales were 205 in Jan., bringing total to date to 1662, according to city's Electric Assn.

Annual roundup on color is featured in Feb. *Television Age Magazine*.

Defense Dept. moved further from basic scientific research in favor of heavy emphasis on military research on specific technological projects this week as it placed all weapons development under supervision of a production engineer. Secy. Wilson announced appointment of former asst. secy. of defense for engineering Frank D. Newberry, 76-year-old retired Westinghouse v.p., to new post of asst. secy. of defense for research & engineering. Wm. M. Holaday, former acting asst. secy. for research & development, becomes Newberry's deputy in move combining the research & development and engineering posts.

First commercial pocket-sized FM receiver for mobile communication service was announced by RCA as in advanced stage of development—and as forerunner of pocket 2-way sets, and even "wristwatch 2-way radios." Planned for production later this year, tiny receiver measures 1x2¼x6½-in., weighs 10 oz., operates in 150-mc band, with range of "several miles."

General Transistor Corp., Jamaica, N. Y., acquires 80% interest in Magne-Head Electronics Co., 6110 Venice Blvd., Los Angeles, which changes name to General Transistor Western Co. and manufactures recording heads for electronic computers, automation equipment, tape recorders, etc.

Dr. Marshall G. Holloway, ex-director of MIT's Lincoln Lab, named pres. of nuclear products div., ACF Industries, replacing Rudolph Furrer, who becomes staff v.p. of manufacturing & engineering for all ACF divs.

Equal access of TV with other media in covering proceedings of N. Y. City Council will be debated by Council subcommittee March 5, at request of TV and newsreel representatives. Long-smoldering dispute flared up last week when TV and newsreel cameras were excluded from Council deliberations on fitness of a Councilman to hold office. At that time, sergeant-at-arms was ordered to clear room of all equipment. Meanwhile, ranks of those opposing admission of TV to cover court trials were joined by Telford Taylor, former FCC gen. counsel & ex-chief prosecutor at Nuremberg war crimes trials. In letter to *N. Y. Times*, he said true test is whether public is a "rightful participant" in a trial, then went on to say public isn't. "That is why trials are not held in Madison Square Garden or Yankee Stadium, and that is why they should not be 'staged' before a TV audience. The same considerations apply to legislatures when they are acting in a judicial capacity, as in impeachments." He went on to say that only "the most sensational trials would be attractive to commercial TV." Note: U. S. Supreme Court this week affirmed a Pa. decision forbidding photographers right to take pictures in courthouse corridors of persons on trial.

Two applications for TV stations were filed this week with FCC, bringing total pending to 120 (23 uhf). Applications were for Ch. 11 satellite in Garden City, Kans., by KCKT, Great Bend (Ch. 2) and for Ch. 9 in Manchester, N. H. by Television For New Hampshire Inc., local group with insurance man Robert P. Burroughs and businessman Richard S. Robie each owning 38.45%. Latter group states it has offered to purchase WMUR-TV, Manchester (Ch. 9) and that if offer is refused, this application should be considered in any license renewal hearing for WMUR-TV following its expiration April 1. There were no applications for translators, leaving 20 on air, 55 applications pending.

Investigation of TV-radio-electronics patent pooling is planned by Senate Judiciary Committee's subcommittee on patents, trademarks & copyrights, headed by Sen. O'Mahoney (D-Wyo.). Subcommittee's report on its investigation of patent system made no recommendations with regard to pools, but noted that staff had conducted investigation of "the electronics patent pool." In paragraph reviewing govt. & private suits involving RCA's licensing system, subcommittee stated: "In view of the importance of the electronics industry to the welfare of the United States in both peace and war, the subcommittee will make further inquiry into the patent system and determine if legislation is appropriate and necessary."

Vehement rebuttal by WGN-TV, Chicago, to complaints to FCC against station for cancellation of "Martin Luther" film (Vol. 13:8) was filed March 1. WGN-TV said FCC should deny petition by Action Committee for Freedom of Religious Expression seeking "drastic action" against it. Station said FCC "is not set up to blue pencil particular programs, nor does it have authority to deny a license or designate a license application for hearing on the allegation that a licensee has refused to carry a particular program."

TV saved one viewer from possible electrocution but nearly cost life of another this week. Alwyn Barnett, 44, stayed motionless in car when Brooklyn trolley pole broke and fell on it. He remembered episode 2 weeks earlier in *Loretta Young Show* in which couple escaped shock from fallen high tension wire. In Dallas, Gilbert Noble, 39, was knocked unconscious when portable antenna fell in his bath. Wife tugged him from tub and revived him.

Two CPs were granted by FCC this week—Ch. 3, San Angelo, Tex. to banker Lowell Smith and auto dealer-rancher Joe N. Weatherby; educational Ch. 7, Jacksonville, Fla., to Educational TV Inc., headed by Heywood A. Dowling.

Modification of equal-time rule (Sec. 315 of Communications Act) is provided in S-1369, reintroduced this week by Chairman Magnuson (D-Wash.) of Senate Commerce Committee. Identical to his S-4250, introduced last July, it would provide that equal TV-radio opportunities must be granted to presidential & vice presidential candidates (1) of parties whose presidential candidate received at least 4% of national popular vote in preceding election or (2) whose candidacy is supported by petitions bearing signatures equal to at least 1% of total total popular vote cast in preceding presidential election.

NBC-TV fought back this week in "battle of ratings," reporting that latest Nielsen pocketpiece covering 2 weeks ended Jan. 26 shows NBC-TV daytime adult entertainment programs "now lead those of the closest competitor by 9% in average ratings, making this the first time NBC has topped its competition since complete daytime programming was started by the opposition in July 1954." NBC says it leads closest competitor by 12% in 2:30-5:30 time period and has scored 20% gain in average audience ratings in 11 a.m.-1 p.m. time period.

Application by Louisville's WHAS-TV (Ch. 11) for 1818-ft. tower 14 mi. east of city will require hearing, FCC notified station in McFarland letter this week. FCC noted that Airspace Panel had rejected proposed tower as "unacceptable hazard to aviation" and had stated that maximum acceptable height at that location would be 1318-ft. Commission also listed issue of impact on uhf WLEX-TV, Lexington (Ch. 18), stating that new site would provide Grade A coverage to Lexington.

"Equal access" suit will be filed by KING-TV, Seattle, in attempt to bring its viewers the Apple Cup hydroplane race May 5 at Chelan, Wash., v.p.-gen. mgr. Otto Brandt announced this week. Noting that race will be held on public property, Brandt accused sponsors of "attempting to exclude all TV stations but one from televising the race."

Is FCC encouraging "monopolistic network practices" through "arbitrary decisions"? Sen. Hennings (D-Mo.) wants to know—in fact, has written FCC letter asking a number of questions about its policies. At week's end, Commission had replied but spokesman for Hennings said he had not yet read the reply.

Sir Thomas Beecham thinks movies started good music on road to ruin, radio made it "a public nuisance," TV is "most terrifying experience in mass communication." What bothers him most about TV, 77-year-old British conductor said during lecture in Washington Feb. 25, is looking down throats of singers while they "howl."

Proposal to let TV-radio stations share in state election advertising was rejected this week by Judiciary Committee of Maryland House of Delegates. Committee turned thumbs down on bill which would have required supervisors of elections to broadcast as well as publish in newspapers required of notices of elections and lists of candidates.

Change in membership of Senate Commerce Committee is due in April, when Sen. Blakley (D-Tex.) resigns. Blakley this week announced that he would not be candidate to succeed himself in April 2 special Texas election. Best guess as to his successor on Committee: his Texas successor in Senate (assuming a Democrat wins).

ANA spring meeting March 13-16 at Holmstead, Hot Springs, Va. will include presentation by Teleprompter pres. Irving Kahn on "Group Communications—A New Dimension in Advertising" and interim report on ANA study of agency services & compensation methods.

Anti-trust complaint was filed against jukebox maker Rudolph Wurlitzer Co. this week by Justice Dept., charging company conspired with its distributors not to compete with each other in sale of Wurlitzer machines.

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 9, 1957

DISAGREEMENT ON ALLOCATIONS among legislators and Commissioners stands out in hearings (p. 1). Celler network probe report completed at staff level (p. 9).

FEE-TV DECISION BY FCC due in month, but there's increasing conjecture that problem may be tossed to Congress. Senate questioning due next week (p. 2).

WIRED SYSTEM FRANCHISES in 25 Texas cities sought by Interstate Circuit, as theatre owners weigh "insurance" of Bartlesville-type systems (p. 3).

NBC EDUCATIONAL PROJECT starting March 11 represents \$300,000 investment in prestige, offering 23 educational stations top programming fare (p. 4).

CANADA'S 38th TV goes on air in Quebec as English-language adjunct to operating French station; reports on plans of upcoming stations (p. 7).

STABILITY OF TV market reflected in lower inventories, absence of widespread dumping. Appliance makers retrench. Consumer spending plans remain high (p. 10).

RETMA TO BE HOST to quarterly meetings March 13-15 in Washington. Congressmen, other Govt. officials to celebrate 50 years of military electronics (p. 11).

RCA STOCK OPTION plan, covering issuance of maximum of 300,000 shares, up for approval May 7. Burns' salary \$150,000 first year as pres. (p. 13).

CROSLY WINS INDIANAPOLIS' Ch. 13 in 4-3 vote. St. Louis & Seattle decisions due soon. Share-timers favored in Parma-Onondaga initial ruling (p. 8).

NBC CUBAN STATION ownership under consideration. Network invited to acquire 25% of \$3,000,000 six-station set-up sparked by Mestre brothers (p. 14).

CONGRESS, FCC FLOUNDER ON ALLOCATIONS: FCC appeared before 2 committees of Congress this week. The hearings proved one thing: There's still plenty of disagreement among lawmakers and Commissioners on allocations -- and probably always will be.

Allocations and uhf problems took up most of the 2-hour Senate Commerce Committee hearing, while "briefing" on functions and actions of FCC by Chairman McConnaughey occupied major part of one-hour House Commerce Committee session -- both hearings being cut short by floor debates on Middle East situation. Commissioners return for more quizzing by House group March 12, by Senators March 14.

Free give-&-take among Senators and Commissioners marked harmonious session this week. Committee counsel Kenneth Cox didn't get to ask any questions, but is expected to do so next week. Presumably, subscription TV will be a prime topic at next Senate Committee session -- it was barely touched upon this week (see p. 2).

Excise tax exemption for all-channel sets is still Chairman Magnuson's prime prescription for uhf's ills, he made clear, asking the FCC to redouble its lobbying efforts on that project and indicating he'll never say die. But 2 other Senators -- Pastore (D-R.I.) and Potter (R-Mich.) -- have just about given up after 2 unsuccessful attempts to convince House Ways & Means Committee. "There's not much chance," Potter conceded. And Sen. Pastore added:

"We've tried twice and I don't think we have a chance. We're kidding ourselves, and I say, as grown men let's just stop it." Without tax exemption, he stated, uhf is a "pretty cooked industry unless FCC does something."

To save uhf, only alternative to tax relief would be "artificial stimulation by Govt.," McConnaughey said under questioning by Pastore. As example, he cited "deintermixing great areas of the United States," quickly adding that no such step could be taken until there's much more technical knowledge about uhf. These opinions on allocations and uhf were volunteered by the Senators:

Butler (R-Md.): Cautioned FCC against "rushing into deintermixture if you don't know where you're going; there are too many imponderables."

Bricker (R-O.): Indicated he felt Govt. will some day need vhf channels for defense, so "we must utilize the uhf spectrum."

Magnuson: "I can't conceive that we would sit idly by with uhf channels avail-

able and not utilize them. Surely something can be done since this vhf [military] situation is going to get worse and worse."

Potter: "If you're going to make a [selective deintermixture] move into the uhf band, you might as well make it a big one and move everything at once."

Commissioners disagreed with one another along their traditional patterns. Craven presented separate statement, urging abandonment of allocation plan and the institution of vhf-uhf simulcasting in big cities. Doerfer recommended vhf drop-ins in top 100 markets, and suggested rule barring multiple-network affiliations by outlets in 3-station intermixed markets. Mack expressed opinion that "uhf will continue despite everything" and asked for more deintermixture.

* * * *

At House hearing, Congressmen asked questions reflecting conditions in their home districts. Rep. Beamer (R-Ind.) complained of absentee ownership, saying all Indianapolis stations are owned by "New York interests," and promised to re-submit his newspaper "anti-discrimination" bill on which hearings were held last year.

Deintermixture is "very unsuccessful," volunteered Rep. Mack (D-Ill.), of rural Carlinville, 40 mi. from Springfield. He said he is forced to view St. Louis vhf stations instead of "home town" outlet, and voiced objection to "the trend toward bigness and big business" which he said involved giving vhf allocations to the bigger cities, leaving small towns with only uhf assignments.

"Network monopolies" are killing uhf, Rep. Macdonald (D-Mass.) charged, saying that Boston area's only uhf died because it couldn't get programs.

For report on Celler network investigation and blast by Sen. Hennings (D-Mo.) at "network monopolies," see story on page 9.

* * * *

FCC finalized a couple of deintermixture actions which it had announced tentatively last week (Vol. 13:9): Adding Ch. 12 to New Orleans and to Beaumont-Port Arthur, Ch. 3 to Lake Charles-Lafayette, La., Ch. 11 to Houma, La.

It denied requests by 3 uhf stations in those areas to move to newly assigned vhf channels, arguing that their present channels haven't been removed -- unlike the case of St. Louis' KTVI (Ch. 36), which will be permitted to operate on new Ch. 2 there. The 3 uhf stations turned down for shifts to vhf channels were New Orleans' WJMR-TV, Lake Charles' KTAG-TV and Beaumont's KBMT. Commission also removed the restrictions from New Orleans Ch. 4 grant to WWL (Loyola U), leaving it free to build.

Decision on week's allocation changes was unanimous, Comr. Lee issuing "concurring statement" saying he would have preferred to make New Orleans predominantly uhf market by moving one vhf channel out instead of adding one.

Retention of allocations table pending TASO's collection of propagation data was urged this week by AMST, in report on action taken at its Feb. 21 board meeting. It expressed concern lest present service be degraded and uhf harmed if table is to be abandoned without adequate technical information.

SUBSCRIPTION TV HEADED FOR CONGRESS? There's not a man alive who can safely predict what FCC will do about pay TV -- certainly the Commissioners themselves don't know yet -- but there's increasing evidence FCC may toss problem in Congress' lap.

FCC examined issue again at March 4 meeting, hopes to study it some more in next 2 weeks, with the aim of some kind of action by mid-April. Last week end, at Westinghouse broadcasters' public service seminar in Boston (Vol. 13:9), Chairman McConnaughey told press conference decision would come "in about 30 days."

Only reference to fee TV in this week's Senate hearing was in McConnaughey's prepared statement -- the "hope" for decision "in the near future." On House side, during questioning of McConnaughey, Commerce Committee Chairman Harris (D-Ark.) expressed impatience with FCC for attempting to pass such "hot potatoes" back to the Congress, while not seeking aid on other "policy matters," such as allocations.

McConnaughey had just outlined to Committee the "policy" questions involved in pay TV on which "we may have to come to you." He specifically mentioned: "Whether

[TV] is free or paid; to what extent it may be; whether it is a common carrier; whether it is practical; whether it must be regulated."

There are so many facets to fee-TV question that some observers think it's extremely likely Commission will find one angle on which its authority is uncertain. For example, it could decide it has authority to give go-ahead to subscription TV, but decide it hasn't power to limit tests as recommended in Senate Commerce Committee staff's recommendations (Vol. 13:7). If FCC should go to Congress -- even to ask for right to set strict limits on experimental pay-TV tests -- it would cause great jubilation among toll TV's opponents, since such a request for legislation would almost certainly mean delays stretching into years, possibly into eternity.

As Senate Commerce Committee prepares to question Commissioners on pay-TV issue next week, lobbying -- both pro and con -- continues at almost frantic pace. For example, Theatre Owners of America exec. committee this week sent out emergency call for support of Rep. Celler's bill to ban subscription TV and requested immediate contribution of \$10 from every theatre in country for anti-pay-TV war chest.

THEATRES EYE 'INSURANCE' IN WIRED SYSTEMS: "Home Theatre" idea being pioneered in Bartlesville, Okla. (Vol. 12:42,48) is beginning to catch on -- at least the bigger theatre operators are moving to protect themselves. That's what's behind action this week by AB-PT subsidiary Interstate Circuit and Texas Consolidated Theatres -- which asked city councils in the 25 cities where it operates theatres to give it franchises, constituting permission to string cables along streets to homes.

"Early planning stage" is Interstate's posture at the moment, according to v.p. John Q. Adams. "We're busy educating ourselves," he told us. "We've been in touch with people engineering such systems, and they tell us they cost about \$3000 a mile. We're interested in anything dealing with movies. This looks like an extension of the movies. We don't yet know whether it's likely to be economical, but an awful lot of people seem to be excited about it."

Adams said he didn't believe producers had been contacted for permission to feed current features through system, but he implied expectation that go-ahead would come by saying: "We've been getting film ever since we've been in business. We got it for 'hard-top' theatres, then we got it for drive-ins."

That Interstate is anxious to protect itself was evident in statement by its attorney Van Holloman, who said: "If someone is going to pipe movies in Dallas, we want to do it. After all, movies are our business." Thus, Interstate is apparently serious about it -- but in no desperate hurry to start stringing cable.

Interstate operates theatres in following Tex. cities: Abilene, Amarillo, Arlington, Austin, Brownwood, Brownsville, Corsicana, Dallas, Denison, Denton, El Paso, Ft. Worth, Galveston, Harlingen, Houston, McAllen, Mercedes, Paris, Pharr, San Antonio, Temple, Tyler, Vernon, Waco, Wichita Falls. In Little Rock, Ark. this week, Rowley United Theatres went to city council with similar request, said it wants to nail down franchise before someone else does.

Upshot of Interstate's action may well be precipitation of fantastic rush of theatre owners all over the nation -- to glom onto franchises, certainly inexpensive insurance if economics of such systems are right. Furthermore, exhibitors have an exceptionally well-developed psychology of follow-the-leader.

* * * *

The Bartlesville proposal, meanwhile, has stirred up so much fuss that Henry Griffing, head of Video Independent Theatres, was constrained to give his colleagues a fill-in during convention of United Theatre Owners of Okla. in Okla. City March 7.

"Telemovies," he said, "are the hope for the future of the motion picture business. The biggest mistaken idea is we're involved in some kind of subscription TV. We are still in the motion picture business. This is not toll TV but TM -- telemovies, made by motion picture producers and shown by motion picture exhibitors. As a matter of fact, TM is the best weapon the exhibitor has to fight toll TV and restore the audience we have lost in the last 10 years."

Video Independent Theatres has no monopoly on the wired concept, he said, adding that anyone can jump in without payment of royalty or fees. "We're not try-

ing to keep people out of it," he said. "We want them to get into it, because we feel it's the hope for the future of the motion picture business."

Griffing said VIT expects to break even in Bartlesville (pop. 28,000) with 1500 subscribers at \$9.50 monthly, get its capital investment back when it reaches 3000 homes. Plan is to feed 13 first-run pictures monthly, running each day's programs continuously 8-9 hours to "get away from the disadvantage of TV movies -- that you have to be in front of your set at a given hour."

NBC-TV's MANY-SIDED CULTURAL INVESTMENT: For total outlay of mere \$300,000, NBC-TV launches an ambitious venture in educational programming March 11 that seems certain to return it dividends many times over in form of programming experience & prestige. And, if it's successful, look for other networks to follow suit in some form.

NBC-TV's educational project consists of transmitting 5 series of live 13-week programs, each covering a different subject on a different day, to 23 educational stations. But there's also evidence that commercial stations see an opportunity to increase their audiences as well. WRCA-TV, N.Y., & WRC-TV, Washington, have announced plans to carry the programs via kine on a delayed basis -- and chances are that other commercial stations will do likewise.

Educators are pleased as punch with developments since plan was announced at NBC's 30th anniversary party last Dec. (Vol. 12:50). Educational TV & Radio Center at Ann Arbor, financed by Ford Foundation, is matching NBC's outlay of \$300,000, and regards the investment as well-spent. One educational station, WYES, New Orleans, pushed up its starting date to March 12 to take advantage of the series. Jubilant attitude of educational groups was thus summarized by JCET's Ralph Steetle:

"It's a wonderful venture. It will give the networks and the educational stations excellent programming experience. The stations particularly will benefit from the added know-how, and as a result of it, will be in a position to improve their own programming schedules. It all adds up to a very plus deal."

* * * *

Each program will be transmitted from N.Y. 6:30-7 p.m. EST, and will be conducted by a distinguished leader in his field. Dates and subjects: Mon., American literature; Tue., world geography; Wed., mathematics; Thu., American govt.; Fri., music. Each series will run same day for 13 weeks. New series starts in fall.

NBC is going all out to make first week a big one. As guests, it has lined up such figures as Dr. Charles Malik, Lebanese Foreign Minister; Dr. Karl Menger of Illinois Tech; author Walter Edmonds; actor Ed Begley; actress Julie Harris.

FTC action to stop TV commercials it regards as "misleading" (Vol. 13:8) is imminent, FTC Chairman John W. Gwynne said March 8 in House Commerce Committee hearing. Describing 4-month monitoring investigation of TV & radio commercials by special FTC unit, Gwynne said "in very near future" it "could result in complaints against illegal claims, including visual misrepresentations." It's a "significant undertaking," he said. Rep. Jarman (D-Okla.) observed that one commercial promoted dentifrice for people who can't brush teeth after every meal. "I have wondered many times while watching TV advertisements what possible justification the advertisers could have for some of the claims they make for their products," he said. Gwynne assured him the FTC was investigating "the same type of thing."

Sale of TV rights to title bouts has been monopolized by International Boxing Club of N. Y., Federal Judge Sylvester J. Ryan ruled March 8 in convicting it of violating anti-trust laws. He held that IBC, its Chicago affiliate, Madison Square Garden and officers James D. Norris & Arthur M. Wirtz were guilty of conspiracy "to exclude competitors from the promotion of championship contests." In suit started in March, 1952 (Vol. 8:10, 12), Govt. said defendants conspired to control "sale of radio, TV and motion picture rights," including theatre-TV rights.

Legislative "watchdog" subcommittee was appointed March 6 by Chairman Harris (D-Ark.) of House Commerce Committee to investigate govt. agencies, including FCC, but no plan for any immediate inquiry was in sight. Subcommittee is composed of Reps. Moulder (D-Mo.), chairman; Williams (D-Miss.), Flynt (D-Ga.), O'Brien (D-N. Y.), Moss (D-Cal.), O'Hara (R-Minn.), Hale (R-Me.), Heselton (R-Mass.), Bennett (R-Mich.). It is assigned "to review, study & examine the execution of laws" by govt. agencies.

Salaries average \$28,742 for chief executives of ad agencies whose billings total \$1,000,000-\$5,000,000 annually, March 8 *Printers' Ink* reports. Survey by Ira Rubel shows \$14,000-\$52,000 range for top executives, \$7500-\$24,750 (average \$12,927) for account executives, \$5,000-\$15,000 (average \$8964) for copy writers. Top chief executive's pay among 116 agencies surveyed was \$65,000, lowest \$8000.

Agency contests for station promotion mgrs. "should be actively discouraged by all stations," David Partridge, pres. of Broadcasters Promotion Assn. and Westinghouse Bestg. adv.-sales promotion mgr., told Ohio Assn. of Radio & TV Broadcasters March 8 in Dayton. He denounced contests in behalf of specific advertisers as "not-too-subtle attempt to unduly influence" promotion mgrs. at expense of other advertisers.

Personal Notes: J. English Smith, from Hollywood office, promoted to new position of mgr. of ABC-TV network programs, N. Y.; Sandy Cummings, ABC-Disney coordinator, promoted to mgr. of TV network programs, Hollywood, both reporting to James T. Aubrey, v.p. in charge of programs & talent . . . J. Milton Lang, ex-gen. mgr. of tube dept., appointed gen. mgr. of GE's broadcasting station operations (WRGB & radios WGY and WGFM, Schenectady), succeeding Robert B. Hanna, now gen. mgr. of industrial heating dept., Shelbyville, Ind.; station operations, as well as Maqua Co., wholly owned affiliate which is one of largest printing companies in nation, are transferred to adv. & sales promotion dept. of apparatus sales div. . . . Karl Lambert promoted to asst. to Alex Keese, managing director of WFAA-TV & WFAA, Dallas . . . Richard Campbell, ex-KOTV, Tulsa, named acting gen. mgr. of KNAC-TV, Ft. Smith, Ark., replacing Cecil M. Sansbury, who becomes gen. mgr. of WSEE, Erie, Pa.; Roger Garrett also resigns from KNAC-TV to become asst. gen. mgr. of WSEE . . . Stephen Willis promoted to gen. mgr. of WPTV, Palm Beach, succeeding Theodore A. Eiland . . . Donald P. Menard resigns as station mgr. of KMGM-TV, Minneapolis-St. Paul, to become mgr. of new Minneapolis branch of Guild Films . . . Walter C. Johnson promoted to v.p. of Travelers Bcstg. Service (CP for WTIC-TV) and gen. mgr. of radio WTIC, Hartford; Leonard J. Patricelli to programs v.p.; Bernard Mullins to public relations v.p. . . . Wm. P. Mullen promoted to sales mgr. of ABC-TV's new Detroit div., will continue to headquarter in N. Y. . . . Wm. Carlisle promoted to mgr. of NARTB station relations dept., succeeding Jack Barton, who becomes southeast rep of new station brokerage firm of Hamilton, Stubblefield, Twining & Assoc., headquartering in Atlanta . . . Kenneth I. Tredwell Jr., v.p.-managing director of WBTB, elected to board of Charlotte Chamber of Commerce . . . Robert C. Jones, partner of Jones, Kreeger & Hewitt, Washington investment firm, elected a director of DuMont Bcstg. Corp. . . . George Rice, program director of WABC-TV, N. Y., trans-

ferred in same capacity to KGO-TV & KGO, San Francisco . . . John Curtis, ex-WABD, named mgr. of sales development & research, WABC-TV, N. Y. . . . Sam Gifford named program director of WHAS-TV, Louisville, succeeding Ralph Hansen, now program director of KYW-TV, Cleveland, is in turn succeeded by George Walsh as radio WHAS program director . . . Mrs. Edward H. Butler, pres. of *Buffalo Evening News*, elected v.p. of WBEN-TV & WBEN . . . Joseph K. Fletcher, ex-WCAU-TV, Philadelphia, joins N. Y. office of reps Peters, Griffin, Woodward Inc. . . . John W. Meaney promoted to director, TV-radio-film center of educational KUHT, Houston, following resignation of station mgr. Paul Owen, now program director of upcoming KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational), due shortly; Ray Yelkin, promoted to TV operations director of KUHT; Jim Bauer named film operations director, taking over from Richard Uray who remains news director . . . Francis C. (Bob) Wood Jr., production v.p. of Sound Masters Inc., elected pres., replacing Harold E. Wondsel, who will form own N. Y. film production company, to be joined by Tom Dunphy as v.p. in charge of TV . . . Richard Dinsmore promoted to mgr. of Screen Gems' Los Angeles office . . . Walter Pierson promoted to director of production facilities planning, CBS-TV operations dept.; Charles G. Barkley promoted to assoc. production mgr. of program dept. . . . Robert G. (Bud) Weston moves from FCC Rules & Standards Div. to engineering asst. to Comr. Robert E. Lee, succeeding Wm. B. Campbell who joins network study group . . . George L. Kenyon elevated to promotion & merchandising mgr., WJBK-TV, Detroit.

Obituary

Mrs. Arthur Stringer, 59, widow of NARTB's promotion director who headed NARTB's convention exhibits as a consultant for several years after his retirement, died March 6 after illness of several months. She is survived by a son, Arthur C. Stringer of Blair TV, and a daughter, Tippy, "weather girl" of WRC-TV, Washington.

Right of Jesuits to own TV stations was challenged March 3 in widening controversy over cancellation by WGN-TV, Chicago, of "Martin Luther" movie (Vol. 13:9). In "counterattack" on Catholic pressure blamed for Chicago action, Protestants & Other Americans United for Separation of Church & State urged FCC to deny licenses to Loyola U & St. Louis U on ground they are controlled by Jesuit Order whose superior general is alien. Similar issue was rejected by Commission in granting WWL-TV, New Orleans (Ch. 4) to Loyola last July (Vol. 12:28), FCC holding that school is operated locally under state charter. (Protestant Radio & TV Center, Atlanta, recently cited Loyola's WWL for fairness in presenting religious radio programs.) St. Louis Telecast Co., 60% owned by Jesuit-operated St. Louis U, was applicant for Ch. 11 there which FCC decided in Jan. to give to CBS (Vol. 13:3). In contest for St. Louis license, competitor 220 TV Inc. also had raised Jesuit question. Meanwhile, "Martin Luther" was scheduled for Chicago showing after all. ABC's WBKB set it for April 23 under sponsorship of Robert W. Kendler, Chicago builder. A Christian Scientist whose wife & daughter are Catholic, brother-in-law Jewish, Kendler said: "All I want to sell is tolerance." WISN-TV, Milwaukee, planned to show movie March 8.

What is "local" and what is "national" advertising is an uncertain thing, FCC Chairman McConnaughey stated this week, answering query of GOP Congressional chairman Richard M. Simpson, who questioned why House candidates were sometimes charged national rates for political time. Communications Act, McConnaughey said, doesn't permit FCC to require uniformity—hence "categorical" answers can't be given.

New directors of NARTB radio board, each for 2-year terms: Dist. 1, Daniel W. Kops, WAVZ, New Haven; Dist. 3, Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia; Dist. 5, Hugh M. Smith, WCOV-TV & WCOV, Montgomery, Ala.; Dist. 7, Robert T. Mason, WMRN, Marion, O.; Dist. 9, WPLO, LaSalle, Ill.; Dist. 11, Ray Eppel, KORN, Mitchell, S. D.; Dist. 13, Alex Keese, WFAA-TV & WFAA, Dallas; Dist. 15, J. G. Paltridge, KROW, Oakland, Cal.; Dist. 17, Tom Bostic, KIMA-TV & KIMA, Yakima, Wash. At-large (2-year terms): Harold Hough, WBAP-TV & WBAP, Ft. Worth; J. Frank Jarman, WDNC, Durham; Wm. C. Grove, KFBC-TV & KFBC, Cheyenne; Ben Strouse, WWDC, Washington. At-large (1-year terms): John M. Outler, WSB-TV & WSB, Atlanta; Todd Storz, KOWH, Omaha; J. R. Livesay, WLBH, Mattoon, Ill.; Merrill Lindsay, WSOY-FM, Decatur, Ill.

Ten-year religious plan for TV & radio, including \$10,000,000 capital fund, \$300,000 for initial surveys & promotion, national 3-faith programs, was proposed this week by S. Franklin Mack, exec. director of Broadcasting & Film Commission of National Council of Churches. As first step, Commission agreed to explore possibilities of joining with Catholics & Jews to make NBC-TV's *Frontiers of Faith* a joint undertaking. Dr. Mack said long-range project could demonstrate "real potential of TV & radio for the spiritual undergirding of American life." He denied assertions by "fundamentalist" National Religious Broadcasters (Vol. 13:5, 8) that "modernist" National Council is trying to control religious broadcast time. Commission elected Rome A. Betts, exec. director of American Heart Assn., as chairman.

Network Accounts: E. I. duPont will sponsor ten 90-min. special shows on CBS-TV starting in fall, thru BBDO; no details of new shows are available, but it's known that plans call for dropping *duPont Theatre* on ABC-TV . . . Ford is reported preparing to spend \$4,000,000 for 10 spectaculars this fall to support introduction of its new Edsel auto line. Only program definitely announced is "Annie Get Your Gun" in late Oct. or early Nov. on NBC-TV, but company is dickering with CBS-TV as well as NBC-TV for additional shows. Unconfirmed reports had ex-NBC chairman Sylvester L. (Pat) Weaver Jr. serving Ford as consultant on big TV splurge . . . Lever Bros., out of daytime TV for 4 years, returns this fall with purchase of four 15-min. segments of *Tic Tac Dough* Mon.-thru-Fri. 12-12:30 p.m. and *It Could Be You* 12:30-1 p.m., both NBC-TV, starting in May, thru BBDO . . . L&M Cigarettes to sponsor *Spike Jones Show* as replacement for *Do You Trust Your Wife?* on CBS-TV starting April 2, Tue. 10:30-11 p.m., thru Dancer-Fitzgerald-Sample . . . Mennen Co. to sponsor *O.S.S.*, 30-min. filmed series based on wartime adventures, on ABC-TV this fall, probably Fri. 9:30-10 p.m., thru McCann-Erickson . . . Gillette renews *Cavalcade of Sports* boxing bouts on NBC-TV Fri. 10-10:45 p.m. for 2 years, paying reported \$10,000,000 to International Boxing Club, thru Maxon; bouts are currently in 13th year on air . . . Speidel and Purex to cancel *Big Surprise* on NBC-TV, but will retain Tue. 8-8:30 p.m. time period for replacement . . . Pet Milk to drop out as alt. sponsor of *George Gobel Show* on NBC-TV, Sat. 10-10:30 p.m., Armour remaining as sole sponsor; future status of show is undetermined, but it definitely won't return this fall as weekly program . . . Johnson & Johnson and Sweets Co. of America cancel *Heckle and Jeckle* on CBS-TV Sun. 1-1:30 p.m. and General Mills cancels *Tales of the Texas Rangers* on CBS-TV Sat. 11:30-noon . . . General Foods to cancel *Roy Rogers Show* on NBC-TV Sun. 6:30-7 p.m. at end of current season . . . Singer Sewing Machine Co. drops out as alt. 30-min. sponsor of *Playhouse 90* on CBS-TV, Thu. 9:30-11 p.m. . . . Sterling Drug to sponsor *True Story* on NBC-TV starting March 16, Sat. noon-12:30 p.m., thru Dancer-Fitzgerald-Sample.

TV is on 7 hours a day in average home, reports TvB pres. Norman E. (Pete) Cash in citing "universality" of the medium. Based on Pulse study for TvB, in which 3000 homes were sampled, he said that the amount of time spent by all households on TV is 3 times amount spent with newspapers. In presentation at Miami Beach March 5, he stated further that educational level or income of viewer had little effect on time spent in viewing TV. "The study demonstrates the universality of TV," he said. "This can well be defined in terms of education-income levels, and time spent with the medium. The advertiser who wants to reach everybody, and the advertiser whose market consists of specific income or educational groups, both find TV the ideal way to create more sales faster."

Partic. schedules totaling \$1,500,000 from 13 sponsors on *Today*, *Home & Tonight* are reported by NBC-TV: International Swimming Pool Corp., thru Wilson, Haight, Welch & Grover; McKesson & Robbins, thru Dancer-Fitzgerald-Sample; Wash. State Potato Commission, thru J. Howard Ryan & Son; Midas Inc., thru Bozell & Jacobs; Juvenile Shoe Corp. of America, thru Storm Adv.; General Time, thru BBDO; Insurance Co. of North America, thru N. W. Ayer; Yardley of London, thru N. W. Ayer; Sloane-Delaware Inc., thru E. T. Howard Co.; Cal. Packing Corp., thru McCann-Erickson; Olin Mathieson Chemical, thru Van Sant, Dugdale & Co.; Quality Courts United, thru Larrabee Assoc.; Beltone Hearing Aid Co., thru Olian & Bronner.

ADVERTISING AGENCIES: Robert L. Foreman, TV-radio v.p. of BBDO, elected an exec. v.p. . . . Robert M. Watson elected chairman of Ruthrauff & Ryan, replacing Paul E. Watson, who retired but will remain as a director . . . H. B. Groseth named exec. v.p. in charge of Ruthrauff & Ryan Chicago office; R. W. Metzger promoted to chairman of exec. committee, succeeding F. B. Ryan Jr., retiring April 1; W. D. Watson appointed v.p. in charge of client services . . . Lee M. Montgomery named TV-radio mgr., N. W. Ayer, Honolulu . . . J. Taggart Simler, ex-Adam Young, joins TV sales staff of Joseph Katz Co., Chicago, replacing Charles Dwyer, now with WTVN-TV, Columbus, O.; Thomas H. Belviso Jr., ex-CBS, joins Katz in N. Y. . . . Rollin C. Smith named recording director, Ted Bates TV-radio dept. with Jack Ringstad as asst. . . . Arnold Benson, ex-CBS, joins copy dept. of Dowd, Redfield & Johnstone.

CBS-TV raised rates this week, in releasing to agencies and advertisers its new Rate Card No. 13 and Production Manual No. 13, both effective March 10. New rates call for increase of 7.1% for basic required and optional group of 106 stations, bringing Class A hour rate to \$98,975 from previous \$92,385 for 107 stations. Basic required group is raised from 55 to 56, while basic optional group is reduced from 52 to 50. Class C time is extended to include Sun. 1-2 p.m., formerly Class B time. Also under new card, Class A hour rate for basic required group of 56 is \$75,825, with 30-min. rate \$45,495. Hour rate for 50-station basic optional group is \$23,150, 30-min. \$13,890. Hourly rate for WCBS-TV, N. Y., has jumped to \$8000, a \$500 increase. On production, charges were increased all along the line for first time in 2 years. Charge for 3-camera rehearsals was increased to \$500 an hour. New rate card resulted from recent Nielsen Coverage Service No. 2, CBS-TV sales administration v.p. Wm. Hylan explaining: "Until the recent release of this new NCS report, we had withheld a considerable number of rate adjustments." He said increases affected less than 50% of CBS-TV affiliates and "are in general long overdue."

Rate increases: WNEM-TV, Bay City-Saginaw, March 1 raised base hour from \$690 to \$800, min. \$138 to \$160. KTVX, Muskogee-Tulsa, March 15 raises hour from \$500 to \$600, 20 sec. \$100 to \$120. WIS-TV, Columbia, S. C. March 1 raised hour from \$400 to \$450, min. \$100 to \$110. KDAL-TV, Duluth-Superior, March 1 raised hour from \$400 to \$450, min. \$80 to \$101.25. WNCT, Greenville, N. C. March 1 added Class AA hour (7:30-10:30 p.m. Mon.-Sat., 6:30-10:30 p.m. Sun.) at \$400, min. at \$100, Class A hour going from \$350 to \$300. WDXI-TV, Jackson, Tenn. April 1 raises hour from \$200 to \$250, min. \$40 to \$50.

Revision of program & sponsor lineups on NBC-TV this fall: Chevrolet to sponsor *Chevy Show* starring Dinah Shore alt. Sunday. 9-10 p.m., dropping her once-a-month series and Thu. 15-min. program. Alcoa and Goodyear will drop out of *Alcoa Hour* and *Goodyear Playhouse* Sun. 9-10 p.m., with Alcoa buying Mon. 9:30-10 p.m. time period for undetermined show. Goodyear hasn't disclosed fall TV plans, but may alternate with Alcoa Mon. night.

TV on the diamond: NBC-TV will carry 26-game schedule of N. Y. Yankees, N. Y. Giants & Brooklyn Dodgers on 130 stations each Sat., blacking out stations within 50 miles of major league park. CBS-TV also plans continuance of its major league baseball game-of-the-week on Sat.

General Mills will be second only to Chrysler as top spender on ABC-TV next fall, buying alt. 30 min. of *Disneyland* Wed. 7:30-8:30 p.m., alt. Wed. & Fri. of *Mickey Mouse Club* Mon.-thru-Fri. 5:30-6 p.m., alt. Sat. 5:30-6:00 p.m. of *Lone Ranger*.

Katz rep firm opens St. Louis office at 915 Oliver St., Alan Axtell, mgr. (Central 1-1868).

CANADA'S 38th TV station—CKMI-TV, Quebec City (Ch. 5)—began test patterns March 5 as English-language adjunct to CFCM-TV (Ch. 4).

New Quebec outlet—which begins programming March 17—marks first dual French-English operation by a private owner, though CBC operates French & English station pairs in Montreal & Ottawa. Principal owner (50%) of new station is Famous Players Canadian Corp., which also owns 50% of CKCO-TV, Kitchener, Ont. CKMI-TV has 2-kw RCA transmitter and will diplex into CFCM-TV antenna on 400-ft. tower. Executives are Gaston Pratte, pres.; A. C. Picard, exec. director; J. A. Pouliot, gen. mgr.; A. P. Fitzgibbons, CKMI-TV operations director; E. W. Miller, CFCM-TV operations director. CKMI-TV base hour is \$250; CFCM-TV hour \$460. Reps for both stations are Weed (N. Y., Chicago); Jos. A. Hardy (Montreal, Toronto); John N. Hunt (Vancouver).

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

WIIC, Pittsburgh (Ch. 11), plans to resume construction as soon as FCC approves change to 316-kw, with 842-ft. tower, Court of Appeals having dissolved stay order March 4. It's hoped to get station going within couple months. Litigation holding up construction was dropped by WENS (Ch. 16) as result of agreement whereby it gets \$500,000 for expenses and sale of building and land to WIIC. WIIC is owned by *Pittsburgh Post-Gazette's* WWSW, with Pittsburgh Radio Supply House holding option for 50%, contingent on sale of its radio WJAS. For years, city's sole commercial vhf has been KDKA-TV (formerly WDTV). Third commercial vhf channel, Ch. 4, is still in hearing status, with KQV holding initial decision. FCC this week turned down request of Ch. 4 contestant WLOA that declaratory ruling favoring trusteeship for station be issued, Commission saying that proceedings were in advanced stage; that there's no assurance all parties would go along with trusteeship proposal.

WNYT-TV, Buffalo (Ch. 59) this week asked for change to Ch. 29, now allocated to Niagara Falls—and if FCC approves switch, station hopes to be on air by Aug. 1, reports v.p. & 1/2 owner Dick Levy, an officer of W. Bergman Co., Buffalo Philco distributor. Owners are buying WBUF's old studio-transmitter building and tower at 2077 Elmwood Ave., adjacent to WBUF's new plant. Equipment would require only change of antenna, filter-plexer and crystals for station to begin tuning up for operation on Ch. 29. Rep not chosen.

KGEZ-TV, Kalispell, Mont. (Ch. 9) began construction March 4 at Flathead site, hopes to begin with CBS-TV June 1, reports Richard K. Vick, v.p.-gen. mgr. and 2.4% owner. It has 5-kw RCA transmitter, hopes to have it installed by May 1. Construction of 300-ft. Ideco tower with

6-bay antenna is delayed until ground thaws. Base hour will be \$125. Rep will be Donald Cooke.

WYES, New Orleans (Ch. 8, educational), now testing 5-kw DuMont transmitter into dummy load and installing 12-bay RCA antenna on roof of Hibernia Bank Bldg., is aiming for March 12 start with NBC-TV live half-hour educational programs as well as about 2 hours of films daily from Educational TV-Radio Center, Ann Arbor. Local live programming won't begin until mid-May when studio is scheduled to be ready at Isaac Delgado Central Trades School. Duff Browne, ex-educational WUNC-TV, Chapel Hill, N. C., is gen. mgr.

KTCA-TV, St. Paul-Minneapolis (Ch. 2, educational) began factory service tests of 25-kw DuMont transmitter Feb. 28, plans mid-March test patterns, reports chief engineer Berten A. Holmberg for Twin City Area Educational TV Corp. It plans Sept. 1 programming; work on studio building on St. Paul farm campus of U of Minnesota hasn't begun. However, temporary slide & film facilities are almost ready at transmitter site, a mile north of farm campus. Installation of 6-bay RCA antenna on 450-ft. Stainless tower is under way.

WETJ, Jacksonville, Fla. (Ch. 7, educational), granted CP Feb. 27, expects to start next July-Sept., reports Heywood C. Dowling, pres. of Educational TV Inc. It will use 5-kw GE transmitter donated by WMBR-TV, Jacksonville (Ch. 4), with antenna on 900-ft. Ideco tower of upcoming WFGA-TV (Ch. 12), due on air this spring. It will use studios of WMBR-TV, but transmitter and film equipment will be in WFGA-TV transmitter house.

KUED, Salt Lake City (Ch. 7, educational), call changed from KUTA, has advanced target to Aug. 12, reports consultant C. Richard Evans, ex-KGMB-TV, Honolulu, due to become mgr. when station gets on air. Grantee U of Utah plans to use 5-kw RCA transmitter, other equipment not specified.

WMUB-TV, Oxford, O. (Ch. 14, educational), reporting Feb. target earlier, now hasn't specific date, reports S. C. Hathaway, director of TV-radio for Miami U, stating "We will go on as soon as possible . . ."

KDSJ-TV, Deadwood, S. D. (Ch. 5) has requested an extension of CP, telling FCC that heavy snows and sub-zero weather have prevented all outside construction. It has completed half-mile road to transmitter site near White Rocks elevation, has also cleared way for construction of track to haul equipment up steep incline. Tower and antenna are at hand.

Equipment shipped this week by RCA: 50-kw transmitter March 5 to upcoming WSOC-TV, Charlotte, N. C. (Ch. 9); used 2-kw transmitter March 7 to upcoming KHVH-TV, Honolulu (Ch. 13); custom-built 12-section superturnstile antenna to upcoming WFGA-TV, Jacksonville (Ch. 12).

Poland has ordered full TV station from British Marconi in order valued at about \$560,000. Station will be built at Katowice in southern Poland with 200-kw ERP. Transmitting equipment comprises two 7 1/2-kw visual transmitters, two 2-kw sound transmitters, 2 combined units and 16-stack high-gain quadrant antenna. Studio equipment includes one complete 2-camera studio, master control room, 2 vidicon telecine channels, test gear.

Italy's TV & radio networks have been placed under jurisdiction of new Ministry of State Participations, charged with revamping and streamlining the hundreds of business enterprises controlled by Govt. New ministry is headed by Giuseppe Togni, leader of right-wing faction of dominant Christian Democratic Party.

Call letters of KBST-TV, Big Spring, Tex. (Ch. 4) changed to KEDY-TV.

Armed Forces TV Station at Seoul, Korea, has been tentatively approved by Defense Dept., contingent upon Korean Govt. approval. Equipment is nearly ready or being shipped for Armed Forces TV's first 3 uhf stations at Ramey Air Force Base, Puerto Rico (Ch. 21), Bitburg Air Base (Ch. 24) & Landstuhl Air Base (Ch. 20), Germany. All 3 have April 1 target date. Equipment is also available for shipment to Whittier, Alaska for Ch. 8 station there, due May 1. All equipment for the new stations is supplied by Dage.

Help in setting up translators is offered by KTVT, Salt Lake City, now that state law has been enacted permitting municipalities to use tax funds for stations (Vol. 13:7-8). Engineering facilities and staffs will be provided.

Britain had 6,570,097 licensed TV sets at end of 1956.

BREAKTHROUGH in log-jam of big vhf decisions, continuously predicted, is again expected, following this week's grant of Ch. 13, Indianapolis, to Crosley. Reportedly, final votes are due next week on St. Louis' Ch. 11 (with CBS still in lead) and Seattle's Ch. 7 (KIRO holding edge).

Crosley won 4-3 decision in Indianapolis, Commission concluding that its experience is so great that it overwhelms local ownership merits of competitors WIRE, WIBC, Midwest T.V. Corp.

Commission had been deadlocked 3-3, so Comr. Craven voted for Crosley, tipping scales. He said he'd intended to abstain because WIRE had been client of his engineering firm before he joined Commission. However, he added, Commission informed him it was "hopelessly deadlocked" and its general counsel had advised that he was "authorized, if not legally obligated" to participate.

Comr. Hyde dissented because majority gave "scant attention" to local ownership and he noted that WIRE was "practically disqualified" because of newspaper affiliations (*Indianapolis Star*, et al), yet Crosley wasn't given demerit for its ownership of 3 TV stations in the area—WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus. Comr. Bartley said he'd favor WIBC; furthermore, he said, court decisions indicate that Commission should have permitted Midwest T.V. to amend application and show resignation of 37.7% stockholder George Sadlier. Majority's decision said Midwest suffered "some demerit" because of Sadlier's failure to file income tax returns in 1941-45.

In initial decision for Ch. 10, Parma-Onondaga, Mich. (Jackson area), examiner Annie Neal Hunting favored share-time proposals of TV Corp. of Mich. Inc. and State Board of Agriculture (Mich. State U)—in 224 pages, one of the fattest such documents in Commission history. The favored applicants, she said, looked as if they had best program proposals and would be most responsive to community needs. TV Corp. of Mich., headed by John C. Pomeroy, once operated WILS-TV, Lansing (Ch. 54), now off air. State Board runs educational WKAR-TV, E.

Radio station sales & transfers reported this week: WAFB, Baton Rouge, by WAFB-TV (Ch. 28), controlled by WDSU-TV, New Orleans, for \$175,000 to group of 14 local businessmen, headed by Louis Prejean, who has sold 2% interest in WAFB-TV and resigned as secy. KMOD, Modesto, Calif. by Radio Modesto Inc. (Don C. Reeves, pres.-gen. mgr.) for \$170,000 to owners of Radio KSRO, Santa Rosa (Mrs. Ernest L. Finley, pres.). KOWB, Laramie, Wyo. by John Alexander and George Dent for \$75,000 to Richard P. McKee, ex-WINS, N. Y. and recently instructor at Berkshire School, Sheffield, Mass. WLDL, LaCrosse, Wis. by Lyons Bestg. Co. (Lyle D. Lyons, pres.) for \$35,000 to LaCrosse Radio Inc., headed by 51% owner Joseph H. Rohrer, once 51% owner of KRDO-TV, Colorado Springs (Ch. 13) & KRDO. Blackburn & Co. was broker for WAFB; Hamilton, Stubblefield, Twining & Assoc. for KMOD; Allen Kander & Co. for KOWB.

Radio station sales approved this week: KNEW, Spokane, by Inland Empire Bestg. Co. (Burl C. Hagadone, pres.) to co-owners Lester M. Smith & Lincoln Dellar for \$422,648 (Vol. 13:5). WACR, Columbus, Miss. by J. W. Furr to J. W. Eatherton, ex-sales mgr. of WCBI, Columbus, for \$60,000 (Vol. 13:6). WPTX, Lexington Park, Md. by Patuxent Radio Inc. (Wm. J. Thomas, pres.) to Arthur Snowberger, gen. mgr. of WOOK, Washington, and Washington adman James S. Beattie for \$35,000 (Vol. 13:3).

Lansing (Ch. 60), which it would have to drop if decision becomes final. Losers: Triad TV Corp., headed by C. Wayne Wright, from sales dept. of WBCK, Battle Creek; WIBM, Jackson; WKHM, Jackson.

In Miami, National Airlines' Public Service TV Inc. is now clear to build on Ch. 10, Court of Appeals this week denying petitions of WKAT and Eastern Airlines requesting stay of construction.

Two petitions for channel changes were filed this week: (1) WNOW-TV, York, asked that Ch. 33 be shifted from Reading and that station be permitted to move from Ch. 49. (2) WNYT-TV, Buffalo (Ch. 59 CP) asked for allocation of Ch. 29, to which it seeks to move.

Fight to protect educational channels in any allocations changes was pledged this week by convention of audio-visual education dept. of National Education Assn. Resolution adopted by convention said the group would "participate in public hearings before the FCC in support of the continuation of TV channels already allocated for educational purposes." Second resolution recognized "the need for experimentation" on subscription TV to determine if it offered educational possibilities. In address supporting preservation of educational reservations, Charles F. Schuller, director of Audio-Visual Center at Michigan State U, said: "We do not feel that education, by and large, has had the opportunity it needs to effectively experiment with and find out how best to make a go of TV." Another speaker was Richard B. Hull, director of broadcasting at Ohio State U and former mgr. of WOI-TV, Ames, Ia. He said "educational TV is here to say . . . Its aim is to contribute to the improvement of instruction." Note: Educational TV drew bouquets and brickbats at National Conference for Higher Education, meeting in Chicago. John W. Taylor, exec. director of Chicago's educational WTTW, said educational TV saves classroom space and increases productivity of teachers. But Earl C. Kelley, professor of secondary education at Wayne U, Detroit, said "TV is a real and present menace to the freedom of the teacher and learner," and that widespread use of educational TV threatens to destroy human element and individuality of classroom.

Independent KLOR, Portland, Ore. (Ch. 12) has been sold for \$2,500,000 to Detroit attorney George Haggarty, who also has Michigan manufacturing interests and is part owner of Adams & Haggarty oil firm in native Texas. Selling principals are Julius L. Meier, of Meier & Frank dept. store; Henry A. White, retired banker & shipbuilder; Stephen E. Thompson, lumber & paper businesses; estate of Wm. A. Healy, furniture manufacturer. Broker was Hamilton, Stubblefield, Twining & Assoc.

Merger of WGR Corp. with Transcontinent Television Corp. will be voted on March 25 by stockholders of both firms. WGR Corp. operates WGR-TV, Buffalo (Ch. 2) & WGR. Seymour H. Knox III, J. Fred Schoellkopf IV and Paul A. Schoellkopf Jr., board members of WGR Corp., also are officers of Transcontinent, which owns 100% of WROC-TV, Rochester, N. Y. (Ch. 5) and 50% of WSVA-TV, Harrisonburg, Va. (Ch. 3) & WSVA.

TV studio planning problems—and solutions here and in England—are discussed in detail by Feb. *Architectural Design* in special section edited by Sol Cornberg, director of NBC studio & plant planning. Features in the British magazine (26 Bloomsbury Way, London W.C. 1) cover NBC commercial & news facilities in N. Y., BBC & ITA facilities in London & Manchester.

"Still negotiating" was word this week on expected purchase of radio WNEW, N. Y. for \$7-7,500,000 by DuMont Bestg. Co. (Vol. 13:9).

REP. CELLER'S anti-trust subcommittee report on its investigation of network practices has been completed at staff level, and copies probably will be circulated among subcommittee members next week. Action—or at least discussion—on the report could also come next week, since subcommittee has cancelled its scheduled hearings on non-TV matters, thus could arrange time to consider report in executive session. Printed record of subcommittee's TV hearings are due within couple weeks.

On Senate side of Capitol, Sen. Hennings (D-Mo.) this week released exchange of correspondence with FCC on "network monopoly" question. In letter to Commission dated Feb. 12, Hennings expressed concern over "monopolistic developments in the critical field of broadcasting," and especially "the position of the dominant networks in the United States and particularly their ownership of broadcast stations."

"I feel strongly," said the Senator, "that it would be improper for your Commission to defeat the results [of investigations by Congressional committees, FCC network study group and Justice Dept.] by expanding the monopolistic position of the networks through their ownership in broadcast stations until these related studies have been terminated . . ." He asked FCC whether it intends to continue to act on applications by networks for "increased broadcast facilities." He also announced he intends to attend March 14 hearings of Senate Commerce Committee to question Commission on the subject.

Reply to Hennings' letter—dated Feb. 28—by Comr. Hyde as acting chairman, cited FCC rules and procedures on multiple ownership, adding: "The Commission has no present plans to modify or deviate from the rules or procedures explained above."

Comr. Bartley dissented, sending separate letter explaining his views, at Hennings' request. Bartley said he felt Commission's letter "was not sufficiently responsive" to questions raised in original letter. He expressed opinion that "such increasing concentration of ownership by networks and other multiple owners, particularly in major markets, could have a serious impact on our present competitive broadcast structure . . ." Such applications by multiple owners, he said, should be set for hearing.

Patent infringement suit has been filed against Jerrold Mid-Atlantic Corp., Jerrold Electronics subsidiary, by Entron Inc., Bladensburg, Md. manufacturer of community antenna equipment, in Baltimore Federal Court. Civil complaint charges Jerrold violated 2 Entron patents "basic to coaxial cable distribution systems." The patents allegedly cover devices which tap coaxial cable and connect subscribers' homes to community systems. Suit asks that Jerrold "cease & desist" alleged infringement. Suit is docketed as Civil Action 9308 in Md. District Court. Entron is represented by Wm. D. Hall of Moore & Hall, Washington.

Panels of TV Allocations Study Organization—the FCC-inspired group conducting "crash research" program on uhf—were announced this week by TASO exec. secy. George R. Town. There are 92 names on the 5 panels, chairmen & vice chairmen of which were announced previously (Vol. 13:5). Members represent good cross section of stations, manufacturers, networks, consulting engineers.

NBC will televise NCAA college football games next fall for sixth time in 7 years. Football TV plan, formally approved this week by NCAA member colleges, is essentially same as last year's (Vol. 13:8). NBC reportedly paid about \$1,250,000—same as last year—for TV rights.

New Bob Dore Assoc. TV-radio rep firm, 250 Park Ave., N. Y. (Yukon 6-6899) has been formed by Bob Dore, ex-Forjoe and Edmond & Dore ad agency.

Telecasting Notes: First network to announce American feature film series on regular basis is ABC-TV, which this week officially disclosed it had acquired 26 RKO pictures, to be slotted Sun. 7:30-9 p.m., beginning April 7. The other networks will be watching public reaction, as ABC televises such pictures as "Abe Lincoln in Illinois," "Gunga Din," "Enchanted Cottage," "King Kong," "Mr. Blandings Builds His Dream House," "Top Hat," "Story of Vernon & Irene Castle," etc. . . . MGM is breaking its 725-feature library up in smaller packages for lesser markets, having made whole-hog sales in 32 markets. Features will soon be available in 3 separate packages of 100 each and package of 300 . . . Which trade paper do you read? Headline in March 9 *Billboard*: "Answer to Who Gets Para's Movies Is Any Man's Guess." Headline in March 6 *Variety*: "Par-CBS-TV Is Still Pending." Latter story says \$50,000,000 deal for 700 features "should be wrapped up some time in April" . . . NTA said to be negotiating for independently produced features "High Noon," "Cyrano de Bergerac" and "The Men" . . . A credit to TV was NBC-TV's Old Vic production of "Romeo & Juliet" (*Producers' Showcase*)—which received greater praise from professional reviewers than any TV show we can remember. It averaged "only" a 13.8 Trendex (to CBS-TV's 29.6 for same time segment), but even that is a tremendous audience—more than 5,000,000 families watching Shakespeare! . . . Broadway musical "Wonderful Town" on next season's NBC-TV spectacular schedule, possibly with original star Rosalind Russell . . . Screen Gems enters live program packaging field with *The Brain & You*, quiz in which live contestants compete against electronic brain . . . Commentator's right to editorialize is subject of upcoming CBS-TV *Studio One* drama, "The Commentator," written by ABC Washington news bureau chief John Secondari . . . Barry & Enright, packagers of NBC-TV's hit *Twenty-One*, will gross \$5,000,000 this year on their 4 network TV properties (others being *You're on Your Own* & *Winky Dink* on CBS and *Tic Tac Dough* on NBC), reports March 6 *Variety*, which says team is peddling 3 or 4 new quiz and panel shows . . . Number one show in ARB's first Feb. ratings is a sleeper—NBC-TV's *Perry Como Show*, which also ranked first in number of viewers per set . . . "Vigorous and creative efforts" of NBC-TV in planning future programming were unanimously endorsed by recent NBC-TV Affiliates Executive Committee meeting, network reported this week . . . CBS-TV Film Sales has sold *Phil Silvers Show* to BBC-TV . . . New Columbia Pictures package of 50 pre-1948 features has been put on TV market, first sale being to New York's WABC-TV, at reported price of \$750,000.

Top European ad agencies in 10 countries have formed new American joint representative agency—Continental Adv. & Marketing Agencies Inc., 60 E. 56th St., N. Y. Job is to advise European advertisers on U. S. markets and vice versa. Agency was organized by United European Marketing & Advertising, 2-year-old group of major agencies in Belgium, Denmark, Finland, France, Germany, Netherlands, Norway, Sweden, Switzerland, United Kingdom. Officers of Continental: Werner Gabler, pres.; Sterling R. Wheeler, exec. v.p.

Charles Van Dorn, spectacular *Twenty-One* performer on NBC-TV, remarked in luncheon speech at Westinghouse Bcstg. Co.'s local public service programming conference last week in Boston (Vol. 13:9) that he didn't even own TV set. He did by time he got back to N. Y. apartment, compliments of Westinghouse.

Contempt citation for taking TV pictures outside court is faced by cameraman Jack Murphy of WTVT, Tampa. Municipal Judge John Rudd instructed Murphy to appear before him March 11 to answer charge.

LOWER INVENTORIES REFLECT TV STABILITY: Though it's still predominantly low-end, with portables still getting the biggest attention, TV market is beginning to show some signs of stability. Production is being curtailed in line with demand, thereby reducing inventories at all levels. Factory and distributor sales in first 2 months ran behind same period of 1956 (though Feb. showed encouraging pickup) while retail sales kept pace with last year. It's too early to tell about March yet.

Feb. factory sales of estimated 525,000 were only slightly below Feb. 1956 and showed excellent increase over 450,000 in Jan. (compared with 622,741 in Jan. 1956). At distributor level, sales to dealers totaled 510,000 in Feb. (vs. 529,226 in Feb. 1956), up nicely from 425,000 in Jan. (vs. 623,790 in Jan. 1956).

Increase in distributor sales to dealers was especially gratifying, indicating that retailers had cut deeply into their inventories with excellent Jan. and were once again in a buying mood. If so, distributors welcomed opportunity to cut into their own high stockpiles. Layoffs and production cutbacks have pretty well taken care of that problem at the factory level.

Net effect of this internal readjustment in inventories is to eliminate problem of dumping. While there's no doubt that a customer can pick up real bargains in TV at below list virtually anywhere in the country, there has been little dumping of the type that has flooded market with distress merchandise in past years.

There hasn't been a single drop-out among TV manufacturers of consequence so far this year, pointing up still further the element of stability. To be sure, TV market has stabilized itself at lower levels than 1956 -- but you can get bets that sales will pick up by midyear, even allowing for near-certain price increases.

Appliance Cutbacks: Like their TV brethren, white goods manufacturers are instituting some sharp retrenchments because of high inventories. Plant layoffs, cutbacks in production have become commonplace as part of the over-all readjustment. Westinghouse plans to shut down its appliance plant in Mansfield, O. for week beginning March 18, an action announced only one week after 665 workers were laid off there -- all because of high inventories. Maytag says it has cut first-quarter output 10% below last quarter of 1956, dropping 210 workers in process. Kelvinator had previously announced furloughing of 1700 workers, GE dropped 800 temporarily. Only refrigerators and air conditioners are due for production increases this month -- but that sort of seasonal build-up is proving scant solace to manufacturers.

Consumer Finances: Important to all marketing men, 1957 Survey of Consumer Finances, conducted by Federal Reserve Board in cooperation with U of Michigan Survey Research Center and released March 11, shows little slackening in consumer plans to buy major home appliances and furniture. Conducted in Jan., survey indicated 28.8% of 3000 sample interviewees said they planned to make such purchases this year, compared with 28% year ago. Median expenditure for purchase of major home appliances and furniture was placed at \$300, compared with \$290 year ago. About 41% of respondents report total incomes of at least \$5000 in 1956, compared with 36% in 1955 and 26% in 1952. About 17% reported incomes in excess of \$7500 in 1956, somewhat higher than 1955 and twice as large as in 1952. About 40% expect further increases in income in 1957, a slightly higher percentage than in 1956 or 1955.

Production: TV output, reflecting plant layoffs, dwindled to 97,949 week ended March 1, compared with 117,891 preceding week and 145,143 in corresponding week of 1956. It was year's 9th week and brought TV production for year to date to about 1,007,000 compared with 1,300,630 in corresponding period year ago. Radio output totaled 345,342 (135,700) week ended March 1, compared with 344,507 (131,108 auto) preceding week and 286,004, 112,780 auto) in corresponding week year ago. For 9 weeks, radio output totaled 2,705,000 (1,176,000 auto) vs. 2,444,152 (1,052,913).

Topics & Trends of TV Trade: RETMA will show off its new 4-floor headquarters building in Washington as host to quarterly meetings March 13-15, with members of Congress and other govt. officials as guests. Business meetings will be at Sheraton-Park Hotel, but RETMA will welcome guests at a "house warming" in its headquarters March 14.

Another special highlight will be March 13 dinner celebrating "Fifty Years of Military Electronics" for members of military products division. Defense Dept. and Congressional leaders will attend, and Western Electric's Fred R. Lack, director of div., will review history of military electronics and its importance today.

RETMA board meets final day to act on committee reports and recommendations, including nomination of 1957 recipient of RETMA "Medal of Honor." In addition, board will receive special report by RETMA manpower committee to Albert Kay, director of Defense Dept. Office of Manpower Supply, covering activities of electronics manufacturers designed to ease shortage of electronic engineers and technicians.

Progress report on industry-sponsored closed-circuit educational TV project at Hagerstown, Md. will also be given. RETMA industrial dept. meeting March 13 will feature addresses by BDSA Administrator Horace B. McCoy and Asst. Commerce Secy. Harold McClellan.

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How Admiral became No. 1 set maker in Australia, despite early difficulties with Govt. there, is told in highly interesting story in March 2 *Business Week Magazine*. Its troubles began shortly after organizing Admiral of Australia Ltd. in 50-50 combination with General Industries Ltd., a leading Australian appliance manufacturer. Article says: "The 'established' radio and electronics companies . . . had already decided they would make 17-in. TV sets. Likewise the Australian Broadcasting Control Board had already set up certain standards for transmission and reception. But Admiral, drawing on its U. S. experience, thought 21-in. sets would be the big seller, also settled on an 'intermediate frequency' for reception—different from that selected by the Canberra government but achieving the same technical results." Then Admiral raised a new furor by introduction of printed circuits. "Members of Parliament who hardly knew the difference between a transistor and a vacuum tube rose up to deliver denunciations of Admiral's 21-in. sets," says article. "Government ministers, egged on by purebred Australian TV makers, gave the impression Admiral was trying to dump a second-rate product on the Australian TV market." Because of criticism, Admiral issued unconditional guarantees on its sets, forcing competitors to make similar guarantees. Even after an official inquiry found Admiral not guilty of unfair competition, the Postmaster-General withdrew import licenses for Admiral products—a step later reversed because of pressure from press and public. At long last, says article, things have quieted down and Admiral has plans for expanding Sydney plant.

Support for independent dealers will be emphasized in CBS-Hytron sales promotion program this year, says distributor sales mgr. John H. Hauser. Initial plan includes localized ads in 44 regional editions of *TV Guide*, listing independent dealers "who elect to participate," emblems identifying independents, "don't-do-it-yourself" consumer pamphlets.

False claims for radios promoted under trade names of Transi-Mite Labs & Electronic Miniature Labs were charged March 7 in FTC complaint against Edward Earl McGowan Jr., 9533 12th St., E. Ocean View, Norfolk. FTC said he operates no labs and misrepresented price & operation of miniature radio kits.

DISTRIBUTOR NOTES: DuMont appoints Albuquerque Music & Appliance Co., 2624 Central Ave., S. E., Albuquerque (Thomas W. Ewing & Earl M. Andrews, partners) . . . Whirlpool-Seeger appoints Radio & Appliance Distributors Inc., E. Hartford, Conn. (Louis K. Roth, pres.) . . . Olympic Radio transfers Lew Jesser from Los Angeles to San Francisco as sales administration mgr. of factory branch, replacing Ed Davis, resigned . . . Westinghouse Electric Supply Co., San Antonio, names A. B. LeCrone, from Lubbock branch, as TV-radio-appliance mgr. . . . Hoffman Electronics appoints Thompson & Holmes Ltd., San Francisco & Sacramento, replacing factory branches.

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Westinghouse's first appointees to its newly formed Westinghouse Appliance Sales distribution organization for TV-radio-appliances, and to its factory field sales organization, which will market directly to independent distributors, were announced this week. Under gen. mgr. Louis G. Berger, following will serve as regional mgrs. for Westinghouse Appliance Sales, all transferring from Westinghouse Electric Supply Co. branches: Middle Atlantic, Leo M. Cronson, headquartering in Philadelphia; southeast, L. G. Hardy, Atlanta; central, Jess W. Haynes, Cleveland; northwest, W. A. Douglass, Chicago; southwest, J. J. Eagan, St. Louis; Pacific Coast, Martin B. Sauer, San Francisco. Under gen. mgr. George H. Meilinger, following will be regional mgrs. for factory field sales organization: east, Wm. H. Loeber, N. Y.; Middle Atlantic, Elmer M. Binns, Philadelphia; southeast, M. E. Lanning, Atlanta; Pacific Coast, Walter T. Baker, San Francisco. Also this week, Westinghouse announced opening of a Pacific Coast regional distribution center at Ogden, Utah, as a warehousing operation "to provide faster service and shorter delivery for Westinghouse customers." It will handle consumer products as well as apparatus, and will be headed by Joseph C. Belloni, Pacific Coast order service mgr. More distribution centers will be set up elsewhere.

Grand jury probe of international patent licensing in radio-electronics began this week in New York, with officials of several companies and their records reportedly subpoenaed. Although Justice Dept. officials declined to comment on investigation, it apparently is centered on patent licensing agreements between American and European radio producers. Among those reportedly subpoenaed are officials of North American Philips, Siemens New York Inc., American Elite Inc. (sales agent for Telefunken radios) and Emerson Radio.

Consumer products accounted for 65% of Philco's \$347,000,000 gross sales in 1956, pres. James M. Skinner Jr. estimating that TV sales in 1957 will be about same level as last year. As result of acquisition of Bendix laundry line, he said he anticipated over-all 10% increase in company's sales this year.

Excise tax collections on TVs, radios & phonos totaled \$69,467,000 in 6 months ended Dec. 31, compared with \$76,117,000 in corresponding 1955 period, reports Internal Revenue Service. Collections in quarter ended Dec. 31 were \$42,865,000, compared with \$42,634,000 in same quarter of 1955.

Majestic International has acquired 50% interest in Shelbern Industries Canada Ltd., Montreal radio manufacturer. Shelbern will manufacture and distribute Grundig line of radios and hi-fi consoles for Majestic in Canada, continuing to make own Shelbern radio line.

National Assn. of Music Merchants (NAMM) schedules annual convention and trade show June 22-25 in New York's Hotel New Yorker.

DuMont Labs international div. moves South American and Caribbean regional office to 7000 NE 4th Court, Miami.

Trade Personals: Joe Marty Jr., with Admiral 11 years, resigns as gen. mgr. of electronics div., will announce future plans shortly . . . R. H. G. Mathews, director of Magnavox public relations and asst. to Leonard F. Cramer, v.p.-gen. mgr. of TV-radio-phono div., joins Westinghouse as mgr. of new hi-fi radio-phono dept., Metuchen, N. J.; TV-radio gen. mgr. Edward J. Kelly said appointment marks "serious entry" of Westinghouse into hi-fi . . . Dr. Leslie J. Woods, Philco exec. v.p. for research & engineering, left March 4 on business trip to Australia, stopping off at San Carlos, Cal., for dedication of new plant of Philco subsidiary Sierra Electronics Corp. . . . John F. Myers, Westinghouse consumer products v.p., assumes additional duties of gen. mgr. of distribution subsidiary Westinghouse Electric Supply Co., replacing Victor D. Kniss, who resigned as pres. "to pursue other fields of business activity" . . . Wm. R. Patton, ex-Argus Cameras, new Sylvania subsidiary, appointed director of purchases for Sylvania . . . Stanley J. Koch promoted to gen. mgr. of DuMont tube divs., in over-all charge of TV tube div. (formerly CR tube div.) and industrial tube div. (formerly tube research div.); Joseph P. Gordon promoted to mgr. of industrial tubes, Alfred Y. Bentley continuing as mgr. of TV tubes . . . Raymond W. Andrews promoted to mgr. of finished goods planning & tube industry sales for Westinghouse electronic tube div. . . Herbert Kabat resigns as gen. sales mgr. of new consumer products div. of Emerson's Jefferson-Travis Inc. subsidiary after 2 months in position; he's ex-sales v.p. of Olympic Radio . . . Harry G. Marpole, secy. of RCA Victor Co. Ltd., Montreal, elected a v.p.; F. T. Nyles, distribution operations mgr. for Toronto area, becomes treas., succeeding R. C. Ludlow, who joined Canadian Aviation Electronics Ltd., Montreal . . . Reginald A. Young Jr., manufacturing supt. of Sylvania's radio tube feeder plant in Houtzdale, Pa., named mgr. of receiving tube plant in Mill Hall, Pa., succeeding Michael Balog, now gen.

manufacturing mgr. of new semiconductor div. . . M. E. Krumrey promoted to mgr. of Quam-Nichols jobber div. . . James J. Parks elected sales v.p. of Fisher Radio . . . Max H. Kraus, Jerrold, appointed chairman of RETMA's newly formed closed-circuit and TV distribution systems committee, to operate as part of broadcast & closed-circuit TV equipment section of technical products div.; Ben Edelman, Western Electric, appointed chairman of new RETMA educational coordinating committee . . . Victor A. Monner resigns as sales mgr. of Majestic International . . . Ed Rutledge, ex-Hallicrafters, named sales mgr. of Videola-Erie Corp., Brooklyn, importers of Tonfunk & Fonovox hi-fi radios and combinations from Germany.

Dr. France B. Berger promoted to research planning director of General Precision Lab's Avionic div., Ivan A. Greenwood to asst. director, in realignment in which G. Stavis heads radar research; A. Block, systems analysis; J. W. Gray, computer research.

Carl W. McCardle, who recently resigned as Asst. Secy. of State for Public Affairs, joins Penn-Texas as special asst. to chairman Leopold D. Silberstein, headquartering in Washington. Penn-Texas is industrial giant which number Hallicrafters among its subsidiaries.

Max Enderlin promoted to chief engineer of semiconductor div. of IT&T's Federal Telephone & Radio Co., James Conto to sales mgr.

Obituary

Harold C. Tipping, 43, industrial relations director of Avco's Crosley div., died of heart attack March 2 in Charleston, W. Va., en route to his Cincinnati home from Fla. vacation. Before joining Avco in 1953, he was with Cincinnati law firm of Pruitt, Desvernine & Coursen, where he handled Avco labor relations functions. He is survived by his widow, 2 daughters, mother, 2 brothers.

Network Color Schedules

(March 10-23, 1957)

- March 10—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Washington Square*, 4-5 p.m.
- March 11—NBC: *Club 60*, 1:30-2:30 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- March 12—NBC: *Club 60*, 1:30-2:30 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 13—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- March 14—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m. CBS: *Shower of Stars*, 8:30-9:30 p.m.
- March 15—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 16—NBC: *Perry Como Show*, 8-9 p.m.; *Saturday Color Carnival*, "TV Emmy Awards," 9-10:30 p.m.
- March 17—CBS: *The Boing-Boing Show*, 5:30-6 p.m. NBC: *Hallmark Hall of Fame*, "There Shall Be No Night," 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- March 18—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.
- March 19—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 20—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Bell System Science Series*, "Hemo the Magnificent," 9-10 p.m.
- March 21—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 22—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *The Chevy Show*, 9-10 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 23—NBC: *Perry Como Show*, 8-9 p.m.

Sylvania raised color prices by \$50 on its table and console models, bringing table model to \$645, console to \$745. RCA, Admiral and Hoffman had previously announced color price hikes.

Fashionable housing project of 99 homes near Ft. Lauderdale, Fla., with prices \$25,000-\$45,000, will be equipped with RCA color sets as standard equipment, along with RCA Whirlpool major appliances.

Elaborate medical color TV facilities of Walter Reed Hospital, Washington, are described in excellent feature in RCA's Feb. *Broadcast News*.

RCA's "Bizmac" computer—first entry by company in electronic data processing field and billed as "world's largest"—went into operation March 7 at Army Ordnance tank-automotive command headquarters, Detroit (Vol. 11:19, 50). Big system cost \$6,000,000 installed, weighs 217 tons, covers 20,000 sq. ft., frees 200 employes. Maj. Gen. Nelson M. Lynde Jr., commander of center supplying 10 depots in U. S. & 2 overseas, estimated Bizmac will save "many millions of dollars" on \$2 billion inventory of 1,000,000 parts. It takes minutes for processing procedures that have required months.

Lamme Gold Medal of AIEE will be presented June 24 at Montreal summer meeting to Dr. Harold H. Beverage, RCA Communications v.p. and director of RCA Labs' radio research lab. He's co-inventor of wave antenna & diversity system for high frequency reception and holder of more than 40 patents in radio communications.

Kollsman Instrument Corp., Elmhurst, N. Y., subsidiary of Standard Coil, has received \$26,000,000 Air Force contract for production of new Automatic Astro Compass, bringing Kollsman's order backlog to nearly \$60,000,000.

Complete Philco CineScanner studio package has been purchased by KVOO-TV, Tulsa, including 16mm film transport equipment, dual slide changer, color switching equipment, etc. It's 7th station to install CineScanner gear.

Financial & Trade Notes: RCA has proposed new stock option for issuance of maximum of 300,000 shares to key employes who will be required to give assurance that options will be exercised for investment only and that they will remain with RCA or its subsidiaries for at least 5 years or the term of the option, whichever is longer. Proposal is key issue up for approval of stockholders at annual meeting May 7.

John L. Burns, who took office March 1 as RCA pres., will have salary of \$150,000 for first year, increasing by \$12,500 each year until he reaches \$200,000. In addition, it's proposed to grant him an option to buy 50,000 common shares at \$33.75 per share, the closing price on March 1. His option can be exercised over 10-year period, but no more than 10,000 shares can be picked up in each of first 5 years.

Burns was proposed for stock option plan, said proxy statement, "in consideration for leaving his former employment to become president of the corporation." Before joining RCA, Burns was a partner in management consulting firm of Booz, Allen & Hamilton. No other key employes eligible for stock options were named. In fact, RCA took extraordinary step of issuing formal statement denying March 8 *New York Times* story that unspecified amounts of stock are being reserved for chairman David Sarnoff and retiring pres. Frank M. Folsom.

RCA said that Sarnoff was granted a restricted stock option July 1, 1955, in consideration of signing 10-year employment contract, and that Folsom would be ineligible for new stock option plan because he plans to retire June 1, 1959 and thus would serve less than the 5-year employment minimum.

Proxy statement revealed 1956 compensations to these key executives: Sarnoff, \$200,000; Folsom, \$165,000; Elmer W. Engstrom, senior exec. v.p., \$110,000; Charles B. Jolliffe, v.p. & technical director, \$72,500.

* * * *

Whirlpool-Seeger, in its first full year of operation, had net profit of \$4,330,804 (74¢ per share) on sales of \$368,220,975 in 1956. Annual statement noted that in 1955, the sales of Whirlpool Corp. and Seeger Corp. aggregated \$301,695,814, with earnings equivalent to \$2.40 per share. The 1956 earnings, noted chairman Walter G. Seeger and pres. Elisha H. Gray II, were reduced by "extraordinary pre-production and make-ready costs" amounting to \$4,330,804 after taxes. Statement also revealed that name of company will be changed to Whirlpool Corp. if stockholders approve merger with Birtman Electric Co. March 29 (Vol. 13:9). Of Whirlpool-Seeger's 1956 sales, \$218,401,467 went into products shipped to Sears Roebuck, which owns about 20% of company (RCA also owning about 20%). Birtman Electric had 1956 net sales of \$22,755,950, of which \$21,446,027 were to Sears.

Canadian Marconi had net loss of \$176,991 in 1956, compared with profit of \$1,007,065 in 1955, but pres. Stuart Finlayson noted that company had profit on its broadcast & TV receiver div., but that profits of tube & components div. were adversely affected by heavy expenses.

Clevite Corp. earned \$3,971,593 (\$2.06 per share) on sales of \$74,581,604 in 1956, compared with \$4,854,753 (\$2.54) on \$71,935,883 in 1955. Electronics sales in 1956 were up 20% from 1955, biggest increases in oscillographs, amplifiers, transistors, diodes.

WJR, The Goodwill Station, Detroit, earned \$478,112 (88¢ per share on 542,130 shares outstanding) on sales of \$3,516,764 in 1956, compared with \$247,738 (50¢) on \$2,759,802 in preceding year.

International Resistance Co. earned \$523,416 (39¢ per share) in 1956, compared with \$533,296 (39¢) in 1955.

Officers-&directors stock transactions reported to SEC for Jan.: CBS—Clarence Hopper bought 100 'A,' holds 202; Sig Mickelson bought 100 'A,' holds 485; Harold C. Lang bought 100 'B,' holds 202. General Dynamics—Robert C. Tait bought 7500, holds 16,425. GE—W. R. G. Baker exercised option to buy 683 in Dec., holds 10,152; Wm. A. Mann sold 100, holds 610; Francis K. McCune bought 1468, sold 782, holds 5594; W. V. O'Brien sold 600, holds 4010; C. K. Rieger bought 1725, sold 2250, transferred 600 to trust for mother, holds 2332. Hoffman Electronics—C. E. Underwood bought 500, holds 4000. Litton—Roy L. Ash sold 246 in partnership, holds 19,976 in partnership, 47,415 personally; Lewis W. Howard sold 3503 and 1095 more from trusts, holds 5762 personally, 900 in trusts; H. W. Jamieson sold 247 in partnership, holds 19,976 in partnership, 48,490 personally; Richard Loewe exercised option to buy 1050, holds 2500; Norman H. Moore bought 1000, sold 100, holds 7900; Charles B. Thornton sold 542 in partnership, holds 43,948 in partnership, 115,098 personally. Magnavox—Richard A. O'Connor sold 1500, holds 55,619. Philco—John M. Otter bought 501, holds 8658. RCA—Elmer W. Engstrom bought 100, acquired 83 more in compensation, holds 1266; Frank M. Folsom acquired 128 in compensation, holds 13,310. Skiatron—Kurt Widder bought 1500, made gift of 1500, sold 200, holds 9550. Westinghouse—John M. Schiff bought 1000, holds 12,500. Zenith—Hugh Robertson bought 150, holds 1518; Leonard C. Truesdell sold 200, holds none; Joseph S. Wright bought 100, holds 310.

National Telefilm Assoc. seeks up to \$8,000,000 in new financing (Vol. 13:8) in plan to be proposed at special meeting of stockholders April 4. It seeks authorization to increase common shares from 1,000,000 (664,825 now outstanding) to 2,000,000 and to confer conversion rights on notes or debentures that may be issued up to \$8,000,000. Proceeds would be used to retire short-term debt, buy movies and increase working capital, according to pres. Ely Laundau. NTA earned \$225,619 in 3 months ended last Oct. 31, compared with \$60,531 in same 1955 period, while film exhibition contracts increased from \$1,050,832 to \$3,040,783.

Dividends: DuMont Labs, 26¢ payable April 1 to holders of record March 15; Speer Carbon, 25¢ March 20 to holders March 8; AT&T, \$2.25 April 10 to holders March 11; Collins Radio, 50¢ April 1 to holders March 21; Cornell-Dubilier, 30¢ March 22 to holders March 8; General Precision Equipment, 60¢ March 15 to holders March 8; 20th Century-Fox, 40¢ March 30 to holders March 15; Corning Glass, 25¢ March 30 to holders March 15; Decca Records, 25¢ March 29 to holders March 18; Standard Radio 'A', 15¢ April 10 to holders March 20.

American Electronics filed SEC registration statement March 4 for 190,000 shares of \$1 par common stock—60,000 to be sold to present stockholders & officers, 130,000 to public to raise working capital, reduce borrowings, provide for expansion. Offering is thru Van Alstyne, Noel & Co. and Crowell, Weedon & Co.

Litton Industries showed 78% increase in sales and 83% in earnings in 6 months ended Jan. 31, compared with similar period in last fiscal year. First half of current fiscal year showed \$12,462,000 sales, \$311,000 earnings.

Admiral directors deferred action on dividend at Chicago meeting March 4 until next meeting, usually held in second quarter. Company paid 25¢ quarterly in 1956.

Kay Lab earned \$227,673 (29¢ per share) on sales of \$3,017,245 in 1956, compared with net loss of \$6254 on sales of \$1,343,894 in 1955.

Electronic Associates earned record \$929,800 (\$3.23 per share) on peak sales of \$8,800,000 last year, compared with 1955 net income of \$491,500 (\$1.71) on \$5,500,000.

NBC'S FOREIGN expansion plans moved a step toward realization this week with announcement that it had been invited to acquire 25% of new \$3,000,000 organization embracing 6 Cuban stations.

Sparked by Cuba's dominant TV-radio figures, the Mestre brothers, new CMBF Cadena Nacional S. A. is being formed to take over assets of Radiotelevision Nacional—including CMUR-TV (Ch. 4), Havana; satellites in Santa Clara & Camaguey; satellites under construction in Mantanzas & Santiago—plus 16-hop microwave. To these will be added CMBF-TV, Havana (Ch. 7), part-owned by Mestres; it's an all-film station, running 11 hours daily, reportedly very successfully.

New organization will be owned 25% each by former owners of Radiotelevision Nacional (RCA distributors Miguel Humara & Julian Lastra and Jose I. de Montaner, editor of daily *Havana Informacion*); Mestre family; Havana contractor Alberto Vadia; NBC, if it chooses to come in. It's considered highly probable that NBC will join group, make decision known shortly.

CMQ-TV pres. Goar Mestre says that purpose of revitalizing Radiotelevision Nacional in this fashion is "to create new competition from which everyone will benefit"; he says that the organization had been losing heavily during last few years, shut down in Feb. He expects new capital and NBC participation to do the trick.

NBC has long had foreign expansion aspirations. Last year (Vol. 12:44), it had to drop plans to participate in British commercial TV when Independent TV Authority ruled against non-British ownership of commercial program contracting organizations. NBC had 5% interest in Wales & West TV, which holds contract to program new station due to begin serving Wales and West England late this year.

Plans for NARTB's convention April 9-12 at Chicago's Conrad Hilton Hotel unfolded in greater detail this week. Gen. Alfred M. Gruenther, pres. of American Red Cross and former Supreme Allied Commander in Europe, will deliver opening address preceding presentation of 1957 Keynote Award to former President Herbert Hoover. FCC Chairman McConaughy will speak at luncheon following award ceremony. FCC members will hold open forum on broadcasting problems April 10, with NARTB pres. Harold E. Fellows delivering annual report at luncheon same day. Axel G. Jensen, noted engineer and director of visual & acoustics research for Bell Labs, will address luncheon session April 8 preceding convention. Luncheon speaker final day of convention will be Arch N. Booth, exec. v.p. of U. S. Chamber of Commerce.

Another monthly folded with suspension this week of *Omnibook*, pocket-size book abridgement, after 19 years of publication. Cancellation was blamed by publisher Maxwell M. Greffen on rising costs, declining ads, "static" circulation around 125,000. Books Abridged Inc., also controlled by Greffen, assumes unfulfilled subscriptions. Meanwhile, some mass-circulation magazines began raising ad rates & newsstand prices. *Saturday Evening Post* and *Sports Illustrated* already have posted higher ad schedules. Feb. *True Story* went from 20¢ to 25¢, *Time* has announced same increase, *Life* is testing it in some cities, *Newsweek* is weighing move.

Wyatt Earp's speed on draw is no faster than her husband's, Mrs. Harry Lee De Marr, 21, testified March 4 in Washington, D. C. municipal court. She complained that De Marr, also 21, practiced with .38 pistol in living room when Dodge City marshal was on TV screen, then threatened her in argument over going to movies. Judge Armond W. Scott dismissed case after De Marr protested he didn't draw on her.

Time Inc.-Bitner deal, whereby former acquires TV-AM-FM properties in Indianapolis, Minneapolis & Grand Rapids for \$15,750,000, is due to be filed with FCC early next week. Overall corporation will be TLF Broadcasters Inc. New WOOD Broadcasting Inc. will be formed to acquire WOOD-TV & WOOD, Grand Rapids, Willard Schroeder to remain gen. mgr., become v.p. Wayne Coy, coming from Albuquerque, where he has headed KOB-TV & KOB (being sold to principals of KSTP-TV, St. Paul), will be pres. of new corporation covering Indianapolis & Minneapolis properties, will headquarter in Indianapolis. Eldon Campbell, currently on temporary assignment at KDYL, Salt Lake City, will become v.p.-gen. mgr. of WFBM-TV & WFBM, Indianapolis. Phil Hoffman, v.p.-mgr. of KLZ-TV, Denver, will be v.p.-gen. mgr. of WTCN-TV & WCTN, Minneapolis. Time Inc. officials express hope that satisfactory arrangements can be worked out to retain Wm. F. Kiley and Miller Robertson, currently v.p.-gen. mgrs. of Indianapolis & Minneapolis properties, respectively. Similar intentions regarding other top personnel are expressed.

TV newsmen demonstrated equipment and argued Constitutional rights March 5 at N. Y. City Council hearing on their demand for full press rights at all sessions (Vol. 13:9), but Councilmen appeared unconvinced. TV advocates included Julian C. Anthony, ABC; Tom Costigan, CBS; Gabriel Pressman, WRCA-TV. They stressed quietness of cameras, cited use at President Eisenhower's news conferences, pleaded freedom of press. No vote on issue was taken following hearing, for which closed-circuit TV transmitted proceedings to room adjoining Council chamber. But prevailing opinion was that Council wouldn't change policy of barring cameras on ground they might disrupt proceedings. TV reporters now may cover meetings by taking notes.

Quoteworthy quotes: "While TV has progressed greatly in its relatively few years of existence, it must still be regarded as being basically in its formative stages. It is both our blessing and our curse as broadcasters that we can never progress faster than the public's readiness to accept our progress, and to demand even greater strides. We must run as fast as we can merely to stay where we are in terms of public acceptance and of our competitive position."—Donald H. McGannon, pres. of Westinghouse stations, to Kansas City Advertising & Sales Executives Club.

One application for TV station and 2 for translators were filed with FCC this week. Application for station was for Ch. 9 in Rome, Ga. by TV-Rome Inc., local group headed by James H. Scarborough of First National Bank of Rome. Translator applications were for Greenville, Cal., Ch. 70, by Indian Valley TV Co., to rebroadcast KCRA-TV, Sacramento; Madras, Ore., Ch. 77, by Jefferson County TV Inc., to rebroadcast KGW-TV, Portland. Total applications for stations stood at 117 (23 uhf); for translators, 57. [For details, see *TV Addenda 24-1* herewith.]

Fight over microwave to serve community antenna systems in Sterling, Colo. and Sydney & Kimball, Neb.—between system operator Collier Electric Co. and AT&T—moved another step this week when Collier asked FCC to suspend AT&T's recently filed tariffs for on-the-air pickup service (Vol. 13:6). Collier asserted that new tariffs would prejudice it in current hearing over who should build the microwave system.

Following Utah's lead, Arizona legislature is considering new bill which would permit municipalities to levy tax for purpose of building uhf translators—but Arizona measure is given little chance of passage, because legislature is due to adjourn March 16.

SUMMARY-INDEX OF THE WEEK'S NEWS — March 16, 1957

SENATE COMMERCE COMMITTEE'S effectiveness as goad to more deintermixture is sharply diminished as partisan squabble blocks questioning of FCC (pp. 2 & 4).

MIAMI Ch. 7 GRANT to WCKT tossed back to FCC by court in strong opinion ordering reconsideration because of Niles Trammell's NBC connections (p. 3).

CLOSED-CIRCUIT TELECASTS of its stockholders meetings opposed unequivocally by directors of AT&T; other companies may adopt idea (p. 5).

TV IN 79% OF HOMES as of Jan., compared with 78% last Oct., reports new market research survey. North-east continues to lead in ownership (p. 6).

IMAGINATIVE ENGINEERING, aggressive merchandising with less emphasis on price seen keys to improving TV outlook. International operations burgeon (p. 11).

MANUFACTURERS ATTACKED for delivering poor-quality equipment in Hagerstown closed-circuit educational experiment. RETMA's Secret defends industry (p. 10).

RETMA NAME CHANGE to either EMA or EIMA, as reflection of growing importance of electronics, seems certain this year. Other RETMA activities (p. 12).

AFTERMATH OF DEINTERMIXTURE decision brings battles over Ch. 2, St. Louis; Ch. 12, New Orleans. GE affirms plans to fight WRGB shift to uhf (p. 8).

BUYERS & SELLERS ASSESS STATION MARKET: Seeking to pin down trends in station sales, both TV & radio, we talked to a lot of brokers, purchasers, etc. in last couple weeks. They agree on some points, differ on others, and we think their experiences and observations are worth comparing with your own -- whether you're interested in buying or selling or neither. Most prefer not to be identified, so we'll simply pass along their comments.

One eager prospective purchaser, who has just about given up trying to find satisfactory TV buys, puts it this way: "It's still a seller's market. The prices are high. Even losing stations are asking a lot of money, in fact there's a story going around that one station has pegged its price at '8 times losses.' Many stations just aren't for sale, apparently at any price. Other operators, who don't want to sell, are exploring public stock issues to ease the inheritance tax bite while still retaining control."

A highly successful broker sums up: "The major markets have had it, for the big outfits have already bought. Look over the top markets and look who owns the stations; they aren't going to sell. Buyers are becoming more selective, more price conscious. Prices are slipping off a bit. Many stations can't be bought. For many operators, stations are their whole life. Furthermore, if they sold they'd have more worries investing their proceeds than keeping the stations."

A top-grade Washington attorney, who has handled a lot of substantial transactions, tells why TV-radio is attractive to investors not now in the business: "A lot of financial people are happy with 5-10% on their money, but when they see stations doing 30% or better they're ready to bid very heavily -- more heavily than existing broadcasters are inclined to do. Then there's the fast depreciation, including network contracts. And it's a rapidly growing business; a man can get his money out in 3-4 years, frequently. But broadcasters often hold on because their stations give them a lot of side luxuries -- letting them operate yachts, planes, etc. and charging them off to the stations."

Another broker's summary: "There are more people than ever in the market. Prices continue to edge up in the top 30-40 markets. I believe the investors will begin to see better buys in smaller markets. After all, 2 good earners in small markets are better than one fair earner in a big market -- and they'd cost less to get. Investors are also waking up to radio stations, which in some cases are much better buys than TV. I wish the banks and other lenders would begin to realize this and make the purchase of radio stations easier."

Still another veteran broker makes this observation: "Stations are going into stronger hands. Such organizations as Time Inc., Transcontinental, Whitney, etc. run good stations, giving excellent public service."

We're particularly impressed with the one broker's notation that the big markets "have had it" and that their stations are set for years, with only an occasional exception. Activity certainly has been brisk in last few years. We count 60 TV station sales in last year -- well over 10% of total operating stations. Radio stations change hands at rate of about one a day, about same percentage as TV, since there are about 3000 radio stations.

Interesting sidelight in sales, primarily radio, is fact that station employees are figuring prominently. Usually it's station gen. mgr., sales mgr. (and surprisingly large number of chief engineers) who buy or apply -- seldom program personnel. Actually, small-market stations can be bought or built so inexpensively that many men can save or promote enough to get "something of their own."

SENATE TV PROBE ENDS IN PARTISAN SQUABBLE: Senate Commerce Committee ended its all-out investigation of TV industry problems, and to observers at this week's 2 days of hearings it was obvious that the Committee's effectiveness as a goad to further deintermixture by FCC was sharply diminished if not totally debilitated.

Just as Committee's members failed to agree on subscription-TV report 2 weeks ago (Vol. 13:9), they were unwilling to agree on virtually anything this week -- particularly on which topics were fit items for questioning the members of FCC.

Republican Committee members, headed by Sen. Bricker (R-O.), came into the March 14 session loaded for bear. Almost from moment hearing opened they objected to line of questioning by counsel Kenneth Cox. Bricker insisted that Committee had no authority to query commissioners on past individual allocations actions.

"This Committee does not sit as a court of appeals," said Bricker, adding that it was "highly improper to go into any specific case which is now in a position to be taken to court." He was joined in his objections by Senators Butler (R-Md.), Purtell (R-Conn.) and in part by Lausche (D-O.).

Under the hammering of Bricker & Butler, Sen. Pastore (D-R.I.) -- acting as chairman in absence of Sen. Magnuson (D-Wash.) -- finally agreed to "admonish the attorney" to bring forth "only facts within the purview of this Committee." The wind taken out of his sails, Cox was forced to reduce area of questioning.

Sen. Butler took over for Republicans at next day's hearing, and again, in opening minutes, he strongly objected to questioning "these fine men" about specific allocations decisions. "I think it is outrageous!" he shouted. "I am not going to sit here and listen to it!" Whereupon he walked out, leaving the hearing in hands of freshman Senators Blakley (D-Tex.), Cotton (R-N.H.) & Lausche.

Much of first day's questioning by Cox was devoted to attempt to get on the record the "criteria" used by FCC in deciding whether to deintermix an area -- with FCC Chairman McConaughy insisting no rigid formula can be applied, that areas must be considered on case-to-case basis. It was Cox's reference to FCC decision not to deintermix Hartford which keyed Republicans' sharpest blast. Actually, most of the allocations questions-&-answers had been heard before. These are highlights:

Co-channel separations: Under questioning by Cox, Comr. Craven declared he favors retention of current co-channel spacings until TASO comes up with technical data. "But an interim step may be necessary if TASO takes 2 or 3 years," he added. "I wouldn't wait forever." FCC chief engineer Edward Allen said he has looked into RCA's new "precise frequency control" equipment for Ch. 2-6 (Vol. 12:37, 13:9), but no study has been made to determine whether it would permit needed vhf channels to be squeezed into key markets. He said he thought "if we were starting from scratch with a new allocation, on a blank piece of paper," this could be accomplished.

Educational reservations: Here Comr. Craven bore brunt of questioning, and he insisted his plan's educational provision "exceeds by far the possible desires" of educators. Sens. Monroney (D-Okla.) & Blakley queried Craven and McConaughy about possibility of reserving educational channels "in perpetuity," were told that would require act of Congress.

Uhf equipment: Commissioners agreed that best way to insure development of better uhf transmitters and receivers was to encourage uhf telecasting. Sen. Potter (R-Mich.) wanted to know if special govt. research grant might be needed to encourage development of better uhf gear. Comr. Craven agreed this might be necessary some day, but McConnaughey reiterated that "the best way to get the set business off the ground" is excise tax exemption for all-channel receivers. Sen. Monroney suggested that manufacturers be required to manufacture all-channel sets only.

Subscription TV: McConnaughey told Committee he thinks FCC has power to permit fee TV -- most positive statement he's made on Commission's jurisdiction in this area. He refused to be pinned down on timetable for ultimate decision, but said Commission has met on subject twice, will hold another session next week. In written statement, Comr. Lee said pay TV may be best solution to uhf problem.

FCC members also appeared before House Commerce Committee this week in second "briefing session." For details on this and other Congress developments, see p. 4.

COURT BLASTS FCC ON WCKT DECISION: FCC took real beating from Court of Appeals this week when 3 judges voted unanimously to send back for reconsideration final decision which awarded Ch. 7, Miami, to Cox-Knight-Trammell combination (Biscayne TV Corp.) over 3 competitors last year (Vol. 12:3). Judges were Miller, Fahy and Washington -- Fahy writing the decision.

Decision indicated court was extremely close to telling Commission which application not to grant -- closest in years. Ruling turned on fact ex-NBC pres. Niles Trammell, who is pres. of Biscayne (which has operated WCKT since last July), held \$25,000-per-year consultant contract with NBC at time of decision.

FCC clearly erred, court said, by failing to weigh this contract adversely against Biscayne: "Though Biscayne was not necessarily disqualified by this conflict of interest of its President, the error in refusing to consider it as adverse to Biscayne cannot be said to be insubstantial."

Commission's failure to hold Trammell's NBC consultancy against Biscayne, court declared, "was a departure from the Commission's established policy that it is desirable for local TV stations and network organizations to be independent of each other, and thus to assure that networks can freely compete for affiliation with local stations, and local stations freely compete for network affiliation...Mr. Trammell's relationship with NBC is of a character that is not unlikely to affect Biscayne's choice of network affiliation, and NBC's choice of a local outlet."

Court then threw a fast pitch on "diversification." This was because Biscayne's competitors owned no communications media, while Biscayne's principals owned Miami News, Miami Herald, radio WIOD and WQAM -- though it agreed in advance to sell WQAM, later did. "The comparative qualifications of the competing applicants," the court said, "made the choice between them a close one. This is emphasized by the decided advantage of the other applicants with respect to diversification of media of mass communication, long considered important...In any event we cannot say that had the Commission also considered adversely to Biscayne the Trammell arrangements with NBC the decision would have been the same."

After court decision, Trammell issued statement pointing out that no "stay" is involved; that WCKT will continue operating normally.

Lawyers' speculation about next step ran all over the place. Some say that Commission will take case back, reconsider it, come up with decision declaring that Biscayne's qualifications are so great that they still outweigh Trammell's contract and diversification demerits. Others think that Trammell will cancel contract with NBC; that this will help "cure" the demerit; to still others, this technique is considered of very little value. At any rate, all agree it will be tougher to overcome court's objections to Commission's decision than in almost any case in recent years.

Biscayne won originally on 5-2 vote of Commission. Comr. Hyde argued that diversification should be given "realistic consideration." Bartley didn't comment on merits of applicants, dissented on grounds that no vhf decisions should be rendered in Miami until deintermixture rule-making was concluded. Biscayne's 3 competitors were non-broadcasters, each including variety of businessmen (Vol. 12:3).

SUBSCRIPTION TV and allocations were subjected again to scrutiny on Capitol Hill this week, as FCC appeared before 2 Congressional committees (see p. 2). Congressional mail on fee-TV issue was said to be picking up, and this week Rep. Radwan (R-N. Y.) felt called upon to reiterate his opposition—in no uncertain terms—to “scrambled phony vision.” In remarks in March 12 *Congressional Record*, he assailed “the greedy promoters of pay TV,” praised free TV programming and called subscription TV “a cure for which there is no disease.” He urged public to keep writing to legislators about issue. “Together,” he said, “we can lick this thing.”

In contrast, Comr. Lee filed statement with Senate Commerce Committee, urging trial of fee TV as “best solution” to uhf problem. He said if fee TV were established, production of all-channel receivers would be stepped up “almost overnight” and applications for uhf channels in top 50 markets would be received “in weeks.” Reviewing his allocations philosophy, Lee continued to express some slight hope that more vhf channels could be obtained from the military. He called deintermixture “a puny solution” which merely “insures that the patient will not die.” He endorsed Comr. Craven’s proposal to permit vhf-uhf simulcasting in large cities as possible help in increasing all-channel set production.

Meanwhile, MIT’s Prof. Edward Bowles, chairman of ad hoc committee on allocations—created 20 months ago by Senate Commerce Committee—was planning to call meeting of group in next 2 weeks to consider his proposed draft report (Vol. 13:9). The 270-page document consists mainly of historical review of allocations—from legal & economic as well as technical standpoint—highly critical of FCC, but with no reflections on Commission’s motives. Commission is characterized as failing to exercise sound judgment or to establish any continual policy with regard to allocations. No recommendations are made in report as it stands.

FCC lottery ruling against “Play Marko”—TV bingo game promoted by Caples Co. adv. agency and telecast in 1955 on KTLA, Los Angeles—was reversed 2-1 March 14 by Court of Appeals. Majority decision by Judges Bazelon & Fahy held that “undesirability of this type of programming is not enough to brand those responsible for it as criminals.” FCC had ruled program illegal because game required players to obtain number cards from sponsoring stores. This constituted lottery “consideration,” FCC said, although no purchases by players were required. Court said FCC was stretching anti-lottery broadcast rule too far. Dissent by Judge Danaher held that owner & sponsors of game provided lottery “consideration” by putting up prizes for which viewers played.

Extension of licenses of TV & radio stations from 3 to 5 years was recommended March 15 by FCC Chairman McConnaughey in letter to House Speaker Rayburn. He said owners have “come of age,” are capable of “self-discipline,” can get better lease, loan & contract terms for longer licensing period—which is proposed in bill (HR-5935) introduced March 13 by Chairman Harris (D-Ark.) of House Commerce Committee. Commission also is asking Congress for legislation giving FCC jurisdiction over abandoned towers, clarifying its power to regulate certain radiating devices, authorizing it to levy small fines for rules infractions by non-broadcast licensees.

Repeal of “protest” section of Communications Act is sought by Sen. Potter (R-Mich.) in S-1577, introduced March 14.

At March 12 House Commerce Committee briefing, full Commission turned out to answer questions—with Chairman McConnaughey handling most of them. Majority of questions were on various allocations angles—deintermixture, Craven plan, etc., with no new information developed in the replies. Rep. Mack (D-Ill.) again questioned McConnaughey about the “disgraceful” deintermixture of Springfield, terming FCC’s deintermixture action “a program of patchwork instead of a broad policy.” He demanded that Commission set down criteria for deintermixture of future areas, was told by McConnaughey that each case depends upon its own peculiar factors and no specific over-all policy could be laid out.

Question of charging fees for FCC services was raised by Rep. Younger (R-Cal.), who insisted that taxpayers shouldn’t have to pay costs of hearings, grants, etc. McConnaughey replied that he was personally opposed to charging fees and he felt majority of Commission concurred, but matter is now in hands of Budget Bureau.

Rep. Beamer (R-Ind.) was worried again about FCC “discrimination” against newspapers in favor of out-of-town “monopolies,” and urged Commission to consider “uniform formula” as guide to how much weight should be given to such factors as newspaper affiliation, local ownership, experience, etc.

Rep. Rogers (D-Tex.), interested in Craven plan and its effect on educational reservations, was assured by Craven that his proposal is “generous” with reserved channels. Rogers asked McConnaughey if Congress should pass legislation to “nail those assignments down.” McConnaughey replied that while he didn’t think those channels should “lie fallow forever” he believes reservations will be maintained if educators give any indication they plan to use them.

Rep. Dingell (D-Mich.) complained that FCC “ignored its own policies” in its informal decision to award Boston’s Ch. 5 to WHDH-*Herald Traveler*, asserting that grant would increase concentration of media. McConnaughey refused to comment on case, which still officially is in process of adjudication, and was upheld by Chairman Harris (D-Ark.).

New Middle East radio station, with 100-kw transmitter, will be built within year at cost of \$250,000 by National Council of Churches. Project for Arabic world is under Radio, Audio-Visual Education, Mass Communications Committee (RAVEMCCO) of Council, whose Broadcasting & Film Commission last week proposed \$10,000,000 domestic TV-radio religious program (Vol. 13:10). Middle East station will broadcast 7 days a week, 6-10 a.m. & 6-10 p.m., in Arabic, Persian, Armenian & Greek, featuring music, drama, light entertainment, special features, as well as Protestant programs. Exact site is not yet set by RAVEMCCO, which now operates radio stations in Philippines & Korea and is building TV-radio facility in Brazil. It will provide “really adequate Christian voice in the Near East and the Moslem world for the first time,” according to exec. secy. Dr. W. Burton Martin.

FCC budget cut of 13% below the \$8,950,000 requested by President Eisenhower was recommended this week by House Appropriations Committee. Total would still be \$427,000 more than Commission got last year. Committee report noted rapid growth of communications industry and increased FCC load but said Commission could get by with “prudent” management.

Strict adherence to TV code was urged by Wm. Fay, v.p.-gen. mgr. of WROC-TV, Rochester, N. Y., in address to BMI’s TV program clinic in San Francisco. He stated that many viewers, press & govt. officials are convinced that stations are paying only lip service to provisions of code.

DIRECTORS OF GIANT AT&T, which presumably would itself provide the circuits, have taken an unequivocal stand against either closed-circuiting or open-telecasting of its annual stockholders meetings—but pro & con arguments, as set forth in proxy statement for next annual meeting (April 17 at N. Y. offices), point to what may very well be one of closed-circuit TV's most important and profitable eventual functions.

The 1,500,000 holders of AT&T's 62,902,419 outstanding shares (nearly 2½ times the number of stockholders of any other corporation and about 100,000 more than any other 3 corporations combined), are again asked this year to vote on a proposal of Federation of Women Shareholders in American Business Inc. "to provide for televising our annual meetings over closed or open TV circuits or to use a combination of radio and telephone facilities to broadcast the annual meeting to stockholders in regions where AT&T has the largest concentration of owners—such as Chicago, San Francisco and Los Angeles, Cal., Florida and/or other centers . . ."

In support of proposal, favored last year by 60,370 stockholders owning nearly 2,000,000 shares, it's stated: "Management has refused either to rotate our annual meeting or hold regional meetings despite the widespread ownership of AT&T. As a communications company, we should enable more owners to witness or hear, not just read about our annual meeting. Continental Can's annual meeting was successfully filmed and televised by a major network to show corporate democracy at work."

You may or may not agree with the position of AT&T's directors—but today's germ of an idea often leads to tomorrow's reality in the fast-moving and readily adaptable TV arts—and it's our guess that this one, or

TV engineering papers & panels at NARTB's 35th annual convention April 7-11 at Conrad Hilton Hotel, Chicago: April 8, afternoon: Charles Ginsburg, Ampex, and Howard A. Chinn, CBS-TV, video tape; Rollo G. Williams, Century Lighting, and Wm. J. Wagner, KRON-TV, San Francisco, color; a 5-man panel on color test signals. April 10, afternoon: John H. Roth, Philco, special color programming effects; Howard T. Head, A. D. Ring & Assoc., field intensity measuring; Benjamin Wolfe, WAAM, Baltimore, standby facilities; Wendell C. Morrison, RCA Labs, precision offset for co-channel interference; Raymond L. Day, FCC, TV station monitoring. April 11, morning: M. H. Diehl, GE, color film; V. R. Hatch, AT&T, video switching; Richard T. Silberman, Kin Tel, vidicons & low power; A. F. Inglis & L. E. Anderson, RCA, color studios; James L. Middlebrooks, KING-TV, Seattle, 316-kw ERP with 100-kw transmitter; F. Cecil Grace, Visual Electronics, "retired" image orthicons. April 11, afternoon: A. H. Lind, RCA, program automation; J. Roger Hayden & Orville Pelkney, Dresser-Ideco, towers; Peter K. Onnigian, KBET-TV, Sacramento, auxiliary antennas; Irl T. Newton Jr. & Dr. M. S. Siukola, RCA, multiple antennas on single structure.

Labor unions' right to spend dues funds directly for political TV programs will be tested in Federal Court trial of United Automobile Workers on charges it violated Corrupt Practices Act by paying \$700-\$2500 per telecast to WJBK-TV, Detroit, in 1954 campaign. In 6-3 Supreme Court ruling March 11, test case was returned to Detroit District Court for trial on govt. appeal from dismissal of indictment against UAW. Majority opinion by Justice Frankfurter did not pass on Constitutionality of ban on Federal election spending of general funds by unions as well as corporations, but said trial was needed to establish issues. Justice Douglas dissented.

practicable variations of it, particularly its closed-circuit aspect, will be taken up by more corporations for annual stockholders meetings. Closed-circuiting is already commonplace, of course, for far-flung sales meetings, political affairs and the like. The official AT&T stand against the proposal is this:

"Your directors consider this proposal impractical. In the last 6 years our meetings have taken on an average nearly 5 hours. To use 'closed' circuits to theatres or other meeting places would tie up revenue-producing facilities for at least that time in order to enable a small proportion of the stockholders to see or hear distant proceedings. Also, under the law those attending such meetings would have no right to take part in the proceedings, and this might well lead to misunderstanding and disappointment.

"At last year's meeting 95% of the votes cast were voted against a similar proposal to use 'closed' TV circuits.

"To broadcast the meeting over 'open' circuits would not only tie up the circuits for hours, but TV or radio stations as well. Moreover, it would be necessary to ask the sponsors of other programs to give up their regular program time to us. This would not be good public relations. Furthermore both the difficulty and expense would outweigh any benefits . . ."

Note: That AT&T is cognizant of the value of closed-circuit TV for business meetings is demonstrated by announcement this week that it will hold 60-city closed-circuit telecast to launch its 1957 "Yellow Pages Directory Emblem Campaign" March 22. Telephone directory advertisers have been invited to attend show, featuring address by AT&T pres. Frederick R. Kappel and entertainment cast headed by Walter Pidgeon. Program is under supervision of Cunningham & Walsh agency, with closed-circuit facilities handled by TNT Tele-Sessions Inc.

"America's only closed-circuit TV rate card" has been issued by East-West TV Network, 2924 Auburn Ave., Toledo, which says it handles closed-circuit telecasts in most key markets, using specially designed 9x12-ft. projection equipment. Rate card lists 9 & 11-city package deals, which include origination from any listed city, long lines and local video & audio loops, TV projection, supervision at each location, hotel liaison, tests and reports. Package rate for "9 major industrial markets" (Chicago, South Bend, Pittsburgh, Columbus, Cincinnati, Cleveland, Detroit, Indianapolis, Huntington) is \$9746 for an hour, compared to "average" one-hour cost of \$13,531. For 11 "key farm belt markets" (Minneapolis, Omaha, Wichita, Mason City, Quincy, Sioux Falls, Des Moines, Peoria, Kansas City, Madison, Davenport), East-West lists one-hour package rate of \$11,965 vs. "average" hour cost of \$17,400.

Foreign radio sets now total 130,498,400—up 20% in less than 2 years—USIA reported March 15 in survey which also counted 24,747,500 wired radio speakers, most of them in Eastern Europe. Report showed 6,100,000 receivers & 20,000,000 speakers in Soviet Union. Sets by areas: Western Europe, 64,737,100; Eastern Europe, 17,200,000; Arabic countries, 2,141,500; non-Arabic Asia, 4,295,600; non-Arabic Africa, 1,158,100; Far East, 19,488,000; Latin America, 21,478,100.

New off-air TV pickup tariffs filed by AT&T and objected to by Colo. microwave applicant Collier Electric Co. (Vol. 13:10), will go into effect, FCC ruled this week, but it said it would start investigation of the tariffs—and permitted Collier to intervene.

News source protection by law for TV, radio & press has been rejected by North Dakota Senate in 29-18 defeat of bill forbidding official questioning of newsmen. Measure was endorsed by N. D. Bestg. Assn. and N. D. Press Assn.

TELEVISION PENETRATION reached 79% of nation's households as of Jan. 1957, compared with 78% in Oct., 76% in July 1956 and 75% in April 1956, reports Market Research Corp. of America, 122 E. 42nd St., N. Y., in its latest quarterly tabulation released this week. Northeast continued to lead all regions, with 90% penetration, followed by north central, with 81%. TV ownership also predominated in cities of more than 500,000 population, among families in upper fourth of income brackets, where head of family had high school education; among families of 4 and 5 members, including children 12 and under. MRCA's detailed breakdowns:

TELEVISION OWNERSHIP				
Percent of Families in Each Group With Television Sets	Group With Television Sets			
	April 1956	July 1956	Oct. 1956	Jan. 1957
UNITED STATES TOTAL	75%	76%	78%	79%
Regions:				
Northeast	88%	88%	88%	90%
South	63	64	68	68
North Central	77	79	80	81
Mountain & Southwest	60	62	65	68
Pacific	74	76	77	77
City Size:				
Farm	53%	54%	57%	61%
Under 2,500	64	67	69	69
2,500 to 50,000	62	65	66	68
50,000 to 500,000	80	82	83	84
500,000 & Over	89	89	90	90
Total Family Income:				
Upper Fourth	86%	87%	89%	90%
Next Fourth	82	85	86	87
Next Fourth	75	76	77	78
Lowest Fourth	56	58	59	61
Education of Family Head:				
Grade School	68%	70%	71%	73%
High School	82	83	85	86
College	79	79	81	82
Size of Families:				
1 & 2 Members	67%	69%	70%	71%
3 Members	78	81	83	83
4 & 5 Members	84	85	86	87
6 Members & Over	74	74	74	76
Age of Housewife:				
Under 35 Years	81%	82%	84%	85%
35 Thru 44 Years	79	82	84	85
45 Years & Over	68	70	71	72
Presence of Children:				
5 Years & Under	80%	81%	84%	85%
6-12 Years	82	83	84	85
13-20 Years	76	78	80	81
No Children	68	70	71	72

KLOR, Portland, Ore. (Ch. 12) sale application filed this week includes letters to Storer Bestg. Co. by buyer George Haggarty, revealing he holds Feb. 11 option to buy NBC-affiliated KPTV, Portland (Ch. 27) for \$1,183,921, plus assumption of film and other service contracts. Haggarty is paying \$1,794,865 for KLOR stock and assuming liabilities of \$425,000. Application states that KLOR is being sold because deaths of Huntington Malarkey & Wm. A. Healey made it impossible for other owners to operate station with capital originally committed and that additional working capital is required. Jan. 31 balance sheet shows KLOR had \$10,249 net profit during 4-month period, enabling it to cut deficit to \$384,460. Long-term liabilities totaling \$704,079 include \$425,000 in notes due U. S. National Bank of Portland, \$167,933 due DuMont & RCA for equipment, \$108,047 film rentals. Current liabilities of \$332,549, include \$152,434 due on film contracts within year, \$108,578 due on equipment within year. Plant and equipment represent \$458,259, current assets \$309,224, out of \$917,167 total assets.

Sale of **WKJG-TV**, Ft. Wayne (Ch. 33) and **WKJG** for \$1,925,000 (Vol. 13:5) was approved by FCC this week. Principal owner with 60% now is Truth Publishing Co., publisher of *Elkhart* (Ind.) *Truth* and owner of **WSJV**, Elkhart (Ch. 52) & **WTRC**. Other two owners are Miles labs pres. Walter R. Beardsley, with 25% (also 49.5% owner of Truth Publishing) and Chicago adman Geoffrey Wade, 15%. Selling principals are Clarence L. Schust, 28.5%; H. Leslie Popp, 28.5%; Edward G. Thoms, 18.8%; Walter L. Thoms, 18.8%. Purchasers state that gen. mgr. Edward Thoms and other key staff members will be retained.

KERO-TV, Bakersfield (Ch. 10) owners keep cash, bank accounts, trade accounts and receivables, according to application seeking transfer of station for \$2,150,000 to Wrather-Alvarez Bestg. Inc., operator of **KFMB-TV**, San Diego (Ch. 8) & **KFMB** (Vol. 13:2). The **KERO-TV** Jan. 31 balance sheet shows nearly \$300,000 in cash and accounts receivable, also lists \$223,339 earned surplus. It lists \$129,050 current liabilities, with largest item being \$104,456 Federal income tax. It has \$304,163 in current assets, \$125,542 fixed assets, out of \$446,044 total assets. **KFMB-TV** reports \$409,983 net 1955 income after federal taxes, \$399,672 net in 1956 after estimated taxes. **KFMB-TV** Dec. 31 balance sheet (projected to include **KERO-TV**) shows station had \$414,319 in retained earnings. A \$1,500,000 note on which payments started Feb. 1, 1957 and other notes amounting to \$2,267,500 (including **KERO-TV** payments) account for most of \$5,769,766 liabilities. It had \$1,798,648 in cash, \$370,473 accounts receivable, \$3,066,401 in TV equipment, out of \$6,917,419 total assets. **KERO-TV** pres.-gen. mgr. Gene DeYoung has 6-year contract to remain as gen. mgr. at \$39,000 a year. Arthur Mortenson, sales mgr. of **KFMB**, will be **KERO-TV** station mgr.

Bitner's Jan. 31 balance sheets filed with Time Inc. application to purchase 3 TV-AM outlets, reveal that **WFBM-TV**, Indianapolis (Ch. 6) & **WFBM** had \$2,800,318 in retained earnings, and profit for fiscal year to date was \$88,003. It lists \$4,519,300 in investments and other assets, \$849,091 in property, plant & equipment, \$771,017 current assets (\$265,387 accounts receivable) out of \$6,894,508 total assets. **WOOD-TV**, Grand Rapids (Ch. 8) & **WOOD** had \$1,624,064 earned surplus, \$87,720 profit for fiscal year. It shows \$1,153,883 in cash, \$1,429,317 current assets (\$274,749 accounts receivable), \$542,565 in property & equipment, out of \$3,250,786 total assets. **WTCN-TV**, Minneapolis (Ch. 11) & **WTCN** lists \$700,302 loss, \$51,714 during Dec.-Jan. It shows \$232,527 in property & equipment, \$186,147 current assets (\$141,493 accounts receivable), out of \$606,850 total assets.

WNOV-TV, York, Pa. (Ch. 49) & **WNOV** owners will be M. E. Cousler & Lowell W. Williams, according to application filed with FCC. The 30.4% held by estate of H. J. Williams is being acquired by licensee Helm Coal Co. for \$125,731 under partnership agreement. Cousler's holdings will go from 43.5% to 62.5%, Williams' from 26.1% to 37.5%. Helm Coal Co. Dec. 31 balance sheet lists TV-radio fixed assets at \$236,158 (\$104,607 in TV equipment), TV-radio current assets at \$40,517 (\$40,109 accounts receivable).

Sale of 75% of **KTXL-TV**, San Angelo, Tex. (Ch. 8) for \$82,288 was approved this week by FCC. New owners are Lewis O. Seibert (radio **KGKL**, San Angelo), 50%; Brownwood businessman Roy H. Simmons, 25%. Sellers: A. D. Rust, selling 50%; B. P. Blutworth, selling 25%, retaining 25% (Vol. 13:7). Seibert also owns 10% of **KEDY-TV**, Big Spring, Tex. (Ch. 4), formerly **KBST-TV**; 20% of radio **KBST**; 45% of radio **KPLT**, Paris, Tex.

Stanley E. Hubbard's purchase of **KOB-TV**, Albuquerque N. M. (Ch. 4) with **KOB**, for \$1,500,000 (Vol. 13:2) was approved by FCC this week. Hubbard's **KSTP** Inc., operator of **KSTP-TV**, St. Paul (Ch. 5) & **KSTP**, also 23% owner of **KWK-TV**, St. Louis (Ch. 4), pays \$1,025,000 for stock and facilities, assumes \$475,000 note held by First National City Bank, N. Y.

Non-title TV fights under International Boxing Club control can continue despite its conviction on charges it monopolized championship bouts and TV-radio-movie rights to them (Vol. 13:10), IBC said March 12. Regular Wed. **ABC-TV** & Fri. **NBC-TV** fights aren't disturbed, although any court-ordered IBC breakup might complicate contracts for shows.

Personal Notes: Howard L. Letts, v.p. & operations mgr. of RCA Victor record div., joins NBC-TV as head of business affairs dept. of programs & sales, is slated to become a v.p. at next board meeting; he succeeds Carl M. Stanton, who is promoted to coordinator of all color operations . . . Gene Accas and Jason Rabinovitz, both administrative officers of ABC-TV, elected v.p.'s, along with Donald W. Coyle, who becomes v.p. in charge of sales development & research; Stephen Riddleberger elected administrative v.p. of ABC Radio, George Comtois v.p. in charge of radio sales, Dean Shaffner, v.p. in charge of radio sales development & research . . . Bertram Berman named director of CBS-TV network daytime program development; Edwin S. Friendly Jr. appointed daytime program director; both report to Oscar Katz, v.p. in charge of daytime programs . . . John Wall, sales mgr. of GE broadcast equipment in Cincinnati area, promoted to national sales mgr. of broadcast equipment, headquartering in Syracuse . . . Robert Forrest, program mgr. of WCAU-TV, Philadelphia, named director of west coast program planning & development of NBC subsidiary California National Productions . . . Wm. P. Rosensohn, closed-circuit pioneer who formerly headed closed-circuit operations of Sheraton Corp. of America, named communications v.p. of Teleprompter Corp. . . . Wm. E. Kelley promoted to N. Y. sales mgr. for WJW-TV, Cleveland, in realignment of Storer sales personnel, succeeding Maurice E. McMurray, now national sales director; Lewis Johnson, midwest TV sales mgr., moves to N. Y. as rep for WJBK-TV, Detroit; Paul Evans, midwest radio sales mgr., also moves to N. Y. to represent WSPD, Toledo, WJW, Cleveland and radio WJBK; Robert Flanigan succeeds Evans as midwest radio sales mgr. . . . Donald J. Foley promoted to mgr. of NBC-owned stations adv.; Edwin T. Vane promoted to mgr. of audience adv. & promotion; Charles A. Henderson to mgr. of publicity, NBC-owned stations, spot sales & radio network . . . Thomas M. Lufkin promoted to service mgr., ABC-TV program dept., Hollywood; Louis F. Sanman promoted to production supervisor; Robert Adams, ex-CBS-TV, named exec. pro-

ducer . . . E. Berry Smith named v.p.-gen. mgr. of WFIE, Evansville, Ind., succeeding Ted Nelson, who remains as consultant until end of month . . . P. B. (Buck) Hinman, ex-mgr. of radio WROX, Clarksdale, Miss., named mgr. of WCBI-TV, Columbus, Miss., succeeding Chris Everson, now full time sales mgr. . . . Wm. Witt, ex-WKY-TV, Oklahoma City, joins WTVT, Tampa-St. Petersburg, as chief engineer; Robert Doty, ex-WSFA-TV, Montgomery, becomes program mgr. of WTVT . . . Ralph Davison Jr., ex-KGMB-TV, Honolulu, & KUTV, Salt Lake City, named sales mgr. of KTVR, Denver . . . Thomas J. Severin, program mgr. of WMAR-TV, Baltimore, promoted to director of public service, serving as liaison between station and city's civic, religious & charitable groups . . . Richard C. Block, ex-KCRA-TV, Sacramento, named sales promotion & merchandising director of KRON-TV, San Francisco, replacing John W. Reavis Jr., resigned . . . Jean A. Pouliot, ex-Famous Players Canada, named gen. mgr. of English-language CKMI-TV & French-language CFCM-TV, both Quebec City; Arthur P. Fitzgibbons, former commercial mgr. of CFCM-TV, becomes CKMI-TV operations director . . . Fred V. Davis, ex-*Collier's* and *Time*, appointed mgr. of new office of TNT Tele-Sessions, Fisher Bldg., Detroit . . . Jack Masla, ex-Burke-Stuart, N. Y., forms Jack Masla & Co. rep firm, 551 Fifth Ave., N. Y., Allan Kerr moving from Burke-Stuart Chicago office to N. Y. to become national sales v.p. . . . Everett Henry, FCC engineer, moves from Safety & Special Radio Services Bureau to Office of Opinions & Review . . . Max E. Buck, director of adv.-merchandising-promotion, named director of sales by WRCA-TV & WRCA, N. Y., which announces these other promotions in staff realignment: Tony Kraemer to mgr. of adv. & promotion, Joseph E. Murphy to mgr. of merchandising, Gabe Pressman to mgr. of news, Al Perlmutter to mgr. of special events, Mrs. Patricia Farrar to mgr. of religious & educational programs . . . Hubbard Hood, gen. mgr. of radio WKRC, Cincinnati, elected pres. of Ohio Assn. of Radio & TV Bests. . . . John Kent promoted to director of public affairs of WDSU-TV, New Orleans.

ADVERTISING AGENCIES: Harold L. McClinton, who recently resigned as pres. of Calkins & Holden, elected pres. & chief executive officer of newly formed Reach, McClinton & Co., which absorbs personnel, offices & accounts of Reach, Yates & Matoon Inc.; Charles D. Reach becomes chairman of new agency, which plans large-scale expansion . . . Wm. H. Gantt named TV-radio production mgr., N. W. Ayer, N. Y. . . . Harry H. Maus, exec. v.p. of Russel M. Seeds, promoted to vice-chairman; Harry B. Goldsmith Jr., v.p.-gen. mgr., becomes senior v.p.; Russ Young, TV-radio director, among 11 officers named to new management council . . . George B. Bogart elected v.p. in charge of Chicago office of Calkins & Holden.

Harry J. Skornia, exec. director of National Assn. of Educational Broadcasters, appointed to U. S. National Commission for UNESCO. Other appointees: Howard Hanson, director of Eastman School of Music, Rochester U, Rochester, N. Y.; Herman Finkelstein, ASCAP general attorney; Joseph Dainow, law professor, Louisiana State U; Very Rev. Msgr. Francis J. Lally, editor of *The Pilot*.

AB-PT pres. Leonard H. Goldenson is profiled in March 10 *N. Y. Times* business section. Story traces career from a steel mill hand in his native Scottsdale, Pa. to engineer of the "marriage of TV to movies" in merger of ABC and United Paramount Theatres.

Ell Henry Jr., director of publicity & promotion of ABC's central div., Chicago, appointed chairman of Broadcasters' Promotion Assn. 1957 convention Nov. 1-2 at Sheraton Hotel, Chicago.

Radio station sales approved this week: WKNK, Muskegon, Mich. by Nicholas W. Kuris to Music Bestg. Co. (Paul F. Eichorn, pres.), owner of radio WGRD, Grand Rapids, for \$150,000 (Vol. 13:8). WHIE, Griffin, Ga. by John A. Boling and associates to Telerad Inc. (equally owned by station employees W. C. Courson & Fred L. Watkins) for \$100,000 (Vol. 13:7). KVWO, Cheyenne, Wyo. by W. J. Harpole, Troyce Harrell, Kermit Ashby & Arthur Kline to Great West Co. Inc. for \$57,000 (Vol. 13:8); new owners are A. C. Etter, E. L. Thornton, W. P. Wright, Norman E. Jorgensen. WHKK, Akron, O. 50% by Jackson B. Maurer to parent corp. WHKK Bestg Co. for \$54,000, making Philip R. Herbert 100% owner (Vol. 13:9).

Radio station sales reported this week: WELL, Battle Creek, by Federated Publications Inc. (R. B. Miller, pres.) for \$100,000 to new Southern Michigan Bestg. Corp. (Frederick A. Knorr, pres.). KBYE, Oklahoma City, by co-owners Frank J. Lynch & Kenyon Brown for \$90,000 to Great Empire Telecasting Corp., in which they have stock, with Lynch continuing as mgr. Other stockholders are Arthur B. Hogan, John D. Feldmann, Frank Oxarart, Albert Zugsmith & Ashley Robison. WELL's broker was Allen Kander & Co.; KBYE's was Albert Zugsmith Corp.

Suit for \$5000 has been filed by WBAP-TV photographer Kenneth Martin against Dallas Power & Light Co. for alleged interference when he tried to take shots of electrocuted lineman. Martin charged 2 linemen held him, took camera.

Roy V. Smith Assoc. is new name for Wagner-Smith rep firm.

REPERCUSSIONS of FCC's deintermixture decisions (Vol. 13:9) are beginning to roll in, first of a wave. One of sharpest focal points is St. Louis, where Commission has given KTVI (Ch. 36) temporary authority to operate on Ch. 2. One prospective applicant for Ch. 2—Louisiana Purchase Co., 407 N. 8th St., St. Louis (Lon Hocker, pres.)—served notice it will protest this, says it will file for Ch. 2, using old site of off-air KACY, Festus, Mo. (Ch. 14).

From New Orleans, WJMR-TV (Ch. 20) again sought temporary operation on newly assigned Ch. 12, despite Commission's rejection of similar request last week (Vol. 13:10).

GE has finally clarified position on FCC's ruling proposing to shift its WRGB, Schenectady, from Ch. 6 to Ch. 47—issuing statement from pres. Ralph Cordiner declaring it will "vigorously protest" shift. He also said no one from FCC had ever approached him with query as to whether GE would go along with shift in advance.

Boston Ch. 5 struggle gets more involved. Justice Dept. and House Judiciary Committee Chairman Celler (D-N. Y.) are looking into "anti-trust implications" in connection with WHDH-Boston *Herald-Traveler's* application, centering on charges by *Boston Globe* that the rival paper sought to force it into merger by indicating it would use TV station to drive it out of business (Vol. 13:5). Since record in hearing case is closed—WHDH had FCC majority on its side in tentative vote—it's expected Commission won't hold up grant unless it acts favorably on *Globe's* petition to reopen record, or Justice Dept. itself asks that record be reopened. Celler has written FCC asking that his anti-trust subcommittee be "kept advised of all pertinent developments."

Meanwhile, Sen. Hennings (D-Mo.)—who didn't show up at Senate hearing as he had announced he would (Vol. 13:10)—sent list of questions to FCC, also inserting them in Senate Committee hearing record. They were specifically aimed at FCC's tentative decision to award St. Louis' Ch. 11 to CBS (Vol. 13:3). Among his questions: "Are there any applications pending by a network for a new station other than the CBS application at St. Louis? Do you not feel there is at least a possible anti-trust violation involved in granting another station to a network? Is it not true that the Justice Dept. is conducting a full-scale investigation of possible anti-trust violations in broadcasting itself?"

* * * *

Reaffirmation of Ch. 11 CP in Pittsburgh for WIIC will come through soon. Commission instructed staff to draft final decision to that effect, now that WENS (Ch. 16) has withdrawn opposition (Vol. 13:10). One CP was granted this week, Ch. 5, Glendive, Mont. to KXGN.

Move of WPFH, Wilmington (Ch. 12) to site 26 mi. nearer Philadelphia was granted this week. Still pending is Storer's deal to buy station for \$6,500,000 (Vol. 12:51).

One uhf station channel shift was authorized, WARD-TV, Johnstown, Pa., authorized to go from Ch. 56 to Ch. 19.

Following allocations petitions were filed: (1) Eureka, Cal., addition of Ch. 6, sought by KHUM-TV, which wants to move from Ch. 13. (2) Keene, N. H., addition of Ch. 11, requested by off-air WKNE-TV, seeking shift from Ch. 45. Ch. 11 is now designated educational in Durham. (3) Wausau, Wis., addition of Ch. 9, substituting Ch. 8 for Ch. 9 in Iron Mountain, Mich., sought by prospective applicant Alvin E. O'Konski.

Four translators were granted to Idaho Power Co.—Ch. 70 & 74 for Homestead, Ch. 72 & 76 for Cambridge—to serve employes of its power plants.

Network Color Schedules

(March 17-31, 1957)

- March 17—NBC: *Hallmark Hall of Fame*, "There Shall Be No Night," 7:30-9 p.m.; *Alcoa Hour*, 9-10 p.m.
- March 18—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.
- March 19—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 20—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Masquerade Party*, 8-8:30 p.m.; *Kraft TV Theatre*, 9-10 p.m. CBS: *Bell System Science Series*, "Hemo the Magnificent," 9-10 p.m.
- March 21—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 22—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *The Chevy Show*, 9-10 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 23—NBC: *Perry Como Show*, 8-9 p.m.
- March 24—NBC: *Goodyear TV Playhouse*, 9-10 p.m.
- March 25—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Adventures of Sir Lancelot*, 8-8:30 p.m.; *Robert Montgomery Presents*, 9:30-10:30 p.m.
- March 26—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Hold That Note*, 10:30-11 p.m. CBS: *Red Skelton Show*, 9:30-10 p.m.
- March 27—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Masquerade Party*, 8-8:30 p.m.; *Kraft TV Theatre*, 9-10 p.m.
- March 28—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Lux Video Theatre*, 10-11 p.m.
- March 29—NBC: *Club 60*, 1:30-2:30 p.m.; *Matinee Theatre*, 3-4 p.m.; *Xavier Cugat Show*, 7:30-7:45 p.m.; *Red Barber's Corner*, 10:45-11 p.m. CBS: *Bob Crosby Show*, 3:30-4 p.m.
- March 30—NBC: *Perry Como Show*, 8-9 p.m.
- March 31—CBS: *Cinderella*, 8-9:30 p.m. NBC: *Alcoa Hour*, 9-10 p.m.

Closed-circuit color system, field-sequential, has been ordered from GE for observation of missile launching at Army's Cape Canaveral, Fla. Missile Test Center.

Packard-Bell introduces 2 color consoles, both 21-in. with all-hardwood cabinets, priced at \$595 & \$695.

Attempts by citizens' group to intervene as "Friends of Good Music" in sale of radio WGMS & WGMS-FM, Washington, to RKO Teleradio Pictures (Vol. 13:2,5) were rebuffed March 13 by FCC, which upheld examiner's rejection of party-of-interest plea. Committee of 9 led by AFL-CIO staffer Gardner Jackson argued it had economic stake in case because value of radio sets would be reduced if WGMS stopped broadcasting "good" music. Commission said it couldn't give party-of-interest status to "every member of the listening public who feels himself aggrieved" by changes in station ownership.

TV goes to prison: Inmates of Statesville State Penitentiary near Chicago will take college courses under plans worked out with warden Joseph E. Ragen by educational WTTW, Chicago. Prisoners with high school education will be eligible for Municipal Junior College study programs, will get academic credit, tuition-free. Last fall, WTTW began offering courses in English, social science, biology & political science to Chicago residents.

RCA shipped 12-section superturnstile antenna March 14 to upcoming KETV, Omaha, Neb. (Ch. 7); 12-section superturnstile March 14 to upcoming WSOC-TV, Charlotte, N. C. (Ch. 9); used 6-section superturnstile March 6 to upcoming KHVH-TV, Honolulu (Ch. 13); 2-kw standby transmitter March 11 to KOMO-TV, Seattle (Ch. 4).

WGBI-TV, Scranton (Ch. 22), now controlled by WCAU-TV, Philadelphia, on April 1 increases to 1 megawatt, changes call to WDAU-TV.

News intern training is provided by CBS News this spring for 9 students of Columbia U School of Journalism.

New U.S.-Mexican AM treaty, signed Jan. 29 at Mexico City (Vol. 13:5), was sent to Senate March 12 by President Eisenhower, who urged ratification.

Network Accounts: Unique "standby sponsorship" plan, whereby Prudential Insurance is buying *The 20th Century* public affairs series on CBS-TV starting in fall, Sun. 6:30-7 p.m., and is also agreeing to substitute news shows whenever conditions warrant, was disclosed this week. In effect, it gives CBS news dept. access to 30 min. of prime commercial time for special programs, with "built-in" sponsor. There's speculation it may set pattern for sponsors of other public affairs programs . . . Chevrolet, epitomizing anticipated big splurge of auto manufacturers in network TV this fall, spending estimated \$10,000,000 to sponsor Sun. 9-10 p.m. weekly color variety shows on NBC-TV starting in fall, thru Campbell-Ewald; 26 of shows will feature Dinah Shore, with top variety stars sharing other 26 . . . Reynolds Metals to sponsor alt. 30 min. of *Disneyland* on ABC-TV starting Sept. 18, Wed. 7:30-8:30 p.m., thru Buchanan & Co. and Clinton E. Frank; other *Disneyland* sponsors are Swift, General Foods & General Mills . . . Chesterfields to sponsor upcoming comedy-variety show on NBC-TV this fall starring Eddie Fisher and George Gobel, Tue. 8-9 p.m.; it will be full or alt. sponsor depending on current negotiations with Armour for alt. sponsorship . . . Wildroot Co. to be alt. sponsor of *New York Confidential*, filmed series starring Lee Tracy, on CBS-TV starting Sept. 28, Sat. 10:30-11 p.m., thru BBDO . . . Associated Products Inc. (5-Day Deodorant Pads) to be alt. sponsor of *Masquerade Party* color series on NBC-TV starting March 13, Wed. 8-8:30 p.m., thru Grey Adv. . . Sweets Co. of America to sponsor *Gumby Show*, animated children's program, on NBC-TV starting March 16, Sat. 10:30-11 a.m., as replacement for *I Married Joan*; it will also switch *Tales of the Texas Rangers* from CBS-TV to ABC-TV starting in May, probably Sun. 5:30-6 p.m. . . Shulton Inc. to sponsor new live series starring Gisele McKenzie, network undetermined, thru Wesley Assoc.; it's packaged by Jack Benny's J&M Enterprises . . . R. J. Reynolds Tobacco to sponsor major league "game of the week" on NBC-TV starting in April, Sat. 2 p.m. to conclusion, thru Wm. Esty Co. . . Williamson-Dickie Mfg. Co. to be partic. sponsor alt. weeks in *Ozark Jubilee* on ABC-TV starting March 23, Sat. 10-10:30 p.m., thru Evans & Assoc., Ft. Worth.

ABC-TV's new Rate Card No. 7, effective March 1 for evening advertisers and Sept. 1 for daytime advertisers, establishes new Class D daytime rate, Mon.-thru-Fri. sign-on to 5 p.m., at 33.3% of evening rate. New card also offers 5% discount for 52-week sponsors, with additional flexibility to earn maximum 32½% discount. A maximum of \$5,200,000 of gross billing during 52 weeks qualifies advertisers for maximum discount. Class A rates are Mon.-thru-Fri. 6-11 p.m., Sat. 5-11 p.m. Class B rates are Sat. 2-6 p.m., Sun. 1-5 p.m.

CBS-TV stole a march on ABC-TV this week, announcing 3-year contract with Ashton Productions for weekly hour-long adventure series starring Gary Cooper starting in fall of 1958. Hubbell Robinson Jr., exec. v.p. of CBS-TV, said new show will be "one of our major programs" in 1958 season. ABC-TV had previously announced that Cooper was expected to be a mainstay of its program lineup this fall.

Daytime TV spots have become biggest beneficiary of TV's continuing expansion, notes new booklet, *1957's Greatest TV Value*, released by reps Edward Petry & Co. It says that station daytime rates have been relatively stable since 1953, base year for its comparisons.

Texas TV Network has been formed by W. D. (Dub) Rogers' Texas Telecasting Inc. to link KDUB-TV, Lubbock; KPAR-TV, Sweetwater-Abilene, and KEDY-TV, Big Spring.

Rate increases: WTCN-TV, Minneapolis-St. Paul, March 1 raised base hour from \$800 to \$1200, min. \$200 to \$250. KCRA-TV, Sacramento, March 1 raised hour from \$750 to \$800, min. \$150 to \$200. KTVT, Salt Lake City, March 1 raised hour from \$600 to \$700, min. \$150 to \$180. WCDA, Albany, March 1 raised hour from \$500 to \$625 and added Class AA min. only rate (7:30-10:30 p.m. daily) at \$130. KREM-TV, Spokane, has added Class AA hour (7-10 p.m. daily) at \$600, min. at \$120, Class A hour remaining \$450. KTBC-TV, Austin, Tex. April 1 adds Class AA hour (8-10 p.m. daily) at \$525, min. at \$105, Class A hour going from \$400 to \$450. WSBT-TV, South Bend, April 1 adds Class AA hour (6:30-10 p.m. daily) at \$500, min. at \$100, Class A hour remaining \$400. WTHI-TV, Terre Haute, March 1 added Class AA hour (6:29-10 p.m. daily) at \$500, min. at \$100, Class A hour going from \$400 to \$350. WCAX-TV, Burlington, Vt. April 1 adds Class AA hour (7:30-10:30 p.m. daily) at \$450, min. at \$90, Class A hour going from \$350 to \$360. KSYD-TV, Wichita Falls, April 1 raises hour from \$300 to \$350, min. \$60 to \$70. WTOK-TV, Meridian, Miss. April 1 raises hour from \$250 to \$275, min. \$50 to \$55. KFBB-TV, Great Falls, Mont. March 15 added Class AA hour (7:30-10 p.m. daily) at \$200, min. at \$40, Class A hour going from \$150 to \$175.

National Assn. for Better Radio & TV (NAFBRAT) voted Edward R. Murrow (CBS) "man-of-the-year" for 1956 as it did for 1955 (Vol. 12:7). CBS-TV's "Our Mr. Sun" and NBC Radio's 1955 winner, *Biographies in Sound*, were named "programs-of-the-year" for 1956. Specialized TV program winners: drama, *Playhouse 90* (CBS); adventure & travel, *Wide, Wide World* (NBC); family situation, *Father Knows Best* (NBC); comedy, *Jack Benny Show* (CBS); news, *NBC News* (Chet Huntley & David Brinkley); interviews, *Person to Person* (CBS); popular music, *Perry Como Show* (NBC); classical music, *Voice of Firestone* (ABC); quiz, *\$64,000 Question* (CBS); children's, *Lassie* (CBS); teenagers', *Youth Wants to Know* (NBC); daytime, *Matinee Theatre* (NBC). Jack Gould of *N. Y. Times* won citation for efforts to encourage more TV network coverage of UN sessions.

Improved magazine position, despite recent foldings (Vol. 13:7), is claimed by investment advisor Arnold Bernhard & Co. in recent report. Most hopeful signs for magazine field, it says, are that increased space rates (Vol. 13:7) "do not drive advertisers to other media" and "previous estimates of TV audiences erred on high side." Survey also notes that some publishers such as Time Inc. are diversifying in TV (Vol. 13:9, 10) and newsprint manufacture. It predicts that higher space rates will hold down lineage gain this year but that they will more than cover higher expenses—so "profit margins will probably widen."

CBS-TV made additional changes in its new Rate Card No. 13, released last week, creating new classification of Class D time, covering from sign-on until 9 a.m. and pegged at 37.5% of new Class A rate. It has also changed Sun. 5-6 p.m. from Class A to Class B. Until new Class D time was created, the lowest rate was Class C, set at 50% of Class A.

MBS shifts news headquarters from N. Y. to Washington, appointing Robert F. Hurligh, director of Washington operations, as network director of news & special events. George R. Brown, director of news & special events for WOR, N. Y., is promoted to N. Y. network bureau chief.

New reps: KRGV-TV, Weslaco, Tex. to Raymer (from Pearson); WJAR-TV, Providence, to Petry, effective next June (from Weed).

NTA opens office for midwest booking & shipping at 612 N. Michigan Ave., Chicago, headed by Tom Carey, transferred from N. Y.

BLAST AT MANUFACTURERS for what he called "their appalling failure to deliver first-class equipment" to closed-circuit school project in Hagerstown, Md. came from John Weiss, treas. of Ford Foundation-backed Fund for Advancement of Education. Speaking at RETMA quarterly meetings this week in Washington, Weiss lit into the manufacturers with remark that "this is rotten TV and rotten education," added that "people who go there know the difference and it is not helping you or education."

He urged them to go back to their companies with idea that Hagerstown project is very important to their concerns and to RETMA, which is co-sponsor of project with Fund for Advancement of Education. "It is evident that too much old stuff has been taken out of company warehouses," he said. "In addition to the antiquated equipment, there are some serious shortages. In some classes at Hagerstown, 60 kids are watching on one 21-in. receiver."

RETMA exec. v.p. James D. Secrest gave us this comment: "I would be the first to defend Mr. Weiss' right to criticize the manufacturers, and I have no doubt that much of it is justified. But I would also add, in defense of the manufacturers, that a great deal of the equipment required at Hagerstown is equipment which must be

especially designed for school needs. Some of that equipment has simply not been available. There was also a great urgency about shipping equipment to Hagerstown, and consequently manufacturers had to ship what they had on hand. As fast as they can replace it, they are doing so."

Weiss mixed in plenty of bouquets with his brickbats, however. He said that out of all the educational projects in which his group is involved, none is more exciting or potentially rewarding as Hagerstown. "This could be one of the most significant educational developments of the 20th century," he said.

To manufacturers eager to cash in on equipment sales, he provided some eye-openers. Of an estimated \$4 billion a year to be spent for new classroom construction in next several years, about 10-12% will go for equipment, including a big expansion in TV. His group, he added, expects to make an additional \$1,000,000-\$2,000,000 available to other cities for closed-circuit experiments in near future.

Speaking at same luncheon was Wm. Brish, Supt. of Schools in Washington County, Md. (Hagerstown). He was lavish in his praise of TV's contribution to education in Hagerstown, saying "we don't realize ourselves yet how important TV is to us." He said that all 48 schools in system will be hooked up by Sept., getting programs from 3 studios. "TV is not merely a supplement to education," he said. "It has become a primary part of education."

Telecasting Notes: Universal Pictures' backlog of feature movies—one of the last 2 major libraries still withheld from TV (the other being Paramount)—will be leased, not sold, for TV use, pres. Milton Rackmil told stockholders at annual meeting. He suggested 7-year lease period, a la MGM, stressing that outright sale deprives company of possibility of theatrical or TV remakes based on stories of old features. He said that by not selling to TV in the last year, value of Universal's backlog had increased \$5-10,000,000 . . . Two nationwide feature film shows beginning next month have announced titles: ABC-TV's Sun. evening series of first-run RKO pictures will be titled *Hollywood Film Theatre* and will premiere April 7 with "Rachel and the Stranger"; NTA Film Network's 128-station 20th Century-Fox show will be called *Premiere Performance* and will begin week of April 1, with Hollywood's Debra Paget & Jeff Hunter as hostess & host in specially filmed sequences . . . United Artists plans to begin taking orders from stations next month on new package of post-1951 features said to include "Moulin Rouge," "African Queen," "Purple Plain," "Return to Paradise" . . . All 7 N. Y. stations now feature first-run movies . . . RKO is financing and gaining 50% ownership in 3 Ben Fox TV production ventures—two 30-min. film series and one 90-min. spectacular—with plans to adapt all 3 as theatrical features after their TV runs . . . Apparently following lead of *Time Magazine's* new emphasis on TV trade news, March 18 *Newsweek* features special report on Steve Allen-Ed Sullivan ratings rivalry under title "Television's Biggest Battle" . . . More quiz notes, in case you missed the voluminous publicity in daily press: NBC-TV's *Twenty-One* out-Trendexed CBS-TV's *Lucy* for third time in row this week, and by greatest margin (34.7-26.1). Charles Van Doren has retained MCA to represent him in negotiations for future TV appearances. And CBS-TV's \$64,000 *Question* has boosted possible winnings of single contestant to \$256,000—to be paid out over 3-year period (to lessen tax bite) . . . Producers Leland Hayward and Paul Gregory have signed contracts with CBS-TV to produce spectaculars . . . Monday night spectaculars (*Producers' Showcase*) will be dropped next season by NBC-TV . . . Albert Payson Terhune's 6000 animal stories and syndicated features have

been acquired by TV film producer Michael Kraike (ex-TCF-TV) as basis for independently produced TV film series . . . Recipes introduced on NBC-TV's *Home* are compiled in new soft-cover book, "Cooking at *Home*," just published by Dell Publishing Co.

TV featured dramatically in unsuccessful last-ditch attempt to save life of convicted kidnap-slayer Burton W. Abbott, who died March 15 in San Quentin gas chamber while Cal. Gov. Knight was attempting to stay his execution. Governor had granted temporary stay from 10 to 11:15 a.m. same day after Abbott's attorney George T. Davis made coast-to-coast plea to him on NBC-TV's *Today*. Plea for second stay to make new appeal to court was made by telephone to Knight aboard aircraft carrier Hancock, but radiotelephone troubles delayed call, and reprieve reached prison minutes too late.

Judy Garland filed suit for \$1,393,333 against CBS in N. Y. Federal Court this week—asking \$1,000,000 for libel, \$393,333 for breach of contract. She charged CBS with inducing publication of "false and defamatory matter" about her, and she alleged CBS canceled her contract to do one show a year during 1956-60 without ever giving her a script. CBS spokesman said Miss Garland has rejected half dozen script ideas.

New TV film producer—Dallas Film Industries Inc., Dallas, Tex.—plans 26 half-hour TV programs and 2 features for theatres this year. Wylie Stufflebeme, exec. v.p. of First National Bank of Grand Prairie, Tex., is chairman; Joe Graham, ex-ABC, pres.; Ray L. Miller, Dallas banker, treas.

Lure of TV is so strong in Tittori, Japan, that parents who once had to inveigle children into local bathhouse complain now that they can't keep them away since sets were installed.

Expanded 3rd edition of *Audio-Visual Equipment Directory*, listing film & recording products, manufacturers & prices, has been published by National Audio-Visual Assn., Fairfax, Va., manufacturers & distributors association.

"Viewers' Popularity Poll" will be started March 17 by Sunday N. Y. *Herald Tribune* TV-radio magazine, weekly ballots to be tabulated by Bruce Richards Corp.

LIFTING TV OUT OF DOLDRUMS—SOME IDEAS: We got the impression at RETMA quarterly meetings this week in Washington that there's nothing wrong with TV trade that some imaginative engineering and aggressive merchandising can't cure. As we circulated among the manufacturers, large and small, prevalent view was that TV is in dire need of Something New -- more than just a merchandising fillip, but something that would give a TV receiver a New Look in engineering and design, so new that it could be promoted as a feature to invigorate replacement and second-set markets.

TV's estimated penetration of nearly 80% of U.S. households doesn't worry set makers nearly as much as fear that TV merchandising may be stalled on dead center in this important transition period while color warms up. Many manufacturers commented that auto industry's knack for stimulating product obsolescence with addition of new features and ideas, all the while deemphasizing consistent price increases, is worth acquiring. But they emphasize that this requires a consistent flow of imaginative ideas, solid consumer research and courage to raise prices to make it profitable.

Motorola chairman Paul V. Galvin, drawing on more than 30 years' experience in TV-radio-electronics industry, put it this way to us:

"Each manufacturer must search his own operations to make TV realistic in terms of price and the capacity of the consumer market to absorb his product. The manufacturer who overproduces or who engages in a competitive race to market sets at the lowest possible price, regardless of profit, is hurting the entire industry."

Industry's emphasis on lower prices, motivated largely by swing to portables, evoked many a caustic comment. Here again envious allusions were to auto industry. Robert S. Bell, pres. of Packard-Bell and chairman of RETMA set div., said: "Who ever heard of General Motors or any other auto manufacturer boasting that he sells the lowest-price product on the market? They're raising prices all the time, never mention it in their ads, and keep the customers flocking back every 2 years or so. Talk about selling in a replacement market, brother, that's it!"

Is TV being merchandised as a traffic appliance, rather than as furniture to be blended into decor of a living room or den? Some manufacturers fear it is, but they also are convinced that the higher-end market can be recaptured by aggressive merchandising. Larry F. Hardy, Philco exec. v.p. for consumer products, said his company is steadily increasing mix of higher-end units, and has recently raised prices of portables. Like other major manufacturers, Philco expects to increase TV prices in new lines to be introduced in midyear.

(For other news of RETMA meeting, see pages 10 & 12.)

International Expansion: There's considerable bounce in overseas operations of leading set makers these days, and the talk is all of expansion. RCA reports its international operations are moving ahead generally in all regions, though here and there some "streamlining" of personnel has taken place on specific projects which have been concluded. Philco International this week opened office at 420 Lexington Ave., N.Y., and spokesman commented that its biggest expansion will be in Europe in form of new licensees, some of them former Crosley manufacturing outlets. Admiral reports its subsidiaries in Mexico, Australia and Italy are proving very profitable, and that new foreign operations in unspecified areas will be undertaken shortly. Other set manufacturers with overseas licensees report similar expansion plans.

Production: TV output totaled 121,927 week ended March 8, compared with 97,949 preceding week and 144,566 in corresponding week year ago. It was year's 10th week and brought TV production for year to date to about 1,422,000, compared with 1,436,361 in same period of 1956. Also this week, RETMA placed official Jan. production at 450,190, compared with 626,984 in 5-week Dec. and 588,347 in Jan. 1956. Of the Jan. 1957 production, 67,079 were equipped at factory with uhf tuners. Radio pro-

duction totaled 343,054 (135,937 auto) week ended March 8, compared with 345,342 (135,700) preceding week and 310,026 (99,760) in corresponding week year ago. Radio output for 10 weeks totaled about 3,048,000 (1,312,000) vs. 2,716,174 (1,148,567) in same 1956 period. Jan. production was placed at 1,085,529 (521,624 auto), compared with 1,715,209 (840,359) in Dec. and 1,078,624 (519,648) in Jan. 1956.

Retail Sales: Though TV production is lagging behind 1956 (see above), retail sales are running way ahead of output -- and once-heavy dealer inventories are being cut substantially as a result. Retail sales in Jan. were placed officially by RETMA at 611,359, only slightly under the 614,213 of Jan. 1956, though substantially under the 957,193 sold in 5-week Dec. When the Feb. figures are released in about month, they're expected to show retail sales roughly equivalent to the 530,554 sold in Feb. year ago. Radio sales at retail, excluding auto sets, totaled 563,363 in Jan., up from 531,206 in Jan. 1956, though way down from 1,691,950 sold in Christmas month.

Topics & Trends of TV Trade: Change of RETMA's name to Electronics Manufacturers Assn. (EMA) or Electronic Industry Manufacturers Assn. (EIMA), as reflection of growing importance of electronics membership and as a more inclusive term covering entire industry, seems certain sometime this year. RETMA board, at quarterly meetings this week in Washington, referred change of name to organization committee headed by Motorola's Paul V. Galvin, who will report to RETMA convention May 15-17 at Chicago's Sheraton Hotel. It will then be submitted to membership for vote.

Its acceptance seems foregone conclusion in view of fact that set div. is supporting the change of name. It had been anticipated that TV set manufacturers, though many of them are heavily in other phases of electronics, might object to change of name on grounds that they would be left out of title. RETMA pres. Dr. W. R. G. Baker said he personally favored EMA.

Set div., in fact, is considering changing its designation to consumer products div. This week it took over phonograph manufacturers, who formerly were in sound equipment div.

Arthur L. Chapman, new pres. of CBS-Hytron, was elected a RETMA director, representing tube div. and replacing Charles F. Stromeyer, whom he succeeded at CBS-Hytron. Also elected to board were C. B. (Tex) Thornton, pres. of Litton Industries, and W. F. Joyce, v.p. of Texas Instruments, both from military products div.

Fall quarterly meetings will be held in Los Angeles Sept. 17-19. In addition, RETMA was invited to nominate 10-15 young executives for training in Commerce Dept.'s Business & Defense Services Administration electronics div. and will nominate deputy directors of electronics div., each to serve 6 months without compensation. Donald Parris is expected to be designated as full-time director.

* * * *

Kudos for TV-radio-appliance makers, from NARDA exec. v.p. A. W. Bernsohn: "I've seen these companies in action for many years now. They're fighters, and their managements are just the sort of people I'd like to have on my side if ever I get into trouble. You can count on these boys being around for a long time to come . . . No really important brand name in the appliance field will collapse in the immediate future. They are strengthening their distribution teams, weeding out their deadwood and getting rid of their operational burden." He spoke to Consumer Bankers Assn. in Chicago March 15.

Sylvania's TV sales in Feb. set new record for that month, double Feb. 1956 level. Robert L. Shaw, gen. sales mgr. of TV-radio div., attributed record to demand for new 110-degree sets and its "Promotion-of-the-Month" plan.

Olympic Radio adds 4 new TV models, all open list: 14-in. & 17-in. portables, two 17-in. table models.

Special teacher-training seminar is being offered by RETMA to all teachers in TV courses in public and private schools as part of its effort to upgrade training of service technicians. Seminar will be held July 8-26 at N. Y. Trade School, 304 E. 67th St., N. Y. Tuition for the 3-credit, 90-hour class will be \$37.50 for out-of-state instructors, \$30 for permanent residents of N. Y. State. Applications for enrollment should be sent to Donald H. Stover, RETMA Service Coordinator, 1721 DeSales St., NW, Washington, and should include brief description of teacher's experience and qualifications, accompanied by check or money for tuition, payable to Bureau of Accounts, N. Y. State Educational Dept.

Kelvinator is pushing expansion plans, adding almost \$4,000,000 in tools and equipment this year to its main appliance plant in Grand Rapids. One piece of equipment, a special automated line for production of refrigerator outer shells, costs \$725,000 alone. All of the new equipment will be in operation by Sept., reports Joseph W. Lelivelt, mgr. of refrigerated products. Company spokesman said that, contrary to many other appliance manufacturers, Kelvinator has kept production and employment steady, denied published reports of widespread layoffs there.

New market study by Census Bureau (Series P-20, No. 73) reports that every year about 20% of the nation's population changes residence. It notes that in year ending March 1956, movers reached highest level since period of economic reconversion and military demobilization shortly after World War II. Of 33,100,000 who changed residence, 22,200,000 moved within same county, 5,800,000 to different county in same state, 5,100,000 to another state. Report is available from Census Bureau for 10¢.

Canadian TV production totaled 33,426 in Jan., compared with 58,556 in Jan. 1956, reports RETMA of Canada. Of Jan. 1957 output, 17,771 were consoles, 14,081 table models, 1574 combinations. Distributor sales to dealers in Jan. totaled 39,426, of which Ontario took 15,577; Quebec, 8649; British Columbia, 3239; Alberta, 3067; Manitoba, 2759; Nova Scotia, 2339; Saskatchewan, 2119; New Brunswick & Prince Edward Island, 1404; Newfoundland, 273.

Picture tube sales by manufacturers in Jan. totaled 760,860, valued at \$13,594,525, reports RETMA. They compare with 795,476 sold in 5-week Dec. at \$13,423,197 and 892,385 at \$17,016,391 in Jan. 1956. Receiving tube sales in Jan. 1957 totaled 37,571,000, worth \$31,170,000, compared with 34,340,000 at \$29,111,000 in Dec. and 40,141,000 at \$31,314,000 in Jan. 1956.

CBS-Hytron signed 3-year contract with IUE this week on behalf of 3000 production workers, thus ending 2-week threat of strike at Newburyport, Mass. plant. Contract provides for 6% wage increase ranging 6-14¢ per hour, improved vacation pay, fringe benefits.

Trade Personals: Max F. Balcom, ex-chairman of Sylvania, now serving as its consultant and as a director, selected as recipient of RETMA's 1957 "Medal of Honor" to be presented during RETMA convention May 15-17 at Chicago's Sheraton Hotel; he is former RETMA president and chairman . . . Ross D. Siragusa Jr., sales mgr. of Admiral TV receivers, assumes additional duties of gen. mgr. of electronics div., replacing Joe Marty Jr., resigned . . . James Conto promoted to sales mgr. of Federal semiconductor div. . . Wm. R. Crotty, mgr. of Erie Resistor's TV-radio sales, promoted to sales mgr. of electronics div.; E. S. Willis promoted to sales mgr. of electro-mechanical div. . . Lester Krugman, ex-Emerson marketing v.p., joins Getschal Adv., N. Y., as exec. v.p. . . Edward Bland, ex-Philco adv. & sales training coordinator, joins Maxwell Assoc., Philadelphia ad agency handling Philco account . . . Harry Estersohn resigns as Jerrold products sales mgr. to form manufacturers' rep for Middle Atlantic states, with offices at 424 E. Allens Lane, Philadelphia . . . Gerald L. Hartman, ex-Coolerator div. of IT&T, joins Whirlpool-Seeger as product mgr. of electronic, gas & built-in ranges; Karl R. Hake promoted to product mgr. of electric ranges . . . James M. Hufnagel, mgr. of home laundry sales for Philco since it bought Avco's Bendix div., resigns . . . Ken Blake, ex-Philco & Admiral, joins Symphonic Radio as sales promotion mgr.; Michael Melack, ex-Westinghouse, becomes chief designer.

Stuart F. Louchheim, pres. of Stuart F. Louchheim Co., Zenith distributor in Philadelphia, presented with first NBC Public Service Award for services as pres. of Philadelphia Academy of Music in staging Centennial Concert and Ball.

GE pres. Ralph J. Cordiner was presented with first Gold Medal Award of N. Y. Economic Club for "excellence in management," at club's 50th anniversary celebration March 12.

Obituary

James A. Taylor Sr., 71, founder and ex-pres. of Taylor Electric Co., big RCA distributor in Milwaukee, died of heart attack March 12 at home in Ft. Lauderdale, Fla. He founded Taylor Electric in Madison in 1919, moved to Milwaukee in 1929. He served as pres. until 1949, when he turned business over to son James A. Taylor, Jr., though he remained active as chairman. He is survived by his widow, son, 2 sisters, 3 grandchildren.

Sylvania-Corning Nuclear Corp., newly organized for atomic research, development & production with headquarters at Bayside, L. I. (Vol. 12:46), names these directors in addition to Dr. Lee L. Davenport, slated to be pres. (Vol. 13:6), and Walter E. Kingston, slated to be exec. v.p. (Vol. 13:8): From Sylvania—Don G. Mitchell, chairman & pres.; W. Benton Harrison, v.p. for finance; Dr. Bennett S. Ellefson, v.p. for engineering & research. From Corning—Wm. C. Decker, pres.; Dr. Wm. H. Armistead, v.p. of research & development div.; Amory Houghton Jr., mgr. of components dept. of electrical products div.

Jerrold Electronics Corp., manufacturer of community antenna system equipment, forms new instruments & test equipment div. under v.p. Caywood C. Cooley, producing new line of sweep generators, coaxial switches, field strength meters, oscilloscope preamplifiers, RF attenuators & accessories, coaxial components.

Motorola will spend \$10-\$12,000,000 this year in adv. & sales promotion, up from estimated \$8-\$9,000,000 spent in 1956, using all media.

Packard-Bell now marketing radio-operated garage door opener at \$200 installed.

ELECTRONICS PERSONALS: Capt. Marshall B. Gurney, USN (Ret.), ex-General Bronze Corp., named mgr. of govt. relations dept., Raytheon lab, Santa Barbara, Cal. . . . R. Floyd McCall named v.p. & mgr. of railroad radio product sales, Motorola communications & electronics div. . . . Warren F. Morgan elected v.p. in charge of customer relations for IT&T's Federal Electric Corp. . . . Orville M. Dunning, director of Airborne Instruments Lab's engineering & production div., elected v.p.

Gordon Gray was confirmed by Senate March 14 as director of Office of Defense Mobilization.

Obituary

Maj. Gen. James B. Allison, 84, retired Army Signal Corps chief who promoted first application of radar—then called "radio location"—to track airplanes in 1936, died March 13 at his home in York, S. C. He obtained funds from other military research & development projects to perfect radar. Surviving is a sister.

International Resistance Co. reports 1956 income of \$17,106,246, including \$16,787,913 in sales, \$274,780 in royalties, \$43,553 miscellaneous. In 1955, total income was \$15,985,448, including \$15,684,722 sales, \$289,967 royalties, \$10,759 miscellaneous. Net profit, previously reported, was \$523,416 (39¢ per share) in 1956, compared with \$533,296 (39¢) in 1955.

Emerson had consolidated net profit of \$196,509 (10¢ per share on 1,953,373 shares outstanding) for first fiscal quarter ended Feb. 2, compared with \$163,825 (8¢) in similar period year ago. Earnings included \$125,000 arising from recent change in sales & billing arrangements with distributing subsidiaries.

Indiana Steel Products earned \$764,336 (\$2.61 per share) on sales of \$11,329,592 in 1956, compared with \$766,945 (\$2.70) on \$9,402,753 in 1955. Pres. Robert F. Smith explained that heavy investments were made in facilities and diversification and that Canadian plant had loss of \$76,516 in 1956.

Electronics Corp. of America reports net loss of \$476,467 on sales of \$6,973,305 in 1956, compared with profit of \$446,840 (59¢ per share) on \$11,302,456 in 1955. Pres. Arthur Metcalf told stockholders that loss resulted from 62% decrease in military sales, and expenditures for plant expansion.

Dividends: Motorola, 37½¢ payable April 12 to stockholders of record March 29; American Broadcasting-Paramount Theatres, 25¢ April 20 to holders March 26; Packard-Bell, 12½¢ April 25 to holders April 10; Universal Pictures, 25¢ March 29 to holders March 23; Dynamics Corp. of America, 10¢ March 31 to holders March 18.

AAP Corp. (formerly PRM Inc.), parent of Associated Artists Productions, which grossed \$22,000,000 on sale of old Warner films to TV since last June, has split 342,000 shares of common 4-for-1. At time of split March 8, it was selling for \$47 a share.

Famous Players Canada, in preliminary statement, reports net income of \$2,738,455 (\$1.58 per share) in 1956, compared with \$2,933,112 (\$1.69) in 1955. Statement notes earnings included profits on sale of govt. bonds & assets of \$376,307 last year and \$378,998 year earlier.

Decca Records reports consolidated net income of \$4,543,902 (\$2.84 per share) on net sales & royalties of \$26,842,460 in 1956, compared with \$3,794,585 (\$2.37) on \$22,610,809 in 1955. Figures include income from undistributed earnings of 80%-owned Universal Pictures.

Discussions of merger of Airborne Instruments Labs and Aircraft Radio Corp. have been discontinued.

Talk by priest was barred by CBS Radio from March 10 *Church of the Air* because its discussion of "growing tensions" between Roman Catholics & Protestants (Vol. 13:10) "did not fit in with the program, which is inspirational & devotional," according to network spokesman. Sermon was to have been delivered by Rev. Thurston N. Davis, editor in chief of *Jesuit America*, who wrote in current issue of weekly that he wanted to blame deterioration in inter-faith relations on misunderstandings of Catholic attitudes on censorship, parochial schools, birth control. Father Davis said CBS suggested rescheduling of broadcast in "less controversial form." CBS decision was protested by Martin H. Work, exec. director of National Council of Catholic Men, which supplies portion of *Church of the Air*. Work lauded CBS for "magnificent contribution to religion" but told CBS Radio pres. Arthur Hull Hayes that discussion of "important moral & religious issues of our time" should be permitted on program.

Protests by Protestants over "Martin Luther" cancellation by *Chicago Tribune's* WGN-TV (Vol. 13:10) subsided March 14 when Action Committee for Freedom of Religious Expression voted in Chicago to withdraw FCC petition for "appropriate action" against station (Vol. 13:8). Committee said "immediate goal" of getting film telecast there was reached when ABC's WBKB scheduled it for April 23, making "substantial contribution" to religious freedom. Committee said it may ask FCC to take a firmer policy position on "controversial issues," but it doesn't seek "punitive measures" against WGN-TV.

One application for TV station and 2 for translators were filed with FCC this week. Application for station was for Ch. 19 in Nacogdoches, Tex. by local businessmen Joe D. Prince, T. Gillette Tilford & Lee Scarborough, who owns KELS-FM, Nacogdoches. Translator applications were for Yosemite National Park, Cal., Ch. 70, by Yosemite Park & Curry Co. to rebroadcast KSBW-TV, Salinas, Cal.; Rawlins, Wyo., Ch. 73, by Rawlins Bestg. Co. to rebroadcast KFBC-TV, Cheyenne. Total applications for stations stood at 116 (23 uhf); for translators, 54. [For details, see *TV Addenda 24-J* herewith.]

Mandatory one-hour sentence was given cameraman Jack Murphy of WTVT, Tampa, by City Judge John Rudd in Tallahassee March 11 for contempt of court in taking movies outside courtroom (Vol. 13:10). Murphy actually stayed in technical custody 3½ hours while his attorney obtained habeas corpus writ to test Judge Rudd's contention that corridor in which films were shot was within court's jurisdiction because it is used as witness room. Murphy also was sentenced to pay \$100 fine or serve 30 days for contempt.

Labor union drive to organize TV-radio broadcasting fields is "intensified" goal of AFL-CIO, TV-radio management consultant Richard P. Doherty told national labor relations conference sponsored by U. S. Chamber of Commerce March 14 at Shoreham Hotel, Washington. He also said employers should prepare for increased collective bargaining emphasis by labor on effects of automation ("a scare word which instinctively spells unemployment to the average worker & union leader") and on demands for guaranteed annual wages.

Videotape recording will highlight TV sessions of SMPTE's 81st semi-annual convention at Washington's Shoreham Hotel April 29-May 2. Papers on TV tape at April 30 session will cover: (1) Prospective advances in the art; (2) factors affecting splicing; (3) processing of video signal in Ampex recorder; (4) impact of videotape recording on TV management. Other TV papers will deal with: (1) reduction of TV picture line structure; (2) wide-screen TV; (3) theoretical aspects of recording color on black-&-white film; (4) teaching by closed-circuit TV.

New Canadian community antenna systems reported for Quebec by Benco TV Assoc., Toronto (number of subscribers in parentheses): Bagotville—G. H. Duchesne Ltd. (40); Cap Chat—L'C.A.T.V. du Cap Chat (25); Ferme Neuve—Girouard & Girouard (115); Lac Des Isles—Girouard & Girouard (20); St. Justine—St. Justine Distribution TV (35); Ste. Anne de la Perade—Berube Radio & TV (50). All started last year. From British Columbia, Jerrold distributor Fred Welsh reports these previously unreported systems: Penticton—South Okanagan TV Distributors Ltd. (200); Youbou—Youbou TV Ltd. (50); Kamloops—Home-Vue Theatre of Kamloops Ltd. and Black Knight TV Ltd. (neither yet operating); Kimberly—Kootenay Enterprises Ltd. (500).

Biggest community antenna sale to date was consummated this week when Fox, Wells Co. (investments) subsidiary Barnes Engineering sold Clarksburg (W. Va.) TV Cable Corp. to NWL Corp. for \$879,000. NWL Corp. with offices at 100 Park Ave., N. Y., is controlled by noted financial and philanthropic Rosenwald family, which has large interest in Sears, Roebuck, among other holdings. System started operating July 15, 1953; latest report to us (*TV Factbook No. 24*, p. 440) lists 7200 subscribers, potential of 11,500. Sale agreement provides for \$550,000 cash payment, balance out of earnings over next 5 years.

Jerrold Electronics denied all charges of anti-trust law violations in answer to Govt.'s civil anti-trust suit (Vol. 13:7) filed in Philadelphia Federal Court. Answer declares Jerrold discontinued "tie-in sales" features of its contracts with customers in 1954, adding that such service packages formerly were necessary to protect company's goodwill and limit its obligations. In letter to stockholders this week, Jerrold pres. Milton J. Shapp said that even if Govt. should win suit, neither present conduct of business nor future plans would be affected in any way.

Dismissal of libel suit by Washington state educator against Fulton Lewis Jr. (Vol. 13:1) was won March 8 by the MBS commentator on ground he no longer lives or does business in Md., where \$500,000 action was filed. Left pending in Baltimore Federal court were libel claims by Mrs. Pearl A. Wanamaker against MBS and radios WCMB, Baltimore, WBOC, Salisbury, and WJEJ, Hagerstown, which carried Lewis broadcast alleging she had Communist connections.

Lifting of China ban on U. S. newsmen by State Dept. was urged March 11 by Radio-TV News Directors Assn., which said policy is opposed to "American tradition of free access to all the news." Letter to Secy. of State John Foster Dulles by pres. Ted Koop, public affairs & news director for CBS in Washington, said permitting "trained American reporters to tour the country" would be "best way to expose the weaknesses & dangers of the Red China regime."

Unlawful boycott by NABET against WNBC-TV & WNBC, Binghamton, is charged by Triangle Publications Inc. in suit for \$100,000 damages & injunction against union. NABET Local 46 is accused of distributing appeals to other unions in Binghamton area urging them to join in secondary boycott. Stations have been operated by supervisory and other non-union employees since 34 workers represented by NABET went on strike 3 months ago.

Outgrown

MOVING to larger quarters April 1, *Television Digest* remains in Wyatt Bldg., Washington, retains present phone number. We're shifting from sixth to fourth floor.

THE AUTHORITATIVE
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OF THE VISUAL BROADCASTING AND
ELECTRONICS ARTS AND INDUSTRIES

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with **ELECTRONICS REPORTS**

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DEFENSE OF NETWORKS voiced by Robert Sarnoff, answering charges of monopoly; Los Angeles speech divides network service into 4 categories (p. 2).

SUBSCRIPTION TV gets first tentative action by FCC, nothing definite apparent. Exhibitors jumping to nail down "wired theatre" franchises (p. 3).

ALLOCATIONS ACTION popping at FCC. Ch. 8 to be added to Providence. Craven plan given 50-50 chance. Vhf drop-ins due shortly in 4 cities (p. 4).

FEATURE FILM ANTI-TRUST probe aims at "block booking" practices and alleged advantages to large TV stations over small ones, in preliminary inquiry (p. 5).

BROADCASTING INNOVATIONS at IRE show: Single-side-band broadcast gear, TV test signal transmission with program, 2 advances in long-distance microwave (p. 7).

FINAL CPs awarded in Pittsburgh & Port Arthur. Local group favored by examiner for Ch. 11, Toledo. Site moves granted, but Manchester's blocked (p. 8).

ECONOMIC EFFECTS of new stations beyond FCC authority, Commission rules in Cleveland, Tenn. radio case. First ruling squarely on subject (p. 8).

TV PRODUCTION MIX due to be altered in favor of higher-priced units as another means of increasing profits. Consumer credit study released (p. 11).

PATTERN OF UNION demands in TV-radio-electronics industries discerned in IUE's call for guaranteed annual wage, other benefits at Westinghouse (p. 12).

EXECUTIVE COMPENSATIONS in TV-radio-electronics and related companies tabulated for 1956, based on proxy statements recently released (p. 13).

PROFITABILITY OF WJIM-TV & WJIM, Lansing, disclosed in detail in Gross Telecasting Inc. annual report. Revenues, expenses & earnings up (p. 14).

ADMIRAL SALES DECLINE in 1956 to \$182,046,168 from 1955's \$202,361,797, profits also drop to 44 cents per share. Book value placed at \$24.03 per share (p. 14).

CHALLENGES TO ELECTRONICS engineers in next 10 years seen by Fink as radio spectrum conservation, machines that think, nuclear power (p. 15).

24th EDUCATIONAL station begins; KLSE, Monroe, La. starts with 1½ hours daily. WTWV, Tupelo, Miss. goes regular after long tests (p. 9).

NETWORK JAN. BILLINGS 11.9% above Jan. 1956, somewhat down from Dec. CBS gain over Jan. 1956 is 13.5%; NBC 13.3%; ABC 4.1% (p. 16).

THE 'TRUE PORTABLE' TV—WHEN AND HOW? Two major and radical changes in the design of TV receivers are clearly visible on today's horizon -- "picture-on-the-wall" TV and the "true portable" cordless set. The former is still solely a scientific challenge, but introduction of the latter now depends more on economics than invention.

Major and radical changes in receiver design have been few in TV's 11-year history -- and by "major and radical" we mean striking innovations which are immediately apparent and perfectly obvious to the buying public. To date, there have been perhaps 3 such innovations of sufficient impact to create symptoms of true "wantfulness" on the part of consumers: (1) Increase in screen from cameo (7-12 in.) to life (16-24 in.) size. (2) Color TV, whose wide acceptance has been hampered almost solely by high price. (3) Portable sets, made possible by development of series-string filament circuits, decrease in parts and lighter weight materials.

Next major change -- "true portable" transistorized cordless set -- could have greater across-the-board impact on TV industry than any other innovation of design with exception of color. For the manufacturing and distributive trade it could open up a second & third-set field almost as vast as did portable radios. In telecasting industry, it may well restore to the vocabulary the phrase "out-of-home viewing," which has hardly been heard since the days when folks used to frequent bars primarily to watch boxing and Berle and only incidentally to guzzle.

Cordless receiver is next logical step in TV's trend toward portability and compactness; what's more, it probably could be built right now on basis of present knowledge and technology. Stumbling block for some time to come will be cost.

Though every major TV maker is actively working toward cordless set, only one

has been willing to make a public prediction: RETMA pres. & GE v.p. Dr. W.R.G. Baker who last December forecast it would be "on the market" in 1958.

We could find no manufacturers or engineers willing to predict a popularly priced cordless set in 1958 as we queried them at this week's IRE convention in New York. If goal is portability at any price -- "sure," say the set makers, "somebody might be able to offer a super-priced set in '58." But stung by their color experiences, set makers this time seem determined to remain cautious until they can see a "true portable" at a price which will appeal to the general public.

Not that all technical problems are solved -- far from it. But the major scientific hurdles have been jumped -- thanks to extensive research & development on complex self-powered military electronic gear, such as guided missiles.

"By the end of 1957," one engineer told us, "experimental transistors will be available in sufficient variety (though not in large quantity) to build a sample transistor TV receiver. Probably 10 manufacturers are now virtually at the point of being able to construct a good sample battery set. It will give a good picture, though not the equal of a good plug-in set."

There is now a transistor in sight for every socket of the cordless portable (with exception of picture tube, which would be transistor-driven). On the basis of present knowledge, a battery portable could be built using about 22 transistors plus cathode ray tube. It would be very light in weight, extremely compact.

The rub, of course, is price. Even when all required transistors become available, it will still be some time before any manufacturer will have opportunity to proceed with the true portable. Historically, price of newly developed transistors has been prohibitive at first for consumer items. Add to this the involved job of freezing designs and circuits, tooling, etc. While it's conceivable that a battery portable could be produced within the next 2 years to sell at \$250-\$300, it's good guess that no manufacturer will be in the mood to produce such an item on the off-chance that it will catch on with the "Cadillac trade."

Not that transistors pose the only problem -- take the power source, for example. Because of huge current demands of picture tube, batteries won't last long, and therefore must be rechargeable by plugging set into outlet at home -- or possibly in the car -- when not in use. How long should a set operate on one battery charge? One logical answer: At least long enough to permit viewing of a full baseball game before picture fades out.

What type batteries should be used? Rechargeable wet cells are out of the question; no matter how well protected, nobody wants acid around the house. Best bet is rechargeable dry cell, now produced mainly in Germany, but commercially available, at a price. Sufficient cells to operate transistor TV for a ballgame-length of time would now cost manufacturer about \$30. This cost obstacle isn't considered insurmountable, since there's no reason why price couldn't eventually be brought down to a few dollars through automated production fostered by large demand.

When will a true portable be available at a price roughly comparable (perhaps \$25-\$50 above) to today's plug-in "transportable" TV? Nobody has definitive answer. But a good guess might be: About 5 years -- or so.

Assuming that 5-years-plus is reasonable timetable for practical saleable outside-the-home TV, what will inside-the-home TV look like at that time? Best guess: About the same as it does today, but with more compact cabinet, far more emphasis on color. And engineers are doubtful whether, even 5 years from now, they will be as far advanced in development of picture-on-the-wall TV as they are today on the true portable cordless TV receiver.

SARNOFF'S VIGOROUS DEFENSE OF NETWORKING: Against charges of monopoly, pressure on affiliates and independent film producers, favoritism toward sponsors, et al, NBC pres. Robert W. Sarnoff this week entered eloquent plea of not guilty and, in ringing speech, proceeded to spell out what a network is and isn't.

"The networks have been investigated from Dan to Beersheba, and still the investigations and studies continue," he told Los Angeles Rotary Club March 22. "It is my earnest hope that they will not be sidetracked by claims of self-interested

groups, but that they will test these claims by the one basic issue: will the public interest be advanced if network service is curtailed or crippled? The question must be weighed in terms of today's service compared with the program service that would be left if the network structure were dismantled. I am confident of the verdict when all the facts are in."

He separated network service into 4 broad categories: (1) Entertainment programs which form bulk of schedule. (2) News, special event & public information services. (3) "Public service" programs such as "Romeo and Juliet." (4) Direct aid to worthy public causes and Govt. by donation of millions of dollars of air time. He said networks were not monopolies, not the playthings of a few exhibitionists, nor are they public utilities, as some have contended. He added:

"Each advertiser, outside producer or film supplier is interested primarily in his own program, not in an overall program structure. That is why networks must be free to produce and to select programs for their own schedules. If they were prohibited from doing so, they would be unable to program for the varied tastes of 165,000,000 highly selective Americans. The concept of a balanced service would disintegrate and the networks, as we know them, would cease to exist.

"Our clearance arrangement with stations -- known as 'option time' -- is the very thing which enables simultaneous national broadcast of the network programs. Through it, a network can give advertisers assurance of national circulation for the programs they sponsor. Through it, our affiliated stations can rely on a regular schedule of network programs to increase their total audience."

Sarnoff also took crack at subscription TV, calling it "pay-or-you-don't-see-TV." He said subscription proponents were among most persistent critics of networks, added: "They seek to erect toll booths on broadcasting's electronic freeways and exact tribute for the programs which advertising now supports."

TOLL TV RUNS ANOTHER FEVER AS FCC BROODS: FCC made its first move on subscription TV this week -- but no one, including Commission, knows what it amounts to. What Commission did was simply this: Debated subject March 18, then told staff to draft up "something" that seemed to encompass thinking of commissioners, something to serve as a starting point for more discussion.

About only concrete thing out of this week's talk that we can gather is Commission's general agreement that it needs more specific information on how pay-TV might operate. There's also agreement that FCC's only point of control is the station -- not patent holders, distributors, etc.

Here's one possibility: Ask stations to come up with specific ideas on how to operate -- then determine whether a hearing or other proceeding is necessary to conclude whether or how "experiments" might be conducted.

Foregoing would seem to add up to a Commission leaning toward "tests" -- but everyone at Commission assures us it doesn't. What it means, they say, is that commissioners "are willing to take a look at something on paper," nothing more. We're told Commission could agree on something in week or 2 -- or take all summer. One commissioner says: "There doesn't seem to be a majority for turning the whole business over to Congress -- but I think it will end up there." Rep. Harris (D-Ark.), chairman of House Commerce Committee, has indicated he wants his committee in on the policy determination. Chances are he'll get his way.

N.Y. Herald-Tribune has gone all-out for toll TV. March 18 issue carried long feature on subject; on March 20, editorial declared "Give Toll TV a Fair Try-out," while business & financial editor Donald I. Rogers also climbed aboard.

There was mounting fever, meanwhile, in a totally different field of pay TV -- wired "home theatre" systems to be operated by exhibitors. Following Texas' Interstate Circuit action in seeking city franchises to wire homes (Vol. 13:10), more exhibitors are piling in. Video Independent Theatres, which is gearing for pioneer tests in Bartlesville, Okla., this week obtained franchise for Oklahoma City. It's seeking franchises in many other cities, including Enid, Okla. & Carlsbad, N.M. -- to mention 2 that have been publicized.

In Austin, Tex., 4 competitors are vying for franchise. One is Interstate.

Another is Capital Cable Corp., organized by Midwest Video Corp., which operates community antenna systems in Victoria, Paris & Bryan, Tex., Clovis, N.M., Greenville, Miss. Latter told city council it has given stock option to KTBC-TV, Austin (Ch. 7), owned by wife of Senate majority leader Lyndon Johnson.

Jerrold Electronics Corp., which sparked whole wired-pay system concept among exhibitors, is most active in corralling equipment market among them. The other community antenna equipment makers are beginning to call on theatre owners, too. RCA is in solid with Midwest Video. Should wired systems catch on in major cities, equipment business would make past CATV market look like peanuts -- for it costs some \$3000 a mile to feed homes.

One movie producer, 20th Century-Fox's Spyros P. Skouras, doesn't give a hoot for any kind of pay-TV technique, including wired. This week, he said that new features should be kept in theatres; that giving them to TV in any form will cause exhibition industry to deteriorate. We wouldn't be surprised, however, to see him go along with the Bartlesville tryout. Paramount Pictures pres. Barney Balaban, a pay-TV proponent, disagrees emphatically with Skouras. Pushing wired theatre concept at press conference in Los Angeles this week, he said he'd rather deal with "progressive" exhibitors, added that it's been estimated "electronic theatres" will give movie producers 2½ times the revenues they get from conventional exhibition.

ALLOCATIONS HOT; CRAVEN PLAN GAINS SPEED: Allocations picture had some fast-breaking features this week. FCC pulled one out of its sleeve by issuing proposal to shift Ch. 8 from New Haven, Conn. to Providence-Fall River-New Bedford area, giving New Haven's WNHC-TV Ch. 6 and deleting Ch. 6 from New Bedford. In addition, Commission instructed staff to draft Comr. Craven's plan to eliminate allocations table in form for further consideration. Beyond that, Commission announced tentative votes (virtually final) affecting 5 important proposed vhf channel drop-ins.

That New Haven-Providence deal is presumed to account for Sen. Pastore's strange mildness, in recent hearings (Vol. 13:10-11), about FCC's failure to shift Ch. 3 from Hartford to Providence. Everyone now assumes he knew Commission had another plan for getting one more vhf channel for Providence. Commenting on fact Triangle's WNHC-TV would have to shift channels, Triangle v.p. Roger W. Clipp said: "If it is practicable and feasible and can provide additional service to the people of Connecticut & Rhode Island, Triangle will not object despite the additional costs which are apparent." Fact is, since WNHC-TV would get a low-band channel and have to use site nearer Hartford, Triangle isn't likely to cry at all. However, swap is dependent on shift of WRGB's Ch. 6 from Schenectady to Syracuse -- and GE has said it intends to fight. Thus, matter won't be resolved quickly.

Chances of Craven plan adoption are considered 50-50 at FCC. Proponents see it offering more vhf channels for more major cities. Opponents envision it as fore-runner of mileage cuts, directionals, power-height variations -- reduced coverage.

The five cities affected by tentative vhf drop-in actions this week were: Miami, where FCC plans to add Ch. 6; Charleston, S.C., add Ch. 4; Norfolk area, add Ch. 13 by substituting Ch. 12 for Ch. 13 in New Bern, N.C.; Duluth-Superior, add Ch. 10 by deleting it from Hibbing, Minn. & Hancock, Mich. In Columbia, S.C. case, Commission is declining to add Ch. 5 because it thinks uhf WNOK-TV (Ch. 67) can do all right against existing vhf competitor but not against another, and because of site problems. In Duluth-Superior case, Commission gets educators off its neck; it had previously proposed to make Ch. 8 commercial.

Some of foregoing vhf drop-ins have definite disabilities as they stand, because of site problems. For example, mileage separations mean that Miami's Ch. 6 has to go 20-30 mi. south of Miami. There are some tremendous pressures to grant waivers, move such channels close in. Many observers believe it inevitable that the moves will be granted, even if grantees build initially with current spacings. There will be plenty of demand for the new channels, anyway. Ch. 12, New Orleans, is already being sought by new Crescent City Telecasters, organized by E. Newton Wray, pres.-gen. mgr. of KTBS-TV, Shreveport (Ch. 3) -- stockholders including Shreveport & New Orleans residents. WDSU-TV, New Orleans, seeks Ch. 12, Port Arthur, Tex.

Litigation following deintermixture actions continues to gather momentum.

Ch. 2 St. Louis applicant Louisiana Purchase Co. (Vol. 13:11) went to Court of Appeals in effort to block shift of KTVI from Ch. 36 to Ch. 2 but stay was denied this week. KTVI plans shift to Ch. 2 by mid-April, in time for opening of Cardinals baseball season. Vhf CP-holders in Peoria & Springfield, Ill., whose channels have been taken away, are said to be readying appeals.

FEATURE FILM anti-trust investigation by Justice Dept.—latest phase of Govt.'s multi-pronged probe of TV industry practices—is aimed primarily at distributors of movies to TV, rather than at TV networks or stations. Still in its infancy, inquiry is being pursued actively by Justice Dept. field investigators and FBI agents, who are visiting station operators to gather information on feature film TV distribution practices.

Allegations of "block booking" practices—whereby TV stations must purchase features in packages, taking the bad with the good—are among principal charges under investigation. Former Asst. Attorney General Stanley N. Barnes announced this phase of investigation more than year ago (Vol. 12:9), centering on whether the film majors are violating their 1949 consent decree in which they agreed to discontinue block booking from practices in sales to theatres.

But current inquiry takes in some other angles which differentiate it from the charges in theatrical film prosecution of the 1940's—for example: (1) Time span of contracts between movie distributors and stations, some running as long as 10 years, deprives other stations in same area of use of these films for that period. (2) Huge size of feature film library sales and possibility that this limits purchase of good TV movies to financially strong stations, barring small outlets from market.

FCC's network study committee was authorized to hold hearings, subpoena witnesses and documents, etc., in order to get information from recalcitrant firms and individuals. In statement accompanying order for "investigatory proceedings," Commission noted that most persons and groups contacted supplied the requested information voluntarily. "However," it added, "certain persons, firms and companies have ignored the request or have expressed reluctance to provide voluntarily information which is essential to the study. Also, preliminary evaluation of some of the data and information indicates that in some areas it may be necessary to obtain further information of a more specific character." Order authorizes hearings by any of the 4 commissioners who are members of study committee "and such other employees of the Commission as the committee may designate." Network study group director Roscoe Barrow told us that he had met "considerable reluctance" on the part of some "non-network program producers" to supply some portions of requested information. He said no dates had been set for any hearings, but they could be held "within a relatively short time." He added that it had not yet been decided whether hearings would be open to public. Mere existence of order for hearings could well convince some reluctant parties to supply information voluntarily; therefore, it's not certain whether there actually will be any hearings at all.

FCC appropriation of \$8,300,000 for fiscal 1958—13% under Administration's budget request but \$427,000 more than current year—was approved March 20 by House with no debate. Rep. Vanik (D-O.) made speech urging that FCC and other regulatory bodies collect licensing & service fees from industries they supervise, but proposal evoked no response on floor. Similar budget-reducing suggestion was made last week at House Commerce Committee hearing (Vol. 13:11) by Rep. Younger (R-Cal.).

Report on spot TV expenditures for 1956, amounting to \$397,498,000, was released this week by TvB, which had previously covered much of the information in its Feb. report on 4th quarter expenditures (Vol. 13:7). New report contains list of top 200 spot TV advertisers in 1956; top 25 advertisers by brands; expenditures of leading brand in each sub-product classification; top 10 agencies in 1956 spot spending. The top 10 agencies (leading spot TV brand, and amount spent on that brand, in parentheses): Ted Bates (Viceroy cigarettes, \$5,373,290); McCann-Erickson (Bulova, \$4,298,650); Young & Rubicam (Piel's Beer, \$1,485,300). Leo Burnett (Kellogg Cereals, \$4,810,530); Benton & Bowles (Maxwell House, \$5,461,900); Dancer-Fitzgerald-Sample (Bayer Aspirin, \$3,012,640); BBDO (Lever Bros. Wisk, \$1,874,410); J. Walter Thompson (Ford autos, \$2,981,590); Compton Adv. (Procter & Gamble's Dash, \$1,693,880); Wm. Esty & Co. (Colgate's Brisk, \$1,412,400). By April 9, TvB will release list of 1200 advertisers investing at least \$20,000 in 1956 spot TV, with breakdown by brands.

No action from Federal Trade Commission this week on its long-awaited complaints against advertisers of questionable TV commercials—but there's plenty of press comment in advance of complaints. Jack Gould wrote in March 17 *N. Y. Times* that a great deal of progress has been made in improving taste of TV commercials but that the "larger problems" of irritating, hard-sell commercials remain. His conclusion makes good reading and good sense: "In the last analysis responsible advertisers have far less to fear from the Federal Trade Commission than from the average viewer's good sense. The truly powerful force in TV advertising—and the one advertisers should fear the most—is almost automatically invoked in the case of the commercial that defies reasonable credibility. It is the power of the consumer's drooping eyelid, that heaven-sent knack of looking directly at the screen and never seeing a thing."

TV & movie stars may incorporate themselves after all to escape 91% individual income tax levies, Treasury Dept. has decided. Responding to protests by performers that they'd be ruined financially by proposed new ruling against personal corporations (Vol. 13:4), Internal Revenue Service said regulation will be modified. Companies set up by stars to sell own services will be charged regular 52% corporate rate if more than 20% of income goes to supporting staffs & players. They'll be assessed 91% for personal holding companies only if stars take 80% or more for themselves.

Motivation Analysis Inc., 215 Hollywood Ave., West End, N. J., is new TV-radio research service formed by Dr. Philip Eisenberg, a CBS research psychologist for 12 years. New technique used by his firm, says Dr. Eisenberg, takes into consideration program's popular appeal, relative strength of competition, appeal of personalities on show, atmosphere in homes of viewers during time period, success of promotion. On basis of these factors, his new service advises sponsor or producer on what's wrong with program and what can be done to correct it, he says.

Closed-circuit TV committee to define engineering terms & recommend operating specifications is expected to be formed May 1 by SMPTE during convention in Shoreham Hotel, Washington.

Personal Notes: George Klayer promoted to CBS-TV network sales mgr., replaced by Sam K. Maxwell Jr. as eastern sales mgr.; Roland Blair succeeds Maxwell as mid-west sales mgr.; Robert Hoag succeeds late Thomas D. Connolly as mgr. of program sales; Theodore F. Shaker, sales mgr. of WXIX, Milwaukee, switches to N. Y. as account executive, succeeded by Richard P. Hogue, from CBS-TV Spot Sales . . . Carl Lindemann Jr. promoted to director of NBC-TV daytime programs, David W. Tebets to mgr. of special programs, John N. Calley to mgr. of program services, Leroy Passman continuing as mgr. of program administration . . . Thomas C. McCray, v.p.-gen. mgr. of KRCA, Los Angeles, due back week of March 25 from month's European vacation . . . George Greaves, ex-staff exec. of KRCA, Los Angeles, named station mgr. of KBET-TV, Sacramento . . . Robert Adams, ex-CBS-TV, joins ABC-TV as exec. producer for Hollywood program dept.; Rowe S. Giesen, ex-C. J. LaRoche & Co., named ABC-TV coordinator with Walt Disney Productions, headquartered at Disney studios in Burbank, Cal. . . Sam Fuller resigns as director of special projects, NBC-TV, Hollywood . . . James H. Keachie transferred from Cleveland to be mgr. of RCA's broadcast sales office in Washington, succeeding C. D. (Jim) Pitts, now mgr. of RCA Radiomarine sales in San Francisco . . . Charles J. Simon, sales mgr. of GE's broadcast equipment, named sales mgr. of industrial TV in technical products dept., Syracuse . . . Lewis C. Radford Jr., ex-DuMont transmitter dept., named southeast sales rep of Visual Electronics Corp., headquartered in Atlanta . . . Ira Laufer, ex-radio KFVB, Los Angeles, named gen. mgr. of KSHO-TV, Las Vegas & radio KBMI, Henderson, Nev.; he and Morton Sidley, gen. mgr. of KLAC, Los Angeles, have purchased minor interest from Zugsmith group . . . Claude R. Scott, ex-KNAC-TV, Ft. Smith, Ark., moves to KTBS-TV, Shreveport, La., as chief engineer . . . Joseph D. Lamneck named gen. mgr. of Warner Bros. TV commercial & industrial film dept. . . . Howard Eaton Jr. named TV-radio mgr., Lever Bros. . . . Richard Soule resigns as head of NBC-TV optional station sales to become asst. brand mgr. of Procter & Gamble . . . Wm. Crumley promoted to research v.p. & director of rep Young Television; James F. O'Grady, asst. sales mgr. and ex-ABC-TV & DuMont, also elected to board . . . Anthony Liotti promoted to TV-radio research supervisor of NBC Spot Sales, replacing John Scanlan, now project supervisor in corporate planning for NBC Research & Planning . . . Charles Henderson, publicity mgr. of NBC Radio, assumes additional publicity duties for NBC's owned-&-operated

DuMont's purchase of WNEW, N. Y., for approximately \$7,500,000 was announced this week, highest price yet for a radio station, eclipsing the \$5,300,000 paid by Westinghouse for WIND, Chicago, last year (Vol. 12:45). Cash involved is \$4,815,407 (including payment of \$750,000 WNEW owes Bankers Trust, N. Y.), remainder being 281,889 shares of DuMont Bestg. stock, with shares fixed at 8¼. Selling principals are Richard D. Buckley, pres.-gen. mgr.; J. D. Wrather Jr., chairman; John L. Loeb of Loeb, Rhoades & Co., brokers. Buckley's \$561,740 loan to WNEW is to be repaid in cash. He also gets token \$2 and 151,696 shares of DuMont stock for his 25% of WNEW and is slated to become pres. of WNEW div. and a DuMont v.p. Wrather-Loeb interests, owners of remaining 75%, also have \$387,500 loan to WNEW, for which they get \$290,628 cash, 11,742 DuMont shares. For WNEW stock, they get \$2,932,085 cash and 118,451 DuMont shares. DuMont Bestg. is financing purchase by borrowing \$3,500,000 from 2 N. Y. banks (\$500,000 to liquidate DuMont loan from Bank of N. Y.) and offering some 300,000 additional shares to stockholders (at rate

stations and NBC Spot Sales . . . Ben Ludy promoted to adv. sales director of Capper-Stauffer stations, headquartered in Chicago; Thad Sandstrom, from radio KSEK, Pittsburg, Kans., succeeds Ludy as gen. mgr. of WIBW-TV, Topeka . . . Paul Law, ex-Midwestern Broadcasting School, Chicago, named program director of WLWD, Dayton . . . Charles E. Larkins, ex-WFAA-TV, Dallas & KMBC-TV, Kansas City, named sales promotion, publicity & merchandising director of KTVX, Muskogee-Tulsa . . . Walter Ross, ex-Warner Bros. publicity & press relations director, named public relations director of BMI . . . Howard F. Magwood named TV production v.p., Sound Masters Inc. . . . George F. Sparks, asst. controller, promoted to asst. v.p. in charge of personnel, AT&T long lines dept. . . . C. G. Gunning promoted to gen. news editor of CBC, D. J. Macdonald to gen. supervisor of TV news, Laurence Duffey to mgr. of national TV news . . . Harry H. Foster, ex-gen. mgr. of WFPG-TV & WFPG, Atlantic City, N. J., joins Leotta & Parcher, N. Y. industrial designers.

Top newsreel prize in 14th annual "News Pictures of the Year" contest sponsored by National Press Photographers Assn. & *Encyclopaedia Britannica* goes to INS-Telenews cameraman Gordon Yoder of Dallas bureau. He'll get "Newsreel Cameraman of the Year" citation March 26 at NPPA banquet in Washington for best news film, story of Mansfield, Tex. segregation violence, and first & second sports awards.

New Advertising Council directors include Merle S. Jones, pres. of CBS-TV; Niles Trammell, pres. of WKCT, Miami & ex-pres. of NBC-TV; John B. Poor, pres. of MBS; Lawrence Valenstein, chairman of Grey Adv.; Robert Kenyon, pres. of Magazine Publishers Assn. All officers were re-elected.

Appointment of 2 FCC examiners was formalized this week: Charles J. Frederick, from Office of Opinions & Review; Millard F. French, from Renewal & Transfer Div.

Mrs. Geraldine B. Zorbaugh, v.p. & gen. attorney for CBS Radio, received alumni achievement award from New York U at reunion this week.

Martin Agronsky, ex-ABC, joins NBC's Washington news staff April 7.

Obituary

Charles A. Schenck, 56, original producer of *March of Time* radio series, later producing such TV series as *Search for Tomorrow* and *Love of Life*, died March 15 of heart attack in Tucson.

of 1 share for every 3 held) to raise additional \$2,000,000. Largest single DuMont stockholder is Paramount Pictures Corp., holding 251,400 shares (26.6%), and if it exercises rights for additional shares, it could get 83,000 more. DuMont stock offering will be underwritten by Kuhn, Loeb & Co. and/or Carl L. Loeb, Rhoades & Co. WNEW was purchased by Buckley-Wrathier-Loeb for \$4,000,000 in 1955, at that time a record (Vol. 11:51). WNEW 1956 gross is reported to be in neighborhood of \$5,500,000, with net being \$1,500,000.

Sale of KILT, El Paso (Ch. 13) with radio KELP for \$750,000 to owners of KXLY-TV, Spokane, Wash. by McLendon Investment Co. (Vol. 12:49) was approved this week by FCC. New owners are Joseph Harris, chairman & 40% stockholder; Norman Alexander, pres. & 40%; Richard E. Jones (ex-Storer v.p. & onetime mgr. of DuMont stations), v.p.-gen. mgr. & 20%. Joe Roddy will remain as KILT station mgr., reporting to Jones.

Bill to extend radio licenses to 5 years, leaving TV license period at 3 years (HR-6216), was introduced this week by Rep. Tewes (R-Wis.).

FUTURE BROADCASTING innovations were foreshadowed in several groups of technical papers at this week's annual Institute of Radio Engineers convention. Though TV is no longer the darling of the huge engineering session—having yielded spotlight to military electronics, computers, transistors, etc.—there were still enough papers and exhibits with broadcast implications to keep TV-radio engineers hopping. These were broadcasting highlights of New York convention as we saw them:

(1) Compatible single-sideband AM. Greatest interest by broadcast engineers was generated by paper by Leonard Kahn, Kahn Research Labs, on this new transmission technique as applied to standard broadcasting. Describing tests using VOA's Munich transmitter and New York's WMGM, Kahn said CSSB technique—which uses only half the spectrum space occupied by regular double-sideband signals—sharply reduces co-channel & adjacent channel interference, increases nighttime coverage by reducing fading and results in great increase in fidelity.

Being compatible, these improvements are manifest without any change in AM receivers, he said. Transmitters must use an adapter which "currently costs about \$10,000 but should be considerably less in production." In the future, said Kahn, "it is conceivable that specially designed receivers taking full advantage of CSSB could allow double the present number of AM broadcast stations."

(2) Dynamic operational video test signals. TV engineering interest was focused on broadcast seminar headed by Westinghouse Broadcasting's Ralph N. Harmon and featuring engineers from the 4 U. S. & Canadian TV networks, RCA, Telechrome, AT&T and FCC. Novel topic of session was what to do with the 11-12 lines in TV transmission which are currently relatively unused during the vertical blanking period (between pictures).

Proposals centered on several test signals that could be transmitted continually, but would not be seen by home viewer unless vertical hold control is detuned, exposing black space between bottom of one picture and top of next. Among suggestions for new content of portions of blanking interval: Color reference checks; phase, transient & frequency response standards; linearity checks; reference white & reference black levels. Speakers suggested these potential uses for information transmitted during blanking period: To keep constant check on quality of broadcast

Fascinating narrow-band TV system for industrial use, capable of transmission through ordinary telephone wires with 250-ke bandwidth (vs. regular TV's 4-mc, which requires special cable or microwave), was described before Philadelphia's Franklin Institute March 20 by C. R. Kraus, engineer for Bell Telephone Co. of Pa. Experiments were conducted with equipment supplied by General Precision Lab and Dage, ended up with 2 preferred systems: 15 frames, 185 nominal lines of picture quality; 30 frames, 128 nominal lines. Kraus said the range is currently limited to 10-15 mi. but that it probably can be extended. Advantages: ordinary telephone pairs are inexpensive & ubiquitous (250,000,000 mi. of conductors vs. only 15,000 mi. of video conductors); ease & speed of installation; adequacy for many industrial uses. Copies of speech & pictures may be obtained from GPL, Pleasantville, N. Y.

Closed-circuit "TV station"—including complete studios, origination facilities, etc.—will be inaugurated April 1 by Armed Forces TV Service at Port of Whittier, Alaska. It will be first closed-circuit "station" established by AFTV.

at all levels, from studio to AT&T circuits; to permit automatic electronic devices to detect & correct degraded transmission; to provide receiver servicemen with standard monochrome & color signals at all times; for automatic cueing of network-to-local switches by local stations; for special network-to-station communication, with teletype signals transmitted during blanking interval.

(3) "Obstacle gain" propagation. It is now possible to put into widespread practical use new methods of making mountain peaks serve as boosters for radio signals in vhf, uhf & microwave frequencies, according to description by Signal Corps' R. E. Lacy of series of tests made at 40 different locations in California, which verified that sharp mountain peaks blocking transmission paths "will actually strengthen the signal on the other side by as much as 100,000,000 times compared to what it would be with no mountain in the way."

Information gained from the tests—using frequencies from 43.5 to 1865 mc—now makes it possible to compute the "obstacle gain" accurately and to locate transmitting and receiving sites to take advantage of the phenomenon. Tests showed that obstacle gain is in order of 70-80 db in comparison with smooth-earth paths, and "the most interesting phenomenon observed was the relative lack of fading." For microwave communications—if mountains are properly sited between transmitting and receiving stations—"obstacle-gain" has this big advantage over "scatter" communication: it can use relatively conventional radio relay equipment, as opposed to super-high-powered gear required for "scatter" networks.

(4) "Scatter" TV communication: "World's first commercial over-the-horizon microwave system to utilize a frequency band broad enough to carry TV signals" was shown at IRE show by IT&T subsidiary Federal Telecommunication Labs. While Federal officials didn't say where equipment will be used, they stated it "will span a 185-mi. distance" and is designed to handle simultaneously at least 120 telephone channels and a TV program. AT&T and IT&T are now jointly constructing over-the-horizon link between Florida & Cuba (Vol. 13:6), and though AT&T has stated it will be used only for telephone at first, there was no doubt that it is being constructed with TV in mind. Fact that distance between the Florida & Cuba points is same as distance announced by Federal for its new broad-band microwave led to speculation that the equipment shown at IRE show was slated for installation at Guanabo, Cuba, terminal of the international microwave link. IT&T is handling Cuban installation, AT&T the Florida end.

Assembled glass envelope for vidicon tubes was displayed for first time by Corning at IRE show in New York this week. Industrial bulb sales mgr. A. W. Dawson said uncoated assembled envelopes are currently being made and bulbs with electrically conductive coating will be produced early in fall. Availability of ready-assembled envelopes, he said, will enable tube makers to "release hard-to-get production space and valuable engineering personnel to other important tube manufacturing needs."

TV for New Zealand by 1959—a 10-station network—is envisioned in proposal made to Govt. by Philips (New Zealand) Ltd. Philips director Dirk Hudig said firm had advised authorities that it could establish network of 4 major stations and 6 "country" outlets at cost equivalent to 1% of country's wool export receipts.

Probe of China ban imposed on American newsmen by State Dept. (Vol. 13:11) was voted March 19 by Senate Foreign Relations Committee, with hearings to start in 2 weeks.

Nielsen radio coverage will be panel subject at RTES round table luncheon March 26 in Hotel Roosevelt, N. Y.

PITTSBURGH'S second commercial vhf station, long delayed by litigation, is now free to build—FCC making effective immediately grant of Ch. 11 for WIIC, now that WENS (Ch. 16) has dropped opposition (Vol. 13:10). Comr. Bartley dissented, frowning on “pay-off” to WENS. Commission also finalized, immediately, grant of Ch. 4, Port Arthur, Tex. to KPAC. In Ponce, P. R., Ponce TV Partnership is clear for CP with withdrawal this week of Portorican-American Bestg. Co. One translator was authorized, Ch. 70 to City of Boise City, Okla.

Initial decision by FCC examiner J. D. Bond in 7-way contest for Ch. 11, Toledo, favors Great Lakes Bestg. Co., chiefly because 7% owner & exec. v.p. Seymour N. Siegel (WNYC, N. Y.) is “career broadcaster with a background of nationally & internationally recognized achievements in broadcasting.” He is considering moving to Toledo to become full-time station mgr. Great Lakes also is favored for ownership-management integration and local ownership. Major stockholders, each with 14.7%, include adman Arthur W. Reichert, pres.; lawyer Wayne E. Shawmaker, secy.; insurance executive Wellington E. Roemer, v.p.-treas.; grain operator Harold Anderson, v.p. Architect John N. Richards, v.p., has 14.5%.

Toledo losers: *Toledo Blade*, whose Block ownership operates radio WWSW, Pittsburgh, and shares CP for WIIC (Ch. 11) there; Edward Lamb's Unity Corp., whose interests include radio WTOD, Toledo, and whose license for WICU, Erie, Pa., is due for renewal after long hassle

SIGNIFICANT decision by FCC this week, with long-range repercussions, came in little Cleveland, Tenn. AM-CP case. For first time, Commission ruled flatly that it has no authority to consider economics in granting new stations. WCLE had been granted in Cleveland, then protested by existing WBAC. Commission said: “We take this opportunity now to disclaim any power to consider the effects of legal competition upon the public service in the field of broadcasting. We say ‘legal competition’ to distinguish it from unfair competition, practices in restraint of trade, or conspiracies to monopolize, against which there are specific statutory directives.”

Another salient quote: “If we must protect every existing broadcast service when it is shown that the public may be injured if the provider of an existing service is injured, free competition will not be the rule in this industry; it will be the exception. In any event, such consequences of competition are not so unexpected, remote or rare for us to assume that Congress was unaware of these possible results when it decided that free competition should exist in the broadcast industry.”

Concurring, Chairman McConnaughey stated: “I seriously doubt the Commission has power to consider matters involving ‘economic injury’ except perhaps in 307(b) cases, in which the question of comparative need among communities is weighed.”

Comrs. Hyde & Bartley concurred in this particular case but asserted belief Commission does have authority to consider economic impact of grants and effects on public interest.

Transfer of KLTV, Tyler, Tex. (Ch. 7) to The Channel 7 Co., whereby gen. mgr. Marshall Pengra gets 20% interest for \$7460, plus assumption of 20% of obligations (Vol. 13:8) was approved this week by FCC. Mrs. Lansing and husband Gerald Hall Lansing each holds 40% in new firm and Mrs. Lansing remains sole owner of radio KGKB, Tyler.

ABC-TV & Radio networks will carry NARTB pres. Harold E. Fellows' speech 3-3:30 p.m. April 10 during NARTB convention in Chicago April 7-11.

over alleged Communist associations (Vol. 13:3); Citizens Bestg. Co. (UAW Local 12); Anthony Wayne TV Corp., whose Harold Gross controls WJIM-TV, Lansing, Mich. (see p. 14); radio WTOL, Toledo; Maumee Valley Bestg.

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It was also “site-move” week among FCC's actions. WRCV-TV, Philadelphia (Ch. 3) was granted shift to 4 mi. from present location; it will share new tower with WFIL-TV. WHBF-TV, Rock Island (Ch. 4) can now move to point about 15 mi. northeast of city. WJBF, Augusta, Ga. (Ch. 6) was given permission to shift to point near Beech Island, S. C., about 10 mi. from present site.

Proposed move of WMUR-TV, Manchester (Ch. 9) to point about 20 mi. from Boston appears blocked by competing application for Ch. 9 in Manchester—TV for New Hampshire Inc.—which asked to be considered in comparative hearing with WMUR-TV when latter's license renewal comes up April 1. FCC seems obligated to conduct hearing.

Channel shift proposed by FCC this week, in addition to New Haven-Providence Ch. 8 deal (p. 4), was to swap Ch. 29 & Ch. 31 between Kokomo & Marion, Ind., sought by WINT (now WANE-TV), Ft. Wayne (Ch. 15) so that it can use site in Ft. Wayne.

New channel changes sought: (1) Waycross, Ga., add Ch. 8, by prospective applicant John H. Phipps. (2) Carbondale, Ill., add Ch. 3, by WCIL. (3) Brookings, Ore., add Ch. 6, by KPIC, Roseburg (Ch. 4).

Option for WEAT-TV, W. Palm Beach (Ch. 12) & WEAT is being exercised by Palm Beach TV Co. Inc., acquiring properties for approximately \$600,000 from RKO Teleradio Pictures, it's revealed by application filed this week. RKO, which acquired stations for \$194,000 from J. Robert Meachem in 1955 (Vol. 11:27, 31), gave option to Bertram Lebharr, exec. v.p. of Cole, Fisher & Rogow adv. N. Y. and one time sales mgr. of WATV, Newark-New York, as part of agreement whereby he became gen. mgr. of stations in Oct. 1956. Palm Beach TV is 80% owned by Rex Rand's WINZ, Miami, 20% by Lebharr, who has option for additional 5% from Rand. Sale agreement provides that all current assets and liabilities are to be transferred to RKO prior to closing. Combined Dec. 31 balance sheet lists \$485,338 current liabilities (including \$299,816 advanced by RKO), \$67,498 current assets. Deficit for 1956 was \$104,200; deficit up to 1956, \$136,667. It has \$247,602 fixed assets out of \$413,470 total assets.

Present owners of KVDO-TV, Corpus Christi (Ch. 22) also own stock in South Texas Telecasting Co. Inc. which is buying the station for \$94,000, also assuming \$100,000 in obligations, it's revealed in application filed with FCC this week. They are Gabriel Lozano, Joe Garza, Celso Guzman (each with 9%) and chief engineer Nestor Cuesta Jr., with 13%. E. J. Healey, chairman of South Texas, owns 17%; Hubert J. Schmidt, pres. and former KVDO-TV employee, 17%; Dr. Jose A. Garcia, 9%; and 4 other local residents, 4% each. Lozano group also has holdings in Corpus Christi radio KCCT. Dec. 31 balance sheet shows \$14,104 deficit for year, total deficit being \$54,718. It has \$92,598 fixed liabilities (\$55,396 due RCA), \$29,400 current liabilities. Also shown are \$128,806 fixed assets, \$24,251 current assets, out of \$156,440 total assets.

Bureau of Broadcast Measurement, 96 Eglinton Ave. E., Toronto, estimates 2,400,600 TV households in Canada as of Nov. 1956—60% of 4,033,200 total. Breakdown: Ontario, 1,025,700; Quebec, 712,000; British Columbia, 195,200; Alberta, 122,700; Manitoba, 112,300; Nova Scotia, 89,000; Saskatchewan, 67,100; New Brunswick, 54,500; Newfoundland, 16,200; Prince Edward Island, 5900.

ONE EDUCATIONAL outlet began in Louisiana and a commercial station began regular programming in neighboring Mississippi. KLSE, Monroe (Ch. 13), 24th non-commercial, started program tests, mostly live, March 9, 10-11:30 a.m., 5 days weekly. WTWV, Tupelo, Miss. (Ch. 9), began with NBC-TV after being on air with test pattern since Feb. 5 (Vol. 13:5). In addition, KTVI, St. Louis (Ch. 36), notified FCC it had ceased operation March 20 in order to convert to Ch. 2. On-air boxscore now stands at 497 (94 uhf).

KLSE has 5-kw RCA transmitter in plant of defunct KFAZ (Ch. 43) on outskirts of Monroe, also has 6-bay antenna on 300-ft. KFAZ tower. KFAZ plant was acquired by State Dept. of Education for undisclosed price after former owner J. O. Willett had converted to Ch. 13 and placed it in operating condition nearly year ago. Operations are under direction of Gordon Canterbury & Robert Rouse, from State Dept. of Education, reporting to State Supt. Shelby M. Jackson. Students from Northeast State College and Ouachita Valley State Trade School, both Monroe, are helping operate station.

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

WLWI, Indianapolis (Ch. 13), awarded to Crosley Bestg. Corp. by recent final decision, will begin construction immediately, according to chairman James D. Shouse and pres. Robert E. Dunville, who didn't estimate starting date, placed cost at \$2,000,000. Transmitter will be at Ditch Rd. and 96th St., studios at 1401 N. Meridian St.

WFGA-TV, Jacksonville, Fla. (Ch. 12), which hasn't a set target, has ordered 50-kw RCA transmitter for shipment March 18, reports station mgr. Jesse H. Cripe. Grant was protested by WPDQ, Jacksonville (Vol. 13:4), but FCC has taken no action on request to stay grant and reopen record. WFGA-TV is now constructing second floor of studio-transmitter building, also is working on foundation for 900-ft. Ideco tower, which will have 12-section superturnstile antenna. Network affiliation hasn't been signed yet and rates haven't been set. Rep will be Peters, Griffin, Woodward.

WINR-TV, Binghamton, N. Y. (Ch. 40) has ordered 25-kw RCA transmitter and plans mid-July test patterns, programming by mid-Aug., writes gen. mgr. Dale Taylor, ex-mgr. of radio WENY, Elmira. Owner is *Binghamton Press* (Gannett), which acquired CP along with radio WINR from group headed by Mayor Donald W. Kramer (Vol. 13:2). It's building new studios, to be ready by mid-June, also is putting TV addition on AM transmitter house. It has RCA pylon 52-gain antenna due July 1 to be used on 200-ft. tower. Base hour not set. Rep is Hollingbery.

Subcommittee on Daytime Radio Broadcasting, of Senate Small Business Committee, is now headed by Sen. Wayne Morse (D-Ore.) who succeeds Sen. Kennedy (D-Mass.). Also appointed was Sen. Alan Bible (D-Nev.); Sen. Schoepel (R-Kan.) is third member. Announcing appointments, full committee chairman Sen. Sparkman (D-Ala.) said: "There is increasing evidence that the regulatory agencies . . . are discriminating against small business . . . There may be some question as to whether the discrimination is deliberate or simply inherent in the procedures established by the agencies . . . It is difficult, for example, to understand why the FCC has been unable to give consideration to the petition of the daytimers which has been pending before it for over 10 years."

KUAM-TV & KUAM, Guam, open sales office in Bishop Bank Bldg., Honolulu.

KTVC, Ensign, Kan. (Ch. 6) is installing 5-kw GE transmitter but hasn't definite target, reports Wendell Elliott, v.p.-gen. mgr. & 5.65% owner. It will pick up programs of ABC-TV affiliate KAKE-TV, Wichita (Ch. 10), also has signed with CBS-TV under Extended Market Plan as non-interconnected affiliate, is seeking similar contract with NBC-TV. Custom-made 600-ft. Liberty tower is due mid-April; 6-bay antenna is expected by March 30. Raytheon microwave to Stafford, Kan. is due momentarily. Ben Karr, ex-KAKE-TV, is chief engineer. Base hour will be \$100. Rep not chosen.

CFCR-TV, Kamloops, B. C. (Ch. 4) aims for test patterns by March 25, programming April 1, reports mgr. Ian G. Clark, also mgr. of radio CFJC, licensed to *Kamloops Sentinel*. Gates 500-watt transmitter and studios will be housed in new concrete block building, into which CFJC moved year ago. It already has Gates 2-ring antenna, and 70-ft. tower is en route. Coming from radio CFJC are Walter Harwood, commercial mgr.; Gordon Rye, program mgr.; J. Fred Weber, chief engineer. Base hour will be \$75. Rep is All-Canada.

CBC Board of Governors March 15 recommended grant of Ch. 2, Kelowna, B.C., with satellites at Penticton, B.C. (Ch. 13) and Vernon, B.C. (Ch. 7), to Okanagan Valley TV Co. Ltd., owned by radio stations CKOV, Kelowna (Mrs. J. W. B. Browne, pres.); CKOK, Penticton (Maurice P. Finnerty, managing director); CJIB, Vernon (Charles Pitt, pres.). Also approved was CKSO-TV, Sudbury, Ont. (Ch. 5) power increase to 30-kw visual using directional antenna.

Control of CHCT-TV, Calgary, Alta. (Ch. 2) goes to Frederick Shaw, CBC board at March 15 meeting having approved sales of 1/3 by CFCN (H. G. Love, pres.) for undisclosed price to Shaw's CKXL, already 1/3 owner (Vol. 13:7). Owner of other 1/3 is CFAC, affiliated with Southham newspapers' *Calgary Herald*.

Uhf satellite concept has so impressed Wm. L. Putnam, mgr. of WWLP, Springfield, Mass. (Ch. 22), who is also building WRLP, Greenfield, Mass. (Ch. 32), that he plans to file for Ch. 64 satellite in Pittsfield. He also reports that WRLP sales mgr. will be Philip J. Renison, from WWLP; that WWLP has declared another 10¢ dividend.

WBZ-TV, Boston, completed 1349-ft. multiple-antenna Ideco tower in Needham Heights March 13, plans "weeks" of tests. Other vhf Boston stations have been invited to locate antennas on tower (Vol. 12:45).

WINT, Fort Wayne, changes call to WANE-TV April 1, when it also changes rep to Petry (from H-R Television).

Omaha's primary ABC-TV affiliate will be KETV (Ch. 7), due to begin programming in Sept.

City of Butte, Mont. told FCC it wants to build translator because local KXLF-TV (Ch. 4) offers mostly film, adds it will go off air when Ch. 6 station starts if Commission feels translator "is detrimental to the primary TV station service." City supplied explanation in response to FCC's letter which said it had doubts about giving city a translator grant. The Commission also frowned on City's operation of unlicensed vhf booster—to which City replied: "We were merely attempting to serve the people of this area by providing them with live TV through that means until the translator could be authorized."

Canadian TV has pierced Iron Curtain, according to UP dispatch from Ottawa, which reported March 22 that Canadian TV stations have been picked up on TV screens in Estonia. It didn't say how.

Network Accounts: Average network TV advertiser has been on air for nearly 4 years, reports TvB pres. Norman E. Cash in connection with Bureau's upcoming annual compilation of network advertisers, which also reports that 321 companies used network TV last year, of which 86 were new to network. It represents all-time high in number using network, Cash saying "it is one more sign, among others, that the medium's continuing growth is of increasing importance in the overall economy of the nation." . . . Lever Bros. and Procter & Gamble spend \$6,500,000 in gross billings for partic. on 4 NBC-TV daytime programs: *Price Is Right*, *Truth or Consequences*, *Tic Tac Dough*, *Comedy Time* . . . Buick, out of network TV since dropping *Jackie Gleason Show*, buys alt. Fri. 8:30-9 p.m. time period on ABC-TV starting in fall, for undetermined show, thru Kudner . . . RCA and Whirlpool-Seeger buy alt. sponsorship (with Chesterfields) of upcoming Eddie Fisher and George Gobel variety show, still untitled, on NBC-TV starting Sept. 24, Tue. 8-9 p.m., thru Kenyon & Eckhardt . . . R. J. Reynolds to be one-fourth sponsor of 26 Sat. major league baseball games on NBC-TV starting April 6, thru Wm. Esty Co. . . . Drackett Co. (Windex glass cleaner) buys one-third sponsorship of 6 consecutive *Steve Allen Show* programs on NBC-TV, Sun. 8-9 p.m., starting May 5, thru Young & Rubicam . . . Evinrude Motors buys one partic. per week on *Hollywood Film Theatre* on ABC-TV starting April 7, Sun. 7:30-9 p.m., thru Cramer-Krasselt Co., Milwaukee . . . Campbell Soup and Lever Bros. to cancel *On Trial* on NBC-TV Fri. 9-9:30 p.m. . . . GE cancels alt. sponsorship of *Broken Arrow* on ABC-TV, Tue. 9-9:30 p.m., Miles Labs continuing as alt. sponsor for rest of season.

Telecasting Notes: Widely publicized "frontal attack" on TV was launched this week by 20th Century-Fox, which embarked on heaviest movie-making schedule attempted by any film company since 1940—with 65 pictures slated to go into production within next 12 months, 55 to be released during that period . . . "I'm taking the biggest chance of my career," announced 20th Century-Fox pres. Spyros P. Skouras. "But TV is here and we can coexist profitably only by giving the people better entertainment and getting them away from easy entertainment. We must produce more and more important pictures to get people away from their home sets" . . . Barry & Enright Productions, owners of *Twenty-One* & *Tic Tac Dough* (NBC-TV) as well as *Winky Dink* (CBS-TV), is on verge of being sold to NBC in deal reportedly amounting to over \$1,000,000 . . . Official Films to re-enter field of first-run syndication, drawing on new revolving fund of "several millions of dollars" to finance production. Company plans to offer first-run series for syndication next year—one made in England, 2 made in U. S. . . . Like old times: With Charles Van Doren gone but not forgotten, CBS-TV's *Lucey* out-Trendexed NBC-TV's *Twenty-One* this week . . . TV quiz whiz Robert Strom, 11-year-old science authority on *The \$64,000 Question*, is sought by producer Nicholas Nayfact for lead role in Metro's science-fiction movie "The Invisible Boy" . . . John Crosby, N. Y. Herald Tribune Syndicate TV-radio columnist, has been approached by CBS-TV as possible host for next season's educational spectacular series, *7 Lively Arts* . . . State Dept. will distribute for overseas TV & motion picture use a documentary film on Hungarian situation made by Boston's WNAC-TV; titled "Welt-schmerz," film was made in Austria, contains shots of Hungarians escaping over border, interviews with refugees.

New reps: WDIX-TV, Jackson, Tenn. to Venard, Rintoul & McConnell (from Headley-Reed); upcoming KETV, Omaha, due by fall, names II-R Television.

TV quiz shows on business & finance topics should be among best bets for "Big Business" to teach public "a little more about the capitalistic system and what makes it work," business & financial editor Donald I. Rogers says in March 22 *N. Y. Herald Tribune*. He thinks that popularity of such shows as NBC-TV's *Twenty-One* is due to "vicarious interest in human avariciousness," not to subject matter of questions, but that format could be put to "good use" by business to explain free enterprise.

ABC-TV signed 2-year agreement with International Boxing Club this week for continuance of Wed. night fights 10-11 p.m. Mennen Co. will continue as co-sponsor, though Pabst is dropping out shortly. About \$9,000,000 is involved in 2-year pact for talent, time, production & line charges. IBC will continue to receive \$18,500 per week for promoting fights, and each fighter will receive \$4000 as his share of TV revenue, apart from percentages of gate receipts.

"Real trouble could be in the making" unless costs of advertising on TV are reduced, Young & Rubicam pres. Sigurd Larmon told Omaha Ad Club following dedication of cornerstone for new building of KETV there. He said that "maintaining effective continuity at today's TV prices presents a real problem to many advertisers." He added that 25% of Young & Rubicam's TV billings last year went into spot.

Hot personnel rumor making rounds this week had ABC-TV v.p. John Daly, famed as newsman and moderator, switching to NBC-TV as v.p. Rumors were unverifiable, but it was acknowledged that "talks have been held." If he makes the shift, he would be 6th ABC v.p. to join NBC since Robert E. Kintner became exec. v.p. there.

TOP "EMMY" award honors voted by Academy of TV Arts & Sciences in annual poll of 2500 members, announced March 16 in N. Y. & Hollywood on NBC-TV's *Saturday Color Carnival*, were split by *Playhouse 90's* "Requiem for a Heavyweight" (CBS) and *Caesar's Hour* (NBC).

Best new program series of 1956 was *Playhouse 90*, whose "Requiem" took 5 awards: single show; single performance by actor, Jack Palance; teleplay writing, hour or more, Rod Serling; direction, hour or more, Ralph Nelson; art direction, hour or more, Albert Hescong.

"Emmy" for best series, hour or more, went to *Caesar's Hour*, which had 4 individual citations: continuing performance by comedian, Sid Caesar; continuing performance by comedienne, Nanette Fabray; supporting performance by actor, Carl Reiner; supporting performance by actress, Pat Carroll.

Other major awards: public service series, *See It Now* (CBS); news coverage, "Years of Crisis" (CBS); commentator, Edward R. Murrow (CBS); single performance by actress, Claire Trevor, "Dodsworth" (NBC); male personality, Perry Como (NBC); female personality, Dinah Shore (NBC); musical contribution, Leonard Bernstein (ABC); series, half hour or less, and comedy writing, *Phil Silvers Show* (CBS); continuing performance by actor in series, Robert Young (NBC); continuing performance by actress in series, Loretta Young (NBC); engineering or technical achievement, videotape (Ampex & CBS).

Survey of community antenna operators by NCTA disclosed 11 operating closed-circuit channels, 7 with definite plans for such operations, 59 investigating possibilities. NCTA also found that 62 of the 165 respondents receive 3 stations; 25, four; 51, five; 6, six; 6, seven; 2, eight. Only 3 reported getting one station, 9 getting two.

PRODUCTION MIX—ANOTHER KEY TO TV PROFITS: Two major trends in TV trade in final 6 months of 1957 seem sure to come out of industry's quest for greater profits: increases in prices, and a greater concentration on output of higher-priced units.

Altering production mix to emphasize 17-in. portables & 21-in. sets, with corresponding de-emphasis of portables 14-in. and under, is definitely in the works, leading TV manufacturers agree. When accompanied by price increases, they believe it will have the desired effect of restoring profitability to TV.

Reaction of Philco pres. James M. Skinner Jr. typified attitude of all major set makers, with this comment to us: "We're going to try like the devil to put our major selling effort on the higher-priced receivers. It's always been our policy, as I'm sure it has been with other manufacturers, to achieve the highest possible margin on our TV sales, though sometimes competitive forces have been too strong."

It's obvious that a selling job has to be done on public, whose appetites for low-end units have been whetted by determination of some in trade to push price-appeal alone. That goes for retailers and distributors, as well as manufacturers.

RETMA statistics for Jan., latest available for 1957, show how far downward spiral has gone. Receivers 21-in. and larger accounted for 62% of Jan. 1957 output, way down from 85% in Jan. 1956. Biggest factor, of course, has been huge gain in portables, which advanced from 7% of TV output to 32% in the year. Non-portable table models declined from 47% to 34%, consoles and combination from 46% to 34%.

Color represents another possible source of higher-end sales -- though one must be chary about predictions on size of this market in 1957. Even RCA officials are mum, but it's known that a 10% increase in sales this year has been targeted.

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TV movement may be sluggish at moment, pending big merchandising thrust in final 6 months of year, but there's nothing languid about radio. Sparked by trend to miniaturization, popularity of portable and clock sets, sales of home radios at retail in first quarter seem certain to exceed the 1,513,722 units sold in first 3 months of 1956. There's also 10-15% increase in auto radio output so far in 1957.

Consumer Credit: It's no secret that TV-radio-appliance manufacturers solidly oppose reimposition of credit controls -- and Federal Reserve Board's long-awaited comprehensive study of consumer credit, released this week, bears it out. Of TV-radio-appliance manufacturers queried by FRB, only Whirlpool-Seeger favored any form of controls -- and it suggested that controls be used only at banks and that a type of Federal Reserve System be established for finance companies. Those opposing controls were RCA, Philco, Sylvania, Zenith, Westinghouse, Stromberg-Carlson, GE, Avco. Among TV-radio-appliance retailers, there was more sentiment for controls.

Sales of TV-radio-appliances were stimulated by consumer credit extension, said report. But it also noted that lenders are now likely to give more liberal terms for financing refrigerators than for TV sets. Lenders also reported to FRB that 36-month payment contracts were often granted on higher-priced TV sets.

FRB's 5-volume study estimated that consumer credit may grow by 5-6% per year, and that by 1965 families may be putting 13-14% of their spendable income into installment buying, as against 11% in last 2 years and 7% in 1940.

Production: TV output totaled 129,754 week ended March 15, compared to 121,927 preceding week and 131,963 in corresponding week year ago. It was year's 11th week and brought TV production for year to date to about 1,259,000, compared with 1,572,632 in same period of 1956. Radio production totaled 328,540 (126,352 auto) week ended March 15, compared with 345,342 (135,700) preceding week and 276,983 (95,245) in corresponding week year ago. Radio production for 11 weeks totaled 3,376,000 (1,439,000) vs. 2,988,196 (1,244,221 auto) in same 1956 period.

Topics & Trends of TV Trade: First outlines of pattern that may become general in labor negotiations with TV-radio-electronics manufacturers began to take shape this week in IUE conference board's proposals for Westinghouse talks. Union spokesman said that policies on automation and guaranteed annual wage worked out at Westinghouse may be applicable elsewhere though program would be subject to modification in each company.

Demand for guaranteed annual wage to minimize impact of automation is major point in IUE-Westinghouse conference board program. IUE board says Westinghouse should put aside a "fixed sum" based on hours worked so the "employee alone does not bear the responsibility for temporary displacements by enduring a lowered standard of living."

IUE spokesman said the proposals may now be applied by locals where new plants are organized or become automated. He said the board and international officials will try to get proposals adopted on a national level in contract negotiations this fall and in next year's general reopening for employment security.

Other points in the proposal: (1) guarantee of no layoffs due to automation; (2) development of joint plan for job evaluation, taking into consideration automated operations; (3) job training opportunity based on seniority; (4) at least 2 weeks per year severance pay for displaced workers; (5) reduced work week and increased vacations without cut in hourly pay to avoid widespread layoffs under automation.

* * * *

Kelvinator expansion plans were revealed this week by George Romney, pres. of parent American Motors Corp., who told newsmen: "It is the company's intention to strengthen and expand the Kelvinator appliance business, already a full-line leader in the industry, by the addition of new products through our own research and development and by acquisitions." He gave no details. His comment followed talks with financier Louis E. Wolfson, who has become a major stockholder.

Admiral claims second position among freezer manufacturers, says it's one of 5 largest refrigerator makers and produces one appliance every 10.6 seconds at Galesburg, Ill. Appliance City manufacturing center. B. H. Melton, national sales mgr., appliance div., told 159 mid-west dealers the plant can produce 500,000 appliances a year, has annual payroll of more than \$7,000,000. TV sets are produced at Harvard, Ill.

Plamondon Magnetics Co., which recently filed Chapter XI petition in Chicago Federal court, lists assets of \$762,149, liabilities of \$926,826 in schedules made public this week. It offers unsecured creditors 100% payment in monthly installments of 5% each. Among unsecured creditors are pres. A. D. Plamondon Jr., \$136,500; Motorola chairman Paul V. Galvin, \$75,000.

Business failures in Feb. among TV-radio-appliance retailers totaled 41, representing liabilities of \$1,273,000, according to Dun & Bradstreet monthly report. They compare with 36 failures & \$1,905,000 liabilities in Jan. and 28 failures & \$794,000 liabilities in Feb. 1956.

Philco closed factory service branch this week in Silver Spring, Md., suburb of Washington, announcing that "adequate independent service was found to be available." It reduced Philco's factory service branches to 15.

New monthly promotion plan for RCA Whirlpool appliances has been started, with factory providing distributors full promotional kits. Each month distributor picks appliance he wishes to feature.

Westinghouse adds two 14-in. portables, with vinyl finish cabinets and 90-degree tubes, both at \$150.

Color TV received less attention at this week's IRE convention than at any in recent years. The one session on color brought out no transcendental new developments, but was devoted to improvements in systems which have already been described—Philco's Apple and Chromatic's Chromatron. Session began with review of proposals for color TV in Europe, by Hazeltine's Charles J. Hirsch, chairman of CCIR's TV Preparatory Committee. While jumble of different standards makes European TV situation a "mess," he said there is hope that all or most countries will get together on single color system—modified version of America's NTSC system. Improvements in Philco's beam indexing color system—which was described at last year's convention (Vol. 12:12)—were subjects of 3 technical papers, which revealed: (1) Brightness of tube has been increased from 40 to 60 ft.-lamberts and color saturation improved by use of unequal color line widths. (2) New receiver circuit has been designed around Apple tube. (3) "Intensive study" using electronics computer has proved accuracy of color reproduction in Apple system. Chromatic engineers gave paper indicating that "brightness enhancement techniques" can increase brightness of presently available Lawrence single-gun tubes to 50-60 ft.-lamberts.

First local live color program on regular schedule in Michigan is claimed by WJBK-TV, Detroit, for 6-year-old *Ladies' Day*, Mon-thru-Fri. audience participation show which shifts to color March 25.

"Color Cartoon Carnival," one-shot 90-min. local show of Warner Bros. & "Popeye" cartoons, is scheduled by WFIL-TV, Philadelphia, for April 7.



Delmonico International Corp., N. Y., importer of German and Japanese radios & hi-fi, reorganizes with heavy sprinkling of former Olympic Radio officials in top command. Adolph A. Juviler, first pres. and chairman of Olympic, becomes chairman; Al Friedman, ex-Olympic v.p., is pres.; Herbert Kabat, ex-Olympic sales v.p., exec. v.p. Friedman says firm has been refinanced with about 4 times previous capital and plans to expand selling operations.

DuMont is redesigning production facilities at E. Paterson, N. J. TV-radio-hi-fi plant, making extensive use of mechanization and material handling, leading to "complete flexibility of production" to meet changing demands. Production during April will be interrupted but company says it will result in economies insuring dealers "highest quality at competitive prices."

Ampex forms new subsidiary, Ampex Audio Inc., aimed at hi-fi consumer field. Philip Gundy, v.p. of Ampex audio div., is pres. of new firm, now building 40,000-sq. ft. plant at Sunnydale, Cal. By July it expects to start shipping product line which Gundy says will include combination record player-tape recorders at \$380-\$1470.

Admiral moves into components field, with first products—4-speed automatic record changer and dot generators—being made available to jobbers. Special products mgr. Willis L. Wood says 2 models of the record changer are being offered, plus optional base.

Japanese "Parrot" pocket portable radio, priced at \$25 with case & earphone, is being imported by Polyrad Co., Cincinnati, with E. T. Conrad & Assoc., Canton, O. as national sales agency.

New 110-degree CR tube (RCA-17CDP4), for use in series heater-string operations, was added to RCA's tube line this week. It has 16 9/16-in. diagonal, length of 12 9/16-in., weighs 10 lbs.

Special uhf antenna, designed specifically for its portable sets, is offered by Motorola at no extra cost. It's loop type, rotatable.

Trade Personals: Joseph B. Elliott, ex-RCA exec. v.p. for consumer products, now exec. v.p. of Raymond Rosen & Co., received "Share Your Knowledge" award at dinner of Philadelphia Club of Printers and Craftsmen . . . James H. Carmine, ex-Philco pres., vacationing at Bal Harbour, Fla. where his yacht *Miljata II* is berthed . . . Ray Durst, ex-Hallcrafters exec. v.p., currently on homeward lap of world cruise on Cunard liner *R.M.S. Caronia*, is due to dock in Honolulu April 18, San Francisco April 24, may be addressed at ship in those ports via air mail up to April 14 . . . Edmour F. Giguere, ex-Clevite v.p., named to new post of mgr., new market coordination, RCA components div., Camden . . . Edward W. Allen Jr. promoted to mgr. of DuMont public relations, replacing Benjamin C. Bowker, who joins U. S. Plywood Corp. . . . Paul J. Weber promoted to marketing mgr., Ampex instrumentation div., succeeding John Jipp, now div. mgr.; Thomas E. Davis becomes national sales mgr., Al Sroka acting southwest district mgr. at Los Angeles . . . Samuel Olchak resigns as gen. sales mgr. of DeWald Radio . . . R. O. Richards named to new post of Westinghouse mgr. of advertising for company-built kitchen dept. . . . Byron C. Wagner promoted to Frigidaire air conditioning sales mgr., Fred E. Lehman to mgr. of commercial sales . . . Lee Palmer promoted to mgr. of Am-Par Record Corp., Hollywood, AB-PT's record manufacturing subsidiary . . . Ralph B. Austrian, ex-DuMont, named sales mgr. of Ling Electronics . . . Ivan R. Saddler appointed mgr. of materials & modules planning, RCA components div. . . . M. Ross Yeiter promoted to sales mgr. of Sylvania special tube operations, Woburn, Mass.

Cohu Electronics Inc., headed by Kay Lab chairman & pres. La Motte T. Cohu, has been organized with offices in San Diego to buy electronics manufacturing & development companies, provide financial & business management for others.

COMPENSATIONS paid in 1956 to officer-directors of TV-radio-electronics and related companies, as reported in proxy statements issued thus far, are summarized below (figures in parentheses indicate shares of common stock held at time of proxy notices):

RCA—David Sarnoff, chairman, \$200,000 (15,000); Frank M. Folsom, pres. in 1956 (now chairman of exec. committee), \$184,993 (13,369); Elmer W. Engstrom, senior exec. v.p., \$123,993 (1328); Charles B. Jolliffe, v.p. & technical director, \$79,730 (1093); John T. Cahill, gen. counsel, \$3150 (500) out of \$425,000 legal fees paid to firm of Cahill, Gordon, Reindel & Ohl, of which Cahill is senior partner. In addition, directors receiving compensation and holding stock were Harry C. Hagerty, \$16,650 (100); John Hays Hammond Jr., \$1000 (none) out of \$60,000 paid for lab services to Hammond Research Corp., of which he is pres.; George L. Harrison, \$8150 (1000); Mrs. Douglas Horton, \$6400 (300); Harry C. Ingles, \$12,850 (100); Edward F. McGrady, \$17,350 (200); Wm. E. Robinson, \$600 (100); Walter Bedell Smith, \$15,900 (100). In addition, John L. Burns, who succeeded Folsom as pres. on March 1, was listed as holding 200 shares of common as of that date.

Philco—Wm. Balderston, chairman, \$75,000 (5296); James M. Skinner Jr., pres., \$57,689 (9767); John M. Otter, exec. v.p., marketing, \$50,000 (8658); Larry F. Hardy, exec. v.p., consumer products, \$40,000 (6922); Leslie J. Woods, exec. v.p. research & engineering, \$40,000 (7244); Joseph H. Gillies, exec. v.p. operations, \$40,000 (5886). Sums do not include any compensation received from Philco Profit Sharing Plan, company's biggest single stockholder, holding 519,209 shares of common as of Dec. 31, 1956. In addition, under 1950 stock option plan, which is subject to revision at stockholders meeting April 5, following are options pending: Balderston, 19,428 shares; Skinner, 1396; Hardy, 6778; Otter, 5962; Woods, 6778; Gillies, 4423; v.p. Robert F. Herr, 2987.

Zenith—E. F. McDonald Jr., pres., \$165,446 (44,193); Hugh Robertson, exec. v.p., \$160,396 (1528); Leonard C. Truesdell, sales v.p., \$81,622 (none); Joseph S. Wright, v.p. & gen. counsel, \$54,649 (310).

Emerson Radio—Benjamin Abrams, pres., \$60,008 (231,245); Max Abrams, secy.-trcas., \$48,065 (83,209); Dorman D. Israel, exec. v.p., \$38,458 (1377). In addition, Benjamin Abrams held 27,539 shares as trustee for members of his family; his wife owned 19,594 shares. Max Abrams held 6655 shares as trustee for members of his family, wife owned 2828 and 2 sons owned 18,860. Louis Abrams, an Emerson director and pres. of subsidiaries Plastimold Corp. & Jefferson-Travis Inc., owned 47,878 shares personally, 1059 under trusteeship, wife held 1822 and son 26,333. Finally, aggregate of 63,801 shares was owned by 3 charitable corporations, of which Mr. & Mrs. Benjamin Abrams and Mr. & Mrs. Max Abrams were members. Also, Mr. & Mrs. Louis Abrams were members in corporation which held 2828 shares.

Tung-Sol—Louis Rieben, pres., \$49,955 (12,166); Donald A. Harper, v.p., \$35,663 (4643); Milton R. Schulte, exec. v.p., \$34,261

DISTRIBUTOR NOTES: Motorola appoints Penn Distributors Inc., 825 S. 26th St., Harrisburg (Elmer A. Groene, pres.) . . . DuMont appoints Moore-Fischer Distributing Co. Inc., 25 Ann St., Charleston, S. C. (Herbert L. Moore, pres.) . . . Muntz appoints Delta TV Inc., 2525 Natural Bridge Blvd., St. Louis (Philip Pagano and Jerome Norber, partners) replacing Don Adams Inc. . . . Thompson & Holmes Ltd., San Francisco (Hoffman Electronics) appoints Ed Faust sales mgr.; he's ex-Sacramento branch mgr. of Hoffman . . . Emerson Radio of Pa., Philadelphia, appoints Edward Addis, ex-Delaware Valley Distributors (ex-Crosley-Bendix) as sales mgr., replacing Samuel Raker, resigned . . . Olympic Radio appoints David Schwartz, ex-midwest regional mgr., as Boston factory branch mgr.; Richard B. Drezan promoted to v.p. in charge of N. J. branch, 155 Washington St., Newark . . . Hotpoint Appliance Sales Co., Philadelphia, appoints E. M. Carpenter as TV sales mgr., replacing Samuel Grabois, returning to former duties as Hotpoint district rep . . . Stuart F. Louchheim Co., Philadelphia (Zenith), promotes Robert J. Higgins to adv. mgr., replacing Herb Lieberman, resigned . . . Yancey Co. Inc., Atlanta (RCA) appoints W. J. Iredale Jr. adv. & sales promotion mgr. . . . Standard Electric Supply Co., Milwaukee (DuMont), appoints Ervin Graff as regional mgr. . . . Westinghouse Electric Supply Co. appoints Robert W. Stewart as national sales mgr. of new specialty products dept., in charge of radios & housewares.

A. John Hinck and Albert Steadman, the first employees of DuMont Labs, who joined with Dr. Allen B. DuMont in research and development work on CR tube in basement of Dr. DuMont's home in Upper Montclair, N. J., receive 25-year service pins from pres. David T. Schultz. Hinck is now section head of quality assurance lab for TV picture & industrial tubes; Steadman is consultant to chemistry lab for tube divs.

(3093). Chairman Harvey W. Harper, with 85,050 shares (no direct compensation) was listed as largest single stockholder.

Hazeltine—Jack Binns, chairman, \$50,872 (4100); W. A. MacDonald, pres., \$65,323 (2562); L. B. Dodds, v.p., \$51,845 (510); J. B. Dow, exec. v.p., \$35,416 (615); P. F. LaFollette, pres. of Hazeltine Electronics, \$47,763 (2000); W. M. McFarland, v.p., \$35,926 (519).

Raytheon (covering 7 months ended Dec. 31)—Charles F. Adams, pres., \$50,350 (13,440); Percy L. Spencer, v.p.-gen. mgr. of microwave & power tube operations, \$38,683 (1313); David L. Hull, v.p.-gen. mgr. of equipment operations, \$38,333 (none).

Texas Instruments—J. Erik Jonsson, pres., \$64,300 (444,608); Patrick E. Haggerty, exec. v.p., \$63,462 (142,159); Cecil H. Green, v.p., \$53,364 (350,851); Fred J. Agnich, pres. of subsidiary Geophysical Service Inc., \$39,038 (32,905); Carl J. Thomsen, v.p. control & finance, \$30,600 (15,497). In addition, Jonsson holds 1725 shares in trust for associate. Chairman Eugene McDermott, receiving no compensation for 1956, held 371,743 shares.

Whirlpool-Seeger—Walter G. Seeger, chairman, \$75,000 (39,946); Elisha H. Gray II, pres., \$107,219 (30,000); Donald W. Alexander, v.p., \$68,620 (none); John S. Holl, \$68,620 (54,912); John A. Hurley, v.p., \$68,620 (none). In addition, Gray Realty Corp., of which Mr. Gray is pres. & 50% owner, holds 50,000 shares.

Avco—Victor Emanuel, chairman, \$125,000 (26,000); James D. Shouse, chairman of Crosley Stations, \$75,000 (4050); Chester G. Gifford, v.p., \$70,000 (none); E. R. Fiore, v.p., \$47,277 (none); Arthur R. Kantrowitz, v.p., \$45,000 (11,000); Kendrick R. Wilson Jr., \$43,958 (none).

Electronics Corp. of America—Arthur G. B. Metcalf, pres., \$43,333 (136,999); John A. Long, senior v.p.-trcas., \$40,000 (137,000); Alfred H. Avery, v.p., \$36,666 (17,000).

Indiana Steel Products—Robert F. Smith, pres., \$53,250 (1085); Charles A. Maynard, \$31,000 (none).

Officers-&directors stock transactions reported to N. Y. Stock Exchange for Feb.: General Dynamics—J. V. Naish sold 3550, holds 200. General Telephone—Donald C. Power exercised option to buy 1000, holds 16,000. Raytheon—Ernest F. Leathem exercised option to buy 5775, holds 5838; N. B. Krim exercised option to buy 3500, holds 3500. American Stock Exchange: International Resistance—Charles Weyl made gift of 1000, holds 91,800.

P. R. Mallory earned \$3,065,108 (\$2.60 per share) on sales of \$68,356,203 last year, compared with \$2,225,649 (\$1.90) on \$63,931,811 in 1955.

PROFITABILITY OF TV stations, prime reason why venture capital is so eagerly moving into the field (Vol. 13:11), and enhanced lately by much-improved business being done by associated radio stations, is pointedly illustrated in 1956 annual report of Gross Telecasting Inc., operator of 7-year-old pre-freeze WJIM-TV, Lansing, Mich. (Ch. 6) and radio WJIM (250 w, 1240 kc). This was first single TV-radio operation to place stock on open market (Vol. 11:13, 17-18), a la Storer group (Vol. 9:45) and Bitner group (Vol. 12:48)—being traded over-the-counter at latest quotations (March 22) of 19¾ asked, 18¾ bid.

Just 2 years ago, Harold Gross family group's WJIM Inc., through underwriters Paine, Weber, Jackson & Curtis, was reorganized into Gross Telecasting Inc., registering 600,000 shares of \$1 par common stock (400,000 not to be issued) and 200,000 Class B common, also \$1 par and convertible into common as of March 31, 1958. Public was offered 193,000 common at \$15.75, Gross group retaining all Class B and pres. Harold Gross acquiring 7000 common. Gross group thus collected nearly \$3,000,000 for capital gains income while retaining operating control by virtue of equal voting power of B shares.

Latest annual report shows 1956 broadcasting and other revenues (not broken down as between TV & radio) totaling \$2,815,408 as against \$2,607,530 in 1955. Net earnings on the 400,000 shares outstanding were \$741,926 (\$1.85 per share) after provision of \$827,000 for Federal taxes, up from \$724,947 (\$1.81) in 1955 after \$775,000 taxes. Operating expenses went up to \$567,381 (including \$113,966 for salaries & wages, \$106,831 for depreciation &

amortization) from \$532,779 in 1955. Selling & administrative expenses totaled \$717,462 (including \$348,244 commissions, \$159,149 salaries & wages), up from \$620,876.

Common stock paid 30¢ quarterly dividend until fourth quarter, when it was raised to 40¢; Class B common paid 5¢ quarterly until upped to 7½¢ in fourth quarter. After payment of dividends, \$506,926 was added to earnings retained in the business, which aggregated \$2,588,287 at end of 1956. The Dec. 31, 1956 balance sheet shows current assets of \$3,009,024, current liabilities \$1,026,961 as against \$2,377,356 & \$787,129 at end of 1955.

Bearing out the harder-to-get thesis we expounded last week in report on how buyers & sellers are assessing station market, it's revealed Gross has negotiated for additional properties but was "unable to conclude any negotiations which in our opinion were to the best interests of our shareholders and within the financial means of the company."

Note: The rising scale of revenues, earnings and taxes in TV station operations, the relative position of radio—and the inevitably bigger tax bites—were illustrated in tabulation of the old WJIM Inc. figures for 1950-54 as disclosed in its SEC prospectus of 2 years ago, compiled after taking into account Harold Gross' 1950 salary-bonus of \$46,304 (\$15,000 being salary); 1951, \$68,312; 1952, \$132,282; 1953, \$166,753. In 1954, bonus would have scaled up to \$207,070 but was restricted to maximum of \$60,000:

Year	Gross Revenues Television	Gross Revenues Radio	Income Before Taxes	Net Income
1950	\$ 194,070	\$321,247	\$ 177,391	\$107,149
1951	575,615	330,909	387,100	196,508
1952	1,114,939	337,592	749,599	357,077
1953	1,539,951	317,375	927,933	419,891
1954	1,973,031	268,558	1,320,464	639,464

Financial & Trade Notes: Admiral's consolidated net sales in 1956 amounted to \$182,046,168, compared with \$202,361,797 in 1955 and \$219,565,089 in 1954. Profits also continued decline, totaling \$1,037,274 (44¢ per share) in 1956, compared with 1955 earnings, before special charges, of \$3,932,144 (\$1.66) and after special charges, of \$2,282,144 (97¢). In 1954, Admiral earned \$6,547,974 (\$2.77).

Current assets as of Dec. 31 were \$72,728,747, compared with \$76,191,391 on Dec. 31, 1955. Current liabilities were \$32,764,119 vs. \$30,706,754; net working capital, \$39,964,628 vs. \$45,484,637.

Significance of international operations to Admiral is highlighted in report. Pres. Ross D. Siragusa commented: "The growth potential [of Admiral subsidiaries] in Australia, Italy and Mexico is substantial as indicated by 1956 sales (not consolidated in financial report) of \$9,000,000 and profits before taxes of \$1,200,000. The bulk of this sales volume was recorded in the last 4 months of the year. Sales target for these subsidiaries in 1957 is \$20,000,000 with proportionately higher profits expected. Additional foreign manufacturing operations will be undertaken in the next 2 years." He also noted that Canadian Admiral had grown from a total investment of \$1,000,000 in 1946 to current net worth of more than \$8,000,000.

Unit sales of TV sets in 1956 exceeded 1955, contrary to industry as a whole. Siragusa also predicted that color sales will increase substantially this fall and "should be on a profitable basis." He also said that "distress selling" by some manufacturers will continue for a while, but added that both TV and appliance business should improve considerably in last 6 months of 1957.

Note: Though Admiral stock closed at 11 on March 22, it's interesting to note that book value of stock was \$24.03 per share on Dec. 31, 1956, only slightly down from \$24.59 on Dec. 31, 1955. Net worth was \$56,720,127 vs. \$58,074,948.

Zenith's 1956 net earnings of \$6,178,717 (\$12.55 per share) represented company's second best year, ranking only behind 1955's \$8,034,491 (\$16.31) and ahead of 1954's \$5,676,264 (\$11.53). Sales in 1956 totaled \$141,529,855, compared with \$152,905,005 in 1955 and \$138,608,360 in 1954. Operations in 1956, said pres. E. F. McDonald Jr., were adversely affected by "excessive industry inventories of competitive TV receivers which became apparent in the summer of 1956, continued throughout the year and were not successfully brought into balance with sales despite the vital importance of this problem." Another adverse factor, he said, was marketing of small-screen portables "priced without practical regard to manufacturing costs." In apparent reference to GE, he criticized "the attempt by one of the largest companies to obtain unit leadership . . . by unrealistic pricing." He said Zenith would enter color "when we feel the product and merchandising environment are right," added that hi-fi offered greatest opportunity for gain in immediate future.

Hazeltine's gross 1956 income from sales was \$6,918,475, consolidated net income after taxes and all known charges being \$1,873,162, comparing with 1955 gross of \$5,947,166 and net of \$1,604,825. Chairman Jack Binns and pres. W. A. MacDonald reported to stockholders that total govt. contract and sub-contract billings amounted to \$42,708,480, highest volume in any wholly peacetime year. Assets as of Dec. 31, 1956 were \$25,325,395, liabilities \$13,352,147. Earned surplus was \$10,355,844, with 716,586 no par value capital stock shares issued and outstanding carried at \$2,796,520. Major TV-radio-electronics development, manufacturing and licensing concerned paid 35¢ quarterly dividend through 1956 plus 2½% stock dividend Dec. 14 which required issuance of 16,586 additional shares.

National Co. had net loss of \$36,296 on sales of \$6,856,734 in 1956, compared with net loss of \$380,965 on \$5,125,607 in 1955.

Electronics Reports: "The next decade has more promise for engineers in electronics and the allied arts than any similar period of history." So said Philco research dir. Donald G. Fink, IRE editor, who looked 10 years into electronics' and IRE's future in March 18 address opening engineering group's convention in New York. Key words for the next decade, he added, are "communications, automation and atomic power." He outlined the challenges in each of these fields:

Communications—"In radio, [the fundamental] need is the growing shortage of space in the spectrum, the urgent need to find better ways of using the spectrum space we now have. What is needed is a really potent technique of compressing the information content of radio signals, a technique which information theory gives us every hope to achieve. When it is achieved, we can expect the wholesale abandonment of many forms of existing communications and a vast market for new equipment."

Automation—"The big challenge of electronimation . . . lies a step ahead of automatic production and inspection. The big step ahead is to automatic reasoning and the making of decisions . . . We can be sure that the next decade will bring us a much better understanding not only of the principles of rapid and flexible programming of computers, but also of the processes employed by the brain in the higher levels of mental activity. This understanding will set the stage for a whole new chapter in automation—the reduction of the waste and inefficiency which results from faulty planning and ill-advised execution of business activity."

Nuclear power—Noting that present power sources are "not likely to meet the demands of civilization a century hence," Fink said "the production of power from

Texas Instruments, amplifying earlier estimates, reports 1956 net income of \$2,349,103 (72¢ per share on 3,008,275 common shares), up 44% from 1955's \$1,581,790 (50¢ on 2,987,013). Sales last year amounted to \$45,699,358, compared with \$28,685,000 in 1955. Military sales accounted for \$12,850,247 (28%) of last year's volume, and military backlog totaled \$25,000,000 on March 15. Company has achieved extraordinary growth in its 7 years of operation, rising from net profit of \$348,000 (12¢ per share) on sales of \$7,583,000 in 1950, when data included companies under common control with Texas Instruments prior to their acquisition as subsidiaries. Pres. J. E. Johnson told stockholders that no dividends on common stock would be declared in effort to finance building expansion and research. Company plans to open marketing offices this year in Washington, Dayton, northwest region and eastern Canada.

Barnes Engineering Co., Stamford, Conn., which in 1955 was spun off old Olympic Radio (now Unitronics Inc.), reports 6-mo. sales to Dec. 28, 1956 amounting to \$664,776, which compares with \$696,499 for full year ended June 30, 1956. Pres. R. Bowling Barnes states 6-mo. consolidated profit of \$152,579 was best yet, deriving mostly from dividends of Clarksburg Television Cable Corp., W. Va. community antenna subsidiary recently sold to NWL Corp. for \$879,000, of which \$550,000 was cash (Vol. 13:11). Balance sheet as of Dec. 28 shows total current assets of \$736,519, current liabilities \$530,434.

Corning Glass, with no breakdown by products, reports record consolidated sales of \$163,053,557 for 1956, compared with \$157,663,837 in 1955. Profits declined to \$18,432,753 (\$2.72 per share) from \$18,626,671 (\$2.76) in 1955. Taxes were \$19,300,000 in 1956 vs. \$20,270,000 year earlier.

Aircraft Radio earned \$581,784 (\$1.96 per share) on sales of \$8,685,054 in 1956, compared with \$134,994 (\$1.47) on \$7,479,731 in 1955.

fusionable materials such as deuterium (by the 'hydrogen bomb' reaction) is not only potentially much cheaper in energy per pound of fuel, but the reserves of deuterium in the oceans are so vast as to meet the foreseeable demands for a billion years."

ELECTRONICS PERSONALS: Wm. H. Doherty, asst. v.p. of merchandising of AT&T, named asst. to pres. of Bell Labs . . . Eubert F. Taggart, mgr. of market planning & development of GE's apparatus sales div., appointed director of electrical equipment div. of Commerce Dept.'s Business & Defense Services Administration . . . E. A. Link, chairman of Link Aviation, named vice chairman and member of exec. committee of parent General Precision Equipment Corp. . . . Dr. Arthur O. McCoubrey, ex-Westinghouse, named head of National Co. physics dept. . . . Willard A. Giddens and James F. Rowe elected v.p.'s of Hupp Corp.

Development light amplifier panel, capable of increasing visible brightness of projected light up to 1000 times, was described at IRE convention by RCA Labs' Benjamin Kazan. Capable of converting X-rays into bright visible light, new device may have important applications in fields of slow-scan industrial TV & radar display, Kazan said.

Allocations table—or FCC itself—should be consulted by developers of electronic equipment before they try to select operating frequencies, Commission warned in public notice (Mimeo 41972) issued March 21. Otherwise, it said, "considerable investment of time & money may be wasted."

Military electronics convention sponsored by IRE will be held June 17-19 in Sheraton-Park Hotel, Washington.

Sylvania's over-all sales so far this year are "a little better" than 1956 rate, but profits are "not quite as good as last year," Sylvania chairman-pres. Don G. Mitchell told *Wall Street Journal*. In first quarter of 1956, Sylvania earned \$4,323,086 (\$1.28 per share) on sales of \$83,288,726—highest first quarter in company's history. He said Sylvania's TV operations, including sets & tubes, are at "top speed," added that his company would join others in raising TV prices (Vol. 13:10). Sylvania also plans to introduce more compact 21-in. receiver—"the closest thing yet to a 21-in. portable." On color: "We've now tested the 'magic price' of \$495 and found it isn't the answer." He also revealed that Sylvania had been studying white goods field for last 3 years but hasn't entered it because of what he calls "a cut-throat competitive situation."

DuMont Labs lost \$3,887,000 on sales of \$47,401,000 last year after tax carryback of \$1,262,000 and setting up \$1,688,000 reserve, compared with loss of \$3,674,000 on \$66,378,000 sales in 1955. Lower 1956 sales reflect spin-off of DuMont Bestg. Co. in Dec. 1955; reserve covers write-off of balance of TV transmitter inventory. Despite losses, pres. David T. Schultz said "we believe we have a solid foundation on which to build for the future," in which DuMont will concentrate on "highest quality" TV receivers, increase participation in other electronics areas, work with Chromatic TV Labs toward development of "profitable volume market for color TV sets."

Dividends: Packard-Bell, 12½¢ payable April 25 to stockholders of record April 10; IT&T, 45¢ April 15 to holders March 22; General Dynamics, 50¢ May 10 to holders March 25; Howard W. Sams & Co., 10¢ April 25 to holders April 15.

Collins Radio had net income of \$2,345,035 (\$1.48 per share on 1,504,317 shares outstanding) on sales of \$64,283,279 in 6 months ended Jan. 31, compared with \$2,197,271 (\$1.38) on \$67,103,794 in first half of preceding year.

Network Television Billings

January 1957 and January 1956

(For Dec. and full 1956 report see *Television Digest*, Vol. 13:7)

NETWORK BILLINGS in Jan. ran 11.9% above Jan. 1956—\$43,522,551 vs. \$38,897,617—though seasonally somewhat down from Dec.'s \$44,761,571, according to Publishers Information Bureau. CBS's gross charges for Jan. were 13.5% above year ago; NBC's 13.3%; ABC's 4.1%. The complete PIB report for Jan.:

NETWORK TELEVISION			
	January 1957	January 1956	% Change
CBS	\$20,231,474	\$17,820,455	+13.5
NBC	16,645,496	14,695,116	+13.3
ABC	6,645,581	6,382,046	+ 4.1
Total	\$43,522,551	\$38,897,617	+11.9

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.

Success of quiz shows, notably \$64,000 *Question* and \$64,000 *Challenge*, has contributed substantially to Revlon's big sales spurts in last few years—but company notes, in prospectus filed with SEC March 14, that it's difficult to say how much. Revlon's sales zoomed from \$28,306,898 in 1953, to \$85,767,651 in 1956. Accompanying prospectus was copy of production contract with Louis G. Cowan Inc. (now Entertainment Productions) revealing that Revlon has right to consider another time period on CBS-TV for \$64,000 *Question* if Trendex dropped below 35 for 5th or 6th telecasts in 13-week series beginning Dec. 7, 1956 or same shows in 13-week series beginning March 5, 1957, or if program dropped out of top 6 shows. Revlon sets aside \$15,300 per week as total prize money for show, plus contingency fund of at least \$25,000 at all times. If money given away on any one program is below \$13,500, Revlon receives rebate. Contestants must not appear on any program lampooning \$64,000 *Question* for one year, or on any program in same time period for 6 months. Revlon also had right to drop out of co-sponsorship (with Kent cigarettes) of \$64,000 *Challenge* if show's Trendex dropped below 21 by 7th program in first 13-week cycle. Note: March 18 *Broadcasting-Telecasting* devotes lead story to roundup of quiz shows on TV, pointing out that sponsors are reaping a windfall in sales from comparatively small investments, whereas lucky winners are taking a wallop from tax collectors.

Three applications for TV stations and 4 for translators were filed with FCC this week. Station applications were: (1) For Ch. 2, St. Louis, by local group headed by attorney Lon Hacker and including major leagues baseball coordinator Wm. O. DeWitt and chancellor Eathan A. Shepley of Washington U. (2) For Ch. 45, Youngstown, O., by radio interests in Campbell, O. and Erie & Titusville, Pa. (3) For Ch. 12, Port Arthur, Tex., by owners of WDSU-TV, New Orleans; WAFB-TV, Baton Rouge, and WDAM-TV, Hattiesburg, Miss. Translator applications were for Newport, Ore., Ch. 74, by Radio Center, to rebroadcast KOIN-TV, Portland; Rock Springs, Wyo., Ch. 78, by Translator T. V. Bestg. Co., to rebroadcast KSL-TV, Salt Lake City; Rock Springs, Wyo., Ch. 74 & Ch. 70, by Translator T. V. Bestg. Corp., to rebroadcast KTVT & KUTV, Salt Lake City. Total applications for stations stood at 117 (24 uhf); for translators, 57. (For details, see *TV Addenda 24-K* herewith.)

Highly successful public service conference conducted by Westinghouse Bestg. Co. in Boston Feb. 27-March 1 (Vol. 13:9) will be repeated next year, date & place not yet set.

Highlights of NARTB convention April 7-11 at Chicago's Conrad Hilton Hotel: **Mon.** (April 8)—TV film panel; labor clinic; seminar on "FM's Expanding Future"; **Tue.**—Joint session of management & engineering conferences featuring address by Gen. Alfred M. Gruenther and presentation of Keynote Award to Herbert Hoover (to be accepted by pioneer engineer C. M. Jansky Jr.); address by FCC chairman McConnaughey; TV management conference featuring address on TASO by exec. director Dr. George R. Town, discussions on color TV and code observance, panel on TV management organization planning & direction; radio management conference featuring panel on "This Business of Radio—Inventory 1957"; **Wed.**—Joint session of TV and radio management conference, with panel of all FCC commissioners and film presentation on "Electronic Journalism in the Courtroom"; luncheon address by Fellows; presentation by Radio Advertising Bureau; Radio Pioneers' dinner; **Thu.**—TV management conference featuring all-industry TV music license session and presentation by TvB on "TV—1957's Salesman."

Two new packages of post-1948 feature films are expected to be placed on TV market at NARTB Chicago convention April 7-11: The 83 features in Matty Fox's C&C TV Corp. 1949-55 RKO library and 52-picture package owned by United Artists. Fox has already settled with talent unions on payment formula (Vol. 12:51) and UA is currently in negotiations with unions on domestically produced features in the package. No union repayments are required on foreign-made pictures. Fox is expected to release 75 of his films for immediate showing; other 8 must await completion of their theatrical showings.

NBC-TV's educational program series, being fed live to 18 non-commercial outlets (Vol. 13:10), has drawn rave notices from leading newspaper critics, who generally hailed stimulating effect of cultural programs. Another commercial station, WRCV-TV, Philadelphia, this week announced plans to carry series via kine, revamping week end program schedule to make room for it. Philadelphia's uhf educational outlet WHYY, is not yet on the air.

Baseball TV rights will yield \$9,300,000 to 14 major clubs in upcoming season—up 50% from \$6,200,000 estimated for 1956 (Vol. 12:9)—according to March 25 *Television Age*. And advertisers will pay total of \$31,800,000—increase of \$5,600,000 from last year—for all costs involved. All clubs but Milwaukee in National League & Kansas City in American League will be on TV regularly.

Newsstand prices doubled for *World-Telegram & Sun* and *Journal-American* in N. Y. this week, both going to 10¢, leaving only *Post* at 5¢ in afternoon. *Times* (which raised out-of-town Sunday editions to 35¢ from 25¢ recently) and *Herald Tribune* stayed at 5¢ daily but were considering joining general trend up in wake of \$4 per ton newsprint rise.

Highest magazine ad rates—\$25,275 for black-&-white page, \$37,975 for 4-color—were posted this week by *Life* in 9% increase effective with Sept. 9 issue. Accompanied by 7% circulation-base increase to 6,000,000, new prices put *Life* rates ahead of *Readers Digest's* (\$35,000 for 4-color page). *Newsweek* and *Time* increase single-copy price from 20¢ to 25¢ with April 1 issue.

Kenneth Cox, chief counsel of Senate Commerce Committee's TV investigation, plans to leave Capital about April 1 to resume his law practice in Seattle. He is now completing 2 draft reports—on Committee's network investigation and its allocations study. Former is expected to be completed next week.

Film Producers Assn. of N. Y. will conduct industry-wide TV advertising workshop April 2 in Avon Theatre, N. Y., with theme "New Horizons for the TV Commercial—New Techniques, New Ideas, New Film."

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

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SUMMARY-INDEX OF THE WEEK'S NEWS — March 30, 1957

PAY-TV PROGRESS slow at FCC. Two proposals up for discussion next week—more evidence-gathering or permitting experimental start (p. 1).

"BLOCK-BOOKING" ANTI-TRUST suit against Loew's in library sales to TV seen as first of series of Justice Dept. actions against feature distributors (p. 2).

TV COMMERCIAL COMPLAINTS filed by Federal Trade Commission against 3 pharmaceutical concerns fail to indicate broadcasters are to blame (p. 3).

STORER SALES & PROFITS hit new highs, continuing consistent rises since 1950. Stockholders now exceed 5000, with aggregate equity of \$21,794,712 (p. 3).

CBS AWARDED ST. LOUIS Ch. 11, FCC defending network practices against "monopoly" charges; KMOX-TV slated to be on air in 4 months (p. 4).

TV INVENTORIES CUT 10% in first 3 months of 1957, as result of production cutbacks, steady unit sales. Step-up in 110-degree tube output (p. 10).

CBS INTERNATIONAL, only 2 years old, now markets variety of TV-radio-appliance products abroad, promises to be sizeable trade entity (p. 12).

ABC INCREASED INCOME in 1956 to \$98,759,306, from \$81,116,634 in 1955; total AB-PT earnings were \$8,476,716 vs. \$8,373,000 (p. 13).

END OF CANADIAN gov't. TV monopolies, new broadcast regulatory body, limit on foreign investment in stations, start of colorcasting urged by Royal Commission (p. 5).

TOP 100 ADVERTISERS list for 1956 shows Procter & Gamble far-&-away biggest network TV spender, putting 80% of its investment into TV (p. 6).

GRADUAL PROGRESS ON PAY TV AT COMMISSION: FCC gave toll TV another whirl March 26, got a little closer to "something," will take crack at it again April 2. Two alternative proposals will be up for consideration: (1) Seek more specific data through comments and/or hearings. (2) Authorize tests by non-affiliated stations, limiting them to 15% of stations' operating time.

First proposal is for revision of document considered this week. It was draft by staff which had been instructed to come up with something encompassing the ideas of all commissioners. It didn't satisfy majority this week. Second proposal was tendered by Comr. Doerfer, will contain amendments suggested by Comr. Craven.

It's doubted that either will be adopted as is. They contain such suggestions as: seek more authority from Congress; establish specific deadline for end of hearings to avoid dragging on; ask licensees for ideas on hours, franchise agreements, whether or not rates can or should be regulated; set test periods for the remainder of stations' present licenses -- after which Commission will determine whether to authorize pay TV finally or summarize experimental results through evidentiary hearings, etc., etc.

It's a grand melange, as you well can see. Almost anything previously discussed may be found in the proposals. Chairman McConnaughey says: "You can't realize just how complex it is, but the commissioners are really working hard to come up with a reasonable answer." He says he'd planned to pose some of the questions during NARTB convention speech April 9 but changed his mind when CBS asked to carry the address, stating: "The public isn't interested in these technicalities."

Strongest pay-TV proponent on Commission, Comr. Lee, isn't able to get anywhere with his idea that subscription be limited initially to uhf. And there seems to be little support for permitting it in one-station or 2-station markets -- and facing the howl from viewers who could get little or no TV during scrambled periods without plunking down cash for it.

The movie exhibition industry is scratching its collective head with a puzzled look on its face. After opposing telecast pay TV so violently for so long, it is now getting excited over wired TV systems in which it may become a happy partner. The rush is now on to buy inexpensive insurance in form of city franchises to string cable along streets -- and wait out next developments.

MORE MOVIE-TV ANTI-TRUST SUITS COMING? Govt.'s civil anti-trust action against MGM parent Loew's Inc. almost certainly presages further Justice Dept. attempts to break up practice of selling feature films to TV stations in fixed "packages." It's the second anti-trust action to come out of Justice's continuing TV investigation.

Chief trust-buster Asst. Attorney General Victor Hansen told us at week's end: "Our investigation of feature film sales is continuing. This just happens to be the first case where we believe we have the necessary evidence. We can't file all of them at once; we are still gathering evidence with regard to other distributors to determine whether further action is warranted."

Justice Dept. is proceeding with its all-out TV probe, he said, "exactly as I indicated in my statement in New York" before Celler anti-trust subcommittee -- in which he hinted at possibility of anti-trust action covering almost the entire tele-casting waterfront (Vol. 12:37). "Our first step was the NBC-Westinghouse action" challenging swap of Philadelphia & Cleveland stations (Vol. 12:49 et seq.), he told us. "This one happened to come along next; there's no timetable."

Suit against Loew's Inc., filed March 27 in N.Y. Federal Court, charges violation of Sherman Act in Loew's "package" leasing of full library of 723 MGM feature films to TV stations on alleged take-it-or-leave-it basis. This is block booking, says Justice -- declared illegal by Supreme Court in 1948 Paramount case.

Effects of MGM's full-library-sale practices, Govt. charges, have been: "(1) TV stations have been forced to purchase large numbers of feature films not desired by them. (2) The playing time of TV stations has been arbitrarily preempted, thus preventing them from securing film from other producers and distributors. (3) TV stations which are financially unable to take feature films in the large quantities required by the defendant have been prevented from obtaining any of the features... (4) TV stations have exhibited many feature films that are inferior in quality, which...they would not [otherwise] have exhibited."

Govt. asks injunction to bar Loew's from refusing to license feature films on "picture-by-picture, station-by-station basis," and also seeks order requiring company "to offer to renegotiate the existing contracts" so as to give any station an opportunity to take only the films it wants.

"Such relief would not prevent TV stations from licensing a large number of pictures at one time for administrative convenience," said Attorney General Brownell in press statement explaining suit. "The only requirement would be that the distributor must permit the station to select the pictures making up the group and permit negotiations picture-by-picture."

Rule established in Paramount case with regard to sales to theatres "applies in TV," said Hansen statement. "The present action should be especially helpful to unaffiliated TV stations which, not having access to network programs, must place their main reliance on films, particularly feature films."

Loew's TV station purchases are mentioned in complaint thus: "In at least 3 instances, corporations owning TV stations have issued or transferred 25% of their voting capital stock to defendant in exchange for licenses to exhibit said films on TV" (Loew's has acquired 25% of Los Angeles' KTTV, Denver's KTVR and Minneapolis' KMGM-TV). However, suit doesn't ask court action with regard to station ownership.

* * * *

Loew's says it will fight, pres. Joseph R. Vogel stating: "Our company has never engaged in this practice and I foresee no difficulty in persuading the Govt. or anyone else of this fact. We have made our TV deals at arm's length and, I am confident, to the satisfaction of the buyer as well as the seller. We have no hesitancy in cooperating with the Govt. in its objective of establishing the principle of non-forcing deals, since that is the only way we have conducted...ourselves."

MGM's pre-1948 features are licensed to stations on 7-year lease basis. To date, 35 TV outlets have leased complete 723-picture library. Aiming now at smaller markets, MGM recently offered to split library into smaller packages, has already sold group of 650 films to one station, 350 to another -- and now reports at least "another dozen" stations are negotiating smaller-package deals.

FIRST GOVT. COMPLAINTS ON TV COMMERCIALS: Federal Trade Commission this week filed long-awaited complaints against alleged false advertising on TV and radio, but apart from mentioning networks involved and saying that they were the first complaints brought as result of its TV-radio monitoring setup, gave no indication that broadcasters were in any way responsible. They were not made parties to complaints, and are not required to answer. Furthermore, the same ads also appeared in newspapers.

NARTB code officials declined to comment on FTC complaints pending further study. It was known that FTC did not contact NARTB before filing complaints, which were against 3 national manufacturers of arthritis and rheumatism medicine. Two of them, Mentholatum Co. and Whitehall Pharmacal, used TV and radio; the third, Omega Chemical Co., used radio and newspapers. Mentholatum used NBC-TV and CBS-TV; Whitehall used CBS-TV and Mutual; Omega used local radio outlets.

Final decision on how seriously broadcasters regard complaints must await any possible action by networks against sponsors or agencies. And that isn't likely until ruling is handed down on complaints. Respondents must answer by June 7.

STORER BROADCASTING Co., prodigy of the independent station operators (5 vhf, 2 uhf, 7 radio), enjoyed another record year in 1956, reporting operating revenues of \$28,313,383 and net profit of \$5,517,207 (\$2.23 per share) after taxes of \$5,935,684. This compares with \$24,051,726 revenues, \$4,330,428 profit (\$1.73) after \$4,462,-449 taxes in 1955.

Comparative figures since 1950, when its operations were primarily radio and it had only the one pioneer TV station it founded in Toledo, show "how Storer has capitalized on the nation's expanding economy," the 1956 report states, and how "careful selection of markets, and progressive policies in serving them, have resulted in a steady growth of profits from both radio and TV operations."

In 1950, revenues of the then family-owned firm totaled \$6,657,114, net profit \$926,475 (39¢ per share); 1951, \$9,560,086 & \$1,464,776 (63¢); 1952, \$11,475,618 & \$1,594,956 (69¢); 1953, \$14,901,078 & \$2,186,415 (94¢); 1954, \$17,736,531 & \$3,680,779 (\$1.62), including \$897,655 non-recurrent profits on sale of broadcasting facilities.

Firm is one of few in telecasting-broadcasting other than the networks (in which station ownership is part of other big corporate operations) whose stock is traded publicly. It placed an issue on the market in 1953 and is now listed on N. Y. Stock Exchange.

At present, 973,610 shares of \$1 par common are issued, after deducting 6000 held in treasury, out of 3,600,000 authorized, along with 1,501,140 shares of \$1 par Class B common, convertible share for share into common, out of 2,314,460 authorized. All Class B is held by founders, pres. George B. Storer and his brother-in-law, senior v.p. J. Harold Ryan, or their families and trusts. Their aggregate percentage of total voting stock is 52.67% (George Storer's being 44.16%). In Oct. 1956, for estate purposes, Mr. Storer sold to underwriters 14,640 shares of common and 185,360 Class B, which were converted to an equal number of shares of common prior to public sale.

Report reveals 62% of common is held by 4967 individuals, 27% by 200 corporations, institutions, trusts, fiduciaries & brokers, 11% by 24 officers & directors (for remunerations and stockholdings of top officers-directors, see p. 12).

Stated policy is to retain about two-thirds of earnings for planned expansion, and amount retained at end of 1956 was \$3,645,886. Dividends totaled \$1,481,390 on the common, \$389,931 on Class B. Annual rate on common went up to \$1.80 with 10¢ extra at year's end, and on the B to 24¢ with extra of 2¢.

Financial position at end of 1956, as summarized in

report: current assets, \$7,422,203; current liabilities, \$3,131,884; working capital, \$4,290,319; net fixed assets, \$9,711,503; all other assets, \$11,400,890; invested capital, \$25,402,712; long-term debt, \$3,608,000; shareholders' equity, \$21,794,712.

WBRC-TV, Birmingham (Ch. 6), with AM & FM adjuncts, are the stations being sold by Storer Bestg. Co. to comply with FCC limitations, now that Commission has approved Storer's purchase of WPFH, Wilmington, with radio WIBG & WIBG-FM, Philadelphia. Birmingham buyer is Taft family (Hulbert Taft), deal due to be consummated shortly, with price \$6-\$6,500,000. In filing for the Wilmington purchase (for \$5,626,312 plus about \$1,000,000 liabilities), Storer had told FCC it would sell its Birmingham or Atlanta outlets. Storer is still seeking purchase of WMUR-TV, Manchester, N. H. (Ch. 9) and move of its transmitter to site about 20 mi. from Boston. Westinghouse Bestg. Co., operator of WBZ-TV, Boston (Ch. 4), this week filed comments in Manchester case, bitterly attacking Storer for "trafficking in licenses," also asserting new site wouldn't comply with Commission rules. Storer had deal, contingent on Manchester approval, to sell its WAGA-TV, Atlanta (Ch. 5), with WAGA & WAGA-FM, to *Washington Post* for \$6,500,000 but it fell through when FCC failed to approve Manchester plan.

Transfer of WAPA-TV, San Juan, P. R. (Ch. 4) to new firm in which Winston-Salem Bestg. Corp. (James W. Coan, pres.) holds 80%, is understood to involve about \$1,000,000. Winston-Salem operates WTOB-TV, Winston-Salem (Ch. 26) and radios WTOB; WSGN, Birmingham, Ala.; WLOW, Portsmouth, Va. Transaction doesn't include radio WAPA. Goar Mestre group, operator of Cuba's CMQ TV & radio network, retains its 20% of WAPA-TV through holdings in new firm, with Jose Ramon Quinones interests dropping out.

Key TV Inc.'s purchase of KEYT, Santa Barbara (Ch. 3) for \$1,400,000 (Vol. 13:9) was approved by FCC this week. Heading Key TV is Richard C. D. Bell, ex-v.p. of KPIX, San Francisco, who owns 16%; his cousin Wm. F. Luton owns 41%; attorney Robert H. Dunlap, 41%. Selling group includes Colin M. Selph; Harry C. Butcher, ex-CBS v.p. who owns radio KIST, Santa Barbara; actor Ronald Colman; Chicago adman Arthur F. Marquette, who will serve as a Key TV director.

FCC asked Congress to amend Communications Act to require that "abandoned or unused radio towers" meet same painting & lighting requirements that would be applicable if they were in use. This legislation was recommended in tall tower study by Joint Industry-Govt. Tall Structures Committee (JIGTSC).

CBS RECEIVED GRANT for St. Louis Ch. 11 this week, FCC upholding hearing examiner Thomas H. Donahue and reaffirming its earlier informal decision. The 4-3 decision culminated 3½-year battle among 5 applicants. Decision is notable in that it reveals definite show-me attitude on part of Commission with regard to charges of network "monopoly."

In reply to accusations by CBS's opponents that network violates anti-trust laws through station ownership, spot sales organization, film & live program control, talent contracts, etc., FCC majority stated: "There is no showing on the record of this proceeding which persuades the Commission that CBS has attained the position of dominance urged by its opponents through its various broadcast and other activities or that these activities, coupled with its station holdings, are adverse to the public interest. Rather, as indicated on this record, they are facets of network and business operation as it has developed under the American system of broadcasting wherein only licensees are subject to direct Commission regulation and the greater public benefit deemed to flow from the permitting of network operations free from direct operation through this Commission."

CBS was judged superior to its opponents—Broadcast House, St. Louis Amusement Co., St. Louis Telecast Co. & 220 Television Inc.—in background & experience, record of its local radio KMOX in satisfying community needs, availability of network programming, superiority and reliability of programming proposals, color broadcasting and staff.

Comrs. Hyde, Lee & Bartley dissented, latter issuing statement favoring grant to 220 Television and saying majority didn't give sufficient weight to its programming proposals.

CBS lost no time in making preparations for putting station on air, announcing programs would begin from interim studios in 4 months, with permanent installation to be completed by end of 1958, at total investment of \$4,500,000. Radio KMOX gen. mgr. Gene Wilkey was named gen. mgr. of new KMOX-TV.

In another case involving grant worth millions—fight over Boston's Ch. 5—FCC reportedly instructed staff to draft ruling denying petition of *Boston Globe* which asked case be reopened. *Globe* had charged that *Herald-Traveler* (WHDM), which holds FCC majority in tentative voting, threatened to drive *Globe* out of business unless it consented to merger (Vol. 13:5). If *Globe* petition is turned down, it's assumed Commission will go ahead and finalize grant to *Herald-Traveler*.

KFDM-TV, Beaumont, Tex. (Ch. 6), on air since April 24, 1955, lost another round in litigation (Vol. 12:18) to keep permit. Following court-ordered FCC hearing, examiner Annie Neal Hunting said in initial decision March 26 that permit held by Beaumont Bestg. Corp. should be rescinded and given instead to Enterprise Co.

FCC Chairman McConnaughey still says he hasn't made up mind about accepting reappointment when term expires June 30, repeats that Administration urges him to stay. Though there's prevalent belief he'll leave, some of his closest associates predict he'll confound prognosticators by taking reappointment.

New WIIC, Pittsburgh (Ch. 11), with mid-July on-air target, will become NBC-TV basic affiliate, Westinghouse's KDKA-TV retaining CBS-TV plus some ABC-TV programs. Westinghouse spokesmen says no affiliation shifts are in prospect for its other stations: WBZ-TV, Boston (NBC); KYW-TV, Cleveland (NBC); KPIX, San Francisco (CBS).

(*Beaumont Enterprise*-KRIC) because of deal with W. P. Hobby (*Houston Post*-KPRC-TV) by which he would gain largest single interest (32½%) in KFDM-TV.

Commission had granted Ch. 6 application of Beaumont Bestg. Corp. on Aug. 6, 1954, in contest with *Enterprise* and KTRM, which won stay on Dec. 3. In effort to settle issue, licensee negotiated agreement Dec. 15 with KTRM and Hobby providing for payment of \$55,000 to KTRM for expenses in case, from which KTRM withdrew 2 days later. *Enterprise* was denied rehearing by FCC Jan. 28, 1955, but carried appeal to D. C. Circuit Court, which returned case to Commission Dec. 29 to reconsider status of ownership of KFDM-TV. Examiner Hunting concluded that Hobby deal constituted "substantial change" in Beaumont's status during proceedings. She acknowledged KFDM-TV "is faced with a dilemma; but it is a dilemma of its own making."

FCC's authority to weigh diversification of media ownership was again affirmed this week, when Supreme Court declined to review Court of Appeals unanimous decision sustaining Commission's denial of McClatchy Bestg. Co. competitive application for Sacramento's Ch. 10 (Vol. 12:4). FCC had granted KBET-TV, turning down McClatchy on grounds of too-heavy concentration of newspaper-radio ownership. Court of Appeals had ruled that "the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

* * * *

Both Commission and Court of Appeals are really getting loaded up with petitions challenging FCC's deintermixture decisions. Among them: WIRL, Peoria, which had held conditional CP for Ch. 8 before channel was shifted to Rock Island, went to court; GE asked FCC to hold up on proposal to add Ch. 6 to New Haven, Ch. 8 to Providence, while it argues that its WRGB, Schenectady, not be shifted from Ch. 6 to uhf; Capitol TV Corp., Providence (Harry Pinkerson, pres.), asked Commission to go back to original proposal to shift Ch. 3 from Hartford; WTUV, Evansville, which is losing Ch. 7 to Louisville, asked for reconsideration and stay; WNOK-TV, Columbia, S. C. (Ch. 67), citing serious financial conditions, urged that Ch. 5 be added to city as originally proposed.

There was one final allocations change—addition of Ch. 3 to Ainsworth, Neb. Following changes were proposed by Commission: (1) Add Ch. 12 to Lamar, Colo. (2) Add Ch. 10 to Presque Isle, Me. (3) Shift KTVX's Ch. 8 from Muskogee to Tulsa. (4) Shift Ch. 10 from Pullman, Wash. to Moscow, Ida. or shift Ch. 12 from Coeur d'Alene to Moscow. (5) Shift KYAT's Ch. 13 from Yuma, Ariz. to El Centro, Cal. (6) Add Ch. 12 to Farmington, N. M. (7) Shift Ch. 33 from Reading to Harrisburg, Pa. or to York.

Another uhf CP was cancelled—KCOA, Corona, Cal. (Ch. 52)—while Commission granted Ch. 82 translator to serve Romeo, La Jara & Manassa, Colo. to San Luis Valley TV Inc.

Another victory for community antenna operators in their fight against 8% Federal excise tax on "wire & equipment services" was won in Appeals Court for Third Circuit in test case brought by National Community TV Assn. Court ruled community antenna charges aren't subject to tax since CATV service is "supplied as an aid to reception only" and does not constitute wire communication from point of origin to point of reception. Last November, NCTA won similar case in Appeals Court for Fourth Circuit.

CBS TV Affiliates Assn. meets April 5-6 at new studios of WBBM-TV, Chicago. Frank Stanton, pres. of CBS Inc., and Merle S. Jones, pres. of CBS-TV, head speakers.

END OF CBC's TV station monopolies and of its broadcast regulatory functions are recommended in Fowler Report on Canadian TV & radio, in works for year and likely to be translated into law at next session of Parliament.

Prepared by 3-man Royal Commission headed by chairman Robert M. Fowler of Canadian Pulp & Paper Assn., 150,000-word report was released March 28 and tabled next day by House of Commons in Ottawa, where Parliament session is near end. Any action will be delayed until at least after general election expected in June, but Canada generally adopts Royal Commission recommendations.

Fowler report calls for:

(1) Abandonment of single-station TV policy by which privately-owned stations can't compete in same cities with CBC. Second stations in CBC areas would be permitted so long as they "substantially" meet standards of national CBC network.

(2) Abolition of present CBC Board of Governors, and replacement of it by new Board of Broadcast Governors, distinct from CBC. New Board would be responsible for all TV & radio, partly separating CBC from over-all control of private broadcasting.

(3) Direct financing of CBC through Parliamentary grants instead of present system earmarking 15% excise tax on TV sets, radios & parts to CBC for operating expense. New formula would continue excise, but turn revenue from it into capital budget. Urging Parliamentary appropriations for CBC operations based on percentage of consumer spending, Commission said excise system is "unsatisfactory"—it "yielded too much" in early TV years, "too little" recently. No direct license fees on TV or radio receivers are contemplated, Commission criticizing them as poor source of revenue, expensive to collect, disliked by

public. It estimated that CBC would get about \$170,000,000 from public funds by 1963 in proposed formula.

(4) Restriction of foreign ownership in Canadian stations to maximum of 20% in the future, but no sell-off would be required in cases where current foreign investment is greater than 20%.

(5) Introduction of color TV by CBC stations on "conservative and gradual basis," with perhaps 50% of CBC-TV programming in color by 1963. Private TV stations would be free to make own decisions whether or when to begin colorcasting.

(6) Rejection of subscription-TV concept—at least for time being—since a pay system might siphon many popular programs away from free TV.

Commission strongly backed principle of state-supported TV & radio, stating that only publicly-owned system paid for by taxpayers can sustain Canadian national identity. Private system would soon be engulfed by U. S. broadcasting wave from across border, report said, adding that there is little hope now that national Canadian network can be operated profitably.

Canadian Assn. of Radio & TV Broadcasters, holding annual meeting at Quebec City, hailed report for recognizing position of private broadcasting in face of monopoly. It particularly welcomed recommendations for creation of new governing body and licensing of competitive TV stations.

At press conference after report was issued, Fowler said Commission had found no evidence of any attempt by Govt. to exercise political influence on broadcasting. Fowler also said general level of TV & radio programming is good, that Canadians do not feel they're getting second-best fare compared with U. S. Other Commission members were pres. James Stewart of Canadian Bank of Commerce and Edmond Turcotte, former newspaperman, recently Canadian ambassador to Colombia.

Telecasting Notes: Paramount is asking \$50,000,000 for its 700-feature pre-1948 backlog, pres. Paul Raibourn confirmed in address this week to N. Y. Society of Security Analysts. He also conceded that CBS was among active negotiators for the movie package (Vol. 13:9) . . . Universal Pictures' 550-film library of pre-1948 features reportedly is subject of hot negotiations—involving some \$23,000,000—with group of telecasters headed by KMGMTV pres. Sy Weintraub, who also is partner in Flamingo Films, with Westinghouse & Storer reportedly represented in group . . . Columbia's Screen Gems announced new sales div., specializing in distribution of "B" features and starting out with new pre-1948 batch of 52, sold under name of "Hollywood Value Parade" . . . TV film production & distribution have become a worldwide business. This week's examples: TPA reports on first anniversary of founding of TPA International div. that its foreign business has grossed \$2,700,000 on 12 series in 12 countries, predicts that within 2-3 years international revenues will compose 40%-50% of company's business. Screen Gems announces 23rd sale of a film series to Latin American TV. March 27 *Variety* reports 30 pilot films now rolling in Britain and that "London and its environs have emerged as the second telefilm production capital of the world, outdistanced only by Hollywood, with the made-in-Britain stake in American TV growing by millions of dollars yearly" . . . NBC spectaculars (they're now called "specials") will be spotted irregularly throughout program schedule next season, ending 3-weeks-out-of-4 pattern; 28-32 of the 60 & 90-min. shows are planned . . . **Producers:** Movie & theatrical team of Norman Panama & Melvin Frank have been signed by NBC-TV to produce 2 spectaculars next season; Broadway producer Norman Erskine signed to long-term pact by CBS; Talent Associates Inc.

(Dave Susskind-Al Levy), has been released from exclusivity clause of 5-year NBC pact to produce at least 6 duPont spectaculars for CBS-TV . . . Ten TV film series are in the works by Four Star Films and its new production arm Dayton Productions—biggest schedule in Four Star's history . . . Three-part live series, *All About Music*, will be presented on ABC-TV April 7, 14 & 21, Sun. 10-10:30 p.m., with individual shows devoted to calypso, country music & jazz—following March 31 demise of *Omnibus* in Sun. 9-10:30 p.m. period . . . Two shows the critics liked were dropped by CBS-TV after last Sunday's showings: *Boing Boing Show* (color) and *Mama*; no sponsors . . . Mrs. America Pageant finals will be televised by ABC-TV May 11, 10:30-11 p.m.

Compendium of feature film available for TV, listing 6965 movies, together with information about packages, price ranges, color films and brief plot outlines—684-page *TV Directory of Feature Film*—has just been published by Broadcast Information Bureau, 535 Fifth Ave., N. Y.

New ABC Chicago headquarters on top 3 floors of 190 N. State St., designed for quick conversion to color, will be dedicated May 16 by AB-PT pres. Leonard H. Goldenson. ABC offices & WBKB studios provide 60% more space, cost \$1,500,000.

Permanent TV-radio coverage facilities should be built into Chicago City Council chambers, city's TV-radio stations urged Mayor Daley. Chambers were recently destroyed by fire, will be rebuilt shortly.

Young & Rubicam is installing special closed-circuit system for transmitting pilots of shows and commercials from N. Y. headquarters to clients throughout nation.

NBC Opera Company will give 70 performances in 57 cities in 10 weeks during tour starting next fall.

TOP 100 national advertisers list, released this week by Magazine Advertising Bureau on basis of Publishers Information Bureau figures, shows Procter & Gamble far and away the biggest user of network TV, with expenditures of \$43,457,339, or nearly 80% of its total investment of \$55,477,411 in general and farm magazines, Sunday newspaper-magazine supplements, and network TV.

PIB figures are based on one-time gross rates, hence are discountable by at least 25% to arrive at more realistic estimate of outlays for time; also, figures do not embrace talent, production & other costs, usually equated at 1.75 times net cost of time. Here are PIB rankings of top 100 advertisers in 1956, with their total expenditures for network TV-magazines-newspaper supplements, and for network TV alone:

Company	Total Expenditures	Network Television
1. Procter & Gamble Co.	\$55,477,411	\$43,457,339
2. General Motors Corp.	48,981,798	19,086,646
3. Colgate-Palmolive Co.	29,566,513	19,880,282
4. General Foods Corp.	27,646,261	15,688,789
5. Chrysler Corp.	26,923,885	18,198,264
6. General Electric Co.	25,026,555	8,106,204
7. Ford Motor Co.	21,793,953	10,316,421
8. American Home Products Corp.	18,979,916	15,758,019
9. General Mills Inc.	17,930,233	9,891,113
10. Gillette Co.	17,221,804	15,257,871
11. American Tobacco Co.	16,108,798	9,387,768
12. R. J. Reynolds Tobacco Co.	15,662,104	11,424,421
13. Lever Brothers Co.	15,000,143	11,322,643
14. Bristol-Myers Co.	14,422,347	9,132,455
15. Campbell Soup Co.	13,684,134	4,415,970
16. National Dairy Products Corp.	10,836,340	5,628,107
17. Westinghouse Electric Corp.	10,773,594	8,598,023
18. American Telephone & Telegraph	10,753,125	2,285,036
19. Liggett & Myers Tobacco Co.	10,341,277	7,786,114
20. Pillsbury Mills Inc.	8,871,283	4,897,601
21. Distillers Corp.-Seagrams	8,188,824	635,010
22. Kellogg Co.	8,059,547	6,101,919
23. Radio Corp. of America	7,939,230	3,353,358
24. Goodyear Tire & Rubber Co.	7,509,807	2,281,203
25. Standard Brands Inc.	7,404,552	2,899,611
26. Swift & Co.	7,011,380	4,091,533
27. E. I. Du Pont de Nemours	6,918,970	1,404,990
28. Revlon Inc.	6,853,191	5,002,528
29. Helene Curtis Industries	6,630,266	4,302,168
30. Quaker Oats Co.	6,574,062	2,908,511
31. Armour & Co.	6,504,523	3,085,325
32. Sterling Drug Inc.	6,292,292	2,638,741
33. P. Lorillard Co.	6,116,852	5,324,843
34. Pharmaceuticals Inc.	6,083,920	5,803,715

Company	Total Expenditures	Network Television
35. Borden Co.	6,042,121	3,722,931
36. Scott Paper Co.	5,833,412	3,856,325
37. Coca-Cola Co.	5,754,512	3,631,999
38. Johnson & Johnson	5,720,715	1,471,867
39. Carnation Co.	5,565,228	2,509,406
40. Miles Labs Inc.	5,495,745	4,485,467
41. Sperry Rand Corp.	5,486,217	3,139,404
42. National Biscuit Co.	5,415,390	1,810,052
43. Eastman Kodak Co.	5,413,905	2,211,599
44. Warner-Lambert Pharm. Co.	5,383,727	2,265,660
45. Brown & Williamson Tobacco	5,361,682	3,987,901
46. National Distillers Products Corp.	4,948,603	
47. Firestone Tire & Rubber Co.	4,854,808	1,874,773
48. Sunbeam Corp.	4,847,943	3,014,261
49. S. C. Johnson & Son Inc.	4,716,167	3,412,804
50. Nestle Co.	4,492,570	2,892,319
51. Armstrong Cork Co.	4,470,494	1,890,933
52. American Motors Corp.	4,400,086	2,218,142
53. Corn Products Refining Co.	4,386,802	1,855,366
54. Philip Morris Inc.	4,370,713	586,315
55. Philco Corp.	4,343,997	2,539,257
56. Prudential Insurance Co.	4,224,120	3,070,155
57. Aluminum Co. of America	4,037,084	2,285,215
58. Kimberly-Clark Corp.	3,956,712	1,273,706
59. Joseph Schlitz Brewing Co.	3,704,570	2,544,207
60. Studebaker-Packard Corp.	3,609,856	1,322,888
61. Schenley Industries Inc.	3,587,242	
62. Rexall Drug Co.	3,580,706	
63. Texas Co.	3,541,821	884,304
64. Ohio Match Co.	3,506,430	
65. H. J. Heinz Co.	3,438,832	1,673,820
66. Reynolds Metals Co.	3,393,745	2,085,629
67. Wesson Oil & Snowdrift Co. Inc.	3,381,096	1,266,658
68. U. S. Steel Corp.	3,369,957	2,033,971
69. Best Foods Inc.	3,330,401	2,419,882
70. Schick Inc.	3,271,913	2,609,425
71. Avco Manufacturing Corp.	3,173,842	1,052,491
72. Mennen Co.	3,141,221	2,655,631
73. Chesebrough-Pond's Inc.	3,035,220	1,718,344
74. U. S. Rubber Co.	2,991,387	1,264,972
75. B. F. Goodrich Co.	2,955,567	1,064,679
76. Andrew Jergens Co.	2,935,665	1,285,353
77. Purex Corp. Ltd.	2,865,735	2,372,814
78. Hiram Walker-Goodham & Worts	2,831,203	
79. Pepsi-Cola Co.	2,826,028	
80. American Dairy Assn.	2,789,369	1,842,219
81. Norwich Pharmacal Co.	2,765,184	1,000,334
82. Monsanto Chemical Co.	2,669,849	723,006
83. Hazel Bishop Inc.	2,644,770	2,523,950
84. American Cyanamid Co.	2,620,847	
85. Borg-Warner Corp.	2,602,168	
86. Gulf Oil Corp.	2,599,797	2,268,375
87. Sylvania Electric Products Inc.	2,592,519	2,010,959
88. California Packing Corp.	2,551,651	516,891
89. Amer. Radiator & Standard San.	2,548,024	886,750
90. Doubleday & Co. Inc.	2,455,139	
91. Atlantis Sales Corp.	2,410,897	
92. Lehn & Fink Products Corp.	2,395,777	788,824
93. Admiral Corp.	2,383,151	1,767,202
94. New York Life Insurance Co.	2,379,084	
95. Union Carbide & Carbon Corp.	2,370,760	620,043
96. Singer Manufacturing Co.	2,353,023	1,256,610
97. Pet Milk Co.	2,346,238	2,334,816
98. Outboard Marine Corp.	2,298,428	376,068
99. Cluett, Peabody & Co. Inc.	2,241,619	241,350
100. Whirlpool-Seeger Corp.	2,172,238	924,391

Network Accounts: Daytime sponsorship splurge continues at NBC-TV, with \$3,100,000 in new business reported this week, to add to the \$6,500,000 invested last week by Lever Bros. and Procter & Gamble. New sales were to SOS Cleanser, Standard Brands, Dixie Cups & Drackett Co. (Windex Cleaner) for *Tic Tac Dough*, *Tennessee Ernie Ford Show*, *Queen for a Day* . . . General Foods to replace Armour and Kleenex as sponsor of *Danny Thomas Show* and will move program from ABC-TV to CBS-TV starting in fall, Fri. 8-8:30 p.m. . . Johnson's Wax to be alt. sponsor of *Steve Allen Show* on NBC-TV starting July 12, Sun. 8-9 p.m., thru Needham, Louis & Brorby . . . Scott Paper to sponsor *Gisèle MacKenzie Show* on NBC-TV starting in fall, Sat. 9:30-10 p.m., thru J. Walter Thompson . . . American Dairy Assn. buys re-runs of *I Love Lucy* for 39 weeks on CBS-TV starting in Sept., time undetermined; status of new *Lucy* series is in doubt, will probably go bi-weekly . . . Sunbeam to sponsor 20 min. of *Perry Como Show* on NBC-TV next fall, Sat. 8-9 p.m., thru Perrin-Paus . . . Joe Lowe Corp. (ice cream) to sponsor *Popsicle 5 Star Comedy Party* on ABC-TV starting May 18, Sat. 5:30-6 p.m., thru Parris & Peart . . . Plymouth to sponsor *Date With the Angels* as replacement for *Ray Anthony Show* on ABC-TV starting May 3, Fri. 10-10:30 p.m. . . Speidel and Purex to sponsor *Arthur Murray Dance Party* as replacement for *Big Surprise* on NBC-TV starting April 9, Tue. 8-8:30 p.m. . . Colgate cancels alt. sponsorship of *Bob Cummings Show* and *Mr. Adams and Eve*, both on CBS-TV.

Rate increases: KABC-TV, Los Angeles, March 15 raised base hour from \$2000 to \$2300, 20 sec. \$500 to \$600. WXYZ-TV, Detroit, April 1 raises hour from \$1800 to \$2200, min. \$450 to \$550. WGAN-TV, Portland, Me. April 1 raises hour from \$400 to \$500, min. \$80 to \$100. WHIS-TV, Bluefield, W. Va. April 1 raises hour from \$200 to \$240, min. \$40 to \$60. Spot increase: WSPA-TV, Spartanburg, S. C. adds Class AA min. only rate (7:30-10 p.m. daily) at \$112.50. Rate decrease: KOVR, Stockton, March 1 cut base hour from \$800 to \$650, min. \$175 to \$135.

Network TV topped all media in terms of improvement in Jan. over Jan. 1956, rising 13%, according to *Printers' Ink* National Advertising Index. Business papers' ad volume rose 12%; network radio, 9%; magazines and outdoor, 6% each; newspapers were down 4%. Newspapers showed 10% gain in Jan. over Dec. 1956 while TV was down 1%.

Tribute to NTA Film Network, which begins weekly sponsored feature film series next week, was inserted in March 28 *Congressional Record* by Rep. Dollinger (D-N.Y.), who praised "vision and courage" of the NTA-20th Century-owned organization in launching "a new film network, one dedicated to provide outstanding film programming to the American viewing public."

"TV Grabs Off the Growth Prizes" headlines lead story in March 30 *Business Week*, delineating growth of TV as advertising medium and pinned to 1956 *Printers' Ink*-McCann, Erickson ad spending figures (Vol. 13:6).

Personal Notes: Robert Eastman, exec. v.p. of rep Blair-TV, named v.p. in charge of ABC Radio, replacing Don Durgin, now v.p. of NBC-TV . . . Morris Rittenberg named NBC-TV special program sales mgr., George A. Graham Jr. NBC Radio sales planning director . . . Wm. H. Brennan Jr. promoted to western div. mgr. of station relations for CBS Radio, covering 11 states and Columbia Pacific network . . . Wm. B. Quarton promoted to exec. v.p. of WMT-TV, Cedar Rapids; Lewis Van Nostrand to v.p. in charge of sales; Douglas B. Grant to v.p. in charge of TV operations . . . Donald R. Powers, mgr. of radio WRDO, Augusta, Me., named mgr. of Maine Bestg. System stations (WCSH-TV & WCSH, Portland; WLBZ, Bangor & WRDO) . . . C. Roger Bower promoted to gen. mgr. of WNAO-TV & WKIX, Raleigh . . . Ted Nelson, resigned as v.p.-gen. mgr. of WFIE, Evansville, owns 75% of firm buying WKTL, Kendallville, Ind. for \$47,500, with Howard G. Percy, sales mgr. of WILO, Frankfort, Ind., owning remaining 25% . . . Vic Ludington promoted to station mgr. of WOAY-TV, Oak Hill, W. Va. . . Al Hollander, ex-Edward Kletter Assoc. & DuMont Bestg. Co., appointed program director of WABC-TV, N. Y., succeeding George Rice, who joins KGO-TV, San Francisco . . . Ted Eiland, ex-WPTV, Palm Beach, appointed local sales mgr. of WTVJ, Miami . . . Robert B. Marye resigns as v.p.-chief engineer of KARD-TV, Wichita, to join Vandivere, Cohen & Wearn, Washington consulting engineers . . . Fred V. Davis, ex-*Collier's*, Detroit, named mgr. of TNT Tele-Sessions office there . . . John F. Screen, asst. commercial mgr. of WDSU-TV, New Orleans promoted to mgr. of radio WDSU . . . Robert Doyle, ex-NBC, named Washington office mgr., Teleprompter Corp. . . Jay L. Schiller, ex-Atherton & Currier Adv., N. Y., named research director of NTA Film Network . . . Vern Dallim, CNQC, Saskatoon, elected pres. of Canadian Assn. of Radio & TV Broadcasters, succeeding F. A. Lynds, CKOW-TV, Moncton; Geoff Stirling, CJON-TV, St. John's, Nfld., elected TV v.p. . . Stanley Whitaker, ex-southern div. mgr. of UP, joins Atlanta office of broker Blackburn & Co. . . Milton P. Kayle, ex-Stone Assoc., joins TPA as N. Y. resident counsel; he was special White House asst. in 1951-1953 . . . Joan Frankel, ex-Ted Bates, named librarian of CBS reference dept., replacing Agnes Law, retired after 30 years with network . . . John F. Watter promoted to mgr. of GE's new district sales office in Washington, D. C. (Wyatt Bldg.) for TV-radio broadcast equipment.

Alfred I. duPont awards for 1956, presented at March 29 banquet at Washington's Mayflower Hotel: NBC's Chet Huntley for "consistently authoritative, intelligent and responsible reporting and analysis of public affairs"; CBS's KNXT, Los Angeles, for "scope and generally high quality of programs"; independent WFMT (Bernard Jacobs, pres.), Chicago, for broadcasts "to enlarge and enrich community experience." Each received plaque and check for \$1000.

Sylvester L. (Pat) Weaver Jr., ex-NBC chairman, whose plans have been subject of incessant speculation (none of it confirmed), will reveal scope of his operations in address to Seattle Ad Club April 10.

Twenty-year look-ahead by RCA chairman David Sarnoff, delivered at dinner celebrating his 50 years in communications (Vol. 12:39), is reprinted and amplified in April *Reader's Digest*.

Thomas F. O'Neil, pres. of General Teleradio and chairman of Mutual, elected a director of Mutual of Omaha and Companion Life Insurance Co. of N. Y.

Radio & TV Executives Society publishes 1956-57 roster yearbook listing nearly 950 members, available from RTES headquarters, Biltmore Hotel, N. Y.

ADVERTISING AGENCIES: Wilfred F. Howard, v.p. of J. Walter Thompson, Detroit, elected chairman of AAAA's east central region . . . Lou Jacobson, ex-Leo Burnett Co., named TV-radio production mgr., Ruthrauff & Ryan, Chicago . . . C. W. Christenberry Jr., ex-N. W. Ayer TV-radio dept., joins Guild, Bascom & Bonfigli, N. Y., on Galen Drake network show . . . Albert W. Reibling, ex-gen. mgr. of Kudner TV-radio dept., joins Ted Bates TV-radio dept. as asst. business mgr. . . Jorge Cardoze, from Mexico City office, named mgr. of Young & Rubicam's new Caracas office.

Nielsen Coverage Service No. 2—how effective is it? That was subject of lively pro-&-con debate at Radio & TV Executives Society luncheon March 26 in N. Y., with Nielsen v.p. John K. Churchill defending the recently released study against criticism by Robert Kibrick, Kenyon & Eckhardt; Daniel Dannenholz, Katz Agency; Ward Dorrell, John Blair & Co.; Robert M. Hoffman, WOR. Churchill said NCS provided important data on TV-radio set ownership, coverage characteristics of stations, efficiency of TV-radio spectrum allocations and trends in public acceptance, and added that next report will be even more precise. Kibrick said main deficiency of NCS is that it doesn't spell out what advertising delivers and has caused confusion among timebuyers. He urged formation of special industry committee to study and report on NCS No. 2 methods and findings. Dannenholz sharply criticized NCS methodology, particularly the provision that a station must have at least 50% of audience in a given market to be included. Hoffman said that report unintentionally favored TV in its questionnaire by giving detailed instructions on how to fill out forms for TV data.

Big magazines fared well as group in 1956 despite casualties (Vol. 13:11), March 26 *Wall Street Journal* says, reporting these net profit margins: New Yorker Magazine Inc., 10.26%; McGraw-Hill Publishing Co., 8.88%; Meredith Publishing Co., 8.73% (last 6 months); Time Inc., 6.04%; Macfadden Publications Inc., 3.48%; Curtis Publishing Co., 3.34%. However, McCall Corp.'s profit margin was down to 1.16%, lowest in 18 years; Conde Nast, publisher of *Vogue*, lost \$83,000. Meanwhile 623 severance-seeking former employees of Crowell-Collier Publishing Co., which lost estimated \$2,500,000, were balked by N. Y. Supreme Court in move for appointment of receiver for sale of Springfield, O. printing plant, judge holding financial condition "is sound."

Monthly religious debate between Catholic & Protestant spokesmen was proposed last week to pres. Arthur Hull Hayes of CBS Radio by Protestants & Other Americans United for Separation of Church & State following network's turndown of *Church of the Air* talk by Jesuit priest (Vol. 13:11). Protestant group said debate would provide "dignified hour," promote tolerance between faiths. Suggestion drew no support from Rev. Thurston L. Davis, editor of Jesuit weekly *America* whose script on Catholic doctrine had been rejected by CBS. He said POAU, which has asked FCC to bar Jesuits from owning TV stations (Vol. 13:10), isn't "capable or even desirous" of promoting tolerance.

Educational WQED, Pittsburgh, on air Mon.-thru-Fri., will add Sun. to its regular program schedule starting April 7 to receive live 6 NBC-TV programs not available on any commercial station there. The programs, all to be unsponsored on WQED, are *Zoo Parade*, *Outlook*, *Youth Wants to Know*, *Mr. Wizard*, *Meet the Press*, *Frontiers of Faith*.

Peabody Awards for 1956, administered by U of Georgia's Henry W. Grady School of Journalism, will be presented April 16 at Radio & TV Executives Society luncheon in Hotel Roosevelt, N. Y.

Radio Station Sales Reports: KOWH, Omaha, by Todd Storz group for \$822,500 to bi-monthly magazine *National Review* (Wm. F. Buckley Jr., publisher) . . . KFAB, Omaha, 48.86% by Sidles Co. (Harry B. Sidles, pres.) for \$372,000 to May Bestg. Co., operator of KMTV, Omaha (Ch. 3); Journal Star Printing Co. retains 48.86% of KFAB, 2 employes other 2.28% . . . KODY, North Platte, Neb. by John Alexander, George B. Dent Jr. & Townsend E. Dent for \$210,000 to Hartley Samuels, ex-ABC exec. . . KUDU, Ventura, Cal. by Voice of Ventura Co. (Wm. H. Haupt, pres.) for \$162,500 to group headed by Wm. Rea Jr., ex-owner of CKNW, New Westminster, B. C. . . . WJAT, Swainsboro, Ga. by Mr. & Mrs. Jack A. Thompson for \$125,000 to co-equal owners James R. Denny, ex-mgr. of Grand Ole Opry, and Webb Pierce, Decca country music artist . . . KATZ, St. Louis, by Mrs. Cora L. Garrett & Bernice Schwartz for \$110,000 to Wayne Rollins, who with family owns WPTZ, Plattsburgh, N. Y. (Ch. 5) and 6 radio stations . . . WBOW, Terre Haute, by Banks of the Wabash Inc. (Alvin Eades, pres.) for \$108,000 to Radio WBOW, Inc., controlled by Jerome W. O'Connor, owner of WPFA, Pensacola and 50% of KLEE, Ottumwa, Ia . . . WLAY, Muscle Shoals, Ala. by Michael R. Freeland for \$69,000 to Robert G. Watson & John M. Latham, employees of WKTM, Mayfield, Ky. . . . WFBF, Fernandina Beach, Fla. by Marshall W. Roland for about \$64,000 to Edward W. Murray, Storer TV programming consultant . . . WJVB, Jacksonville Beach, Fla. by J. Lyle Williams Jr. & associates for \$60,000 to Andrew B. Letson, also owner of AMs in Ocala & Quincy, Fla. . . . KSTV, Stephenville, Tex. by Oscar H. Halvorson & Olaf Folkvord for \$55,000 to Dixie Bcstrs. (Cyril W. Reddock, 66%), interlocking with KREH, Oakdale, and KDLA, De Ridder, both La. . . . WALD, Walterboro, S. C. by group headed by R. M. Jefferies for \$45,000 to co-owners Robert S. Taylor (also 1/3 of WONN, Lakeland, Fla.) and Paul Gilmore . . . WSTN, St. Augustine, by James D. Sinyard for \$44,000 to new firm controlled by Carmen (Jim) Macri, also owner of WQIK, Jacksonville, Fla., holding CP for Ch. 30 . . . WPFDF, Darlington, S. C. by Robert R. Hilker (also owns

WCGC, Belmont, N. C.) for \$41,500 to Ralph W. Hoffman . . . KONG, Visalia, Cal. by radio KYNO, Fresno (L. E. Chenault, pres.) for \$35,000 to Harry C. Layman, ex-owner of WJOC, Jamestown, N. Y. . . . KSUB, Cedar City, Utah, 93% by KSL-TV, Salt Lake City (Ch. 5), for \$33,778 to following local residents who have held minority interest—Arthur Jones, Dorham Morris, Lenell N. Lunt & Lorin C. Miles . . . Brokers: KOWH & KONG, Hamilton, Stubblefield, Twining & Assoc.; KODY & KATZ, Allen Kander & Co.; WLAY & WJVB, Paul H. Chapman Co.; WFBF & WPFDF, Blackburn & Co.

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Radio station sales approved by FCC: KXYZ, Houston, with CP for KXYZ-TV (Ch. 29) by Glenn H. McCarthy to Milton R. Underwood & family for \$600,000—investment banking firm of Underwood, Neuhaus & Co. having agreed to dispose of 3.75% interest in Houston radio KTHH (Vol. 13:9). KLBS, Houston, by Howard Bestg. Corp. (Howard W. Davis, pres.) to McLendon Investment Corp. for \$525,000 (Vol. 13:9). KIOA, Des Moines, by Town & Farm Co. Inc. (Don Searle, pres.) to KAKC, Tulsa (Lester Kamlin, owner) for \$185,000 (Vol. 13:9). WCTC, New Brunswick, N. J. by Chanticleer Bestg. Co. (James L. Howe, pres.) to group headed by Joseph L. Rosenmiller Jr. & Peter A. Bordes (including Louis J. Appell Jr. of WSBA-TV, York, Pa.) for \$215,000 (Vol. 13:9). KRGI, Grand Island, Neb. by group headed by Robert L. Lester to James Stuart, owner of KFOR, Lincoln, Neb. for \$145,000 (Vol. 13:8). KUMA, Pendleton, Ore. by Mr. & Mrs. C. H. Fisher to new Pendleton Bestg. Co. (principals are 3 Fisher children) for \$60,000 (Vol. 13:8). KBMY, Billings, Mont. 50% by Don C. & John W. Foote to Billings Bestg. Co. (Horace S. Davis & Rockwood Brown Jr., principals) for \$59,000 (Vol. 13:8). WTOK, Meridian, Miss. by owners of WTOK-TV to New South Bestg. Corp. (J. W. Carson, pres.) for \$56,200 (Vol. 13:8). KMLW, Marlin, Tex. by KMLW Inc. (Charles E. Reagan, pres.) to M-L Radio Inc. (Louis F. Leurig, pres.) for \$47,500 (Vol. 13:9). WLDL, LaCrosse, Wis. by Lyons Bestg. Co. (Lyle D. Lyons, pres.) to LaCrosse Radio Inc. (Joseph H. Rohrer, ex-KRDO-TV, Colorado Springs, pres.) for \$35,000 (Vol. 13:10).

Quoteworthy quotes: "In 1949, the average evening [radio] network show reached 5,500,000 families; today, less than 1,000,000; daytime audiences in the same period have declined from 3,000,000 to 1,500,000. Does this mean that radio has lost its punch? Not at all. It simply means that no one network or individual station can deliver a king-size audience—but the right use of radio can amass tremendous audiences for an advertiser's commercials. Timid use won't do it; 5 or 10 spots a week won't do it, but for the advertiser who goes in aggressively with adequate frequency, radio can crowd plenty of the right people into his tent. Radio is a natural addition to an advertising program in other media—an addition capable of doing a perpetual, personal sort of selling job, leaving the bombast and the blockbusting to the others."—Arthur Porter, v.p. & media director of J. Walter Thompson, to Canadian Assn. of Radio & TV Broadcasters meeting in Quebec.

Hearings on complaints of daytime radio stations will be held April 29-30 in Washington, Chairman Morse (D-Ore.) of Senate Small Business subcommittee on daytime radio broadcasting announced this week. Referring to complaints by small daytimers that FCC "has failed to act on their request for extended hours of operation" (Vol. 13:12), Morse stated: "Changes in the functions performed by radio and in technology during the 30 years since the writing of FCC rules on radio frequency allocation may well warrant revision and modernization of those regulations."

Fellowship grants for study & training in fields related to broadcasting are among 53, totaling nearly \$250,000, which will be announced April 1 by Fund for Adult Education. Recipients in Ford Foundation-financed 1957-1958 leadership training awards program include (assignments in parentheses): Graydon L. Ausmus, U of Alabama, to NYU (educational broadcasting); Norman De Marco, U of Ark., to CBS-TV, N. Y., and WGBH-TV, Boston (TV research); Robert W. Clyde, WREX-TV, Rockford, Ill., to Rockford College (social studies); Milton W. Metz, WHAS-TV & WHAS, Louisville, to N. Y. (United Nations); Sister M. Annella, College of St. Scholastica, Duluth, to Cal. (TV training); Wm. T. Pettit, Continental Films & WCCO-TV, Minneapolis, to Ia. State U (communications & humanities); Clarence E. Flick, U of Neb., to U of Cal. at Los Angeles (writing & productions, NBC & CBS internship); Roswell C. Williams, Creighton U, to U of So. Cal. (movies, TV); Ben L. Yablonky, NYU, to unselected school (TV journalism); Nazaret Cherkezian, NYU, to Boston, Philadelphia, Washington (public service TV); Shelby Gordon, CBS-TV, to U of So. Cal. (movies); Gerald H. Elliott, WCBT, Weldon, N. C., to U of N. C. (press agencies & WPTF, Raleigh).

Madras, Ore. translator K74AB began Jan. 29, repeating KOIN-TV, Portland, with Louis Kinkade in charge. Mohave County Board of Supervisors' 3 Kingman, Ariz. units began Dec. 15, with Ernest Scott in charge. K70AC repeats KLRJ-TV, Henderson-Las Vegas; K74AA, KTVK, Phoenix; K82AA, KOOL-TV, Phoenix.

New and Upcoming Stations: Educational WYES, New Orleans (Ch. 8), delayed from March 12 start by bad weather, took down scaffolding March 28, after installing 12-bay RCA antenna on roof of Hibernia Bank Bldg., planned to begin programming April 1, carrying NBC education series as well as about 2 hours of film daily from Educational TV-Radio Center, Ann Arbor. On-air box score now stands at 498 (94 uhf), with 25 being educational. Not included in count this week, though it aired first test patterns March 8, is educational KTCA-TV, St. Paul-Minneapolis (Ch. 2)—because it won't be programming for months.

WYES, with offices at 4920 Canal St., has 5-kw DuMont transmitter. Studio at Isaac Delgado Central Trades School, 916 Nevarre St., is scheduled to be ready in mid-May when station begins live programming. Duff Browne, ex-educational WUNC-TV, Chapel Hill, N. C., is gen. mgr.; Walter Ryan, production mgr.; John Haney, producer-director; W. S. Hart, chief engineer.

KTCA-TV has 25-kw DuMont transmitter and 450-ft. Stainless tower with 6-bay antenna at site 1 mi. N of U of Minnesota's St. Paul Agricultural Campus. Programming with films and slides isn't expected to start until summer, although temporary facilities are about ready at transmitter. Live programming is scheduled for Sept. 1, when studio building on farm campus is to be ready. John C. Schwarzwalder, ex-director of educational KUHT, Houston, is station director; Harold O. Bergman, asst. to director; Paul Owen, ex-KUHT, program director; Berten A. Holmberg, ex-engineer of U of Minnesota radio KUOM, chief engineer.

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

WVL-TV, New Orleans (Ch. 4) has ordered RCA transmitter and plans Aug. 15 debut, writes W. H. Summer-ville, gen. mgr. of radio WWL, licensed to Loyola U, which has held Ch. 4 CP since July 13, 1956, but couldn't build until FCC concluded deintermixture rule-making. It will use 750-ft. Ideco tower. Rep will be Katz.

KPAC-TV, Port Arthur, Tex. (Ch. 4), granted March 20 to Port Arthur College, hasn't ordered equipment, but plans start next fall, reports pres. Floyd G. Betts. It will be second outlet in Port Arthur-Beaumont area, where KFDM-TV (Ch. 6) has been operating since April 1955. KPAC-TV will use 602-ft. tower. Port Arthur College got grant after 2 competitors dropped out—Jefferson Amusement Co. (Julius M. Gordon, pres.) getting option for 50%, radio KPBX (Joe B. Carrigan & James K. Smith) being reimbursed \$75,000 for expenses. Rep not chosen.

KSPR-TV, Casper, Wyo. (Ch. 6) has new studio-transmitter building nearly ready, plans May start with CBS-TV, reports owner Donald Lewis Hathaway. It has ordered 5-kw DuMont transmitter, will use GE antenna on 300-ft. tower of radio KSPR. It will be second outlet in town where KTWO-TV (Ch. 2) began March 1. Rep will be Walker.

KPLO-TV, Reliance, S. D. (Ch. 6), planned as semi-satellite of parent KELO-TV, Sioux Falls (Ch. 11), 146 mi. away, expects to begin programming in June, reports principal N. L. Benton. Butler steel building to house operations is nearly ready, and 10-kw RCA transmitter is due May 1. Although work hasn't started on base, 6-bay antenna is scheduled to arrive shortly and 700-ft. Stainless tower is due in mid-April. Still to be built is microwave to Sioux Falls. KELO-TV, which also operates satellite KDLO-TV, Florence, S. D. (Ch. 3), has \$450 base hour. Rep is H-R Television.

WIPR-TV, San Juan, P. R. (Ch. 6, educational) has changed target to May 30, reports R. Delgado Marquez, gen. mgr. of TV-radio for Puerto Rico Dept. of Education,

building elaborate TV-radio plant with \$882,000 appropriation. It expects to have 25-kw RCA transmitter ready by April 30. It has first section up of 200-ft. Blaw-Knox tower, and 6-bay antenna is due in mid-April. Dept. of Education also is competitor for commercial Ch. 3, Mayaguez.

KSPS, Hot Springs (Ch. 9) hasn't completed road to mountain transmitter site but hopes to start in Aug., reports Larry Boggs for owner Video Independent Theatres. It has 250-watt Tarzian transmitter on order, will use Prodelin antenna on 200-ft. Andrews tower. VIT also owns 12½% of KWTW, Oklahoma City (Ch. 9), holds CP for KVIS, Santa Fe, N. M. (Ch. 2), which plans site change to Sandia Crest, where Albuquerque stations have towers. Reps not chosen.

WGTV, Athens, Ga. (Ch. 8, educational) hopes to begin next Nov., reports Gerard L. Appy, assoc. director of communication services, for grantee U of Georgia. It has 25-kw RCA transmitter on order, but construction hasn't begun at Jacks Creek Mt., where 1000-ft. Stainless tower will be located. Studios will be in Athens, in \$2,500,000 Center for Continuing Education, being built under Kellogg Foundation grant and state funds. Closed-circuit programming at Center (Vol. 12:46) is due to start in April.

CJOX-TV, Argentina, Nfld. (Ch. 10) plans May 15 test patterns, programming as satellite of parent CJON-TV, St. John's (Ch. 6) by May 30, reports Don Jamieson, CJON-TV v.p. & program director. It has 500-watt RCA transmitter due April 15, wavestack antenna by April 30. Road to transmitter site, adjoining U. S. Naval & Air base, is under construction and pre-fabricated transmitter house is ready in St. John's. CJON-TV base hour is \$200. Reps are Weed and All-Canada TV.

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RCA shipped 50-kw transmitter March 18 to upcoming WFGA-TV, Jacksonville, Fla. (Ch. 12); 10-kw March 22 to upcoming KBTX-TV, Bryan, Tex. (Ch. 3); 10-kw March 25 to upcoming WPSD, Puducah, Ky. (Ch. 6); 6-section superturnstile antenna March 25 to upcoming KPLO-TV, Reliance, S. D. (Ch. 6); 6-section superturnstile antenna (replacement) to WMT-TV, Cedar Rapids, Ia. (Ch. 2).

Crosley's upcoming WLWI, Indianapolis (Ch. 13) is due to become primary ABC-TV affiliate, effective Sept. 14.

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TV-radio court coverage should be permitted at judge's discretion, not banned arbitrarily by American Bar Assn.'s Canon 35, W. D. (Dub) Rogers Jr., pres.-gen. mgr. of Texas Telecasting Inc. told Lubbock, Tex. Bar Assn. March 23. Rogers demonstrated that coverage "can be completely unobtrusive" by having meeting televised over closed circuit and speech recorded without knowledge of audience.

Foto-Video Labs reports recent shipments of color test equipment packages (including keyed signal generators, amplitude linearity testers & high-pass filters) to WHEN-TV, Syracuse; WLVA-TV, Lynchburg, Va.; WKNO-TV, Memphis; WLOS-TV, Asheville, N. C.; WCKT, Miami; WPIX, New York; WTTG, Washington; WGBH-TV, Boston.

NARTB deleted color discussion from permanent agenda for its convention in Chicago April 7-11, spokesman explaining that subject will be covered by other TV and engineering sessions.

Brisk sales in daytime color *Club 60*, now carried by 62 stations, are reported by NBC—ranging 40-78% sponsored in its owned-&-operated stations.

Two-day color seminar for telecasters in Chicago's Blackstone Hotel is set by RCA for April 12-13.

Latest show switching to color is NBC's *Life of Riley*, starting April 12.

TV INVENTORIES CUT 10% IN FIRST QUARTER: With TV production running about 20% under the first quarter of 1956, and with retail sales approximately equal to the 1,689,-178 sold in first 3 months year ago, total inventories were reduced from 2,500,000 to about 2,250,000 in first quarter of 1957. Though the decrease was accompanied by some drastic personnel layoffs, it resulted in clearing industry's decks for big merchandising push in final 6 months of year and also held dumping to bare minimum.

TV inventories as of March 31 were only slightly higher than the 2,200,000 in pipelines at same time year ago -- and nobody was crying then about high inventories. Retail stockpiles are considered in best shape of all, with NARDA managing director A.W. Bernsohn telling us "I know of very few dealers with excess TV inventory."

Industry leaders are inclined to the view that worst is over, insofar as TV market glut is concerned. They confidently expect modest improvement in output and sales in second quarter, really big pickup after introduction of new lines in mid-year. At that time, they also anticipate higher profits through price increases and greater concentration on production of higher-end receivers.

RETMA retail statistical service is given credit by industry, incidentally, for preventing what could have been chaotic condition in inventories. By alerting trade to level of consumer demand, production and sales were restored to balance.

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Public's extraordinary demand for hi-fi, whose market dimensions seem as difficult of definition as the term itself, has prompted speculation as to whether many consumers are now channeling their big home-entertainment dollars into hi-fi and are accordingly contenting themselves with low investments in TV sets. Thus, is there a connection between boom in hi-fi and decline in higher-end TV?

We put the question to several manufacturers, noted in both TV and hi-fi and hi-fi only, and they agreed almost unanimously that there was very little relationship, that the appeals were basically to different groups of consumers.

James M. Toney, v.p.-gen. mgr. of RCA Victor Radio & Victrola div., said the "premise that the consumer has set aside a fixed sum for home entertainment is wrong. Hi-fi actually gives him something he never had before, but that doesn't mean that he has neglected TV as a result. I'm confident that both will prosper."

Hi-fi is now going through "show-off" phase reminiscent of TV's early days, when first families on block with a TV set staged parties to demonstrate it. But nowadays the hi-fi parties are given mainly by young folks for their friends, to show off a finished product they bought, or the set they built themselves.

Joseph Benjamin, pres. of Pilot Radio, which quit TV production 6 years ago to concentrate on radios & hi-fi and is now one of bigger hi-fi producers, also says he doesn't believe slump in higher-priced TVs is attributable to hi-fi. "The people who can afford hi-fi generally can also afford higher-priced TV sets," he said. "The boom in hi-fi is really only the reflection of a desire to listen to music reasserting itself. That desire began 20 years ago and was interrupted by the war."

Benjamin has been leader of a RETMA group trying to arrive at definition of hi-fi and standardization of various components. He added that he had "no regrets" about leaving TV field, saying "it's interesting to note that a lot of big TV set makers are now discovering hi-fi for the first time and are getting into the field."

110-degree Plans: The 110-degree tube is fast on its way to being adopted by all TV manufacturers as the standard for 17 & 21-in. black-&-white sets to be introduced in midyear. Purpose is to provide more compact, lighter-weight sets, which will permit the industry to give greater emphasis to 17-in. portables. The weight advantage seems destined to move 17-in. tables into the truly portable category.

Nearly all major tube makers have announced that they're now producing or

plan to produce the 110-degree tube. Sylvania, in production several months, said the 110-degree tube will be used in its entire 1958 line. RCA, also in production, brought newsmen to Marion, Ind. plant this week, announced all of its 17 & 21-in. black-&-white sets will have 110-degree tubes and expects 24-in. tube in June. G.W. Duckworth, mgr. of planning, CR tube marketing operations, said RCA intends to push 110-degree tube "aggressively." He said plant now turns out 1000 of the new tubes daily, will double that figure in a month and hit 3500 daily rate in June.

RCA spokesmen said price of 110-degree tube will be about \$2 higher than for 90-degree in 21-in. size, plus another \$1.50 for chassis, saw little saving in reduced size of cabinet. Also, they said, new tube needs 15% more deflection power, meaning sets with marginal power need added circuitry. RCA engineers said their tests have shown the 110-degree tube to have longer life than 90-degree tube.

Graybar Looking? Nation's largest independent electrical distributor, with 134 branches, Graybar is currently reported in negotiations with several white goods manufacturers for production of own private-label appliance line. Most prominently mentioned name is "White Star." Company refused to comment officially, but trade gave significance to report because of 3 major recent developments: (1) Graybar has lost Hotpoint line in 15 branches due to creation of Hotpoint Appliance Sales Co. (2) Whirlpool was dropped in 11 Graybar branches as a result of Whirlpool-Seeger merger and distribution tieup with RCA outlets. (3) Discontinuance of Crosley-Bendix div., with subsequent sale of Bendix to Philco, meant loss of appliance line in 14 Graybar branches. Rather than subject itself further to vagaries of appliance business, it has apparently taken first steps toward securing brand of its own. Handling its own private-label brand would not be new experience with Graybar; it handled various appliance products under "Graybar" label from 1928 to 1933.

Production: TV output totaled 11,601 week ended March 22, compared with 129,754 preceding week and 131,224 in corresponding week year ago. It was year's 12th week and brought TV production for year to date to about 1,376,000, compared with 1,708,633 in same period of 1956. Radio production totaled 299,075 (104,385 auto) week ended March 22, compared with 328,540 (126,352) preceding week and 258,394 (84,845) in corresponding week year ago. Radio production for 12 weeks totaled 3,666,000 (1,546,000 auto) vs. 3,260,218 (1,339,875 auto) in same 1956 period.

Trade Personals: Marvin J. Spath, ex-RCA, named mgr. of new product development, Sylvania international div. . . . Morgan Greenwood promoted to Philco-Bendix sales mgr. for home laundry equipment, succeeding James M. Hufnagel, resigned; Robert C. Digges succeeds Greenwood as special sales rep . . . C. J. Urban promoted to radio sales mgr. of Westinghouse, succeeding Kimball A. Reyher, named radio sales mgr. for mid-Atlantic states, Philadelphia . . . Carroll V. Roseberry elected Westinghouse v.p. & midwest mgr., Chicago, succeeding A. M. Fisher who becomes Minneapolis district mgr. following sick leave . . . Ernest H. Ulm promoted to gen. sales mgr. of Sylvania semiconductor div., Woburn, Mass. . . . Robert F. Sim Jr., ex-CBS-Hytron, appointed mgr. of Raytheon distributor order service dept. for CR & receiving tubes, Newton, Mass.; James M. Igoe promoted to distributor sales coordinator for operations sales services dept. . . . Edward H. Kelly promoted to adv. mgr. of RCA Victor custom record div., succeeding Frank J. O'Donnell, devoting full-time to Camden Records line . . . Arthur H. Jones, engineering director of Motorola national defense dept., promoted to mgr. of Chicago Area Military Electronics Center . . . Leo Pierson named industrial relations director of Kin Tel (formerly Kay Lab); Tom Sheffrey named sales coordinator . . . Orgain E. McCullough Jr. promoted to assistant to Clevite pres. Wm. G. Laffer.

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Magnavox moves west coast office to new 20,000-sq. ft. quarters at 6480 Corvette St., Los Angeles (Elwood Reeves, western zone mgr.).

DISTRIBUTOR NOTES: Emerson Radio of Pa., Philadelphia, reports resignation of v.p.-gen. mgr. Samuel Jacobs, forming local distributorship for Blaupunkt radios & hi-fi . . . Hotpoint Appliance Sales Co., Newark, names John I. Marge as sales mgr., replacing Wm. F. Carolan . . . Elliott-Lewis Corp. (Motorola) appoints v.p. Tim Lewis Jr. to additional duties of appliance sales mgr., succeeding Laurence C. Phister, resigned . . . Muntz appoints Picture Tube Center as exclusive dealer within 25-mile radius of downtown Los Angeles, exclusive of Long Beach, replacing Don Adams Inc. . . . DuMont appoints Standard Electric Supply Co., 1045 No. 5th St., Milwaukee (Morris Stern, pres.) . . . Whirlpool-Seeger appoints Carter-Johnson Inc., 820 W. Ash St., San Diego (E. S. Carter, pres.), replacing Jerry Achtenhagen & Sons Inc.

Three long-time Philco executives are due to be replaced as directors at stockholders meeting April 5 in Philadelphia. James H. Carmine and James T. Buckley, both ex-presidents, and Larry E. Gubb, who like Buckley has been ex-chairman of Philco, will not be candidates for re-election. To replace them, management has proposed treas. Wm. R. Wilson; Gaylord Harnwell, pres. of U of Pa.; Richard C. Bond, pres. of John Wanamaker. Buckley had been director since 1932, Carmine and Gubb since 1942.

Robert McKenna, director of Chilton Co., becomes publisher of *Electronic Industries & Tele-Tech*, succeeding M. Clements, who remains as consultant; Clements, pres. of Caldwell-Clements Manuals Corp., founded McGraw-Hill's *Electronics* in 1930 and was its first mgr.

Topics & Trends of TV Trade: Promising dark horse in TV-radio-appliance marketing is little-publicized 2-year-old CBS International Div., already handling diversified line of products abroad, with good growth prospects foreseen by its pres. Lewis Gordon, ex-Sylvania. Actual dollar volume is unrevealed but it went up 80% last year, and profits tripled, according to annual report of CBS Inc. (see p. 13), which reveals in part scope of its operation.

Besides CBS's own manufactured products—tubes, records, phonos—CBS International has also arranged to handle export sales of other companies manufacturing TV and radio receivers (Trav-Ler), washers & dryers (Apex), kitchen ranges (Magee); also handles, under own brand name, line of recording tape, air conditioners, refrigerators & freezers of undisclosed manufacture. It's recalled that Trav-Ler bought tools and dies of discontinued CBS-Columbia last year (Vol. 12:28).

It's also selling special TV-radio station equipment such as microphones, low-power transmitters and mobile radio equipment, and recently signed export agreement with Adler Communications Inc.

During 1956 new distribution channels were established in Argentina, Aruba, Bolivia, Chile, Denmark, Finland, Iceland, Iran, Lebanon, Norway, Peru, Sweden, Thailand, Uruguay. "Despite increased competition from Europe and Japan," states report, "the gains established for CBS International in 1956 will be maintained and expanded in 1957 through further broadening of markets, product & personnel."

Note: Foto-Video Labs Inc., manufacturers of broadcast & closed-circuit TV equipment, this week announced its entry in export sales field, with CBS International div. as exclusive representative outside U. S. & Canada.

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Irrepressible Sol Polk, big Chicago TV-radio-appliance dealer whose off-beat merchandising tactics have made him one of industry's most unpredictable (and most publicized) figures, broke into news again this week by purchasing \$105,885 worth of movie tickets to "Around the World in 80 Days." Producer Mike Todd said Polk will receive 100 tickets for each performance for one year, and said Polk plans to give tickets away to his customers. It's said to be largest block purchase of tickets in show business history.

Australian TV production totaled 43,600, retailing at \$450 up, in final 6 months of 1956.

MORE REMUNERATION reports on officers-directors for 1956, as disclosed in proxy statements for annual meetings (figures in parentheses indicate shares of common stock held at time of proxy notices):

Columbia Broadcasting System Inc.—Wm. S. Paley, chairman, \$300,000 (122,604 A, 708,357 B); Frank Stanton, pres., \$300,000 (108,266 A, 31,917 B); Edward R. Murrow, v.p., \$177,233, not including his and family shares of \$151,800 royalties from Person to Person Corp. Inc. (no stock); J. L. Van Volkenburg, pres. CBS-TV, now retired, \$134,961 (8277 A, 636 B); Arthur Hull Hayes, pres. CBS Radio, \$65,000 (124 A, plus option on 7803 A); Henry C. Bonfig, ex-pres. of CBS-Columbia, \$56,346 (option on 7803 A); Goddard Lieberson, pres. Columbia Records, \$48,000 (option on 7650 A). Newly elected pres. of CBS-TV Merle S. Jones and pres. of CBS-Hytron Arthur L. Chapman, both directors whose remunerations are not yet reported, held no stock at end of 1956 but each holds options on 7500 A. Director Ralph F. Collin (3061 A shares) is member of firm of Rosenman, Goldmark, Collin & Kaye, general counsel of the corporation, to which \$204,400 was paid for 1956 legal services. (Annual meeting, April 17, N. Y.)

Storer Broadcasting Co.—George B. Storer, pres., \$75,350; (1,092,890 B common); J. Harold Ryan, senior v.p., \$20,200 (5500 common, 100,000 B); Lee B. Wallis, exc. v.p., \$69,292 (13,000); Stanton P. Kettler, operations v.p., \$59,771 (11,200); Wm. E. Rine, district v.p., \$54,903 (10,000); George B. Storer Jr., district v.p., \$37,951 (2000). Profit-sharing trust plan set up in 1952 has these accruals: Messrs. Storer, \$65,968; Wallis, \$52,716; Kettler, \$41,908; Rine, \$38,090; Storer Jr., \$22,066. (Annual meeting, April 9, Miami.)

Admiral—Ross D. Siragusa, pres., \$125,300 (252,667); John B. Huarisa, exc. v.p.—trcas., \$125,300 (98,131); Vincent Barreca, v.p., \$60,250 (435); Wallace C. Johnson, v.p., \$52,800 (2200); Edmond I. Eger, \$50,250 (none). In addition, Mrs. Siragusa owned 421,520 shares directly, and Mr. and Mrs. Siragusa owned 241,480 in trust for 4 children. Mrs. Huarisa owned 13,294 directly, and with Mr.

Battery-operated portable TV could be manufactured in 1957 to retail in \$150 price range, says pres. Nicholas Glyptis of Multi-Tron Lab Inc., Chicago—taking issue with our story last week reporting consensus of engineers and manufacturers that "true portable" TV at moderate price may be about 5 years off (Vol. 13:12). Glyptis, whose company currently is demonstrating to manufacturers the "pure signal" or "multiple-beam" picture tube which eliminates video amplifier (Vol. 13:8), says Multi-Tron intends to show set makers soon its own version of a practical cordless portable. As described by Glyptis, it would be "hybrid" set, using transistors which are available today, with tubes in applications for which transistors aren't yet ready. It would use new flat projection "pure signal" picture tube—"which doesn't operate on the principle of optical projection." He said such a set could be constructed and shown within 60 days, and added that his firm—being in the tube research & development business—is actively seeking to make arrangements with a circuit company for planning and construction of demonstration models of hybrid portable using "pure signal" principle.

National Assn. of Purchasing Agents, in monthly economic report released March 31, describes business conditions in first quarter of 1957 as "a floating plateau." Production and new orders varied little between the 3 months. Among other significant developments: upward price spiral is being arrested, inventory piling continues, employment remains high, lead time on production is about "as short as can be expected," materials in generally good supply.

Russians have hit 21—21 inches, that is. Newest Soviet-made TV receiver, Temp-4, has "American look," with U. S.-style cabinetry, 21-in. rectangular tube—and it also incorporates FM radio tuner, phonograph and 3-speaker sound system. Details of pricing are not available.

"Five Star TV Specials" sales promotion is being offered dealers by RCA's TV div. giving "extremely attractive trade-in allowances and other excellent values" on five 21-in. sets—2 table models, 3 consoles.

New replacement parts program for all consumer products was instituted by Philco this week, providing for "emergency" service to distributors for parts on 24-hour basis and maintenance of 90-day inventory of service parts in each distributor territory.

Huarisa, 7200 in trust for daughter. Mrs. Barreca owned 400. Mrs. Johnson owned 120. (Annual meeting, April 11, Chicago.)

Sylvania—Don G. Mitchell, chairman & pres., \$150,000 (3731); Barton K. Wickstrum, v.p., \$56,319 (264); Frank J. Healy, v.p., \$56,077 (824); Arthur L. Chapman, v.p. (now pres. of CBS-Hytron), \$56,077 (none); Max F. Balcom, consultant, \$36,000 (3700). (Annual meeting, April 30, N. Y.)

Note: For similar reports on other TV-radio and related electronics companies, see Vol. 13:12.

Teleprompter Corp. reports consolidated net income of \$206,841 (\$1.45 per share on 142,652 shares outstanding) on gross revenues of \$1,784,607 in 1956, compared with \$96,743 (81¢ on 120,000 shares) on gross revenues of \$1,215,559 in 1955. Balance sheet lists current assets of \$683,239 as of Dec. 31, 1956, compared with \$465,204 year earlier; current liabilities were \$179,750, as against \$526,823 at end of 1955. Company "now has reached a stage of solid growth," said pres. Irving B. Kahn, citing formation of group communications div. for closed-circuit servicing. Teleprompter has "realized more than \$500,000" in closed-circuit business since Dec., he said.

Bureau of Labor Statistics reports Dec. average of \$82.41 per week for electrical appliance production workers, amounting to \$2.05 hourly for 40.2 hours—compared with \$84.25 for 40.7 hours in Nov.

Financial & Trade Notes: ABC division of American Broadcasting-Paramount Theatres increased gross income in 1956 to \$98,759,306, from \$81,116,634 in 1955, but fell below expectations in fourth-quarter TV network sales, according to annual report released this week. No breakdown was given for TV revenues alone.

AB-PT pres. Leonard H. Goldenson noted that returns for final quarter last year were below those in similar 1955 period, singling out failure of *Mickey Mouse Club* to win full sponsorship. "While efforts are being continued to improve TV sales during the current broadcast season, a materially broadened and straightened program schedule is being set for the 1957-1958 season," Goldenson told stockholders.

Consolidated AB-PT report showed over-all 1956 earnings of \$8,476,716 (\$1.96 per common share) compared with \$8,373,000 (\$1.93) in previous year. Of total net income last year, \$7,734,545 (\$1.78) came from operating earnings, \$742,171 (18¢) from capital gains. This compared with \$8,218,017 (\$1.89) in operating earnings and \$155,356 (4¢) in capital gains in 1955. Gross AB-PT income was at new high—up \$198,350,068 to \$206,915,705 from 1955.

"To implement the development of the ABC program structure," Goldenson said, "a plan to expand the physical facilities of the TV network is . . . under way. Our company has maintained a strong financial position, with additional funds having been arranged for this year in order to meet all of these requirements. Working capital at the year end was \$41,200,000 compared with \$30,238,000 in 1955.

Goldenson cited "fine progress" in subsidiaries Am-Par Records and ABC Film Syndication, and in other AB-PT interests including Disneyland Park (35%), Wind Tunnel Instrument Co. (25%), Microwave Assoc. Inc. (33½%), Technical Operations Inc. (25%).

Movie production by AB-PT Pictures Corp., formed last Nov., "is being undertaken on a limited basis at the outset," Goldenson said. Theatre income in 1956 was \$100,565,000 compared with \$110,503,000 in 1955, partly reflecting disposition of 32 properties last year under anti-trust consent decree. AB-PT holds full or part interest in 550 theatres.

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Hoffman Electronics earnings in first quarter of 1957 will be about 10% ahead of the 64¢ per share in first 3 months of 1956, though sales will be down slightly from the \$12,100,000 of first quarter year ago, v.p. C. E. Underwood told *Wall Street Journal*. Earnings increase this year resulted from higher profit per sale on TV receivers. Sales decline, he said, was due to conclusion of TACAN contract for Air Force. He also said that Hoffman has borrowed more than \$4,000,000 against some govt. contracts since Jan. 1, expects to clear all short-term loans by July 1. Hoffman financial report for 1956, released this week, detailed earlier report by pres. H. L. Hoffman (Vol. 13:8). Earnings were \$1,601,974 (\$2.19 per share on 730,295 common shares) on sales of \$46,580,279, as against \$1,560,596 (\$2.15 on 724,760 shares) on \$44,416,673 in 1955.

RCA's first-quarter earnings "probably" will approximate the \$12,727,000 (85¢ per share) earned in first quarter of 1956, reports *Wall Street Journal*. No comparison was made with sales of \$274,848,000 in first 3 months year ago. RCA's unit TV sales thus far were said to be keeping pace with 1956, with its factory and distributor inventories under last year. Radio sales were running ahead of 1956 levels, phonos up 25%, hi-fi sales "substantially" above 1956.

Sprague Electric reports sharp drop in earnings to \$2,176,297 (\$1.75 per share) in 1956 from \$3,003,128 (\$2.42) in 1955.

CBS Inc. 1956 report distributed to stockholders this week verifies previously disclosed all-time peaks in consolidated sales and earnings (Vol. 13:5, 7)—but its division reports are especially revealing. Though divisional balance sheets are never shown, it's no secret that telecasting is CBS's biggest volume item and CBS-TV ("the largest advertising medium in the world") increased its advertising revenues by 18.3% while CBS-Radio "continued to be profitable and to lead all competitors."

Columbia Records sales volume rose 50% to new peak, LPs alone increasing by 120% and accounting for "almost 60% of the record industry's total volume."

Consolidated revenues and sales went up 12.1% to \$354,779,843 and, despite contrary industry trends, after-tax profits went up 21.5% to \$16,283,462 (\$2.17 per share)—an achievement all the more remarkable in light of liquidation of unprofitable CBS-Columbia TV-radio manufacturing div., discontinued in July and representing loss of 41¢ per share, and in the face of the undisclosed losses of CBS-Hytron.

Yet CBS-Hytron tube and semiconductor business tripled in dollar volume over 1955, tube sales being severely hampered by shrinkage of TV-radio set manufacturing as result of 22 companies quitting field or merging and because "market for color tubes did not develop as expected and a general excess capacity in the industry caused unprofitable price levels." Yet factory sales of transistors went up tenfold in year and diode sales more than doubled.

CBS Laboratories rechanneled its efforts from TV-radio receiver work to research for the Air Force in solid-state physics, guided missiles and photographic devices—though in TV it contributed to improved reception with its Highlight Aperture Equalizer for sharpening the transmitted image. (For report on CBS International, see p. 12.)

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Sylvania proposes increase in authorized common shares from 4,000,000 to 6,000,000, will also ask stockholders at annual meeting in N. Y. April 30 to approve increase in directors from 10 to 12. Proxy statement noted that only 341,667 shares were outstanding or "reserved for issue" as of March 11, and said there were no plans for issuance of additional shares under authorization. But, it adds, directors believed additional shares "should be available for any corporate purposes, including, but not limited to, the refinancing of outstanding indebtedness and raising of additional capital." Sylvania last year called off announced plans to raise \$25,000,000 by sale of 30-year debentures because of "unsatisfactory conditions in the money market."

Avco's consolidated earnings for 3 months ended Feb. 28 totaled \$3,119,876 (34¢ per share) on sales of \$83,194,479, compared with \$665,300 (7¢) on \$88,763,084 in corresponding period of preceding fiscal year. Earnings improvement, noted chairman Victor Emanuel, resulted from elimination of unprofitable Crosley-Bendix TV-radio-appliance lines, income tax credit, continued growth of industrial & defense businesses, specialized farm equipment and broadcasting operations.

Canadian Westinghouse earned \$1,801,734 in 1956 vs. \$1,514,915 in 1955 despite fall-off in TV market, "depressed prices" of electrical equipment and effects of last year's strike at 30 Westinghouse plants in U. S. which curtailed supplies of components, pres. George L. Wilcox reports. Good year in radio & hi-fi helped set records in orders.

RCA's 3½% convertible subordinated debentures, being issued in exchange for temporary debentures issued in Dec. 1955, will be available for exchange at Irving Trust Co., 1 Wall St., N. Y. Permanent debentures will have coupons representing interest payments from June 1, 1957 to Dec. 1, 1980, the due date.

STILL ANOTHER study of allocations is being proposed by MIT's Prof. Edward Bowles, chairman of ad hoc committee on allocations created nearly 2 years ago by Senate Commerce Committee. Proposal has been circulated to other members of committee—all of them engineers and most of them from TV industry—but group has not yet met to consider recommendations.

Proposal is contained in Bowles' 282-page "supporting brief," which reviews history of allocations, with sections on networks, color, educational TV, Communications Act, etc. This is the report which Bowles submitted to Chairman Magnuson (D-Wash.) of Senate Commerce Committee several weeks ago (Vol. 13:9, 11). Though Bowles said he would submit his own formal recommendations later, his study—highly critical of FCC—does make this proposal:

Establish an "independent audit," working separately from FCC through a responsible professional agency of national standing free of commercial or political interests. Audit group would be financed directly by Congress, watched over by Commerce Committees of both houses, study "public interest" from both engineering and economic standpoint—and presumably work out an allocations plan, as well as details about how proposed allocations changes might best be effected, etc. As a pattern, Bowles points to specialized MIT Radiation Lab set up by Govt. during World War II to develop and accelerate radar on an independent no-govt.-interference basis.

"Unwarranted grab" by aviation interests for sole use of airspace was sharply attacked by v.p.-director Victor Sholis of Louisville's WHAS-TV in letter urging FCC to toss whole matter of his station's tall-tower plans back into the hands of Washington Airspace Panel. Replying to McFarland letter which raised "aviation hazard" issue, Sholis reviewed station's 5-year effort to find tall-tower site acceptable to Airspace Panel, revealing that 25 different sites had been analyzed, 5 of them placed under option, and 79 conferences held with Airspace Panel members and technicians, which culminated in Panel's ruling that "there is no site within approximately 20 mi. of [Louisville] where a tower of the height requested can be approved." Sholis charged Panel's action in "kidnaping all airspace over and around Louisville as aviation's private preserve" violated Commission's goal of providing nationwide TV service, as well as joint CAA-FCC-industry agreement for "cooperation" in solving airspace problems. He urged FCC to "insist the Panel find a site within a reasonable and practical distance from Louisville for a 2000-ft. tower to bring TV service to rural areas of Kentucky."

Emphasis on Washington news coverage is pointed up by establishment of Washington news bureau by Westinghouse Bestg. Co., headed by Rod MacLeish from WBZ, Boston; he plans to add assistant shortly. Move follows MBS's shift of news headquarters from N. Y. to Washington; news director Robert Hurleigh says he has go-ahead for "definitely enlarged news staff." Among other networks, ABC's John Secondari says "we are definitely going to expand"; CBS's Ted Koop reports addition of one man; NBC's Julian Goodman points to increase in news originations from Washington by NBC.

Dave Beck got full live coverage by WTOP-TV, Washington, at McClellan Committee hearings on Teamsters Union this week in Senate Caucus Room. CBS affiliate dropped all commercial schedules for nearly 11 hours March 27-28 for exclusive show, reminiscent of 1954 Army-McCarthy hearings and Kefauver crime investigation in 1952.

Big closed-circuit apartment house TV project is expected to be in operation within a month, linking 1672 apartments in 4 cooperatively owned buildings on New York's lower east side. If it proves successful, system is slated to be extended to thousands of additional apartments in other buildings in area. Program is being initiated by East River Housing Corp., independent agency operating under aegis of International Ladies' Garment Workers Union (AFL-CIO), which sponsored and helped finance apartment development. Closed-circuit hookup will be fairly simple and inexpensive, merely linking master antennas of the 4 buildings to "studio" at development's offices. Ch. 6 will be employed for closed-circuit transmissions, which will be initiated with rented cameras, lights, sound equipment, etc. Initially, programs will last one hour once or twice monthly, featuring discussions of problems affecting residents of the co-op apartments; later they will be extended to entertainment, debates, etc., put on by residents. New program service, under direction of East River Housing Corp. educational director Donald Martin, will involve no additional expenditure on part of tenants using master antenna system.

Broadcasting industry's stepped-up public relations program bears first fruit in the unprecedented network TV-radio coverage planned for NARTB convention at Chicago's Conrad Hilton Hotel April 7-11. Highlight will be live telecast by CBS-TV of FCC Chairman McConnaughey's 2:30-3 p.m. April 9 luncheon address. CBS radio will rebroadcast his talk at 10:05-10:30 p.m. Formal opening address by Gen. Alfred M. Gruenther April 9 will be recorded by NBC & CBS radio broadcast at 8:30 & 10:30-11:00 p.m., respectively. ABC radio & MBS will carry NARTB pres. Harold Fellows' principal convention address live 3-3:30 p.m. April 10, CBS radio rebroadcasting it 10:05-10:30 p.m.

One application for new TV station, 2 for translators, were filed with FCC this week, bringing total to 113 for stations (25 uhf) and 58 for translators. Station application was for Globe, Ariz., Ch. 34, by local KWJB, which also operates AMs in Safford, Coolidge, Winslow & Clifton, Ariz. Translator applications were filed for Center, Colo., Ch. 80, by Central TV Assoc., to rebroadcast KCSJ-TV, Pueblo, and for Truth or Consequences, N. M., Ch. 80, by municipal govt., to rebroadcast KGGM-TV, Albuquerque. [For details, see *TV Addenda 24-L* herewith.]

Florida-Cuba microwave which can accommodate TV program and 120 telephone conversations simultaneously (Vol. 13:6, 12) is due for shipment to Florida next week by Federal Telecommunication Labs—with start of service on first commercial broad-band "scatter" relay due to begin by summer. AT&T is silent as to when first TV programs will be exchanged between the 2 countries—but it's safe guess that relay will be used to bring World Series to Cuban viewers.

More long-distance TV: J. Sestak, Czech TV-radio amateur, is receiving British TV programs at his home in Mihalovice, eastern Czechoslovakia—1000 mi. from London—according to Czech news agency Ceteka.

TV-radio and movie coverage of state courts, commissions and other tribunals would be authorized by bill submitted this week by rules committees of N. Y. legislature.

Spring-Summer Factbooks Still Available

IF YOUR ORGANIZATION is playing "Factbook, Factbook, who's got the Factbook?" now is the time to order enough copies for all your executives—while the supply lasts. Single copies cost \$4.50; 5 copies or more \$3 each. You'll find an order card enclosed with this issue.